Danfoss Design Guide

Portrait photo guide

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Portrait photo guide

150 pix (13 mm)

300 DPI JPG
Full color

200 pix (17 mm)
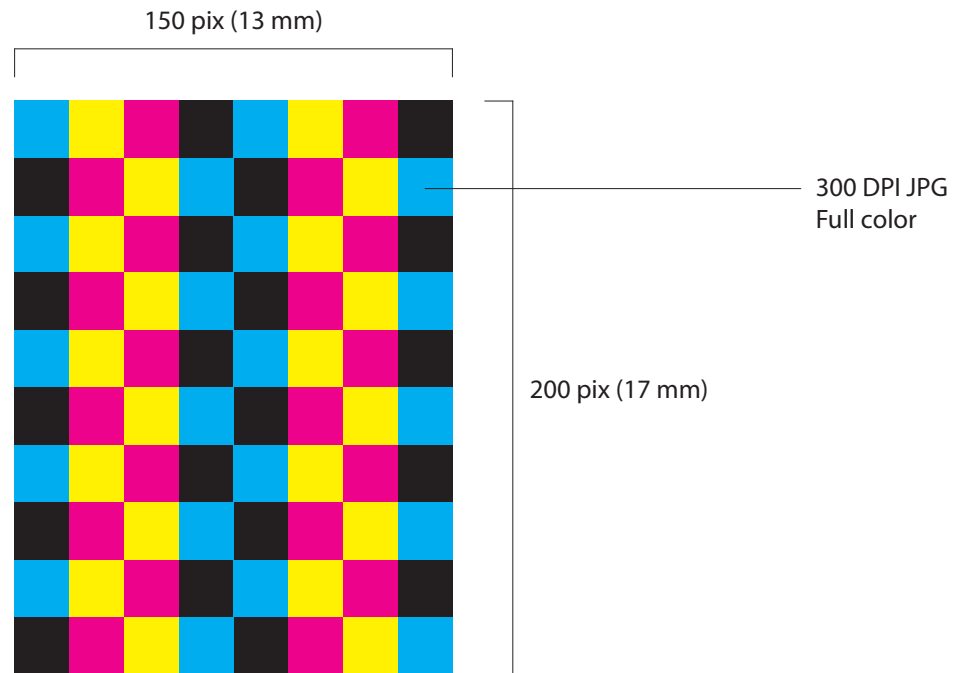
Intro

This Danfoss Design Guideline is intended to outline the standards of employee portrait photos used in Danfoss Directory.

The goal is to ensure a uniform appearance plus to enable a lean and agile approach where we can portrait colleagues using e.g. a mobile phone.

Size & format

- The picture must be sized 150 pix (13 mm) Wide X 200 pix (17 mm) High
- The file must be delivered as 300 DPI JPG.
- The picture must be full color

Composition

When photographing a product in-situ, always make sure that the product is in focus, even if it is not in the immediate foreground. The sense of depth as described in the visual guidelines is important here to keep the focus on the product.

It is important to get a realistic sense of the situation by using people in movement for example.

Background

· The background must be light (white or light grey).
· It can be plain or textured, massive or with a subtle linear toning – important is that it is inconspicuous and does not draw attention from the subject's face
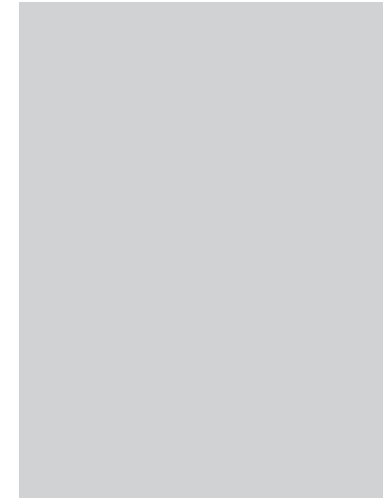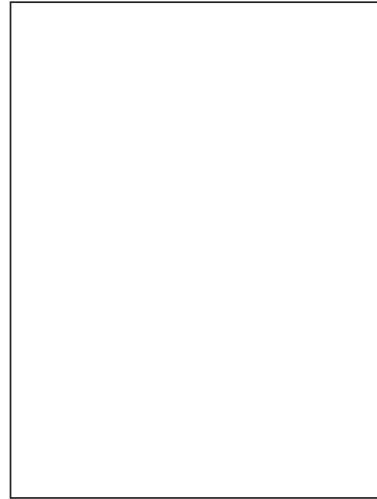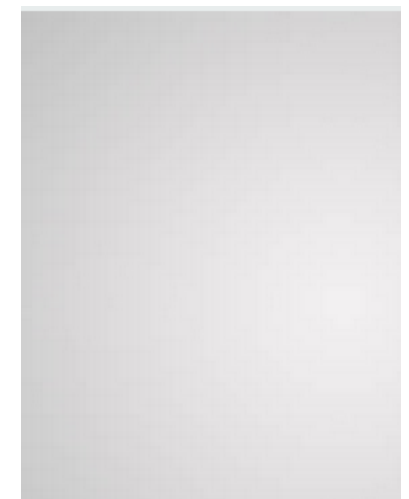
Light setting

· Avoid bright highlights, heavy contrast and shading.
· Avoid halo effect on the background.

