



Photography Guidelines & Moodboard

01 — Version

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Guidelines

Origo is mainly a B2B company.

We would like to divide the photography guidelines into **three** main categories:

- **People and emotions**
- **Environmental** (corporate/office)
- **Detail photographs**



People and Emotions

Although Origo is a B2B company who is mainly into tech, it is still important to showcase the intimacy and real emotions of their people. Hence why images with people are important to give of a feeling of a fast moving and growing business.



People and emotions



Environmental

(Corporate/Office)

Imagery should capture the Origo's growing business personality, conveying a strong corporate – but by no means stiff – feeling that everything is possible. Having people in the background is ok as long as they are not the main object.

Consider showing backgrounds that is reminding the beholder of the Nordic Scandinavia. Avoid using images that may normally perceive as too much “American”, ie studio flats and offices, American interior design etc.



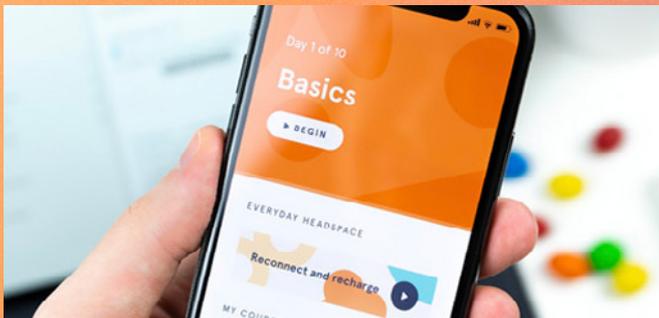
Environmental corporate/office



Detail Photographs

If environmental images show the bigger picture of Origo, detail photographs showcase the smaller things. It doesn't necessarily have to tell a story or showcase emotions. Try using images that take advantage of different kind of perspectives.

This is a good way to show off your products or use it as filler images for blog posts, text paragraphs on the website that doesn't have a fitting image. Don't be afraid to crop the image to avoid messy backgrounds.



Detail photographs



Style Considerations



Depth Of Field

If the purpose is to highlight on a specific product or object, consider using depth of field to blur out the surroundings and background environment. You can also consider using depth of field to focus on a specific model as well.

KEYWORDS:

Interesting points of views, blur, moments



Detail photographs

Natural Light

All images should always feel authentic, local and full of optimistic emotions. Always use bright images with colors. No harsh lightning and shadows or images photographed in a studio. Also consider using colors that gives off a warm feeling. Whenever it is possible, try avoiding the models looking straight into the camera.

KEYWORDS:

Light, natural and light-hearted



Detail photographs



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