

# Photography and video style guide





# Counters

01

Shot types

02

Style

03

Specifications

04

Video



01 / Shot types

# Natural moments

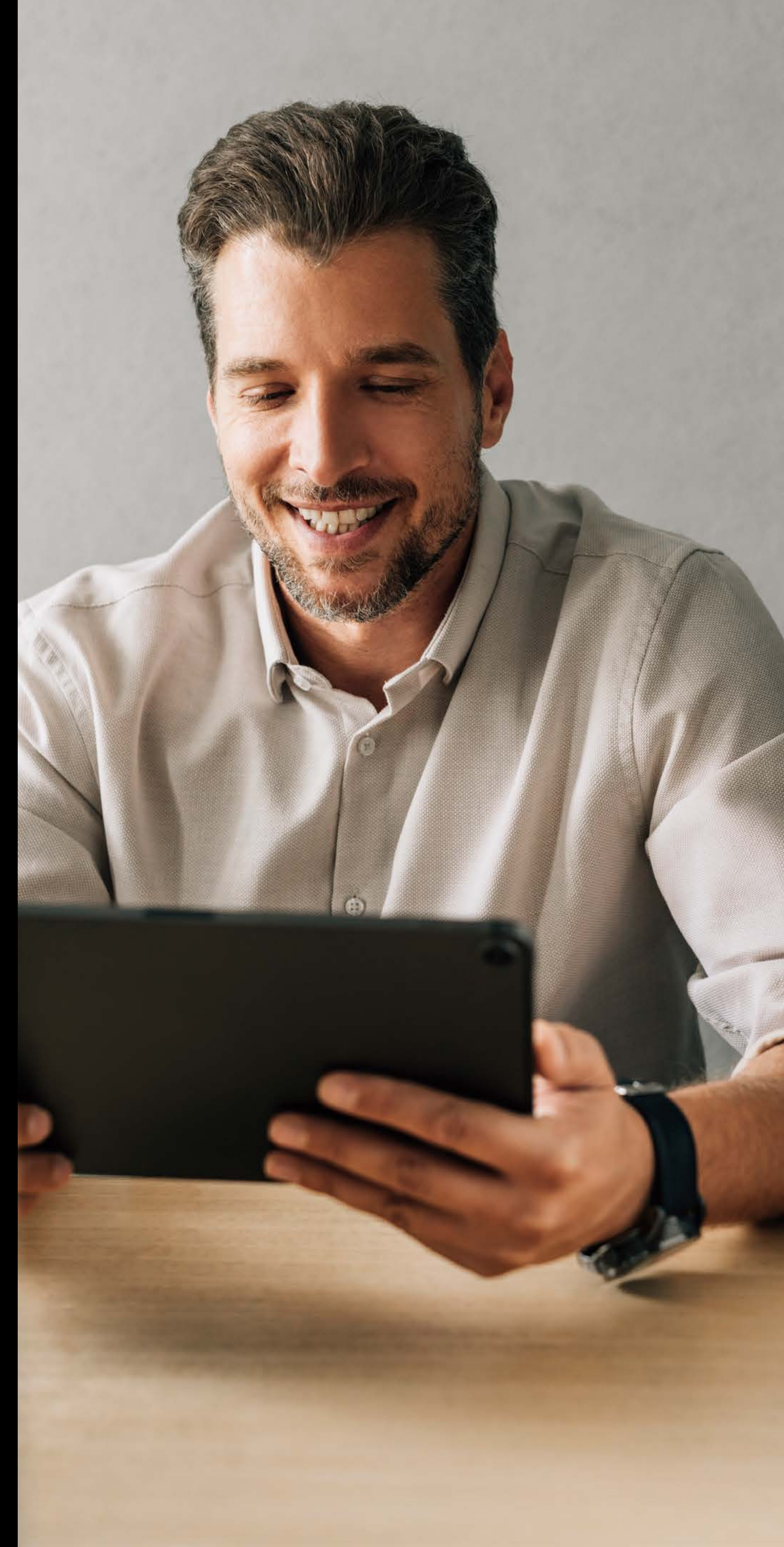






## Work life

Smiles in the canteen,  
eye contact in the meeting,  
hellos in the corridor.





# People

We're a diverse bunch and this comes through in our photography. People first, expert second, we focus on genuine expressions and authentic moments.

We don't stage photos either. If our subjects do look at the camera, it's as if they were just noticing us and saying hello.







