

Here is our guide on how to take a photo for our ID badges, Meet the Team, Website etc.

- **Pose**, try and stand in a way that is relaxed, with your body angled slightly away from the camera. Fold your arms, have your hands on your hips, or put your hands in your pockets — whatever feels most natural. Remember to keep your shoulders back and your chin up.
- **Smile**, this isn't a passport photo.
- **Beam**, light yourself well but evenly, or better still, take it outside in natural daylight but do not stand in direct sun. You need an even light and overcast days are best.
- **Dress to feel good**, you don't have to impress but you should feel comfortable and be mindful that others will see this image.
- **Quality**, make sure your camera is taking the picture in the highest possible quality.
- **HDR**, If your phone has this mode please use it. Never use zoom.
- **Space**, please give your head and shoulders space in the photo. We'll crop it later.
- **Shoot Away!**, don't take just one, take several shots trying different smiles, different shoulder and head angles — have fun with it.
- **Help**, It's much easier to have someone else take it.
- **Location Location Location**, backgrounds that are one colour or plain are easier to edit.

Here are some examples — good and bad...



The bad

- Backgrounds too busy
- Shadows all over face and body
- Side of arms are cut off, we need space around you.
- Not looking at camera



This photo is bad because the shoulders and arms are copped off.

We really need space around the body.

You will probably need help to take your photo as a selfie often cuts the arms off.



This photo is great, There is space around the shoulders and arms.

Its worth noting you can either stand with a slight angle like this photo, or straight forwards like the one above. Either is ok.

If you need help please call Tom Waters - Communications Partner on 01437 774 775.

It may be possible for Tom to visit you and take your photo for you (geography and time depending).