

### 3. Universal Graphic Standards Photography



#### Static Product Photography

Static photography should produce high-quality images that are crisp and look like the actual product. Lighting on images should illustrate product details. Reflections and bright white "hot spots" are not acceptable.

When developing brochures or catalog pages where the product will anchor a walk-around, a straight shot of the product is ideal. This will allow all of the features to be clearly seen. On applications such as carton labels or merchandisers, more dynamic, angled shots of the products may be used to help call attention to the product. Selection of photographic angles is at the designer's discretion. However, care should be taken to ensure that presentation of the products is consistent within product lines.



Standard Side Angle Photos

#### Photography Effects

Drop shadow and glow effects should be used on product photography when using dynamic angle and product walkaround images. The following guidelines should be referenced so all product photography attributes will be the same in all communications.

- For standard side angle photos, no effects are used
- For dynamic angle images are used, use the standard drop shadow effect
- For product images that invade both the yellow and blue background, use the standard glow effect

Dynamic Angle Photos



#### Drop Shadow Settings (Illustrator)

Mode: Multiply, Opacity: 75%, X and Y Offset: .04", Blur: .11", Color: Black

Glow Settings (Illustrator). Outer Glow options, Mode: Screen, Opacity: 100%, Blur: .07".