

# Our Imagery

## Photographs - portrait

### Expression:

authentic, self-confident, motivated, friendly, natural smile,  
hands crossed / leaning against something / possibly holding an object,  
upright posture, looking forward

**Outfit:** neutral, simple, stylish, authentic, no inscriptions or eye-catching patterns



**Background:** strong bokeh with depth effect,  
modern, bright, calm, friendly, pastel shades,  
if there are lines, pay attention to the layout



# Our Imagery

## Photographs - portrait

**Image composition:** Symmetry or golden ratio

**Image sections:** Section above chest, section above hips

**Lighting:** very soft, daylight

**Image processing and white balance:**

balanced neutral saturation, dynamic, high contrast, clear, even authentic skin tone, daylight, balanced shadows

**Image format:** Landscape 3:2

***Don'ts:*** Unauthentic outfit such as a tie, use of effect filters, distortions, unnatural lighting and editing, exaggerated smiling / laughter, dark and busy background, background in focus



*SECTION ABOVE CHEST*



*SECTION ABOVE HIPS*



# Our Imagery

## Photographs - portrait DON'TS



Background too dark



Excessive smiling, outfit color does not meet the criteria



Image crop too close



Incorrect body alignment, background too busy



Image is overexposed, contrast too strong, line in the background is too distracting



Background too busy, expression not confident

# Our Imagery

## Photographs - Image

### Expressions of people

Authentic, self-confident, motivated, friendly, natural smile, upright posture, natural expression

**Outfit:** neutral, simple, stylish, authentic, no inscriptions or eye-catching patterns



### Background:

modern, bright, calm, friendly, pastel shades, if there are lines, pay attention to the layout



# Our Imagery

## Photographs - Image DON'TS



No green clothing



Exaggerated smiling



Background too busy,  
clothing too red



Image is overexposed, too little contrast



Background too dark,  
clothing too dark

# Our Imagery

Photographs / video  
Location

## Modern room setting:

bright, calm, friendly, innovative,  
minimalistic, pastel shades, muted colors



balanced lighting conditions,  
preferably daylight,  
if there are lines, pay attention to the layout,

**Don'ts:** Saturated green, lots of green, saturated  
colors, pictures in the background, dark uneven  
lighting conditions, busy setting



# Our Imagery

Photographs / video  
Location  
DON'TS



Too dark, too many lines



Too dark



Too dark, busy, colors too saturated



Too dark, busy



Too dark, busy, colors too saturated