ABBYY Brand's Photography Style



8 Photographs

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Photographs Light and palette



8.1

ABBYY'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 should have a sense of authenticity so that the subjects appear natura 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.



Photographs Angle and composition



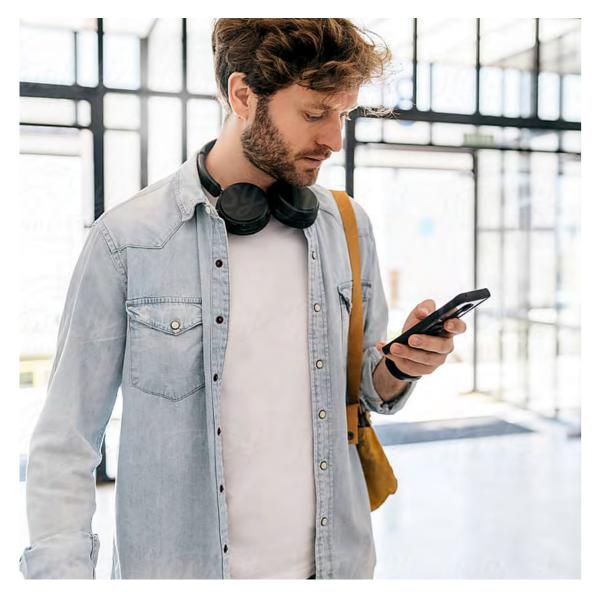
8.3

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



8.4 Photographs Main subjects

In life



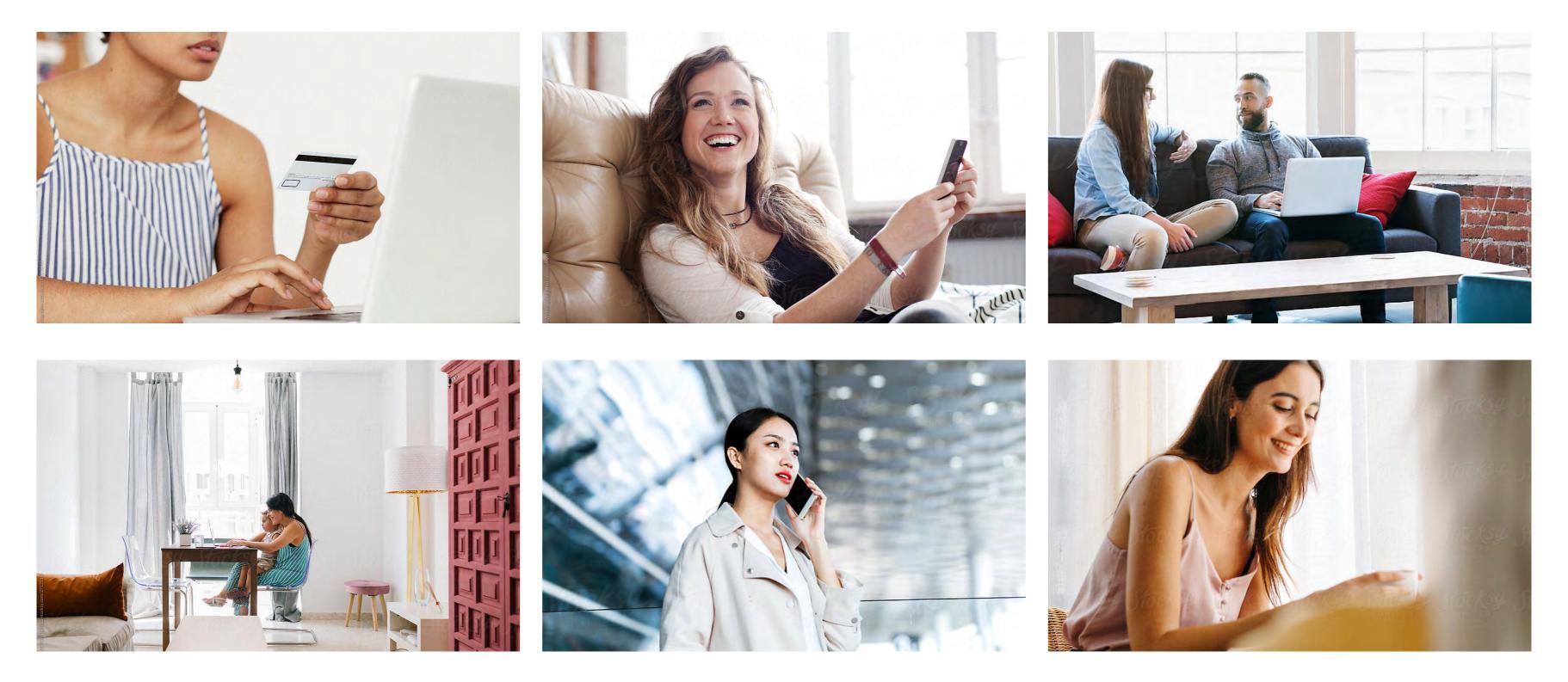
At work



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

Portraits

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.