File naming

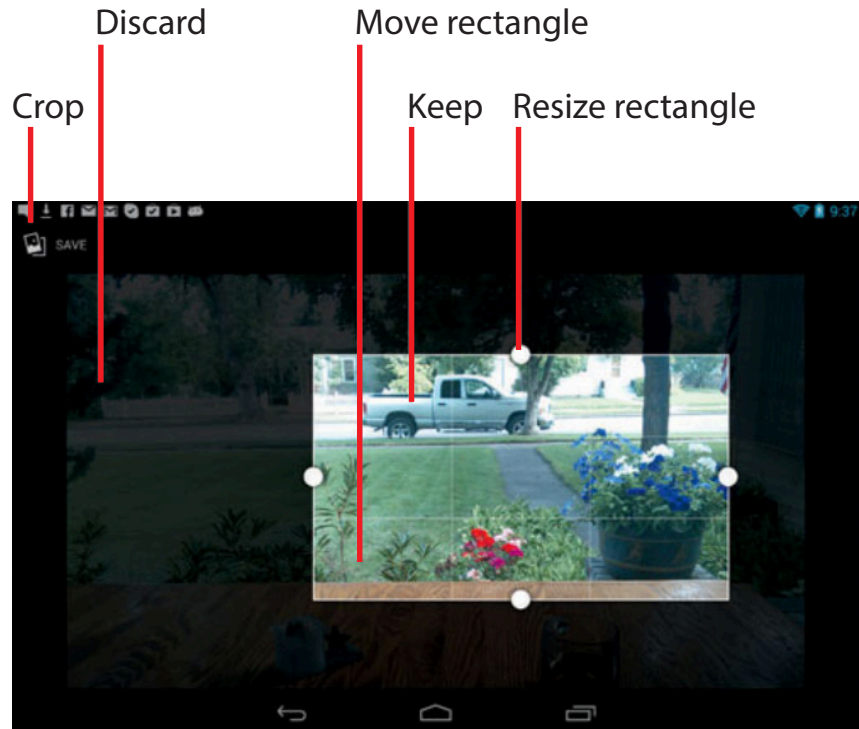The file must be named with User ID only (e.g. "U123456.jpg")

Upload

Please upload the file to Photo Danfoss Directory <R120311@danfoss.com>

Do´s and Don'ts

· Do not repurpose private photos (cropped to fit)
· Make sure your picture is representative and up to date
· Do not wear sunglasses or hat.

Crop

Discard

Move rectangle

Keep   Resize rectangle

Basic mobile tips

- Some Android phones as well as the newest iPhones have a Portrait mode which you should activate if possible. But you can make good portraits without.
- Get close to the subject – approximately 50 cm. distance
- Use natural light and turn off the flash.
- Tap on your smartphone screen to focus on your subject's face – preferably the brightest part of their face

To crop a picture on an Android phone
- Open the picture you want to crop.
- Tap the Menu Key .
- Tap Crop. The cropping box appears on top of the picture.
- Use the cropping box to select the portion of the picture to keep; the rest of the photo will be discarded.
- Tap OK to save a copy of the picture as you cropped it.
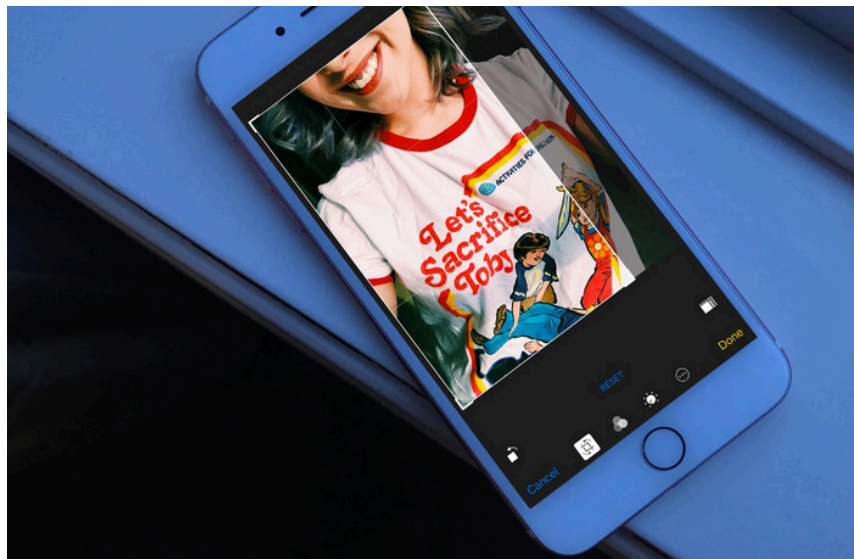
To crop a picture on an iPhone or iPad
- Open the picture you want to crop.
- Tap Edit on the top right of your screen.
- Tap on the crop button in the bottom menu
- Tap DONE to save a copy of the picture as you cropped it.