

Photo Guidelines

Our photography should portray the human aspect of the firm in an authentic manner and convey our collaborative approach in a unified manner -- many disciplines, many cultures, one firm.

Portraits

Here are examples of environmental photos of senior staff in business casual attire, in selected areas in each office. Use areas of the office that allow for the most natural warm light possible. The primary focus of the image is the person, with the background slightly out of focus, but detailed enough to see that it is a corporate environment. The photo should capture 3/4 or 2/3 of the subject's body, so we have a large enough image to crop as required. The subjects can be sitting, standing, or leaning against something. The shots shown have already been cropped.



Reception Area



Consultant Office



Take several full-frame landscape shots

What to avoid

Using windows as backdrops can be challenging depending on sunlight and view. Some views are better than others (e.g., a lake view or city view versus a concrete-only shot of one building).

Technical specs: This may vary depending on the amount of natural light or other factors, but these photos were taken on an overcast day with f-stops ranging from 1.8 to 2.0, speed of 1/125, and ISOs ranging from 400 to 640. Focal length was 35.0 mm.

Candid

These environmental group photos show staff in action, conveying collaboration. Photos must have a minimum of three staff members, and should showcase people of diverse ages and positions. Photos should not look stiff or staged, and as a result, may seem a little less slick, which also aligns with our brand. The look should be natural and authentic. The photos should be from a distance to capture more of the surroundings – we do not want to focus in on one person, and want to the ability to crop in more tightly as needed. Candid photos should always be in horizontal landscape format. The shots shown have already been cropped.



Stand-up Area



Conference Room

What to avoid

Compositions in which only one face is shown and other subjects' backs are to the camera feel exclusive and uninviting. Avoid using consultants' offices. Most are too small for group portraits, so it is hard to avoid photographing some people from behind.

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