

dms photography

Showcasing creativity in a competitive environment

Title: Creating a new image for DMS Photography

Challenge: DMS Photography are social photographers producing creative and contemporary wedding photography. The worlds of wedding photographers is fiercely competitive especially in wedding faire season. DMS had produced their own literature and web design but recognised that it didn't represent the image they wanted to portray nor the calibre of work they produced.

Solution: Kinetic did a complete 'makeover' on DMS. From creating a new logo, a new web site and promotional leaflets that could be handed out at exhibitions. The designs not only showcased DMS's work, but also established their approach and ethos. The choice of wedding photographer is as much about personalities and the experience on the day as it is about the pictures and this was something we wanted to communicate.



“Your wedding is one of the most important days in your life. When that day is over, along with your memories, the most cherished things that remain will be your photographs, images you will treasure forever.”