

heidi-o-photo

about

First of all, here's an explanation of my company name:

	heidi	(me)
	photo	(what I do)
+	_____o	(makes it rhyme)
	heidi-o-photo	

After finishing my art degree in 2004 at CalPoly San Luis Obispo, I moved down to San Diego and started heidi-o-photo. (I can't believe it's already been 12 years that I've been in business.) When naming my company I had a bunch of different ideas—heidiphoto, Heidi Photography, Photos by Heidi, etc.—nothing that great. My boyfriend's last name was Orcino, so he suggested Heidi O Photo—so that if we ever got married, the name would still fit (pretty bold, huh?). As it turns out, we got married in August '09, I changed my name and am now Heidi O., so it all came together nicely!

I love to create, so when I'm not working as a photographer, I still photograph for fun. I'm also constantly improving our 90 year old North Park home, and the yard and garden are a never-ending project. My husband is an engineer who designs and builds things, so he creates as well—though in a very left-brained sort of way. We are an odd couple, but we complement each other well. He's in charge of fixing kitchen appliances while I'm re-arranging the living room.

In May 2017 we had a baby girl Ms. Lucille Sky (Lucy as we call her) and she's a real cutie with a super sweet smile. She's growing so fast, and each day is learning something new. She's crawling and moving around so quickly I can barely keep up. We also have two cats—Toby—orange & white and lazy, and Harry—gray & white, and curious. Between their begging for food and catfighting they keep us busy.

We live in San Diego, but I grew up and have family in the California Bay Area. So, I'm happy to photograph weddings in either place, or really anywhere for that matter. Just ask.

Thanks for considering me to be your wedding photographer. I look forward to getting to know you better and hearing all about your big day!

approach

More than anything, I want to make a real connection. I'd like to get to know you—and have you know me—so that, on the day of your wedding, we're more like friends and not just two sides of a business transaction.

To make sure we get there, we'll spend time together at your engagement session, we'll chat on the phone and make wedding plans. I want to know what you're most looking forward to at the wedding and what's most important to you. I also want to talk about the timeline, the time of the sunset, your family, and more so that the day-of I know what to expect. This may seem like a lot, but it's all for a good cause—I really care about your wedding experience and want to make sure that you get everything you want out of it. I consider it an honor to be a part of this important event in your life.

When photographing I create a comfortable environment for you. You'll find at your engagement session that I'll help you warm up in front of the camera so that your images have a natural feel. My goal is that, on your wedding day, you'll already be comfortable with me and feel at ease knowing that I've got it all handled.

style

heidi-o-photo is creative, intimate and real.

I love catching natural moments—your real kisses, your real hugs, and your real laughs. But I also LOVE creating beautiful portraits. I'll find the right backgrounds and beautiful light, and then get you in there to make fun, romantic, and lovely images. I'll give a bit of direction, but will leave space for you to be you.

I'm interested in you connecting with each other, rather than interacting with me, so many of your photos will be of you looking/chatting/kissing/hugging each other versus looking straight into the camera.

On your wedding day, I'll be there for all the big events—the vows, the first dance, the toasts—but also the unexpected, quiet moments. To tell the complete story I also photograph the details, like bouquets, handmade favors, wedding bands, and more.

I'm happiest and most at home with natural sunlight. Weddings with a personal style, and venues with character and charm are totally my thing.

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frequently asked ?s

What is your background and experience?

I grew up in the SF East Bay and attended Cal Poly SLO and earned a BS in Photography in 2004 where I learned the technical side of photography. Since then I have been in business for 13 years and have photographed way more than 200 weddings and many portraits. I am a full-time photographer, am fully insured and use professional gear.

Will you be involved in the wedding planning process?

Yes, most definitely. I'd love to help you plan out all the timing and formal photo lists prior to the wedding day. I will provide you with a recommended timeline, and then we'll go over it all together. The goal is that, on the day of the wedding, you won't worry about me getting this photo, or that photo. You can just be in the moment and trust me while I guide you through the photography.

What is an engagement session, and why do I need one?

An engagement session is about an hour of photography. This can be months (preferably) or days prior to your wedding. Many couples use their images from the session for guestbooks and wedding websites. Even more importantly, during the session we'll get to know each other and you'll become more comfortable with the camera. This ensures that on the day of your wedding you won't be nervous about taking photos. Also, the engagement session is a fun time to express yourself and your relationship: the location can be a favorite, sentimental, or just pretty.

