

Image style guide.

Finding the right image to convey the message is often the most challenging part. So, always set aside enough time for the search and don't settle for the first image you find. When selecting images, ask yourself if the image can be cropped to suit your needs. Often, it's only when an image is cropped properly that it really comes to life and helps convey the message. And to ensure it fits our visual style, color and contrast adjustments are usually necessary. This manual helps you to achieve the most suitable results.

Original



Color edited & cropped result

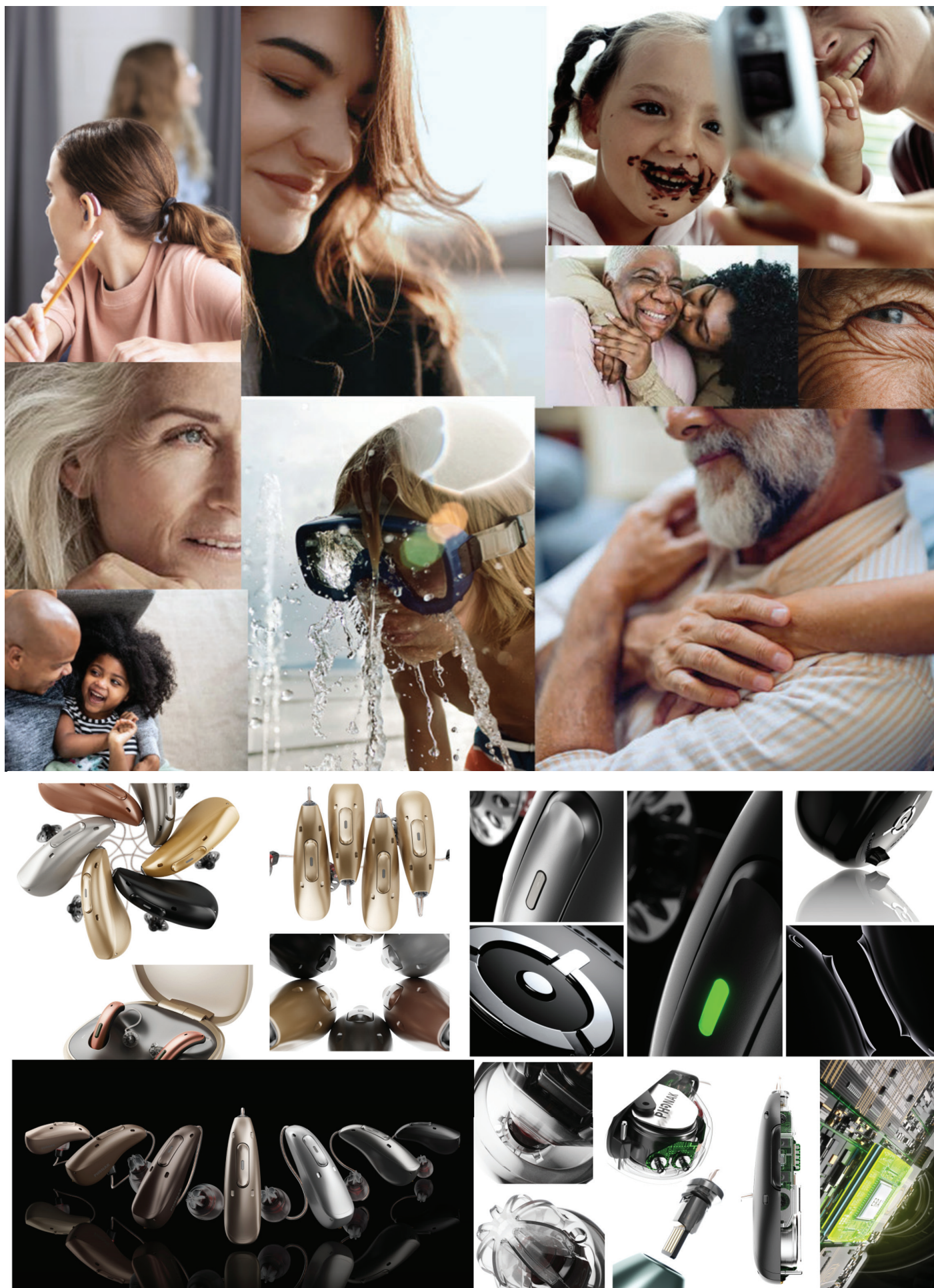


Ask yourself if the selected image would blend seamlessly into the mood board in the brand guidelines (both, people and pack shots)?



