



# BBB Accredited Business Image Guidelines

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To be considered for use on our website, the following guidelines **must** be followed.

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The primary way to accomplish the BBB image strategy is through what is called the “on-location portrait.” This is the primary image voice of the brand. It involves showing BBB Accredited Businesses as open, friendly and confident people in their natural environments in a documentary style or feel

## Emotional Attributes

- ◆ The subject should confidently face the camera.
- ◆ The subject should appear approachable, helpful and trustworthy.
- ◆ The shot should feel like the moment before or after a testimonial, like they are telling you with their eyes and expression why they are an Accredited Business.
- ◆ The subject’s expression should involve a non-threatening demeanor, a genuine smile and contemplative look of confidence.
- ◆ No salesman-like grins or exaggerated expressions.
- ◆ The image should not feel forced or hammy. It should have a natural documentary feel, as if they just stopped for a moment in a normal day of their business.

## Formal Attributes

- ◆ Subject should be wearing simple clothing of either bright bold colors or basic neutral colors. If possible the subject should be wearing something associated with his or her business (apron, jumpsuit, hard hat, necktie, etc...).
- ◆ The image should show the member from their mid-section (stomach) to the top of their head without any interference. There should be no elements in front of the subject.
- ◆ The background should have elements that illustrate the nature of the subject’s particular business. Ideally, the background should be slightly out of focus, though in focus is fine as well.
- ◆ There should be no people in the background of the photo unless they are heavily blurred or their faces are otherwise not visible. The focus of the photo is the expression of the main subject.
- ◆ There should be visible background on all sides of the subject. Do not crop the subject on the left, right or top edges.

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Digital photographs (preferred) may be emailed to [info@cne.bbb.org](mailto:info@cne.bbb.org). Prints (4x6 inch or larger) may be mailed to:

Heather Weller  
Better Business Bureau  
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Questions? Contact Heather Weller at 508-755-3340 ext. 205