

Photography guidelines

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Photography principles

Capture genuine moments: Brand photography should focus on capturing authentic interactions that reflect the true essence of the brand and our products or services. By showing real people, real environments and real emotions, authenticity helps build trust and relatability with the audience. Through creative narratives and engaging visuals, storytelling helps evoke emotions and fosters a deeper connection with the brand.

ASK YOURSELF:

Q: Does this scene resemble a plausible setting for Lexmark products or services to be showcased in?

Create consistency: Consistency in brand photography ensures a unified visual identity across all marketing materials. Using consistent styles and compositions reinforces brand recognition and helps create a cohesive brand image.

ASK YOURSELF:

Q: Does this photo appear to align with the other images in the Lexmark portfolio?

Create a single focus with imagery: In alignment with our brand's aperture, our imagery prioritizes clear interactions with our product, while keeping outside elements artfully blurred.

ASK YOURSELF:

Q: Is there a clear focus within the scenario?



Guidance

Photography used to convey a sense of place, a real-life snapshot of a solution, and the human benefit our product offerings deliver. Because of that, it should be used with intent to add meaningful value.

Photography – especially stock photography – should never be used to “fill that blank spot”, as arbitrary use dilutes any value it delivers.

Our photography can be seen in several levels. **Environmental** (business/industry with and without product) and isolated **products**. We’ve broken these areas down into the following sections:

Environmental photography

[Composition](#)

[Focus](#)

[Lighting](#)

[Style](#)



Our environmental photography captures authentic interactions between users and our products in real-life settings, highlighting practical usage and tangible benefits and is used when we want to highlight real-world interactions in a space.

Used when we want to highlight real-world interactions in a space.

Product photography

[Composition](#)

[Focus](#)

[Lighting](#)

[Effects](#)



Our product images are skillfully isolated using a global light source, enhanced by reflections underneath to provide a grounding effect and maintain visual consistency across our entire representation.

Used when we want to show specific details and features of the product.

Guidance

Environmental photography

Composition

Our imagery is always light, bright and focused, depicting the people and environments we touch. Our photography captures the genuine essence of people, creating a natural and candid atmosphere. To maintain an authentic and unposed feel, subjects never look directly at the camera.

Adhering to the rule of thirds, we compose our images with subjects placed off-center, creating visual interest and balance. The presence of people or environments implying human activity is vital for successful shots, fostering a deeper connection between the audience and our brand.

- ▶ **Close view** to be used when we want to show detail of a specific part of the machine and/or interaction
- ▶ **Medium view** to be used when we want to show general interaction including environment to convey context
- ▶ **Wide view** to be used typically when conceptual in nature, as a space to put text over image or to make a larger point



Close view



Wide view



Medium view

Guidance

Environmental photography

Focus

Our photography emphasizes clear focal points, achieved through a shallow depth of field. This technique ensures that the subject or product is sharply in focus while areas of lesser importance remain beautifully blurred, directing the viewer's attention precisely where it matters most.

Lighting

We prioritize natural light and avoid artificiality, capturing sincere and genuine representations of our subjects. Our commitment is to resonate with our audience through honest imagery.



Stock Photography

There are times when stock photography must be used. When selecting photos try to match the style and composition explained within this guide.



Guidance

Environmental photography

Style

In our photography, we aim to capture the authenticity of the moment with simplicity. To ensure this, application or environment shots are free from any appearance of being staged or overly posed. We carefully align talent and setting to match the specific segment we are highlighting. Be intentional about using a variety of models for different geographies.



Small Medium Business (SMB) segments

Our approach revolves around casual and modern scenes, with environments and attire that perfectly complement this style.



Enterprise segments

We adopt a formal and corporate approach, ensuring the environment and attire reflect the professionalism and corporate nature of the segment.

Guidance

Product photography

Composition

It is advisable to capture the product from various angles, including straight-on shots as well as perspectives from both sides. This approach offers a comprehensive view of the product, allowing viewers to appreciate its details and dimensions fully.

Focus

It is crucial to ensure that products are consistently in sharp focus without any blurring. Blurriness can detract from the clarity and detail of the product, affecting its presentation and potentially diminishing its appeal to customers. By maintaining sharp focus, every aspect of the product can be clearly showcased, allowing viewers to appreciate its features and quality fully.

Lighting

When capturing product images, it's essential to employ global lighting techniques to ensure optimal visual appeal. By utilizing consistent lighting across the entire scene, the product's features are showcased in their best light, enhancing their appearance and appeal. This helps to avoid harsh shadows or uneven lighting that could detract from the product's presentation. Additionally, utilizing diffusers or reflectors can help soften harsh lighting and create a more balanced and flattering illumination. By adhering to these best practices in product photography, one can effectively highlight the product's qualities and captivate the audience's attention.