## Great examples

- Dynamic composition
- Genuine facial expressions
- Positive attitude
- Socializing space
- Workplace context





## Great examples

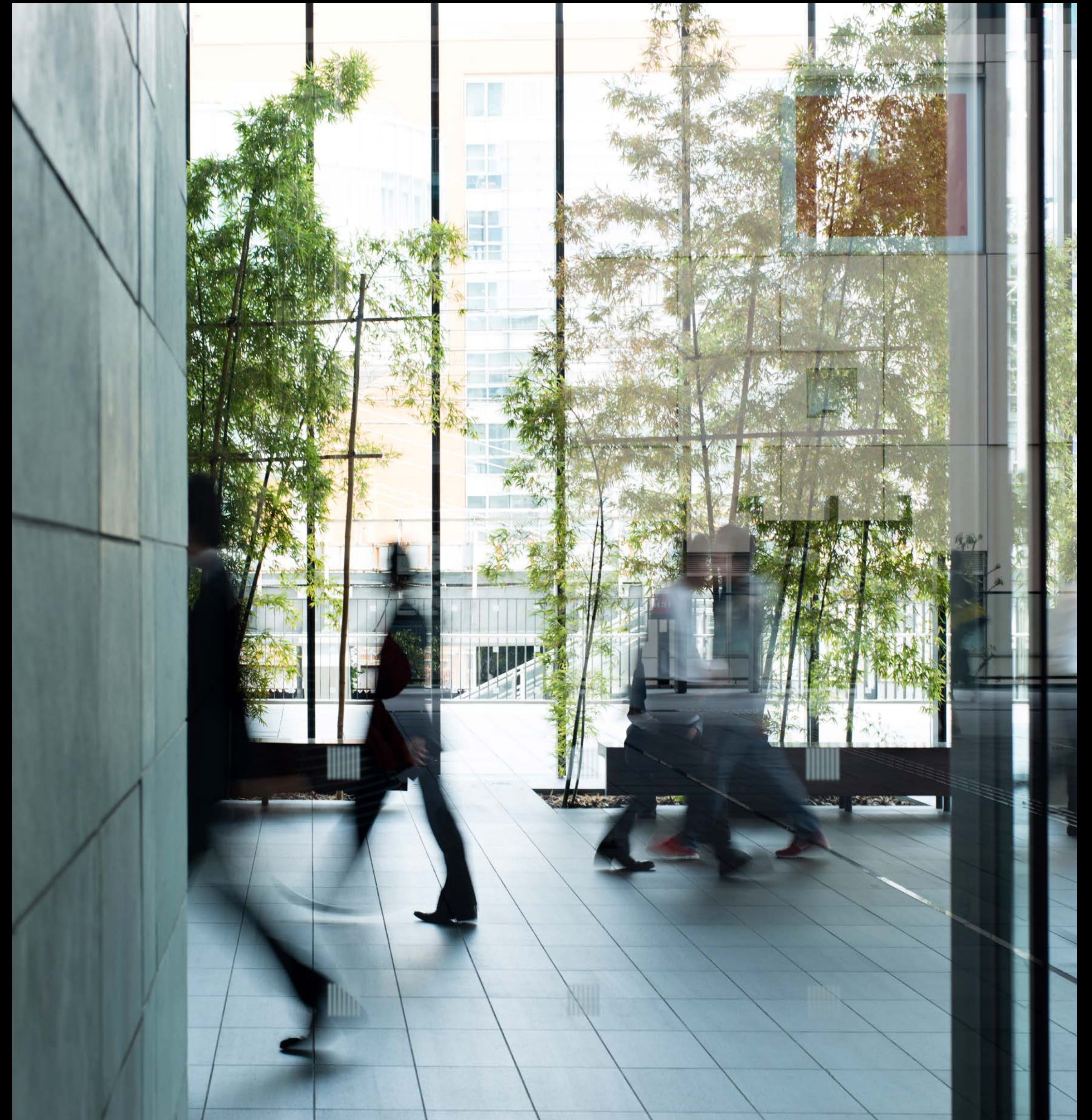
- Group of people
- Authentic moment
- Socializing space
- Bright natural lighting
- Diverse subjects



# Places

Locations are nothing without the human connection. That's why ours always include people, even if they're just passing by.

We focus on the places that connect us, like canteens, hallways, meeting rooms and kitchens.







## Great examples

- Deep shot of the space
- Movement in all parts of the frame
- Communal space





### Great examples

- Incidental shot
- Genuine, dynamic poses
- Bright, natural light
- Communal space
- About the people as much as the location



## Details

Macro and close-up shots help convey the care we put into our work.

The moment we start writing on a whiteboard, the final keystroke of a long email, the sticky note on a calendar: these are all authentic moments worth capturing.



