

Photo guide



BRAND PROMISE

Creating places full of life

by being sustainable forerunners

We are on a mission. To be passionate forerunners
in sustainable furniture. Working as one team,
we can become a sustainable example to the world.

Imagery and it's importance!

Imagery is one of the most important building blocks of our identity. Grasping the opportunity to convey our values and products in an attractive and purposeful way is key to our communication.

The type of images and media we use spans over a wide range, mainly driven by the type of communication and the intended target group/s.

When creating new material, it is important that it is versatile and adaptable to different formats, both for digital and analog usage.



What makes an image a Green one?

The purpose of a specific image should always lead the way. Images enhances stories, articles and posts. Therefore, the choice of a specific image is always purposeful and situational. The more we can incorporate key characteristics of a Green image, the easier it is to recognize us as a sender and recall our messaging.

The images that should convey our Brand personality the most, are our hero-shots. The images we use to create awareness and curiosity. These images should ideally be recognized as Green without the support of logotype and copy.

The more our audiences engage with us, the more specific and distinct the dialogue. This means that images are more reflected by our flexibility, smartness and clarity.

When we let purposefulness guide our way, we can judge **to** what extend we can take advantage of our unique image drivers in a specific shot.

AS MUCH AS POSSIBLE, A GREEN IMAGE SIGNALS:

Warmth

Friendliness

Openness

Joy and satisfaction

Harmony

Clarity

AS MUCH AS POSSIBLE, GREEN IMAGES:

Tell a story by themselves

What we do have an impact on people's lives, both as a visitor and a partner to us. This shines through in all our awareness and positioning images.

Have human presence

Everything we do ultimately improves life for people. What better way to convey our passion for places full of life than to include the very people we care about.

Takes advantage of perspectives

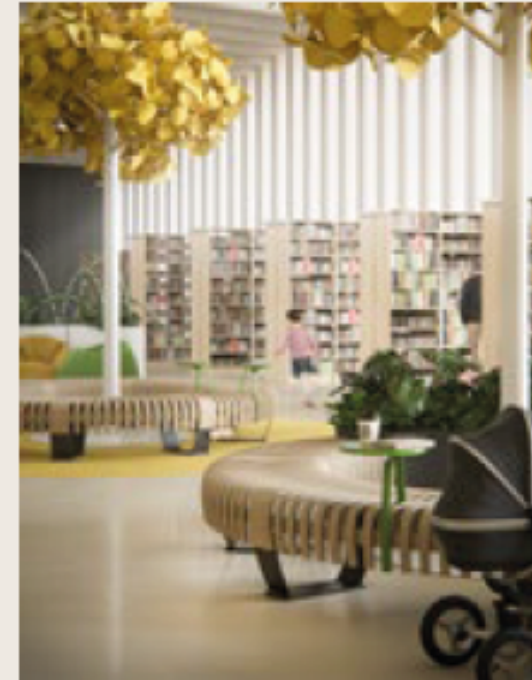
Shooting with a range of perspectives allow us to capture the full picture as well as more intimate, personal feelings.

Are authentic

Our places are portrayed in a desirable way, without being overly staged. Lighting adds to a warm and welcoming feeling. Take advantage of windows and natural light sources, without necessarily including them in the shot.

Have a clear focal point

When we try to say everything, we risk that nothing cuts through. Sometimes we tell a story, sometimes we present a solution. Rarely at the same time. That's what we mean by purposeful and situational.



Our image types

Overview



Eye-level



Details



Photo considerations

Camera Placement & perspectives

Our camera angles should be as human as possible. We strive to have an eye-level perspective for someone sitting down or standing up in all images.

We have two exceptions: detailed images and overviews. In cases when we want to show an overview we use a higher placement of the camera. It should be clear that the perspective is above average (not taken holding the camera over your head).

We often let lines guide us visually. We should always look for a horizontal perspective in our images, **i.e no tilted photos.**

Be authentic

Our places should be portrayed desirably, without being overly staged. Avoid images without human presence as it makes them less authentic.

Lighting

Take advantage of windows and natural light sources, without necessarily including them in the shot. The lighting should be realistic and balanced. We want the images to be warm, but not unrealistically edited.