The subjects are posing.



The subject is looking at the camera.

X





Blatant stock photographs.



An incorrect color balance.



An overload of unnecessary details.

(X)

(X)



A colored background.

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



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 full body portraits use the following images as a reference

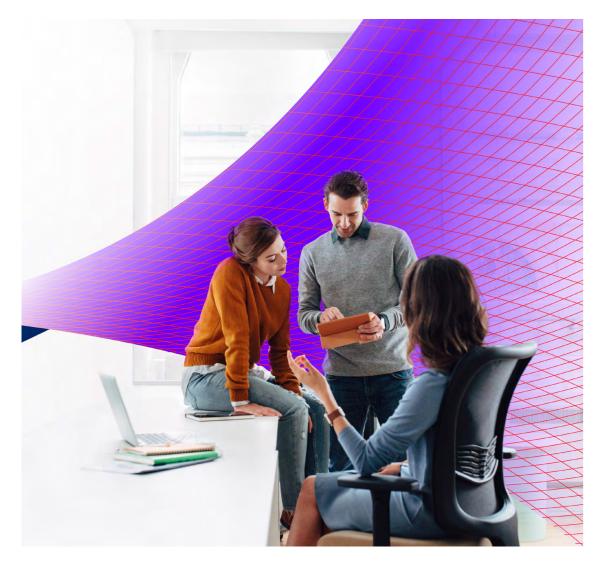


Things to pay attention to:

- 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

1. Active

8.5

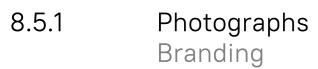


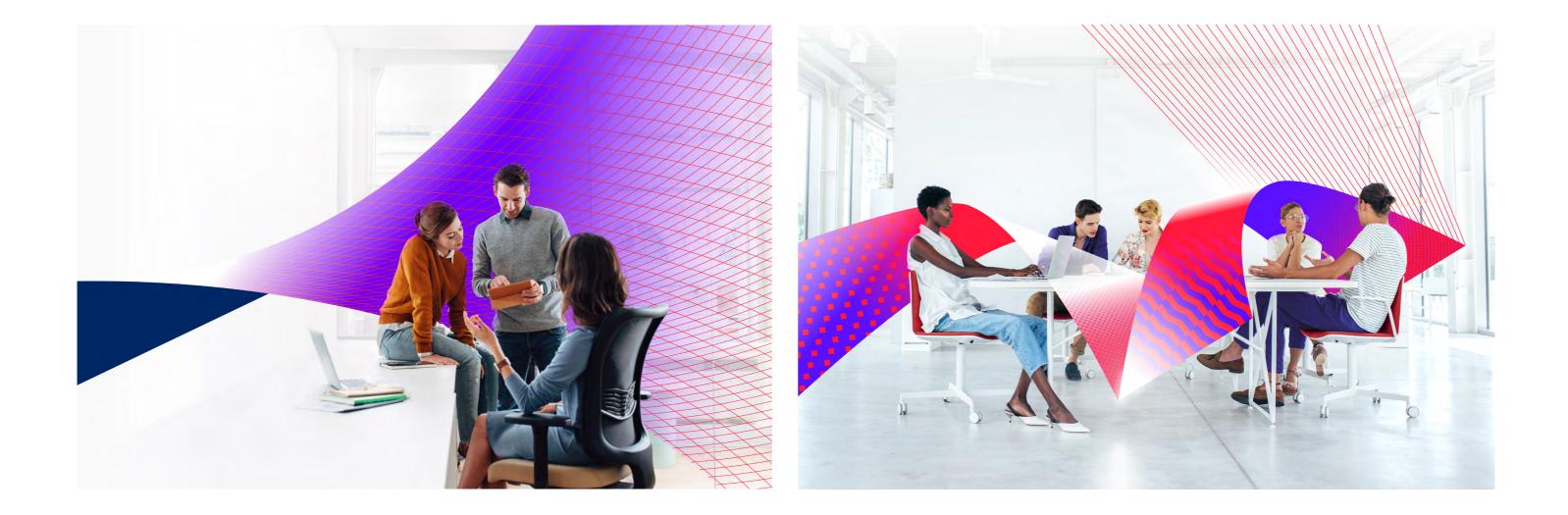
2. Embedded



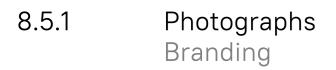
A photograph is branded in different ways depending on where it is used.

3. Subtle





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.



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.

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

Photographs Branding

Active Errors

X



Do not overlay the visual completely over the photo.



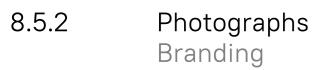
The key visual should not show through a human figure.



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.



