

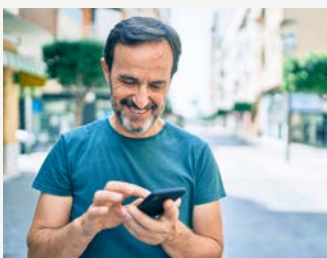
Mood board.

Phonak picture style

Types of images

People pictures

Campaign images



Generic hearing situations



Explicitly created for launches. Should only be used in conjunction with the respective product (e. g. Marvel)

Can be used for any kind of communication to support our products and/or services

Product pictures

Still life



Pack shots



Emotional shot where our product is put "into the scene" to create atmosphere.

To be used for a clear, rather technical product presentation. Both background versions (gradient and white) represent the Phonak style

Neutral pictures



Neutral pictures (i. e. from a stock database) can be used in addition to our product and green hero pictures to complement our publications.

Image style

Correct Phonak style



Wrong style



Hero picture style

Correct Phonak style



- Cool colors spectrum with natural look and feel
- Well lit and hero prominently in front
- Light & bright backgrounds
- Showing emotions

Wrong style



- Too warm, reddish or too fancy colors
- Too dark & heavy backgrounds
- Strong contrasts
- Blurry and dramatic light effects

Life style pictures

Correct Phonak style

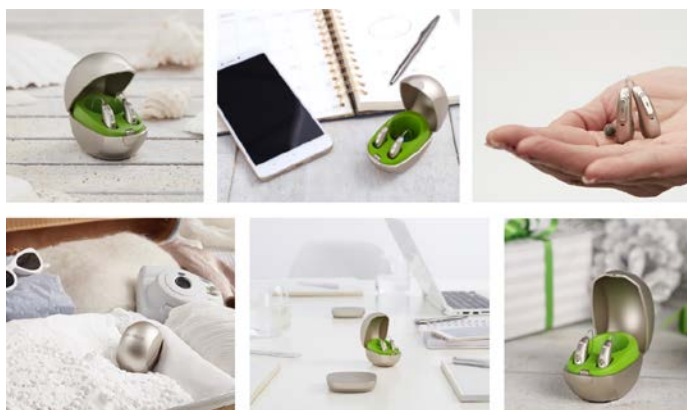


Wrong style



Life style pictures

Correct Phonak style



- Cool colors spectrum with natural look and feel
- Light & bright backgrounds
- Well lit and product prominently up front
- The product is embedded into a nice and suitable environment

Wrong style



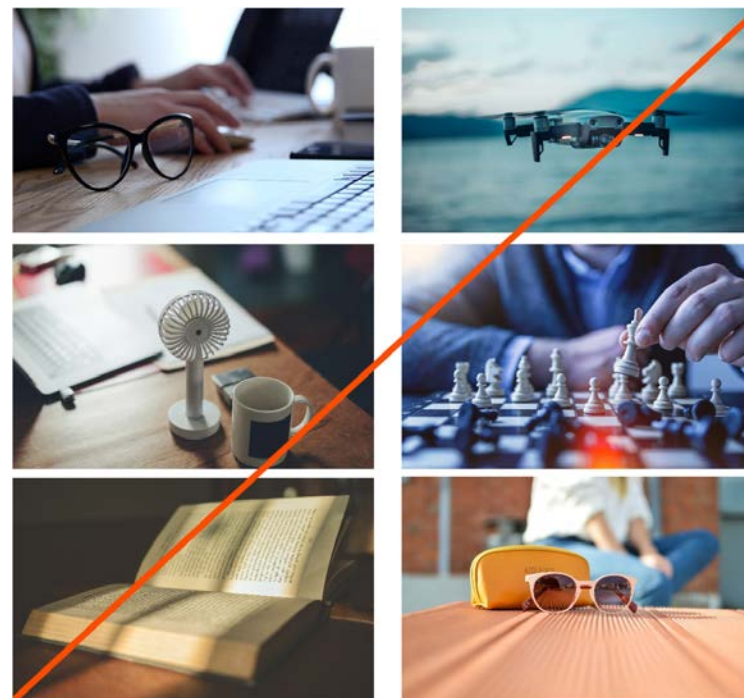
- Too dark and nervous backgrounds
- Unsuitable colors / color gradients
- Monochrome combinations
- Generic backgrounds with gradients

