

OVERVIEW

In order for photographs to correctly load across all of our media platforms, and to ensure the provided materials clearly showcase your Vehicle and our products we ask that all provided photographs follow the provided guidelines as closely as possible. We require a minimum of 6 photos, but any additional photos, specially if different angles are used, are more than welcome, the following are several exaples each of what we are looking for.

APPLICATION CLOSE-UP SHOT - 1 TO 3 FT. AWAY FROM SUBJECT



The close up shot should showcase the hitch/shackle/hook and the installed locks primarily. Make sure the entire application is focused and centered with any logos clearly displayed and visible if possible, make sure no parts of the applications are cut off, the image is clearly lit, the background is as clean as possible and shot horizontally.

APPLICATION WIDE-SHOT - 3 TO 6 FT. AWAY FROM SUBJECT



The Most important Shot we need is the Application Wide Shot as it allows us flexibility when working with it depending on its intended purpose. In order for these shots to be succesful at showcasing your application and lock it is important to keep in mind:

- We Need to be able to generate at least 3 different images from the wide shot in different image ratios as illustrated in the diagram, the further away from the vehicle without making the application hard to see is considered the sweet spot, these photos should always be taken horizontally.
- The background should be as clean and open as possible, free of objects and people to better showcase your vehicle.
- The Key objective is to have an image that can be used as shot or with a variety of edits for a multitude of purposes.



VEHICLE WIDE-SHOTS - ENOUGH DISTANCE TO PHOTOGRAPH ENTIRE VEHICLE WITHIN FRAME



The glamour shots, these are your chance to showcase your entire vehicle. These are the photos we need to show the variety of vehicles that have our locks installed. keep in mind:

- The background should be as clean and open as possible, free of objects and people to better showcase your vehicle.
- Make sure the entire vehicle is within frame with enough background on all sides
- Make sure these images are taken Horizontally

FEEL FREE TO CONTACT OUR DESIGN DEPARTMENT WITH ANY QUESTIONS REGARDING YOUR FILES

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