



Fire Engine RED

WEBSITE PHOTO INSTRUCTIONS



We use our Website Photo Instructions resource to help our all-remote team members provide photos of themselves for our website and intranet. You're free to adapt/reuse any of the material in this resource for your fully remote (or not) company.

Photograph Specifications

BACKGROUND AND LIGHTING

- Find a spot indoors that has natural light: sunlight from windows and/or a skylight, or better yet: go outdoors!
- Stand with your back to a bright, blank light, neutral-colored wall (white, beige, gray, etc.), about 4-5 feet away from it (consider tacking up a white sheet behind you if you only have dark walls, just be sure to iron it!).
- Avoid “mixing” natural and electric light – this can add unflattering colors and shadows.



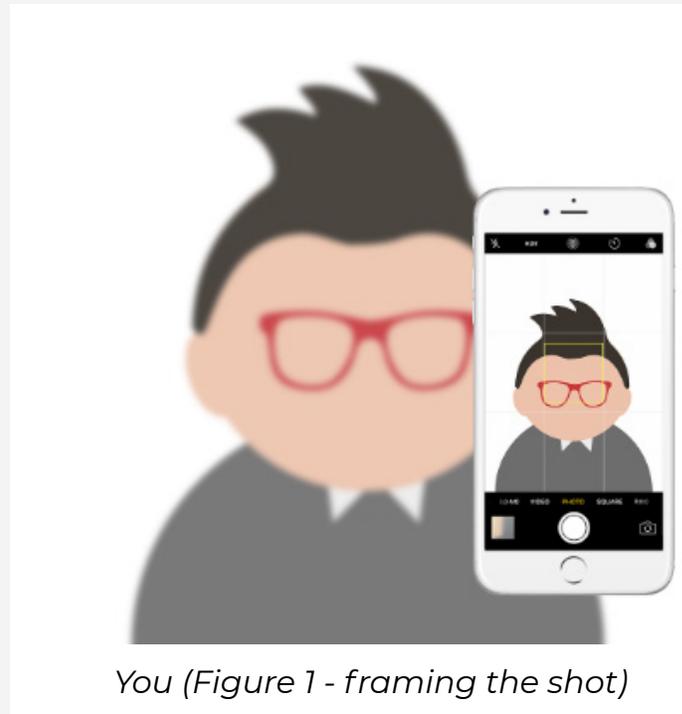
Note: Bright direct sunlight isn't usually the best light for portrait photography. The bright sun can cause problems with over-exposure and can cast harsh, unflattering shadows, so taking your photo on a slightly overcast day, or during “magic hour” (the golden hours occur approximately an hour after the sun rises and an hour before the sun sets) will produce the most flattering photo.

CAMERA AND SETTINGS

- Use your smartphone or other point-and-shoot camera. If you ARE a photography buff, you can use your digital SLR camera; we suggest a lens (either zoomed to or fixed) at about 50mm.
- Set your camera to Portrait and HDR modes (if available).
- Shoot in color, vertical rectangle format (portrait orientation).
- Shoot at the highest quality you have available.
- ***Important: Avoid using the flash. (If you think you need the flash, it means you need better lighting.)***
- Avoid using the “beauty” mode available on some cameras; this can cause your photo to look cartoonish. The design team can do simple touchups if you wish.

FRAMING THE SHOT

- Ask someone else to take the photo for you.
- Have them center you in the shot from the top of your head to your mid-shoulders, with little space around you.
- Don't crop out (or "chop off") any part of your head or face.
- Don't crop out your shoulders, keep them in the frame.
- See Figure 1 (*pictured right*)



- The photo should express your unique personality AND be appropriate for a company website, so:
 - Shower and do your hair.
 - Wearing a solid color (except white) is best; avoid wearing plaid/stripes.
 - Smile and don't be afraid to show some teeth.

HERE ARE SOME EXAMPLES:



THE FILE

- Choose three (3) of your best shots at the highest resolution.
- If you used your phone, email the full-sized or “actual size” photo (avoid using a picture that’s been texted, because it’ll likely be compressed and lose quality.)



THAT’S A WRAP!

We look forward to seeing your photo!

A note from the *Fully Remote* team:



Thank you for reading *Fully Remote* and for downloading one of our valuable resources!