Life style pictures (neutral)

Correct Phonak style



Wrong style



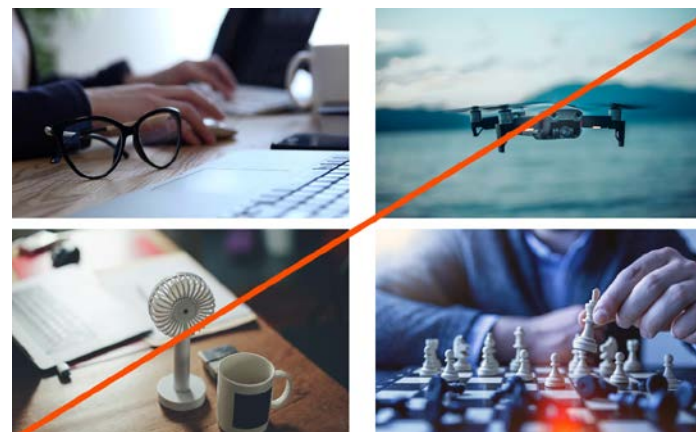
Life style pictures (neutral)

Correct Phonak style



- Light & bright backgrounds
- Clear and sharp focus
- Generally, a high key appearance
- Cool colors spectrum

Wrong style



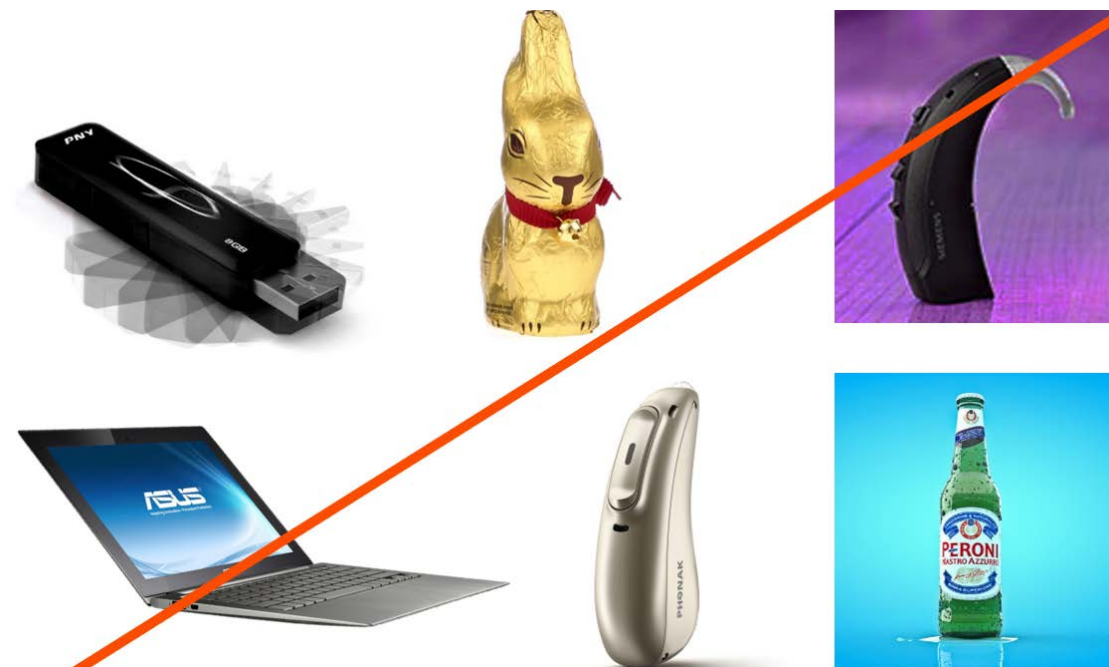
- Too dark, brownish colors
- Monochromatic color range
- Strong contrasts
- Dramatic light settings

