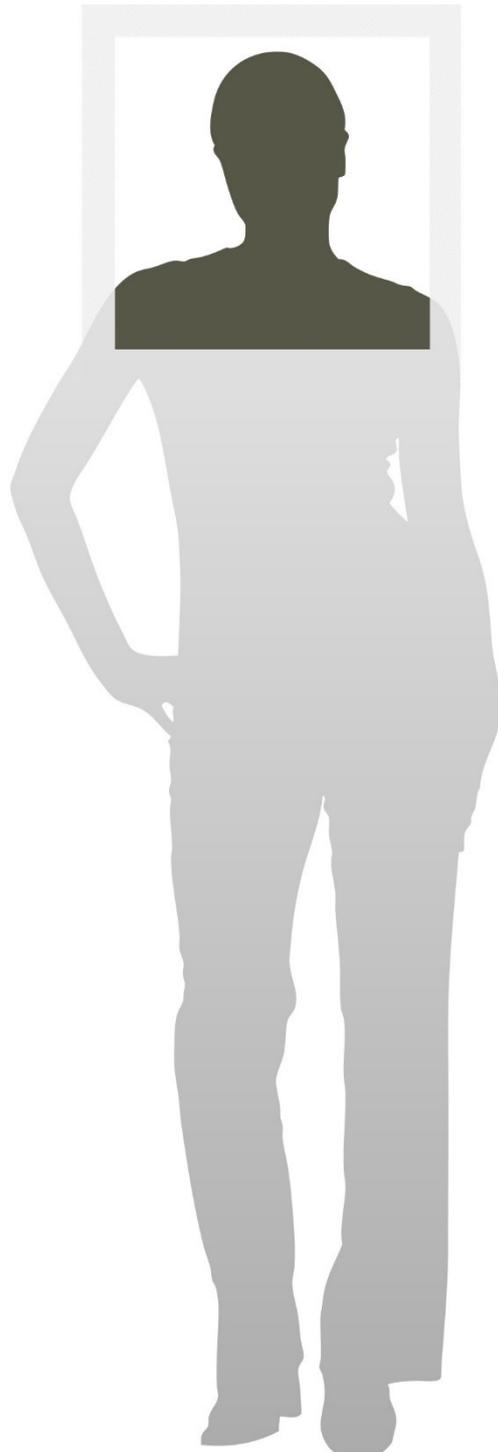


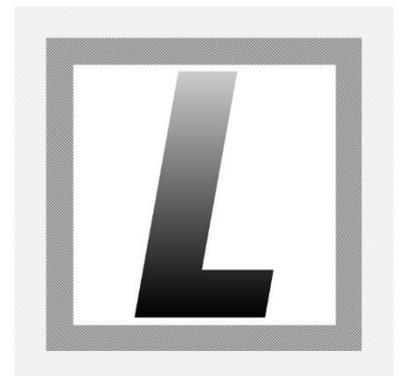
Profile Image & Logo Guidelines

A' Design Award and Competition, Presentation, Image and Photo Guidelines

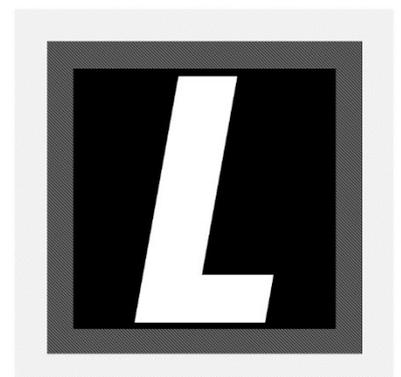
This guideline describes how to prepare your profile images and logos for sending to A' Design Award and Competition for PR and Media purposes. The guidelines document includes best practices, tips and restrictions for preparation of images for submission to A' Design Award platform for PR and Media distribution.



■ %10 Margin from Edges
B&W - Gray Scale Image
Contrast & Brightness
Centered on Canvas



■ %10 Margin from Edges
Centered on Canvas
Color is Okay.



■ %10 Margin from Edges
Centered on Canvas
Color is Okay



A' DESIGN AWARD
& COMPETITION

General Guidelines

These are general submission guidelines that should be followed when submitting images for PR Purposes.

