

Profile photography: The tips & tricks.

Taking a good profile photo isn't as difficult as you may think. But it's important you get it right.



DO's

Your appearance

- ✓ **Your jacket:** Wear a medium to dark coloured suit jacket where possible. Black, navy, charcoal is best.
- ✓ **Your shirt/blouse:** plain colours only.
- ✓ **Your hair:** make it as tidy as possible.
- ✓ **Your glasses:** if you wear specs, make sure they are clean.

Location

- ✓ **Background:** Find a blank white or pale colour wall inside.
- ✓ **Light:** Make sure there's good general light on your face.

Taking the photo

- ✓ Get someone else to take the picture!
- ✓ Use a digital SLR or good digital camera and set it at the highest quality image.
- ✓ Use a tripod if possible to avoid shaky pics.
- ✓ Fold your arms naturally, stand up straight, relax, think of family and smile.
- ✓ Your waist to head is best area to shoot.
- ✓ Shoot in colour and make sure you're in focus.
- ✓ Take several pics so you can choose the best option.

DONT's

Your appearance

- ✗ Avoid patterns in clothing. They detract from your face and look messy.

Location

- ✗ Don't stand in front of dark colours or any background with objects or detail.
- ✗ Direct sun is not your friend. Keep away from bright light that casts a lot of shadow on your face.

Taking the photo

- ✗ DO NOT use your phone, iPad or iPod to take your photo.
- ✗ Don't use the flash.
- ✗ Don't crop your head, shoulders or arms. Make sure everything is in the photo with a bit of background around the whole area.

First impressions are important!

Follow these simple rules and you'll have a professional looking profile photo you can be proud to use on all your marketing material.