Packshots

Correct Phonak style



Wrong style



Life style pictures (neutral)

Correct Phonak style



- Cool colors spectrum with natural look and feel
- All products are shown with a realistic shadow
- Clean, light backgrounds
- Products well-focused, cleaned and spotless

Wrong style



- Special effects / photoshopped elements
- Products «floating» with no shadow
- Unrealistic, fancy colors and color gradients
- Uncomplete products (missing parts)
- Generic backgrounds with gradients

Photo/movie production

- Talent specs
- Clothing
- Environments
(Indoor & outdoor)
- Technical requirements
- Resolutions



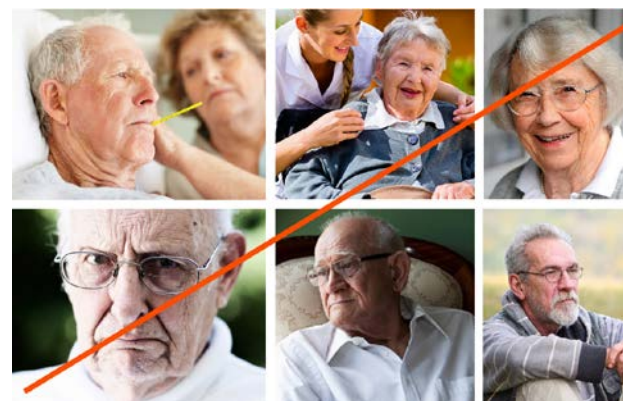
Talent specs

Phonak style



- Middle agers (not only seniors!)
- Attractive but not overstyled look
- Engaged in life, self-confident and active
- Reflect different ethnicities

Wrong style



- Helpless or grumpy expressions
- Impassive look
- «Too senior» look

Clothing (Style and colors)

