

---

## Image Strategy: Things to Avoid



- Avoid images that position the subject too close to the camera. It is important that the scale of the image show the subject from the mid-section to the top of the head.



- Avoid clothing with high contrast or distracting patterns. Also avoid clothing in a shade of blue too similar to the BBB brand blue.



- Avoid wide stances or arm gestures that break the halfway mark of the photo's composition. The subject of the photo should be isolated on the right half of the image.



- Avoid images that are too candid. Subjects should be looking directly into the camera or just slightly to the sides or above.
- Avoid foreground images that break the silhouette of the subject.



- Avoid foreground images that break the silhouette of the subject. Avoid objects between the camera and the subject.



- Avoid exaggerated expressions. The subject's expression should be friendly and natural but it should also have a serious undertone that illustrates their commitment to the BBB standards.