

PHOTO GUIDELINES

PCI Energy Solutions

Headshots are a primary extension of the brand, helping to humanize your company to clients. For PCI, all headshots should align with the brand pillars: wise, diligent, pragmatic.

High-quality, consistent headshot photography will help PCI reiterate the core message that our team is dedicated to quality and diligent about the details—and, above all, we are here to help.

The diagrams at right illustrate a practical setup for headshot portraits.

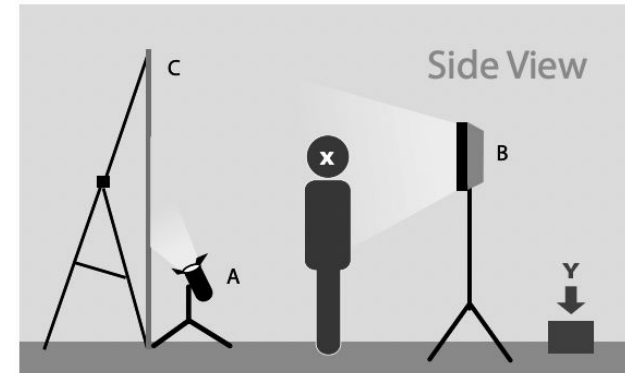
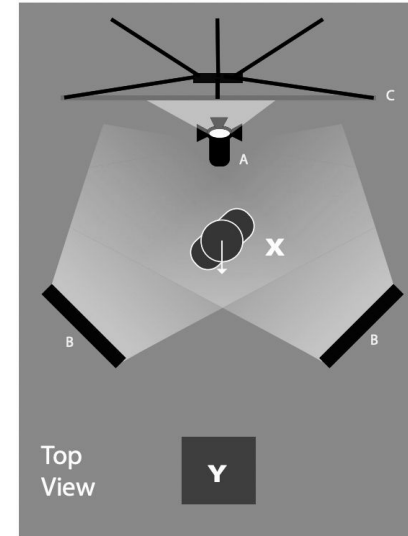
- Subject (X) being photographed lines up on a 45-degree angle with their head pointing towards photographer (Y)
- Step stool or ladder is recommended to get a higher angle depending on the height of the person being photographed.
- Studio setup should eliminate or minimize any ambient light in the room during the photo shoot.
- A: back lighting
- B: ring/front light
- C: backdrop, dark color only

Camera Body

- Mirrorless or DSLR with 16mp or greater resolution; common brands include Canon®, Nikon®, Panasonic®, and Sony®.

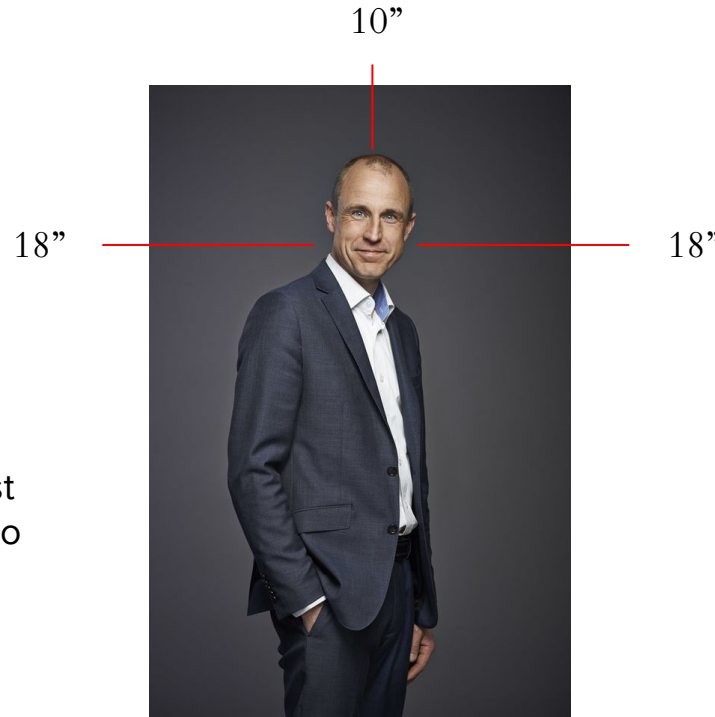
Camera Lenses

- Mirrorless: 42.5mm focal length
- DSLR: 85mm focal length



Standard Framing Directions

Ensure when framing your headshots that you include 18" to the left and right, as well as 10" to the top of your subject's head to allow for appropriate cropping in all scenarios. This will allow your design team to standardize headshots on the website through subject placement.



Background

Subject should stand at least 24" from solid background to prevent harsh shadows.

There are times when it's necessary to use a mobile device for temporary photos. In these instances, consistency and lighting are key to creating a look that aligns with the brand visuals.

- Find a spot outside, preferably mid-morning to mid-afternoon during sunnier weather, that is completely in a shaded area. This allows the sunlight reflecting on everything else outside to act as ambient light.
- Consider your background – place 24” distance between objects behind the subject and the subject themselves. Step back from the subject and use zoom to create a perceptual depth. This can also be achieved through “portrait mode” on an iPhone but be wary of how much “blur” is applied to the edges of the subject and adjust the F-stop up to compensate.

✗ Too Dark



✗ Dark Shadow



✗ Poor Light Angle



- ✓ Even Natural Light
- ✓ Soft Smile

*PCI Employees should be shot on solid color background with previously mentioned wardrobe considerations.



Subjects should dress in professional attire suitable for an important meeting or sales call with a valued client. Additionally, following the below guidelines will minimize technical issues—see example photos:

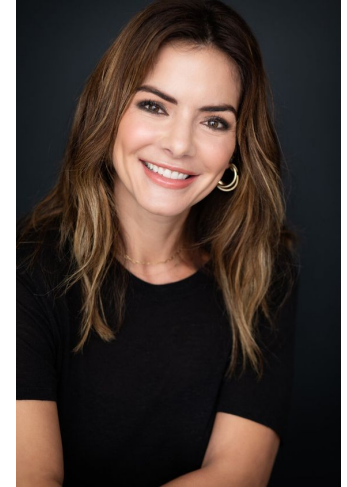
- Suit/jacket colors: black, charcoal, navy; avoid light colors like pale grey or tan
- Ties: navy, dark green, black, grey with solid or very small patterns
- Button-up shirts or blouses: black, navy, dark green, white; avoid yellows or bright colors
- Jewelry: subtle earrings, bold necklace or scarf considered if pattern not overwhelming
- Makeup: subtle, but if bright lipstick is preferred, it can create interest in a headshot
- Hair: neat or styled however you feel most comfortable

Example Headshots

Keep in mind that headshots are used for a variety of purposes, including About Us sections on websites and multiple social media platforms. Headshot photos should comfortably crop into square or round shapes for these purposes.



Sage & Caregiver Pose Examples (For creative direction only - for framing shots, see previous slide)



- ✓ Angled shoulders
- ✓ Soft smile, subject should look comfortable
- ✓ Looking into camera with friendly gaze
- ✓ Hands at side, one in pocket, or folded gently
- ✓ Gentle tilt to head is fine, if subject feels comfortable

To communicate the Sage and Caregiver, archetypes, we want your images to feel warm, friendly and genuine—not overly sober or serious. The audience should feel as though you could give them advice, but not in an intimidating way. Your smile should feel like YOU. Let your wardrobe and pose communicate professionalism, but your smile and face should convey warmth and wisdom.