Inclusion & Diversity

Everything we do ultimately improves life for people. We want our imagery to show diversity. Everyone is welcome.

Clear focal point

Our products are our heroes. Let the product show. Will our furniture be badly cropped? **Try a different angle.**

Avoid messy images

We want our images to be authentic yet clean. Take away the things that don't add to the images.

Photo considerations

Examples of camera placement **Eye-level**



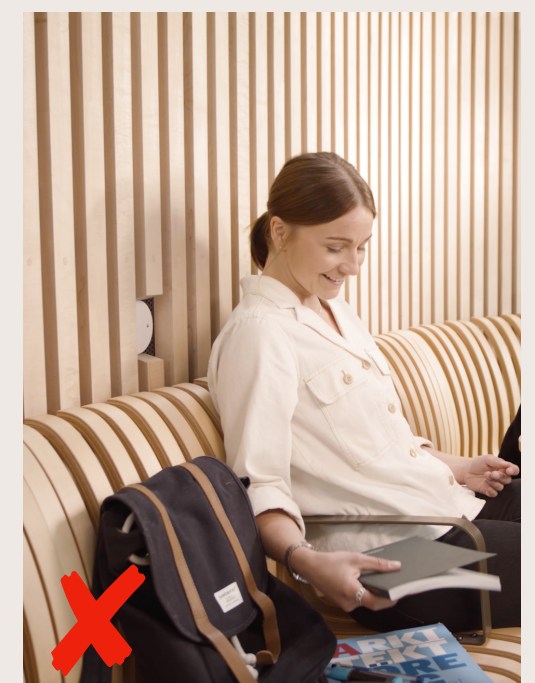
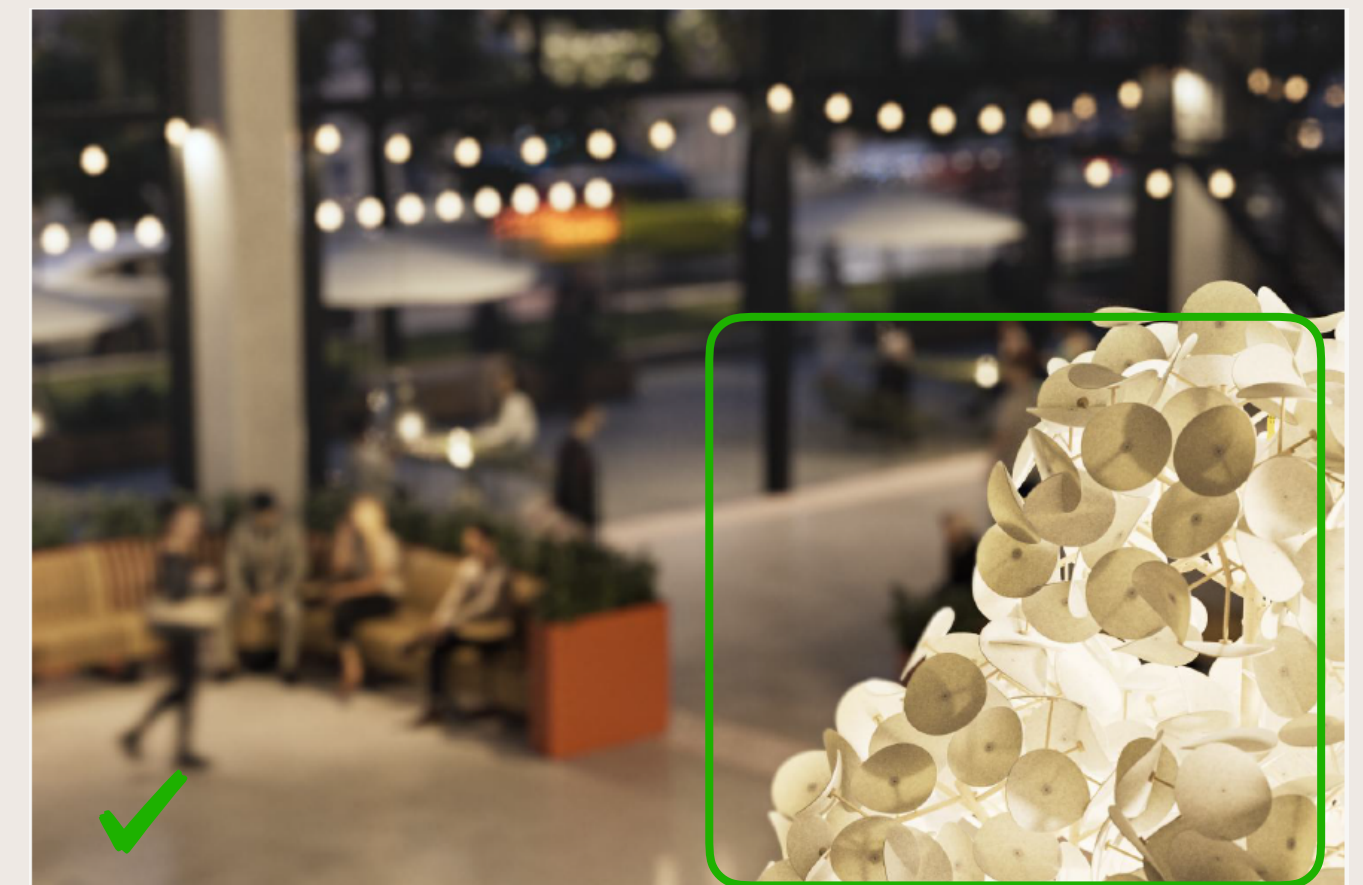
Examples of camera placement **Overview**