Phonak style

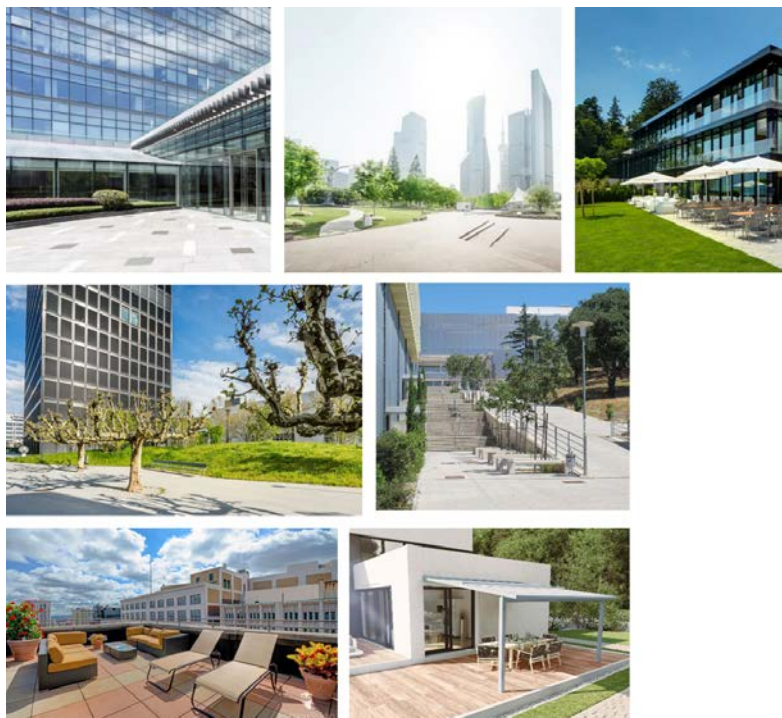


Wrong style



Backgrounds – Outdoor

Phonak style

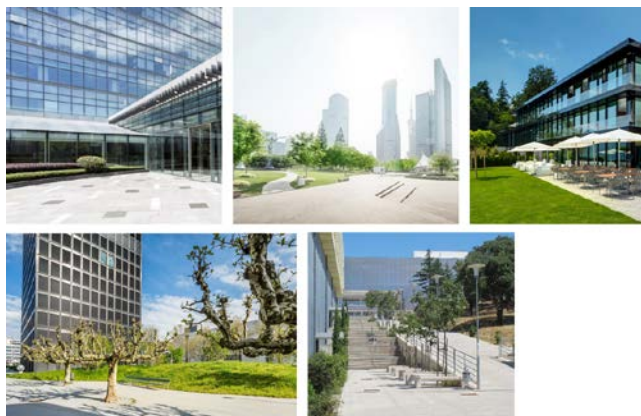


Wrong style



Backgrounds – Outdoor

Phonak style



- Light & bright colors
- Open spaces
- Modern or contemporary appearance

Wrong style



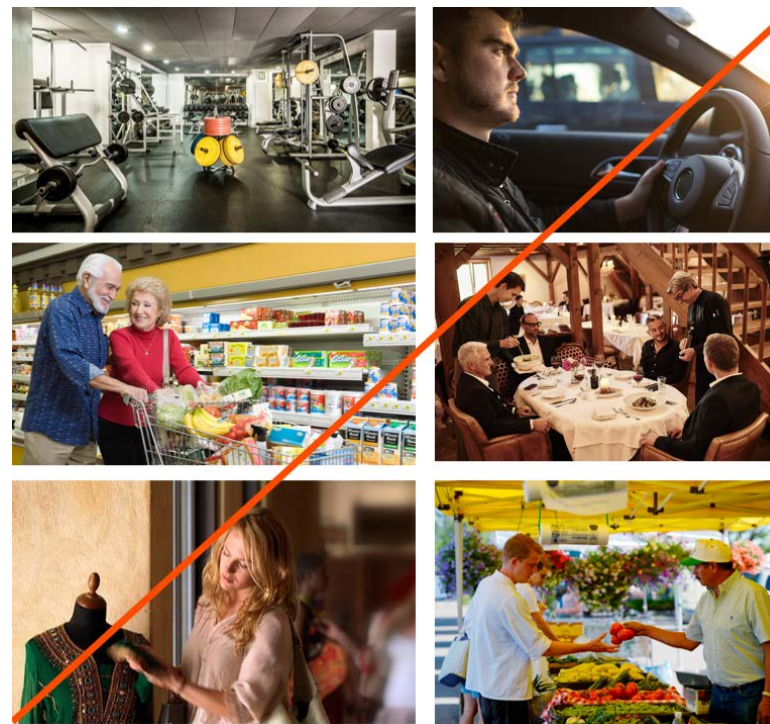
- Historic buildings
- Industrial buildings
- Mansions
- Posh houses

Backgrounds – Indoor

Phonak style



Wrong style



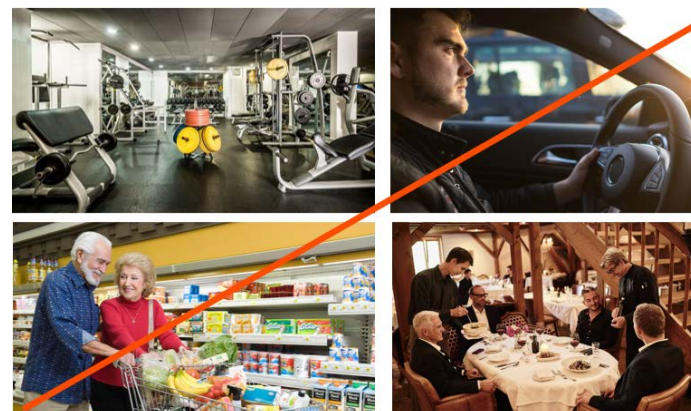
Backgrounds – Indoor

Phonak style



- Light, unfocused backgrounds
- International look
- Focused on «hero»

