

KURACONV STUDIO

IMAGE DIRECTION

EXECUTIVE SESSION · PERSONAL BRANDING

Elaine Monteiro

Fifty images, seven territories

July 2026 · image direction by KURACONV Studio

SEE · FEEL · REVEAL

OPENING LETTER

A book,
not a folder of files.

Elaine, most companies deliver files. We prefer to deliver a character.

This book gathers your complete executive session, but before the photos it shows the reasoning: who you are in your market, who your client is, and how every image was directed to prove, silently, exactly what you sell.

Every photo here was born from your real face and passed through three layers of direction: fidelity, color and intention. Nothing is stock. We sign it because we believe the result.

Diogo & Maria Rosa

KURACONV STUDIO · IMAGE DIRECTION

One woman. *Seven territories.*

This is your executive session. Fifty images built from your real face, organized into seven visual territories. Each territory answers a different question about who you are at work: the authority who decides, the strategist who executes, and the woman behind the title. No photo is a catalog. Each one is a character.

THE METHOD · SEE, FEEL, REVEAL

Every image passed through three filters before reaching this book: fidelity to your face, coherence with your personal color analysis and intention of direction. You did not receive pretty pictures. You received a consistent character across seven stages.

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| 01 | Editorial studio | <i>The controlled portrait</i> |
| 02 | Boardroom strategy | <i>The strategist at work</i> |
| 03 | Urban courthouse | <i>The city as stage</i> |
| 04 | Law library | <i>The classic authority</i> |
| 05 | Café bookshop | <i>The human side</i> |
| 06 | Café terrace | <i>Life outside work</i> |
| 07 | Conceptual editorial | <i>The signature</i> |
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NICHE STUDY

What you sell, and why your *image* must prove it

BASED ON YOUR INSTAGRAM @ELAINEC_MONTEIRO · SÃO PAULO

WHO YOU ARE

You help law firms build commercial teams that generate clients every single day. Your flag is clear: **less referral, more predictability.**

WHO YOUR CLIENT IS

Partners and lawyers who built technical authority but still depend on referrals and word of mouth. They want exactly what you promise: a flow of clients that does not depend on luck.

YOUR POSITIONING PAIN

You sell predictability and structure to an audience that buys confidence before it buys service. Lawyers hire whoever **looks** solid. If your own image looks amateur or unstable, it contradicts the very thesis you defend. Your image must be the first proof that you deliver what you say.

Before you say a single word, your image must already say: this person knows what she is talking about.

THE DIRECTION OF THIS SESSION

That is why your session is not generic. It speaks your client's language. The courthouse, law library and boardroom territories place you inside the visual world of law. The Dark Winter palette (charcoal, navy, burgundy) projects effortless authority. Every image was built to sell your thesis before the conversation begins.

PERSONAL COLOR STUDY

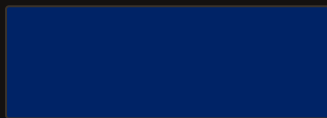
Your *color analysis*

Before dressing the character, we read your color. The analysis below defines what makes your skin, hair and eyes shine. It directed the wardrobe of this entire session.

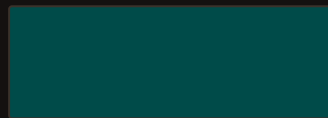
DARK WINTER

Your appearance is defined by high contrast, cool-toned olive skin, dark brown hair with silver highlights and striking hazel-green eyes.

