

## Brand Mission Statement Overview: Outdoor Photography Guide

<b>Our Vision</b>	To educate and inspire you in the art of outdoor photography
<b>Mission Statement</b>	<i>Outdoor Photography Guide is your go-to online resource for outdoor photography instruction, ideas, and information - a community where passionate photographers can come together to express their creativity and learn from top professionals to take better photographs out there in the wild.</i>
<b>What We Do</b>	Our main goal is to help you become a better photographer, and we teach through video. Our instructional photography videos are taught by seasoned, talented experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
<b>How We Do It</b>	On the website you'll find an entire library of outdoor photography videos at your fingertips, plus brand new courses to enjoy throughout the month. You'll also find interesting articles, product reviews, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow photographers.
<b>Why We Do It</b>	At OPG, we know that outdoor photography is so much more than a hobby for you – it's a passion. We want to be your favorite place where you can feed that passion by learning new techniques, getting inspiring new ideas, and connecting with other photographers who feel the same way as you.

<b>Brand Personality</b>	Authentic, passionate, honest, aspiring		
<b>Tone of Voice</b>	Genuine, approachable, friendly		
<b>Key Messages</b>	Inspire Your Creativity	Engage Your Passion	Express Your Vision
<b>Examples</b>	Learn new techniques Get inspiration Take more photos	Connect with other photographers Ask questions, share ideas Share the love of photography	Find personal value Challenge yourself Create a work of art