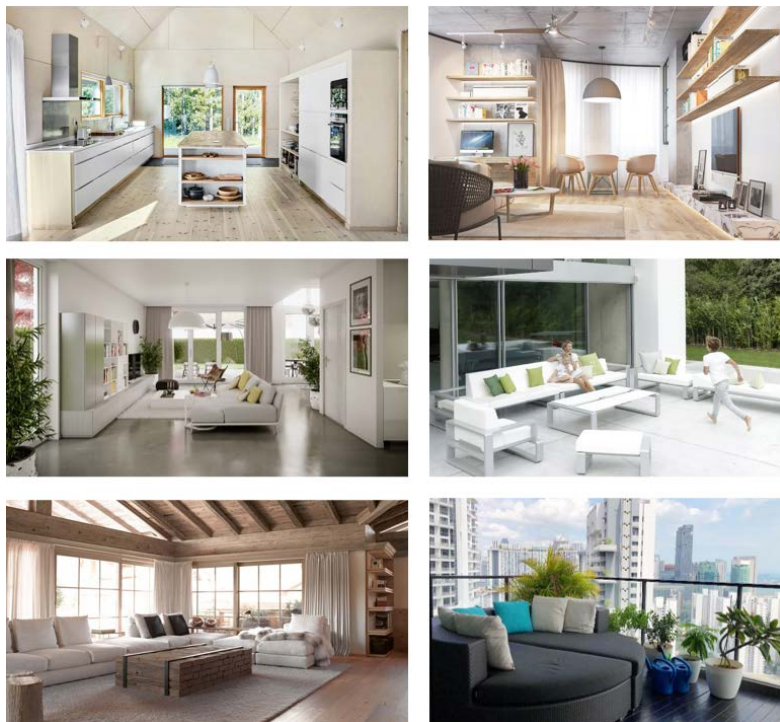
Wrong style



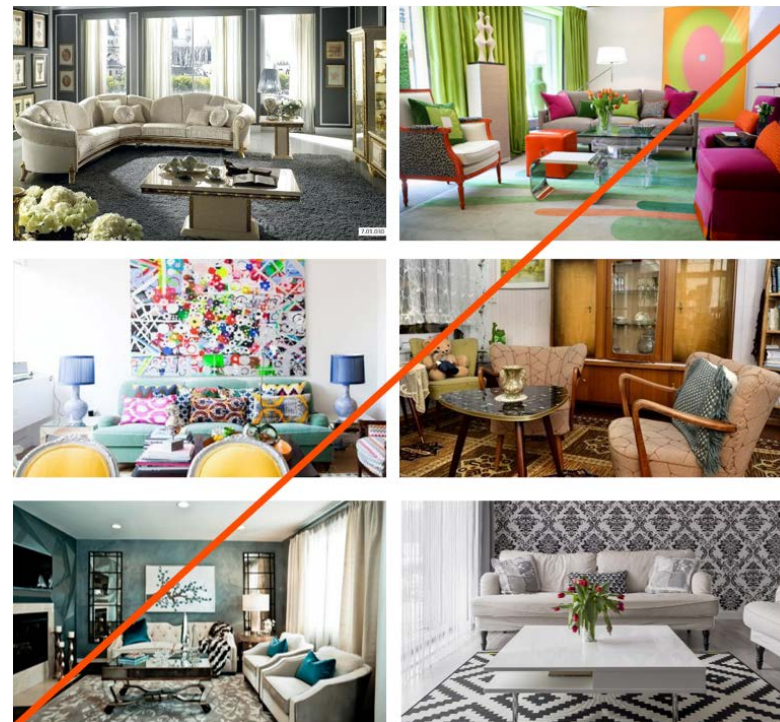
- Dark, packed interiors
- Strong and/or dark background colors
- Traditional and/or very formal atmosphere