Image crop

Our products are our heroes. Let the product show. Will our furniture, or the people participating in the images, be badly cropped? **Try a different angle.**

However - cropping can be very useful. There are one thing you need to consider before cropping our products. Will people understand our product? If yes, it is ok. If no - crop it from the image completely.



Color correction & grading

We want the images to be balanced. Don't use too many contrasts if it isn't necessary. We want the images to have a warm and not sterile look, but the editing should still be realistic



Warm, yet balances color and lighting



Unrealistic color tones



Mix between cold and warm light

Perspective

In general, images that contains buildings or obvious lines that are not straight should be rectified.



Parallell horizon



Distorted horizon



Distorted horizon

What to avoid



Avoid crowded and busy environments



Avoid unrealistic combinations of 3D & people



Cold light.



Unrealistic color tones



Avoid capturing un-open hours of business



Avoid un-architectural images without a story



Too close to the subject and lens too wide, distorting the subject.



Mix between cold and warm light



Avoid unclear focus



Avoid cold and bright images



Badly cropped images



Distorted horizon



Distorted horizon

Technical information

Placing of Camera

We strive to take photos from eye level. We choose a camera position that is representative of someone sitting down or standing up.

The height should be 150 cm - 180 cm above the ground (59 inches - 71 inches) depending on the photo object.

In some cases, we want to show an overview. In those cases we use a higher placement of the camera. It should be clear that the angle is above average (not taken holding the camera over your head)

300 cm and higher is recommended (118 inches). We strive to take photos from eye level. We choose a camera position that is representative of someone sitting down or standing up.

Distorsion of object

We want to avoid images where objects are distorted. Consider focal lengths and the use of wide lenses.

Lighting

The lighting should be balanced. Avoid images with a mix of warm and cold lights.

Delivery

Naming

Each image should be named after the project or location that has been photographed. If possible, name of product or product series and a word or phrase that explains what the image contains can be added. Use hyphens between each word. End the name with HR for high resolution images and LR for low resolution copies.

Examples:

Kings-Cross-Station-waiting-hall-Nova-C-HR

Kings-Cross-Station-food-court-Leaf-Lamp-Tree-HR

Gothenburg-University-detail-Nova-C-charger-LR

Quality and resolution

Images should be delivered with **5 k resolution, 300 dpi**, as a minimum, if nothing else is agreed.

Each image should have a copy with a lower resolution, 2000 px wide.

RAW formats

We want our images to include as much data as possible. It gives us better tools when we edit. Please include the RAW data files upon delivery.

Thank you