How many photographers are there?

I am the main photographer. For the wedding I also hire a second photographer with a similar photographic style and friendly personality. They will be there to help out and to get different angles and moments throughout the day. They will photograph all the main wedding events, but may leave once the dancing starts.

How much photography time do we need?

I'd love to have time to be able to slow things down on your wedding day so you can relax and be in-the-moment. By doing so we can create images that you'll re-connect with in the future. So please hire me for as long as you can.

Will you travel?

I am based in San Diego, and do the majority of weddings nearby. However, I'd love to travel for your wedding. Just let me know and we can discuss all the details.

What type of gear do you use?

I use Canon professional gear and bring multiple cameras, multiple lenses, and multiple flashes.

How many images do we get?

The amount of images delivered varies with every wedding. But a rule of thumb is at least 75 images per hour of photography.

Do we get the digital files?

Yes, you will receive all the final high-resolution files without watermarks. I also include a "permission to print" form for you to bring with you to the lab. You can make prints from your files or you can order prints from me, however, I highly recommend that you order through me or use a professional lab to ensure high-quality prints.

Do we get black & white images?

I photograph everything in color. I then correct the exposure and color for every image. Then I choose about 10-20% of them to be black & white.

When do we get our images and albums?

You will receive your engagement images within 6 weeks of the session and your wedding images within 8 weeks of your wedding. Your album's initial design will also be completed within 8 weeks of your wedding date. You may then make up to two rounds of revisions. After your final approval of the album design, the album will be printed and delivered within 8 weeks.

We'd like you to be our photographer. What do we do now?

If you're ready to book with me—yay! Just choose a wedding collection, and I'll send over a contract for you to sign and there's a \$1,500 retainer. Once I receive both the contract and retainer, the date is yours.

What payment forms do you take? And when is our balance due?

I accept check (preferred) and credit cards. The remainder of the collection price (minus retainer) is paid in 2 parts: the first part is due halfway to the wedding, and the 2nd half is due 30 days before the wedding.

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your investment

I believe your wedding images are an investment, and your story is worth investing in. I offer 3 collections for you to choose from. To customize a collection you can add more time or extras. If you're looking for something in particular, just ask. Lower pricing may be available for very small weddings or Mon-Thur weddings.

collection one

6 hours of wedding photography
2 photographers
professionally-edited, high-res images
online gallery for 3 months
\$2,550

collection two

7 hours of wedding photography
2 photographers
professionally-edited, high-res images
online gallery for 3 months
engagement session- 1 hour & 1 location
8"x8" leather flushmount album w/ 10 spreads
\$3,550

collection three

8 hours of wedding photography
2 photographers
professionally-edited, high-res images
online gallery for 3 months
engagement session- 2 hours & 2 locations
10"x10" leather flushmount album w/ 10 spreads
(2) 10"x10" linen parent books
\$4,550

sessions (engagement, bridal, or day-after session)

1 hour of photography with Heidi
50 or more professionally-edited, high-res images
one location anywhere in the city of San Diego, or nearby
online gallery for 2 months
\$550

albums + parent books

\$80/spread 8"x8" leather flushmount album
\$100/spread 10"x10" leather flushmount album
\$120/spread 12"x12" leather flushmount album
\$40/spread 8"x8" linen parent book (same design as album)
\$50/spread 10"x10" linen parent book (same design as album)
\$60/spread 12"x12" linen parent book (same design as album)
\$110 4"x4" leather flushmount album w/ 10 spreads (same design as album)
\$10/add'l spread
\$150 (2) accordion books w/ 42 images/book. \$50/ each add'l book

extras

\$300 extra hr of photography- added prior to wedding day
\$350 extra hr of photography- added on wedding day
\$200 engagement session- 2nd location, 2nd hour; additional images
\$250 guest book with engagement images
\$200 proof book of all wedding images

A \$1,500 retainer along with a contract is required to save the wedding date.
Sales tax is charged on collections and products.

heidi-o-photo

raves

"We could not have asked for a better photographer than Heidi!

She was one of the first vendors we booked, and she was consistently the key piece of keeping us sane and helping us organize our wedding day. We took engagement pictures with her as well, and she made us feel immediately at ease. She went above and beyond for our engagement session, including taking pictures in the rain to capture a beautiful Balboa Park backdrop.

