

Visual Asset Photography Style Guide

Overview

This style guide outlines the standards and best practices for photography used in our visual assets to ensure consistency and alignment with brand identity.

General Guidelines

- Use natural or soft diffused lighting whenever possible.
- Maintain consistent aspect ratios appropriate for the intended platform.
- Avoid excessive filtering or post-processing.
- Compose images with plenty of negative space when possible.
- Ensure all assets are sharp and in focus.

Image Composition

Subject Placement

Subjects should be centered or aligned according to the rule of thirds where it enhances clarity.

Background

Use clean, uncluttered backgrounds that do not distract from the subject.

Framing

Leave adequate padding around the subject; do not crop critical elements.

Sample layout for product photography

Color & Lighting

- Utilize neutral to soft daylight tones.
- Avoid dramatic color casts and color tints.
- White balance should be consistent across all images.

File Specifications

Asset Type	Recommended Size	Format	Resolution
Web Banner	1920 x 1080 px	JPG, PNG	72 dpi
Social	1080 x 1080 px	JPG, PNG	72 dpi
Print	Varies	TIFF, JPG	300 dpi

Do's and Don'ts

- Do use real environments matching the context of the asset.
- Do not use watermarks or digital stamps on final assets.
- Do avoid using stock images unless absolutely necessary.
- Do keep branding elements subtle and non-intrusive.

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