

## Photo-Guidelines:

### Guidelines for the Babsy-Photo

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The following guidelines are for every new Portrait pictures (profile photos) and these are strictly observed to be all the same way. You will receive the professional edited picture at the end as a little Thank you for your personal use too.

#### Place

The portrait photos shall **necessarily be made by a professional Photographers or with the following guidelins**. The requirements defined below for lighting, background and technology need to be respected in both cases.



Example pictures (s up/s. down)

#### Clothing

Please make sure you wear uni-coloured clothes in which you feel good. They must not be patterned, so please do not put on checked or striped clothes. For a professional appearance we ask you not to wear deep cutouts and avoid spaghetti-t-shirts. Who has a matching jacket or blazer in the cool Babsy colors (mint, turquoise, pink, pink, white) at home is invited to bring along for all cases. It is an advantage if you have a choice of nice clothes with you.



#### Make-up

It is very important that if you do wear make-up, then only slightly. Too much make-up is often bad on the pictures.

#### Property rights

Please note that we only release the image data for publication when we have the pictures. **The image rights are fully by Babsy and may be used for promotional purposes, etc.** Babsy, however, allows all those pictured to use the images for your own use (the images are sent after the shooting and may be used privately completely free).

#### Posture of the person

In our advertising material the persons are depicted as follows:



#### Portrait picture guide for photographers and models

For the classic portrait photos you should smile friendly and be photographed from the **front**. The gaze must look at the viewer! The correct position results when the model looks casually forward and sideways (slightly left and right facing).

The focal plane must be exactly on the eyes, and the entire head must be in focus. The performance should be as natural as possible (sympathetic, appealing) and the photographed person should feel comfortable. The posture and the smile should by no means be stiff and artificial.

#### How the pictures should **not** be



**No patterns**



**no Spaghetti T-Shirts**



**no visible bra**



**no deep neckline**

#### Camera settings

Set the aperture as deep as possible (e.g. f1.8. The deeper the blurrier the background, the higher e.g. f16 the sharper the background becomes).

Use ISO 100 if possible, resp. as deep as possible.

Set the white balance to automatic, or do a manual white balance if you know how to do it.

#### Camera lens

If available, use a fixed-length lens with a focal length of at least 50mm, or better from 80mm to 120mm.

#### Camera tripod

Use a camera tripod if possible.

#### Background

The background must be white. It should be clearly distinguishable from the person's clothes and hair color and focus on the person.

Pay attention to a color and evenly illuminated background, and is at least approx. 2-3m away from it (optimally 4-5m or further). Make sure that there are no shadows from you in the background (from a light source, etc.).

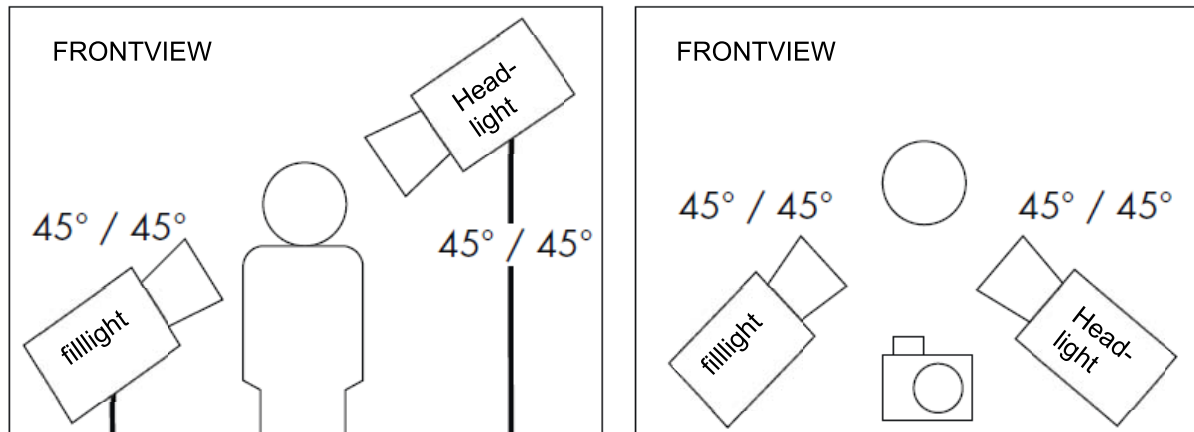
#### Lighting

The lighting must not create hard shadows on the face (see sample photos above).

Best with soft light i.e. not with direct sunlight but rather when the sun is not over you, but approx. 1 hour after sunrise, respectively. approx. 1 hour before sunset, also when it is cloudy or you have indirect light.

The best pictures are in neutral light, i.e. day light.

Advanced: If you have softboxes, you can illuminate the background, a softbox light for the hair (from the back or above) and most importantly a so-called softbox key light which illuminates you from the front.



### Techology

Preferably in RAW, or in a format that is as uncompressed as possible, such as Tiff, PNG  
Select format as files. Often, however, you can only select JPG, make sure that you are on  
the best possible setting. (The bigger the file, the better).

Sends this via email as a separate file attachment (not integrated in the email !!!)

### Picture Label

The photos should be labeled as follows:

- Muster\_Sarah\_Basel.tif (Surname\_name\_location). [Datei-Format: RAW, CRW, CR2/3, DNG, NEF, ARW, TIFF, PNG, JPG]