



HEADSHOT PORTRAITS AT NUVISION IMAGES

High quality professional headshots are now essential for all businesses and business people – for websites, social media, brochures, advertisements and newsletters. They establish the company’s or the individual’s image and are particularly critical for those businesses where a personal relationship with the customers is important.

Headshots are the most requested output from NuVision Images and many companies maintain an ongoing arrangement to provide matched portraits of new employees as staff change.

The following guidelines are intended to help create a successful business image and to ensure that photographs are suitable for reproduction in a wide variety of media – electronic, print and display.

DRESS: Please think about the degree of formality in dress which best conveys your business environment: what do you usually wear at work?

Try to dress in solid colors and avoid stripes, spots, checks or other small patterns. (These may cause problems later, particularly in press reproduction.) For formal business portraits, choose fairly neutral tones rather than bright colors.

Sleeveless tops are to be avoided if possible.

FACE: Ladies: If possible, wear slightly heavier make-up than on a typical business day – perhaps similar to what you would wear for an evening function.

Gentlemen: Please have a close shave on the morning of the photo shoot; if you have a heavy beard, you may want to shave shortly before the shoot. For most purposes make-up is not required, although facial blemishes may be covered up with Pancake or similar products.

EYEGLASSES: If you normally wear glasses at work, it is appropriate to wear them for the photograph. Sunglasses are to be avoided wherever possible.

COMPANY STANDARDS: If your company already uses headshots (e.g. on a company website), please let us know in advance, so that your photograph can be matched to the existing style and format.

PLEASE CALL (585) 586-2240 TO DISCUSS YOUR NEEDS