Backgrounds – Living areas

Phonak style



Wrong style



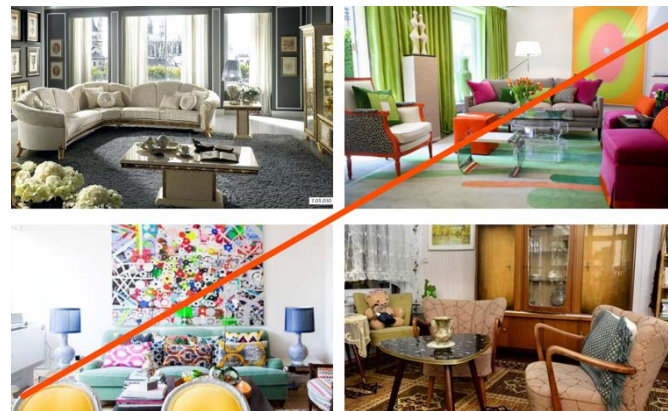
Backgrounds – Living areas

Phonak style



- White or light interiors - wooden accents are ok to make it feel warmer
- Clear shapes (soft and edgy)
- International and contemporary look
- Not overloaded with furniture, objects and decorations

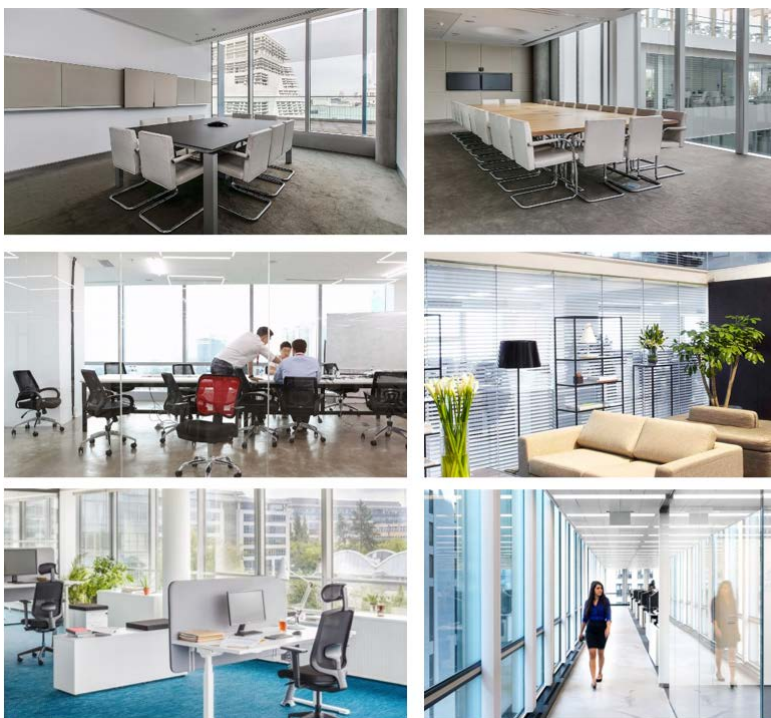
Wrong style



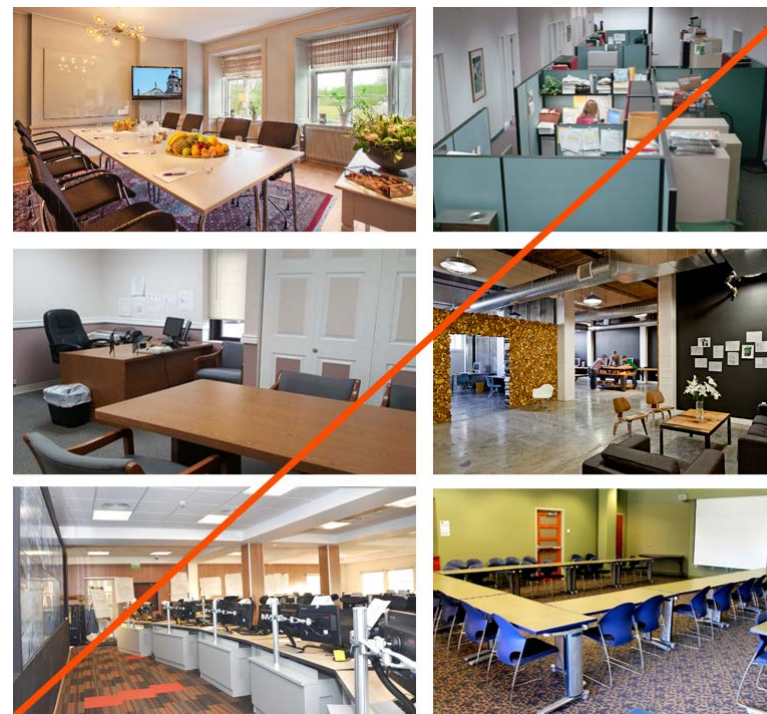
- Nervous patterns
- Variety of colors and shapes
- Vintage style

