

OPTAVIA® PATH TO ACHIEVEMENT: 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 should 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 should be simple and not distracting.
- Photos should be crisp and high-quality, with a resolution high enough for printing at an 8" x 8" size, ideally 2400px x 2400px.
- Photos may be shot professionally, or shot with an SLR camera using a tripod.
- Please 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 choose natural but simple outdoor environments as a backdrop.
- Try to 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.
- Night time photography, or dim lighting that requires use of flash.
- Overly stylized "glamour shots."