Moodboard

Use this mood board as a visual reference to determine whether new images fit into this series.



Crop images for the perfect result.

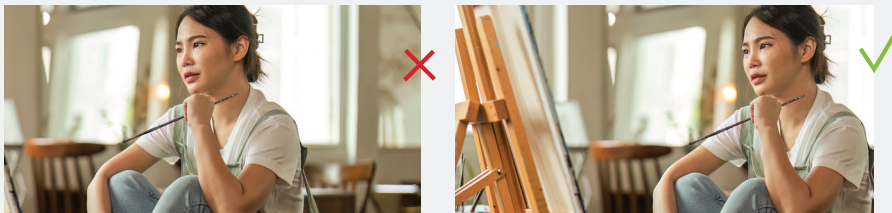
Cropping an image is more than just cutting it to fit a layout. Choosing the right section helps highlight what matters most and creates the right visual effect.

Even simple cropping can make a big difference in how an image looks and feels. By selecting the right part of a photo, you can guide the viewer's attention and support the message you want to communicate. A well-chosen crop helps images appear clearer, stronger, and more effective in your design.

Crop your photos to tell a story

- define the message first
- keep key elements visible
- avoid cutting important details
- focus on what matters most

Example:



Give faces some breathing room

- avoid cropping faces too close to the edge
- give „look“ space for a relaxed, balanced look
- use tight crop only for detail or intentional dramatic effect

Example:



Zoom in to emphasize

- crop closer for more details and emotions
- see fine details clearly with an extreme crop
- remove distractions for an intimate, focused look
- zoom in on facial profile to emphasize features

Example:



Crop your subject's body the right way

- don't crop limbs at joints
- cutting off fingers, toes, ears gives an awkward look
- crop at torso, waist, thighs, upper arm
- keeps subjects natural & visually comfortable

Example:



Crop at eye level

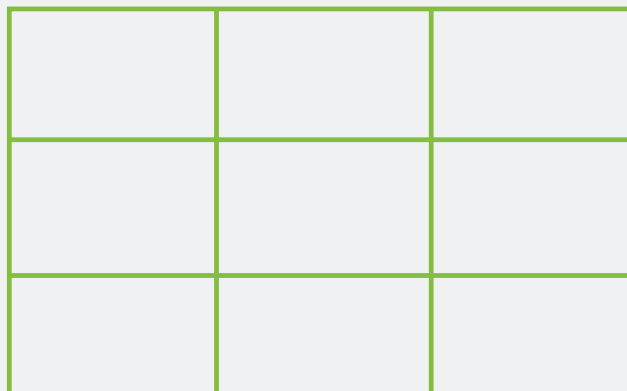
- position eyes just below top third of frame
- eye-level placement creates engagement & connection
- top two intersections of grid are ideal focus points
- guides viewer attention naturally

Example:



Rule of thirds

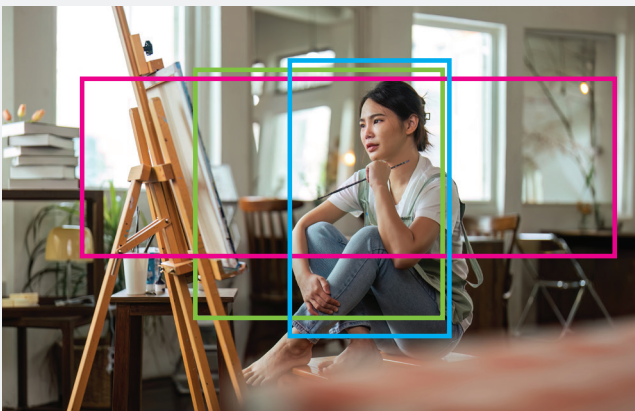
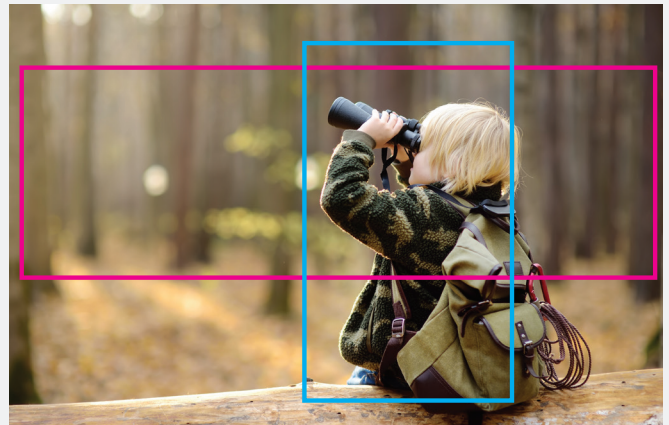
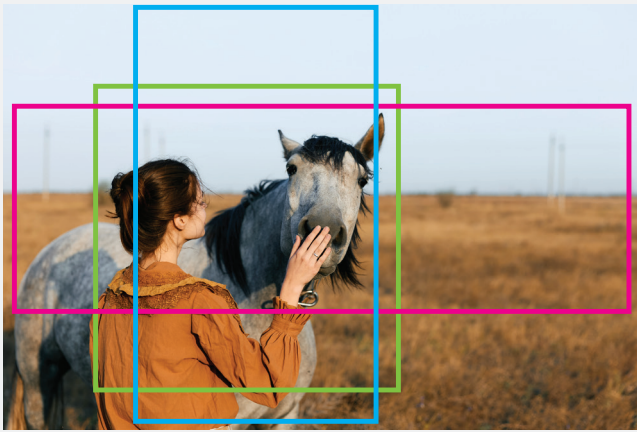
- Divide image into 3x3 grid
- Horizontal lines for eyes, horizon, key details
- Vertical lines for placing objects left or right
- Intersection points for ideal focus
- Alternate left/right/center positions for dynamic composition
- Creates balance and natural visual flow

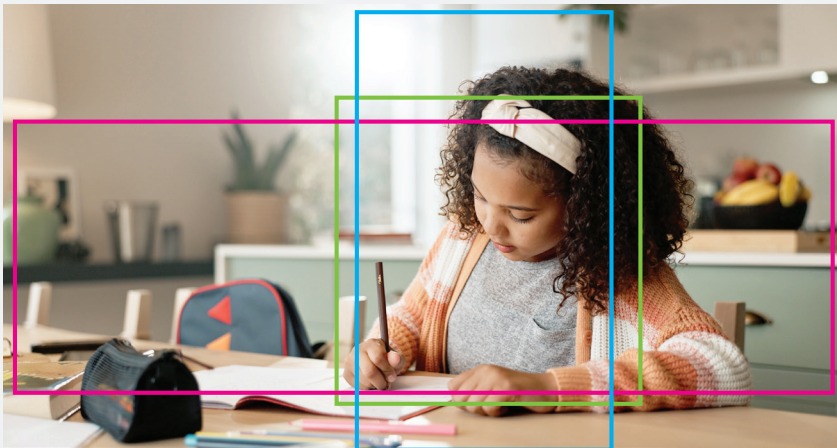


More examples and options with different aspect ratios.

Changing image aspect ratios enhances composition, storytelling, and screen optimization by adapting visuals for specific platforms (e.g., 16:9 for cinematic, 4:5 for Instagram). It improves aesthetic impact, ensures proper subject framing, maximizes screen real estate, and allows for consistent, professional presentation across devices without cropping out key details. Defining aspect ratios in advance creates a consistent, organized, and professional look across portfolios or websites.

See below examples with different options how images can be cropped.





Color correction.

Color correction is more than just adjusting brightness and contrast. Careful color adjustments help create a natural and consistent look and support the overall visual message of an image.

A well-balanced color correction keeps skin tones realistic, maintains clarity, and creates a warm but clean atmosphere. At the same time, the colors should stay neutral and harmonious so the image does not appear too green or too yellow.

How to do the right color correction

- Lower saturation slightly so colors look softer and more natural
- Add some warmth (increase temperature toward yellow/orange tones)
- Keep brightness high so the image still feels light and friendly
- Reduce contrast a little for softer look
- Lift shadows slightly to avoid dark areas
- Keep skin tones natural and warm

Goal: A bright, soft, warm, and natural lifestyle look.