Backgrounds – Office space

Phonak style

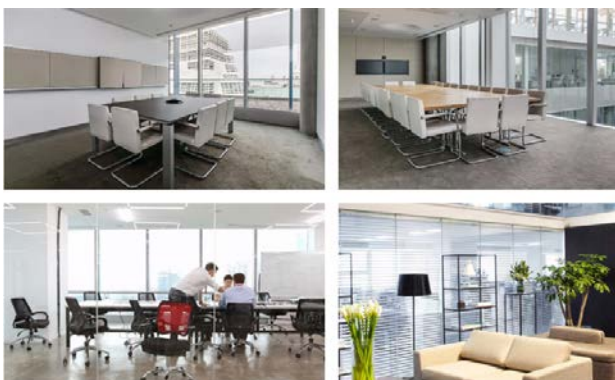


Wrong style



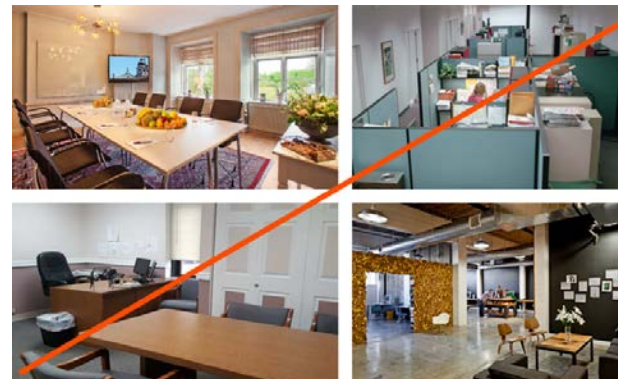
Backgrounds – Office space

Phonak style



- International and modern look
- Glass and neutral colors
- Rather empty rooms
- Only some decorations