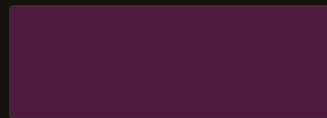
POWER PALETTE



Royal Blue
#002366



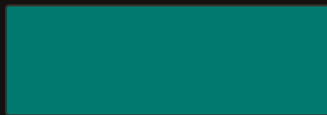
Emerald Green
#004B49



Deep Plum
#4E1A3E



True Red
#BF0A30



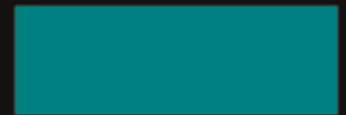
Pine Green
#01796F



Magenta
#CA1F7B

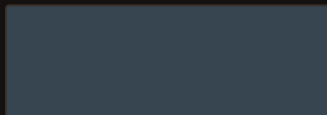


Burgundy
#800020



Teal
#008080

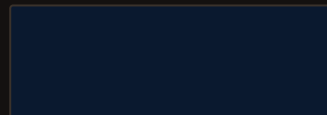
NEUTRALS



Charcoal Grey
#36454F



Pure White
#FFFFFF



Deep Navy
#0A192F

Metals: silver and white gold flatter you most; cool, burnished gold also works near the face.

AVOID NEAR THE FACE



Mustard
#D4A017



Peach
#FFCBA4



Terracotta
#C06B4E



Lavender
#C9AEE0

*Notice: **charcoal, navy, emerald, burgundy and grey**, the colors that dominate this session, all live inside your Dark Winter palette. Not by accident. By direction.*

01 EDITORIAL STUDIO

9 PHOTOS

The controlled portrait



Neutral backdrop, studio light, nothing competing with the face. It is the photography of the authority who decides: whoever looks already knows you are in charge before reading a line of your resume.

USE Profile photo and credential. The face that opens the meeting.

Softbox 5000K · 85mm f/1.8 · Fujifilm Pro 400H · charcoal, grey, emerald palette



02 BOARDROOM STRATEGY

10 PHOTOS

The strategist at work



The funnel on the glass, the data on screen, the pen pointing at the metric. This is your territory translated into image: the specialist who does not talk about results, she shows them.

USE Proof of method. Use when talking structure, data and predictability.

LED 5000K · 50mm f/2.8 · Fujifilm Pro 400H · slate, white, black palette



03 URBAN COURTHOUSE

5 PHOTOS

The city as stage



Concrete pillars, institutional scale, full body on the street. The image that borrows the building's solidity for your presence. For whoever needs to look established, not emerging.

USE Speaks directly to the lawyer's world. Institutional authority.

Diffuse light 5500K · 35mm f/2.8 · 3/4 angle · charcoal, limestone, accent palette



04 LAW LIBRARY

The classic authority

5 PHOTOS



Dark oak, shelves, the discreet gold of the institution. The most premium register of the session: weight, tradition, trust. The set that speaks the lawyer client's language without a word.

USE The most premium register. Proposal covers and high-value material.

Side softbox 4500K · 85mm f/1.8 · mahogany, cream, gold palette



05 CAFÉ BOOKSHOP

The human side

8 PHOTOS



Window light, burgundy blazer, the contained smile. Here authority rests and the person appears. It is the image that builds closeness: the same strong woman, now approachable.

USE Closeness. Content that humanizes and opens conversation.

Window light 4500K · 85mm f/2.0 · burgundy, grey, burnt gold palette



06 CAFÉ TERRACE

5 PHOTOS

Life outside work



Low sun, outdoor table, a breath. The lifestyle territory that humanizes the feed: it shows there is a life behind the strategist, and that life is what makes the personal brand credible.

USE Backstage and real life. Stories and lighter feed moments.

Low sun 4300K · 50mm f/2.2 · warm beige, off-white, espresso palette



07 CONCEPTUAL EDITORIAL

8 PHOTOS

The signature




A diagonal beam of light, the geometric sculpture, art-gallery drama. The image that does not sell, it gets remembered. The cinematic pause that closes the session.

USE The signature. Presentation openers and highlight covers.

Beam 4000K · 50mm f/4 · Ilford HP5 and Portra 400 · obsidian and bronze





*Authority does not announce itself.
It is recognized.*

KURACONV STUDIO · SEE · FEEL · REVEAL

COLOPHON

IMAGE DIRECTION	KURACONV Studio
COLOR ANALYSIS	Personal Dark Winter study
TERRITORIES	7 stages · 50 images
CLIENT	Elaine Monteiro
DATE	July 2026



Diogo & Maria Rosa

KURACONV STUDIO

THE IMAGE IS THE FIRST PROOF.