PHOTOGRAPHY GUIDELINES

These general guidelines establish a consistent and unified look and feel for the photography of our business leaders.

**DO**

Subjects should have a natural un-posed smile of happiness or joy and face the camera. Stand or sit in a natural, comfortable, un-forced pose. Photo must come across as real and authentic.

Dress in nice-casual or business-casual attire. Subjects should wear neutral colors that do not distract from their face or overpower the photo. If patterns are worn, they must be simple and not distracting.

Photos should be crisp and high-quality, with a resolution high enough for printing at an 8” × 8” size, ideally 2400px × 2400x.

Photos may be shot professionally, or shot with an SLR camera using a tripod. Avoid cell phone photography.

Images will be cropped by OPTAVIA to a square ratio. Keep this in mind when framing the shot. Subjects will be cropped from the waist up.

When possible hoose natural but simple outdoor environments as a backdrop. Avoid crowded or complex backgrounds.

Use natural lighting. Choose a time of the day that has nice even bright lighting, but avoid harsh sunlight and mid-day shadows. Partly cloudy days, or late afternoon work well.

Position the camera at eye-level.

**DON'T**

Wear sunglasses

Take selfies

Take closeups. Frame to incorporate at least your entire upper body.

Nighttime photography, or dim lighting that requires use of flash

Overly stylized “glamour shots”