

Ascent Global Logistics Suggested Picture Guidelines

Award Specific

- The Milestone awards should be unwrapped when being presented to the recipient
- Peak Performer Awards should be printed in color and framed
- Have the recipient hold the award while the manager and recipient shake hands or stand closely together. If arms will be around each other be aware of placement and ensure hands are no lower than the shoulders.
- Some people aren't 'smilers' but please stress the importance of smiling - this is supposed to be *super exciting for everyone*
 - Still won't smile? Crack a joke and snap the pic while they laugh

Tips for Taking Good Pictures

Before

- Clear the area behind the picture (makes sure desks are clean and tidy, move boxes out of the way, move garbage cans out of the shot, etc.)
 - Best way to avoid all of this is to find a blank wall to use as a backdrop
- If a big group, organize into clean rows, make sure people are grouped together and there are not big gaps between people (*let's act like we like each other!*)
 - Make sure everyone's face can be seen
- Be aware of the clothing being worn. If the apparel is considered questionable we will Photoshop the picture to remove the words or marks.
- Position yourself close enough to the group to clearly see their faces while ensuring everyone is in the picture
- Tell everyone you will take at least 2-3 shots so we have options to choose from

Review

- Be sure no one is blinking in the shots you took
- Be sure no one is using hand gestures or acting inappropriate
- Be sure the picture came out clear

After / Other

- You can text or email the pictures to Marketing but please do not compress – send as 'actual size' (compressing makes images blurry/pixelated)
- If a networking event, be sure no alcohol is visible in the picture
- Lighting – try to position people so the light is in front instead of behind to avoid shadows or dark photos
- Nominate an unofficial office photographer who is comfortable taking pictures (millennials are usually pretty good with smart phones!).