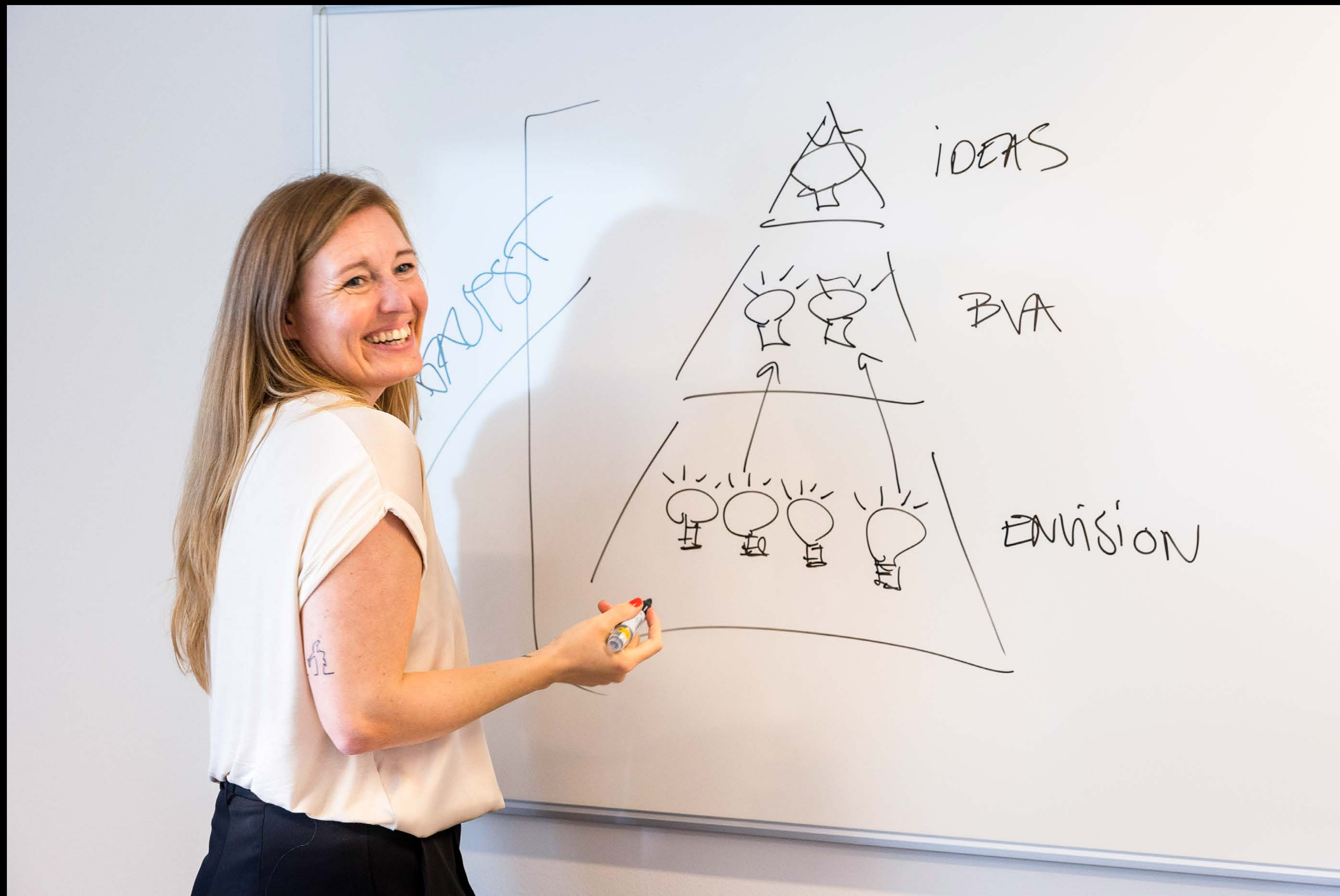




### Great examples

- Tech focus
- Bright, natural lighting
- Modern art direction shown in the subject's clothing





### Great examples

- Focus on collaboration
- Dynamic pose
- Positive attitude
- Bright, natural lighting
- Workplace context



02 / Style

**Bright  
warmth**







## **Professional but personal**

We go for natural lighting and realistic, flattering treatments in post-production.







### Great examples

- Flattering, natural lighting
- Natural skin tones
- Correctly exposed
- Vibrant but not oversaturated



# Flexibility is key

### **Orientation**

When possible, capture shots in landscape.

### **Framing**

Shots with three or four clear sides (where no foreground element is cut off the edges) are preferred.

Please frame shots (especially the mid and long shots) with plenty of room around the subject, so they can be cropped as needed.

Incidental shots are preferred to rigidly composed ones.

### **Staging**

Whenever possible, try not to stage your photos. Instead, find authentic moments happening in the office.

### **Variety**

Capture a variety of shots: non-staged groups of people, macro actions, architectural details, and individual authentic moments.



# That moment, live

## **Capture**

Accompany most shots with a 3–8s video of the same moment, with similar framing.

## **Movement**

Steady, slow pans, dollies and push-in/outs are all acceptable. Locked-off shots are also fine.

The important thing is to capture some movement, whether that's a gesture from the person in shot or some movement behind them.

## **Sound**

No sound is needed.

## **Technical specifications**

- ProRes/AVCHD (preferred) or h.264/h.265 (accepted)
- Full 4K (preferred) or Full HD (accepted)
- Ungraded flat look and graded to match static shots



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