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## PHOTO REQUIREMENTS

All photos should be taken with a high quality, DSLR camera (or similar), and delivered in full resolution (at least 2000×1300 px). Be sure to include ample background to allow for maximum flexibility. Outdoor photos, especially taken at popular places in your riding, are ideal. Providing the photos requested in this guide will allow for the production of many high-quality print and digital products for your campaign.

### TO-CAMERA PORTRAITS

Always be sure to include both shoulders in all portraits. It's much easier to crop photos to fit than to digitally create shoulders. Be sure to take a mix of portrait and landscape photos. Specifically, ensure that you have at least one with significant background to the right, to the left (A), and above (B) the candidate. Alternate compositions (C) can also be useful.

**Photo A**

**Photo B**

**Photo C**

### OFF-CAMERA PORTRAITS

It's also helpful for some compositions to have photos of the candidate looking slightly off camera. Such photos have similar requirements for ample background around the subject.

**Example**

### TIPS & TRICKS

Be sure that there is enough space between the camera and the candidate, and between the candidate and the background, to offer proper contrast between the two. The candidate should always be facing the light (either natural or artificial), with the camera between the two. That said, avoid harsh lighting wherever possible. Always take multiple shots for each location and composition, to ensure that you have options for different facial expressions. Send us everything! We can sift through and pick the best options for each product being produced.