She is the perfect combination of kind and easy going, as well as hard working and extremely talented. Because we booked her early on, we were so fortunate to have about a year of speaking with her and she was forever patient and communicative with us. Even with us planning a wedding out of state, we always felt like through all the craziness, Heidi was consistently amazing and truly cared about giving us stress free, breathtaking pictures. We found most of our other vendors through her as well, who all spoke incredibly (and rightfully so) highly of her.

We already received a sneak peak of our wedding photos and absolutely adore them. I didn't think we could love any pictures more than our engagement photos, but these are totally perfect. I truly cannot recommend Heidi enough for a professional, trustworthy, kind, and patient photographer. Thank you, Heidi!!!!"
-Meg & Danielle, 10/7/17

"Words can't describe how fantastic it was to have Heidi as our photographer for both our engagement photo session and wedding day!

My husband and I planned this wedding from Connecticut so communication was important being that we weren't able to be there in person, and Heidi was so kind and responsive with everything! At first, we didn't think we would want the engagement photo session (since we had already done photos in Connecticut) but after more thought, we figured it'd be beneficial to 1. have photos done with different scenery and 2. get more comfortable with her before our big day. It was such a great idea so I highly recommend other future couples do the same as well! Before booking Heidi, I did a ton of research of different photographers from the area and after I had both the coordinator and venue highly recommend Heidi, there was no need to look any further. It also helped that after I told my other vendors (i.e. DJ, florist) that I was using her, they all commended how great she is.

Her packages are very reasonable for the quality of work you receive and she is also more than happy to customize items that you want to add and/or omit. She has great experience with San Diego and recommended such a beautiful location for our engagement session (Scripps Pier) - we had a really fun time with her and left feeling like we both made a new friend. We even got our engagement photos within a few days of the session which I know she worked hard at doing in case we wanted to use any of the photos for the wedding. They were absolutely stunning!!

Then on the day of our wedding, her and her assistant (Weston) were perfect. They worked so well with everyone, and got things done and made sure we were always on schedule. I had numerous guests comment on how great the photographers were. We also received a few sneak-peak pictures within 2 days after the wedding and she also offered to send the digital original pics in case we want to use them for our thank-you cards, etc."

-Sarina & Ben, 10/1/17

"Heidi is the best! I knew within 2 minutes of our initial meeting that I wanted her as our wedding photographer. We loved her organization and laid back personality! Plus her photos are amazing!

We did our engagement session with Heidi and it turned out amazing. I love every single photo (and I never like photos of myself!!) Heidi takes the time to carefully plan your entire wedding day and is always quick to respond to questions or requests. She provided a list of preferred vendors that was also really helpful. We had a great time with her on our wedding day. She made us feel very comfortable and was able to get every photo that we discussed. I highly recommend Heidi! She is the best!"

-Amy & John, 9/4/16

"Words cannot describe how much we love with Heidi's photos from our wedding!

Isaac and I are so happy we chose her as our photographer! From the time we met Heidi, it all fell into place. I remember meeting her at a Bridal Bazaar a while back when Isaac and I were newly engaged. I was only window shopping since we knew we were having a long engagement. I met a bazillion photographers but I remember saving her card because of her talent and sweet personality. Then, fast forward a year and a half Isaac and I finally picked a wedding date and it was quickly approaching. I think we were three months away from the wedding and we still needed a photographer. It was so hard to find one that met our wants for wedding pictures! Our photos were one of the most important pieces of the wedding, because we want to be able to look back on the day to capture those special moments while looking at beautiful photos.

My sister and I walked up to Heidi's booth at another Bridal Bazaar and I was introduced to her assistant to ask her questions. Then I met Heidi! She immediately started talking to me about how she loved taking photos at our venue, San Diego Botanic Gardens, and that she had our date available. I got really excited because the display and album she had up on her booth was taken at our venue. I could see a glimpse of our wedding day in those pictures! My husband and I met with her later that week and asked her to capture our day!

Heidi is so easy to work with! We were a bit nervous while anticipating the fact of posing in front of the camera. But it really didn't seem "posy" at all! Heidi was so sweet to work with us, especially at such short notice! She really takes the time to get to know her couples, so that she is like a friend! She's very accommodating and has a lot of ideas! She is so talented!

We love our photos so much! We look at them all the time! Thank you so much Heidi!"

-Jessie & Isaac, 7/17/16