Examples:

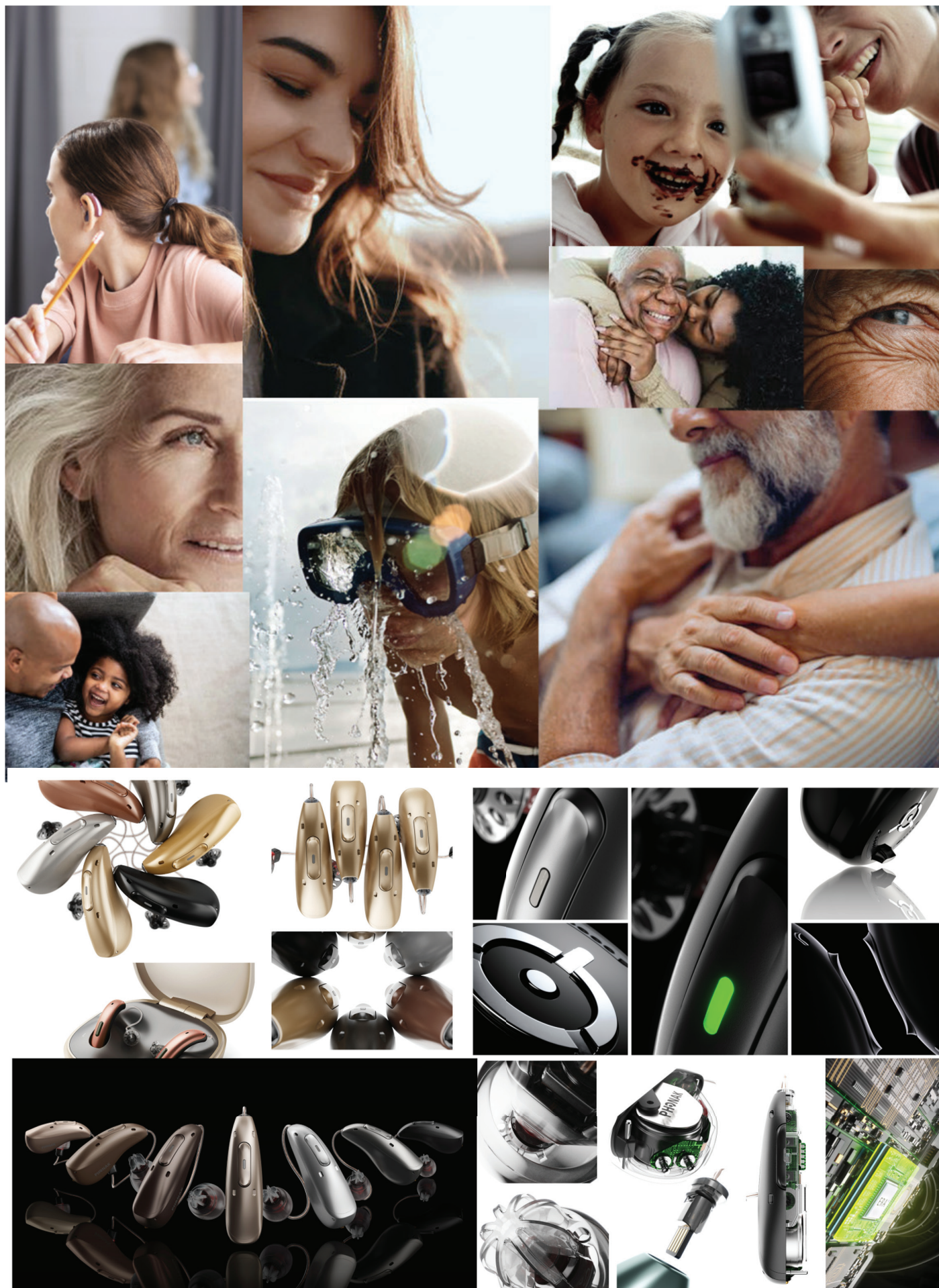


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Three steps to the perfect image.

Step 1: color correcting

Color correction helps create a natural, balanced, and visually appealing image. Saturation and warmth should be adjusted carefully while maintaining brightness and avoiding a look that feels too green or too yellow.



Step 2: cropping

Crop your images thoughtfully to guide attention and create a stronger visual impact. Choosing the right section of an image can make it feel more balanced, interesting, and engaging.



Step 3: comparing

Compare the image with the provided mood board from the brand platform and consider whether it fits the scheme. If so, then your image is ready to use!





before



after



before



after