Wrong style

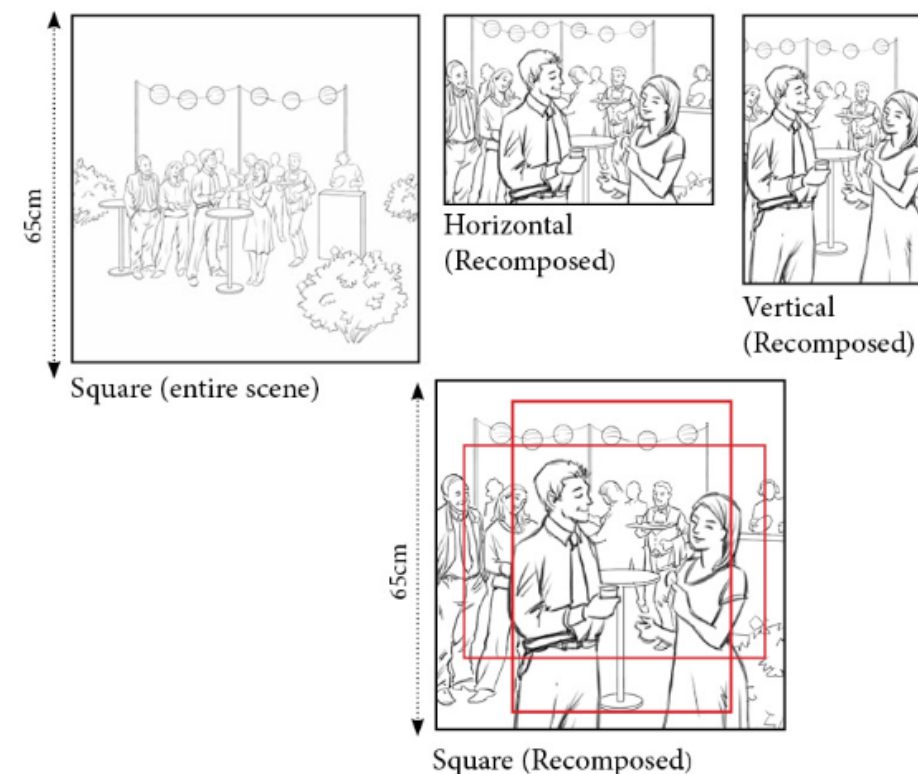


- Nervous patterns
- Variety of materials, shapes and colors
- Heavy and old fashioned looking
- Start-up / Agency-Look

Technical requirements – during photoshoot

All key visuals must be shot in DIN A1 Square format (i.e. 650 x 650 mm) with enough space above and below talent(s). This allows for a range of horizontal and vertical crops in post-production.

- Always shoot an entire scene in high resolution
- Retouch and process the entire shot that it could be used as a big visual (for a poster, exhibition stand or even a wall)
- Only crop image to the requested dimensions when all post production steps are done



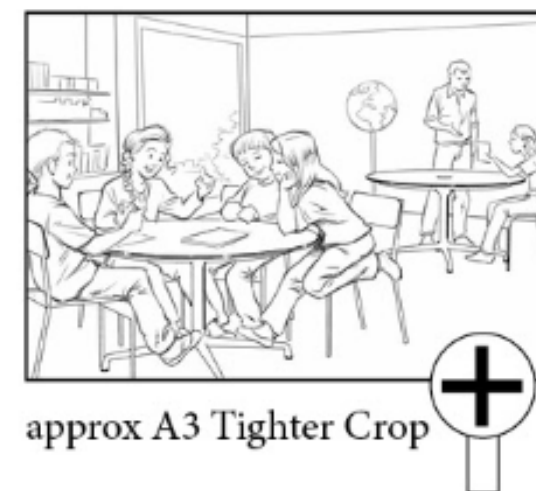
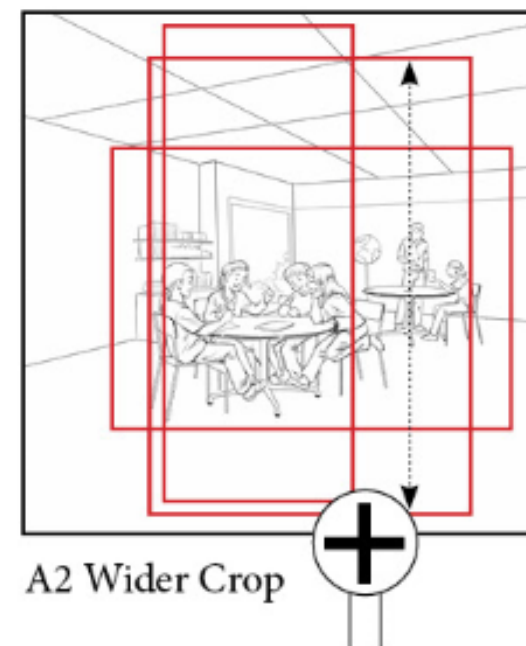
*Source name here

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Technical requirements – resolutions

Print Resolution Guidelines

- Billboards:
 - 250 dpi
 - Largest Print: 200 cm x 200 cm
- Posters:
 - 300 dpi
 - Largest Print: 1000mm x 700mm





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we change lives ●