General Rules – Bullet Points

- 01. No Copyright-Infringing Material:** This is a major aspect, and could jeopardize the status of your entry. Profiles with copyright-infringing material could get eliminated or removed. If your account has copyright-infringing material, you risk that the award status be cancelled. Below are some issues:
- **Upload of “LOGO” or use of “trademark names” on images, description etc, without written permission by the corporation who holds the rights.** If you have right to use the logo of another entity, ensure that you have the written confirmation with you.
 - **Posting photographs of people without permission. Especially important when submitting team member photos etc.** You will need a signed “Model Release” agreement that you, as the profile owner, should keep. Basically this agreement says that the person acknowledges that the photo is his/hers and releases all rights to the photo to you for usage, including rights to re-license, so that we could use such photos as well in our publications; i.e. for example when we publish your work, for your PR campaign etc.
 - **Be Careful with Photographers.** Be careful that if you ask a professional photographer to take your photo, ensure that the photographer would give your full license to use the work for commercial purposes. Some photographers might require you to include copyright to images. If so, integrate these notices yourself beforehand.
 - **All Content must be yours, or you should have right to use and license it.** Do not incorporate others’ visuals into your images without permission.
- 02. General Behavior:** Here are some general issues that should be avoided while submitting PR Images.
- **Do not submit inappropriate content.** Do not post anything which is offensive, hateful, racist, sexist, discriminatory, obscene, vulgar or in violation of local or international laws. Be kind, be social; do not send images which could create the feeling of disgust, fear or despair. Make sure your photographs creates positive feelings when seen.
 - **Elegance:** Try to achieve elegance with your images. If possible, get help from professional photographers for the photos, and get help from professional graphic designers for logos.
 - **Please follow the Instructions:** We took our time to prepare this in-depth document to make you understand how the images could be improved, please improve your images; as we will need the best images to run a good PR Campaign for you.

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The following are the list of images that could be submitted for your PR Campaign.

Items market with * are required, all others are optional. Providing additional images helps us to execute a better PR Campaign for you.

What could be submitted?

01. Profile Image* (PHOTO): This is a 1800x1800 pixel jpeg image that will represent yourself as the award winning designer. It will be used in most mediums to communicate you. Preferably, this is a portrait or bust type photograph of yourself. This image must be a photograph.

02. Corporate Profile Image (LOGO): This is a 1800x1800 pixel jpeg image that will be used to represent the company or corporation that you are part of. Submitting the corporate profile image is optional but they are highly suggested. The corporate profile image must be a logo or symbol.

03. PR-Campaign Images: These are up to 5 additional images that you could upload to A' Design Award & Competition for inclusion in your press kits. They are available online and high-resolution versions are downloadable by press members. Here you can upload several photos to include in the package that will be distributed to press members. Please mind that low-quality images will be removed. For this section, please refer to general guidelines, and use professional photography. Images should fit a canvas of 3600x3600 pixels. To upload these images, use the post-competition tab in your control panel, click on PR Campaign.

04. Extra Photos: The extra photos are up to 12 extra images that you could upload to A' Design Award & Competition. These images will also be available to press members, and low-resolution versions will also be displayed to visitors. For public relation and communication campaigns and to distribute to press members, you can upload extra photos which are slightly less related to the competition. These photos can be used by magazines, blogs and other media to feature you, your office or company in a detailed way. We do not impose any strict size requirements for such images, however especially for the traditional press providing high-resolution images is important and your images should fit a canvas of 3600x3600 pixels. You do not need to upload all the 12 photos for this section but the more photos you upload, the better it is. To upload these images, use the post-competition tab in your control panel, click on Extra Images.

Please be reminded that the images you submit will be included in your press kits which is available for press members for download. These images could be used by press members to feature you or your company, however we do not have direct control over how the images would be used. Therefore, do not upload images which would not be appropriate for mass-media distribution.

01. Profile Image* (PHOTO)

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Profile Image” for your profile. Profile Image upload function can be accessed from your profile section under control panel.

Main Image

- 01. Size & Resolution:** Please be advised that the Profile image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
- 02. Scaling:** Never scale up your photos more than 120% (1.2X), the image will become pixelated.
- 03. Watermarks:** If otherwise not specified, do not include any text, name or watermark in the main image. If your photographer requires it, you could use a small watermark.
- 04. Background Color:** Use white background color for your image (If you have empty space in canvas, fill the remaining area preferably with white color). Using a white-background is especially important for your profile images. Using a white-background helps press to easily embed your images to their articles, thus increasing the chances your profile images would be used.
- 05. Centering:** If your photo is larger than 1800x1800 pixels, please scale-down and crop your image to a blank canvas of 1800x1800 pixels (without distortion). If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.
- 06. Image Rights:** Always use only the images that you have been granted usage and license of. Make sure your photographer do not restrict you for usage of your photos.
- 07. B&W Contrasted:** For profile images, only submit Gray-Scale or Black & White photos. Convert colored photos to grayscale and apply contrast & brightness filters. Colored photos are not preferred for profile images. Make sure your image is bright, and has been adjusted for contrast and sharpness.
- 08. Image Type:** The best profile image is a bust or portrait. The bust image is the representation of the upper part of the human figure, depicting a person's head and neck, as well as a variable portion of the chest and shoulders. The bust profile images are usually most successful and remarkable during communication and therefore are widely preferred by the press members. Do not submit full-body images of yourself.
- 09. Photography:** Do not take photos of yourself unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios, are high-resolution and are therefore more suitable for printed media and communication.
- 10. Illustrations:** You cannot use illustrations or 3d models or avatars to represent your image, you must upload your own photo. Any non-photo image will automatically be removed from our system. Do not upload mascots or drawings of yourself. No logos.
- 11. Covers:** Please try not upload photos with masks, covers, or any other accessory that conceals a large part of the face and head whenever possible.
- 12. Updated:** Ensure that your photographs are updated. Do not send photographs that are over 3 years of age. Photos taken in the past have the following issues: They are usually outdated for the attire, hair-style, accessories and low resolution.
- 13. Digital Image:** Do not scan traditional photographs; have your photos taken with digital cameras instead to ensure better image quality.