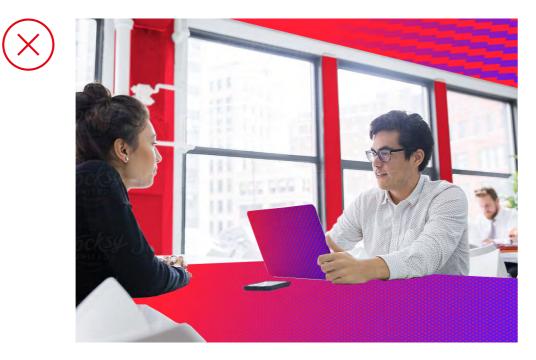
Embedded



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

Photographs Branding

Embedded Errors



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.

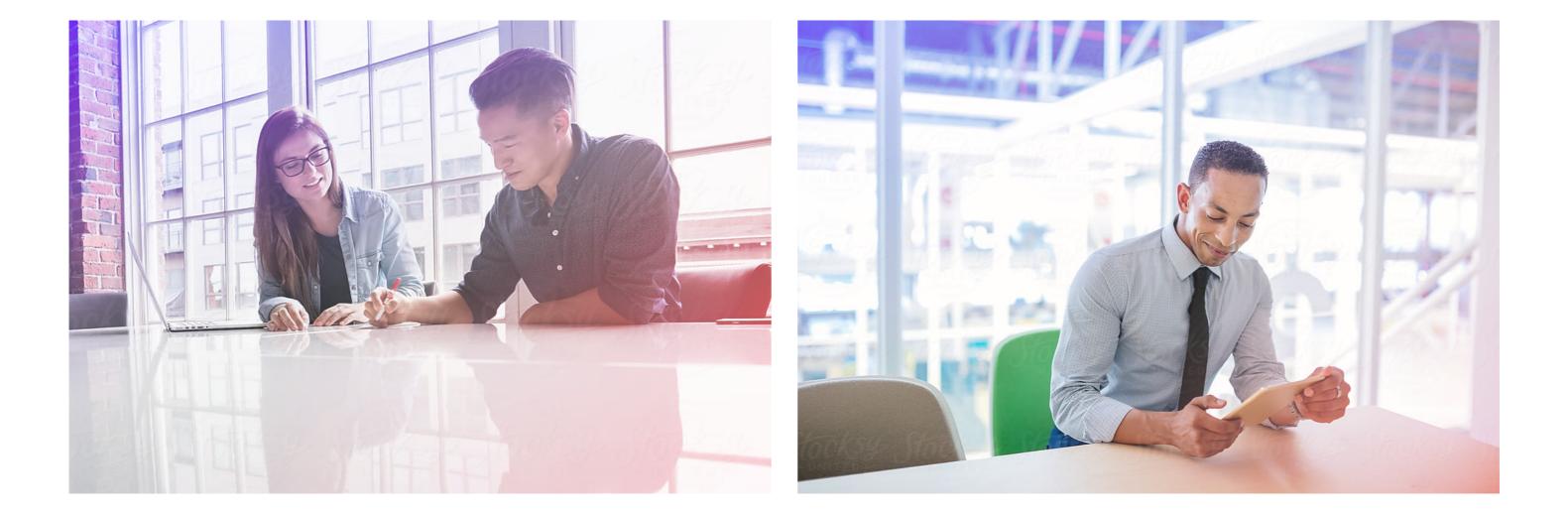


Do not use color highlights in the photo at the same time as branding surfaces.

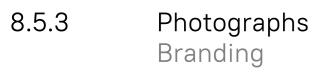


8.5.3

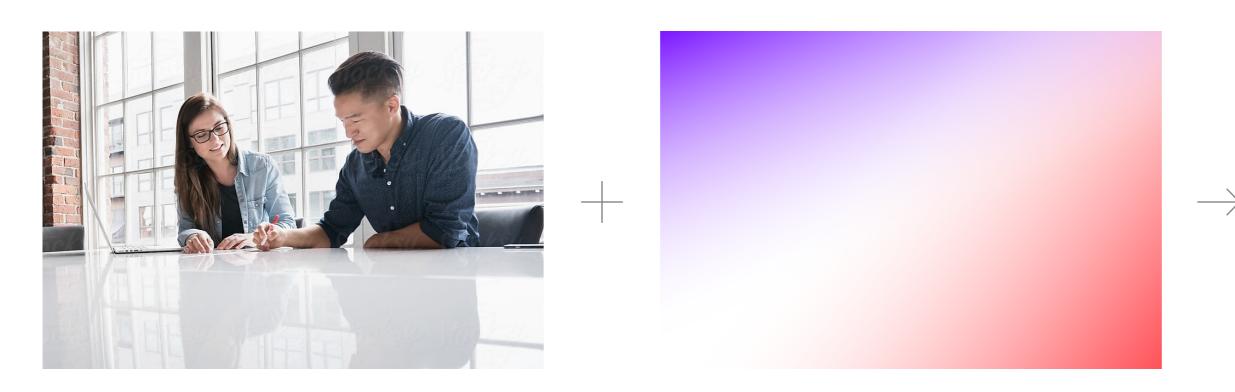
Subtle



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



Subtle



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



Photographs Branding

Subtle Errors



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.

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ABBYY

developed by Brand bureau Shuka