

ABBY

Brand's Photography Style

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8.1

Photographs Light and palette

ABBY's photography style is bright, filled with natural light, and uses contrast. A natural light source located behind the subject gives distinctive highlights and creates a flowing effect around the subject. We do not recommend excessive contrast, brightness, saturation, or retouching for photographs.



8.2

Photographs People

Photographs should have a sense of authenticity so that the subjects appear natural and the overall effect is that the image was taken from real life. For non-portrait photographs, we recommend using images where people are not looking directly at the camera.



8.3

Photographs Angle and composition

We recommend using interesting angles and non-standard compositions. Unnecessary small details are not ideal and should be avoided.



8.4

Photographs Main subjects

The main subjects portray various moments in the life of the target audience.

In life



At work



Portraits



8.4.1 Photographs
Main subjects

Capture real life

Photographs should not look staged. Avoid showing people in a fixed, unnatural pose. Focus on “in the moment,” authentic settings that convey real life.



8.4.2 Photographs
Main subjects

At work

All photographs depict action, such as people working. Even if the setting is work, the image should not look staged. The style and lighting for photographs should have a light tone, avoid bright colors, and be free from visual clutter.



8.4.3

Photographs
Main subjects

Portraits

People in portraits are always captured against a light, uniform, or blurred background. The facial expression is animated and not contrived. Portraits showing a person looking directly at the camera are only to be used in images of people who work for ABBYY.



8.4.3 Photographs
Main subjects

Don'ts



The subjects are posing.



The subject is looking at the camera.



An overload of unnecessary details.



Blatant stock photographs.



An incorrect color balance.



A colored background.

8.4.4

Photographs Main subjects

Characteristics

Things to pay attention to:

1. Light backgrounds
2. Natural, even light
3. Front views
4. No extra details
5. Smart-casual clothes (no corporate business clothes)
6. Natural makeup
7. An open and personable expression
8. A kind/warm smile
9. Inspiration in a glance

For web and presentations, use this female portrait as a reference:



- 1. Light backgrounds
- 2. Natural, even light
- 3. Saturation and white highlights are acceptable
- 4. Blown out side lights are acceptable
- 5. No harsh shadows
- 6. Casual/smart-casual clothes
- 7. White or light-colored tops
- 8. Natural makeup
- 9. A relaxed pose
- 10. Blurred backgrounds preferable
- 11. A minimalistic atmosphere
- 12. Light or natural-colored objects in the scene

For full body portraits use the following images as a reference



1. Active



2. Embedded



3. Subtle



8.5.1

Photographs Branding

Active

Custom graphics transform a photograph. They go behind the main subjects and illuminate them with the custom brand colors. Both the basic and the more complex forms of the key visual can be used.



8.5.1

Photographs Branding

Active

1. The transparent and opaque parts of the key visual have to be combined. The area can be either completely transparent with a light pattern on top, or transition from transparent to opaque along the gradient.

2. Where it passes beside the human figures, the visual can subtly illuminate them with its color.

3. Where necessary, you may paint custom colors on objects and on the clothing of human subjects in the photo.





Do not overlay the visual completely over the photo.



The key visual should not show through a human figure.



Do not overuse colored highlights on human figures.



Part of the gradient cannot be overlaid on the character. Objects cannot be completely within the key visual.

8.5.2 Photographs
Branding

Embedded

The custom patterns are embedded in the photograph and fill real surfaces. The objects in the photo are painted in the custom colors.





Do not overuse branding with a pattern.



Do not paint surfaces and objects excessively.



Do not have the lines of the pattern run parallel to the edges of the object.



Do not use color highlights in the photo at the same time as branding surfaces.

8.5.3

Photographs Branding

Subtle

In cases where there is no need to add graphics, photographs can be branded with a custom gradient filter.



8.5.3

Photographs
Branding

Subtle

A custom color gradient is applied to the edge of the photo using the lighten blending mode.





Do not fill the entire photograph with a gradient.



Do not use any blending method other than lighten.



Do not use more than two gradients.