Effects

For product photography against a blank background, it's recommended to incorporate a subtle reflection beneath the product when used for marketing purposes. This technique provides a sense of grounding, preventing the product from appearing as if it's floating in space. However, it's important to note that this reflection should be omitted when the image is intended for use on the Lexmark.com shop page. Additionally, refrain from using reflections when the photo appears against a patterned background, as they can create visual clutter and detract from the product's presentation.

For help achieving reflection effect: <https://youtu.be/UFP6T9GBHAK>

Acceptable angles:

Left Angle



Right Angle



Front



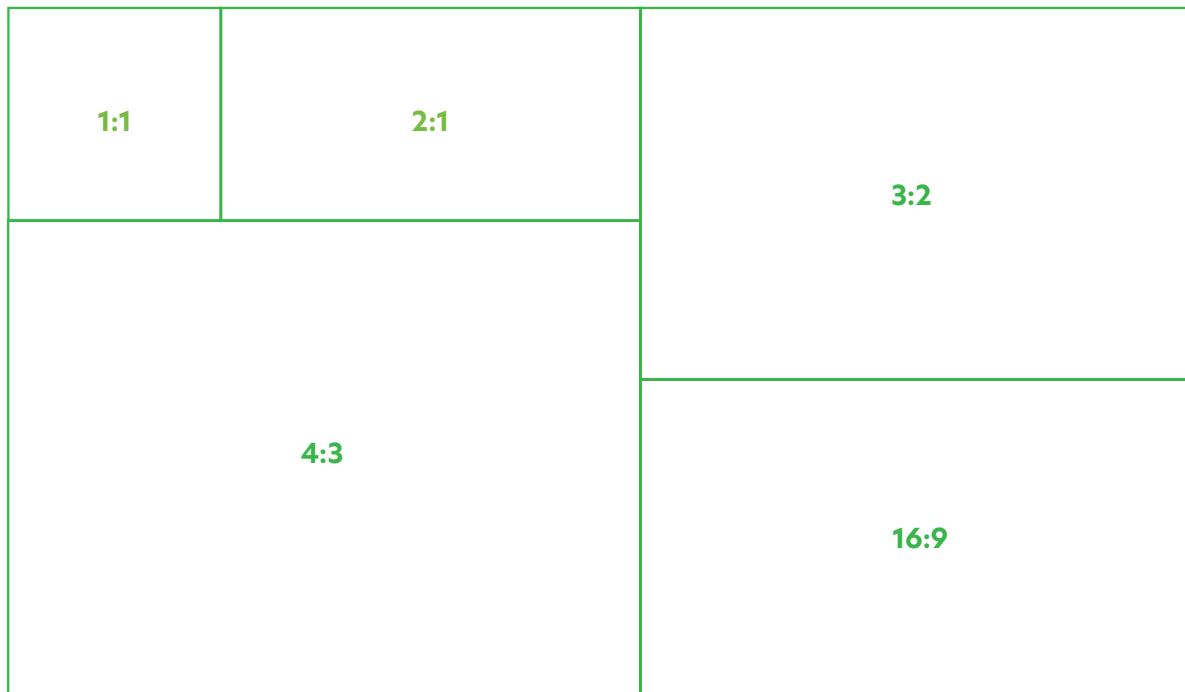
Quick notes

Resolution

It is advisable to capture all photography in high resolution to enable flexible manipulation according to its intended use.

Aspect ratio

When cropping images, adhere to the standard aspect ratios of 16:9, 4:3, 3:2, 2:1, or 1:1, unless a specific format is specified. These common aspect ratios complement our website grid foundation and contribute to a harmonious visual rhythm across all elements created for our brand.



Quick notes

Do's and don'ts

To maintain the integrity of our brand, it's essential to follow these photography guidelines. Here are examples of what to do and not to do when handling our photography.



Real-world interaction with product



Subjects are not looking at camera



Use of selective focus



Prioritize natural lighting



Avoid adding color or image overlays unless approved



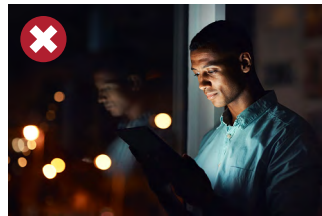
Avoid images with subjects that are completely out of focus



Avoid using cliché and predictable images



Avoid adding effects such as glare



Avoid dark lighting



Avoid images that are posed