- 14. Contrast:** As a rule of thumb, your profile image must have high-contrast. Meaning that you and the background must have a good contrast through selection and use of contrasting - opposite colors; if the background is white, you should wear dark colors, if background is black, you should wear light colors. The contrast is especially important to ensure that you look healthier and your image is more visible and sharp looking.
- 15. Accessory Usage:** Accessory usage, such as glasses, hats and others could also be important for your profile image. However, for an effective look it is best to ensure that your face is fully visible. While glasses are widely accepted as an item to provide positive decoration of the face even though they decrease face visibility, hats are not as desired since they cloak a great portion of the head, including hairs. Extensive jewelry is also not suggested.
- 16. Image Editing:** After creating bust photographs and images, some people like to have their visuals extensively edited and altered using image processing programs. While in some cases, image enhancement might be useful, extensive and over-image enhancement makes your image fake looking, not trustable and perhaps repulsive. Do not use filters or after effects; try to have natural looking photographs as much as possible. Yet still, you can still use limited amount of image editing to improve image quality, contrast, brightness, sharpness and for occasional covering of spots or photography errors and particles.
- 17. Auto Scaling:** Ensure your photograph are not scaled-up by software. (Some photo-cameras use digital scaling to save high-resolution images, however these result in pixelated images instead.).
- 18. Rotation:** Ensure your photographs are not rotated right, left or upside-down; remember that some programs could auto rotate your digital images.
- 19. Team Images:** Only for team images, collages or group photos are allowed.
- 20. Logos:** Logos are not allowed. If you wish to submit a logo, upload a corporate profile image instead.
- 21. Scale:** The scale of the image is important. Preferably, the profile images must be high-resolution no matter what. This means that your image should be suitable for printing in large sizes, such as cover images of magazines. To have higher-resolution images, it is best to take bust shots instead of cropping the face from full body shots which decreases the resolution. Take photos with a high-resolution, professional photo-camera with right focus.
- 22. Focus:** Having a good focus is important. Blurred profile images, pixelated head shots are useless in any condition. The best way to ensure that your image would be sharp and well-focused is to work with a professional photographer. Like your logo, having a profile image is important and takes time and efforts. Remember to wear high-contrast before going to photographer; use fabric that creates contrast with your skin color.
- 23. Attire:** Your attire is very important. Try to have a respectful image. Being formal is usually safe, try to look modern and contemporary in the images by wearing costumes that are simple yet elegant. For your profile image, try to have your best modern look. Stay away from sports costumes, informal clothing. For designers, the traditional black look is quite okay and widely accepted. For man, wearing a jacket looks good.
- 24. Safety Margins:** When taking the photo shots, your head should preferably be centered on canvas. Furthermore, there should be slight margins and paddings on the image to ensure that editors could slightly edit or cut the image based on their preferences. Thus, the image should depict not just the bust, but a bit zoom-out version of the bust so that the right bust-image could be cropped. The safety margin is usually 10% of the image, for your image you should consider the safety margins from all sides (top, right, left and bottom).

02. Corporate Profile Image (LOGO)

The following are the basic & general rules that you should take into consideration while uploading and preparing the “Corporate Profile Image” for your institution. Corporate Profile Image upload function can be accessed from corporate profile section under control panel.

Optional Images

- 01. Size & Resolution:** Please be advised that the corporate profile image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.
- 02. Scaling:** Never scale up your logo more than 120% (1.2X), the image will become pixelated.
- 03. Descriptive Texts:** Avoid including any text, name or watermark in the optional images that are not part of the logo. Do not include contact information, address or mail etc. in the logo.
- 04. Background Color:** Use white background color for your image when possible (If you have empty space in canvas, fill the remaining area with white color).
- 05. Centering:** If your logo is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by scaling down (without distortion) and without cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.
- 06. Permissions:** If you are uploading a client logo, ensure that you have the permissions to do so.
- 07. Image Color and Brightness:** You can submit either full color or gray-scale images as you see fit. When submitting images, focus on contrast and brightness. If your logo features a background color, ensure that after printing the background and logo colors would provide enough contrast.
- 08. Margins:** Ensure to provide sufficient margins for the logos. 10% margin could be good but not mandatory; for example for logos on circles, 0 margin is okay. Likewise, if your logo has a background of its own no margin would be necessary.
- 09. Graphics:** If you are not a graphic designer, do not attempt to design a new logo. Instead, either do not upload a corporate logo or have a professional graphic designer design it for you.
- 10. Photos or Scans:** You cannot use photographs for your logo. You cannot use scanned version of logos for uploading.
- 11. Vector Logo:** Always have the 1800x1800 pixel logo prepared using the vector source file. The vector file ensures that the logo will not be pixelated or distorted.