

B R A I N ⚡ T O R M

MARKETING ADVERTISING DESIGN

H2O / BWT

Site Inspection Guidelines – 4 August 2020

Store Signage Reference Photography Guidelines

In order for Brainstorm to produce store graphics for you, good accurate photographs of the area being updated are required.

In general, all surfaces that are being updated need to be shot with the whole surface appearing in a single photograph. No one should be shot standing in front of the area and any removable items (like standing banners) should be moved aside so the whole area is visible.

The area should also be shot as straight-on as possible, though a bit of an angle is OK.

See the next page for **DO's** and **DONT's**.



Photography: How to and How NOT to.



COUNTER: The area/item under being shown should appear straight-on to camera, with nothing standing in front of it. It should also clearly be the focus of the picture.



Photography: How to and How NOT to.



STORE HEADER: The area/item under being shown should appear straight-on to camera, with nothing standing in front of it. It should also clearly be the focus of the picture.



Photography: How to and How NOT to.



STORE GRAPHIC: The area/item under being shown should appear straight-on to camera, with nothing standing in front of it. It should also clearly be the focus of the picture.



Measuring Guidelines

In order for the Agency to produce the graphics, accurate measurements of the area being updated are required.

Measurements should be supplied in millimetres (mm), with the height (h) leading and the width (w) following:
e.g. 2000mm x 800mm is the size of a standard door (vertical), while 800mm x 2000mm is the same size, but lying on it's side.

Detailing is also recommended: 2000mm **(h)** x 800mm **(w)**



Measuring: How to and How NOT to.



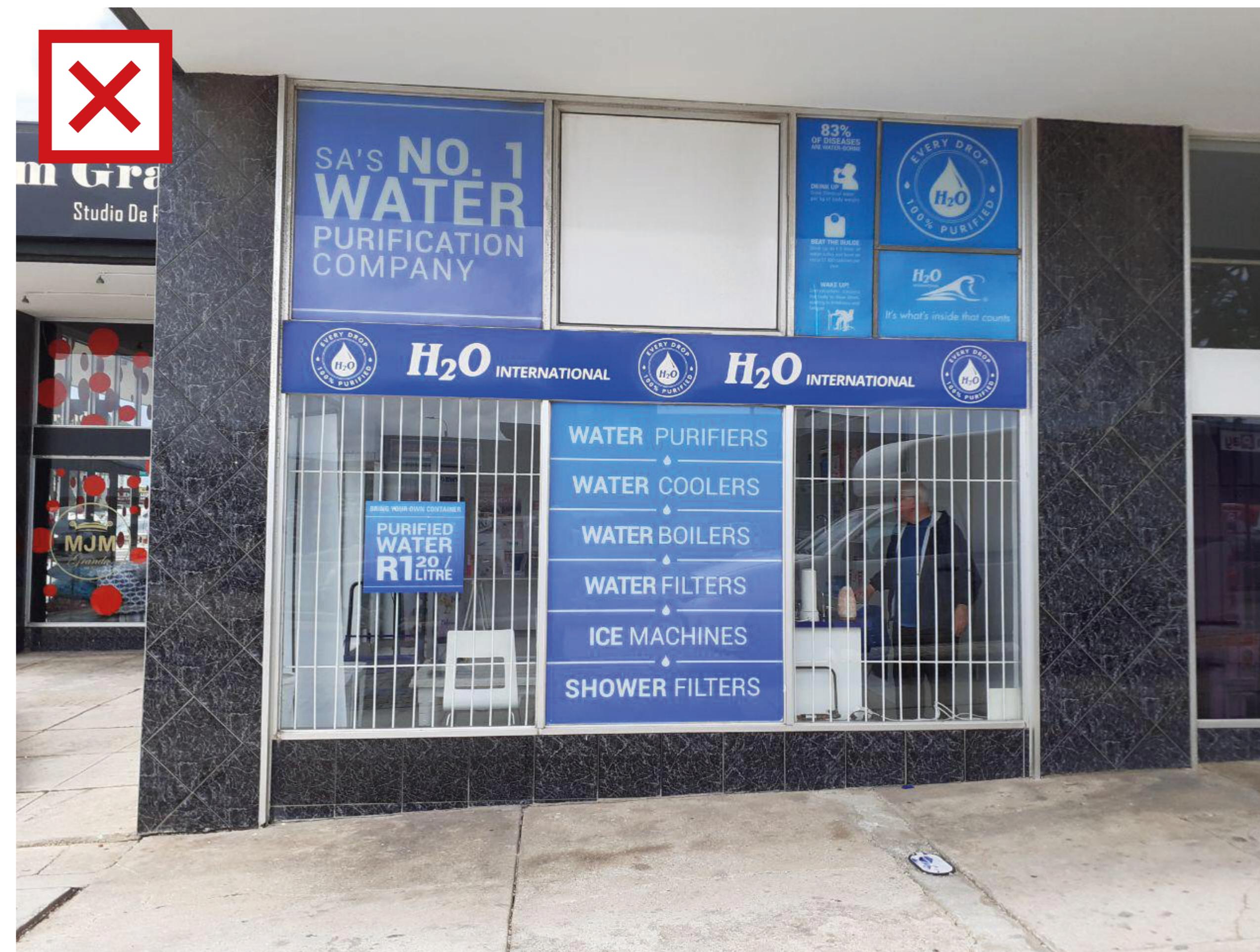
Signagbaord:
1225mm x
1225mm



STORE GRAPHIC: In this instance, the sizes were indicated on the photo itself. This is quite an accurate way of displaying the sizes, if possible.

If not possible to display the sizes on the image itself, then a detailed description of the position and relevant sizes is required.

File Name: H2O Side window, L-R Top, 1300 x 1240, 1170 x 1240, 450 x 1240, 820 x 700, 820 x 500.jpg



STORE GRAPHIC: In this instance, the sizes were indicated in the file name itself. However, as there is no description as to what part is what size, so this is not a good way of doing it.



Thank you



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