



Photo Guideline – Signium Consultants Profile Pictures

Signium is a company full of Executive Search and Leadership Consulting experts. Our portraits should reflect this.

The pictures should feel compelling in their visual language. The atmosphere created by the photographer shows a variety of personal characteristics, expressed through posture and facial expressions. You can achieve this by looking straight and directly into the lens. Imagine looking straight into a key client's face.

Two variations of the portrait are needed:

1. The **main or profile picture** should be a portrait against a preferably light background, without deep shadows showing the head and upper body.

Examples for the main picture (Profile Picture on the Website):





Requirements main profile picture:

- i** Look **straight into the lens**.
Try to portray a sense of confidence, commitment, accessibility and competence of being open minded.
- i** If Consultants smile, it should be authentic and characteristic -less is more.
- i** Limit the number of variations with crossed arms.
- i** It should be taken in a **landscape format**, giving us the opportunity to cut it into a square and portrait format.

2. **The second image** is a bit more demanding. It should be taken in a different surrounding than the first, ideally providing a (slightly) different background or different colours than the first.

Examples second profile picture (Banner Picture on the Website) :



Requirements second picture (Banner-Picture):

- i** It should also be a **landscape format** including the opportunity to cut a panorama from it (pixel size 1680 x1050).
- i** If the location is problematic for a panoramic aspect ratio, choose a background with less detail, let it be blurry or faded out, giving us the opportunity to add the missing space later in Photoshop.



- i** This second image should be more **active** and **spontaneous**, for example showing the person interacting with an invisible second person or in a working atmosphere letting the person look accidentally into the lens. Have your own idea!
Here again- authenticity is king. Try to prevent overacting!
- i** To fit the website's visual language, please work with blurry fore- and backgrounds. Prefer daylight before artificial lights.
- ⊘** If possible, do **not** mix light of different colour temperatures in one picture. If you use a flash, avoid deep and dark shadows. If you use daylight, avoid direct sunlight on the person. Try to achieve neutral whites and greys. Prefer wide before closed apertures.
- !** Work with **raw format in all Pictures** for flexibility in our post processing. Please give us the opportunity to choose **two key visuals** out of a range of at least 5 motifs.