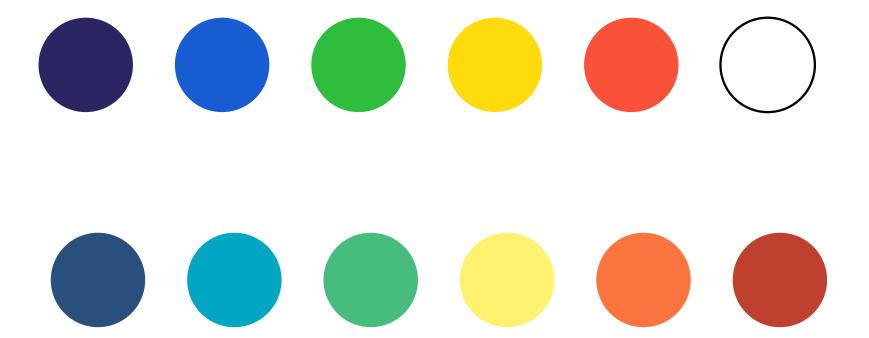
wefarm
photography guidelines

Our colours

Here are our brand colours. We love to mix colours with our photography. Our pictures should work with bright colours.



Editing and post-production

Colour

We use natural, bright colours with warm tones

Crop

We like to show subjects in their environment so avoid close cropping

Orientation

If possible take landscape pictures

Files

We work with HD files (and use wetransfer for bulk transfering). The files should be the followings:

- HD JPEG + RAW and/or
- HD JPEG + TIFF

Editing

We work with local photographers in all our markets. For this reason, we request raw image files with no effects (or few) to apply a consistent brand treatment.



Who are our members

Our members range in age from 20 to 65+.

They farm a wide variety of value chains (and often multiple at the same time) on farms of varying sizes and proximity to markets.

Our members encompass all genders and a wide range of ages, ethnicities and religions - as well as many different cultural and tribal backgrounds.

Our photos should reflect these qualities in a way that is representative and accurate.



Portraits

Do

Take genuine portraits of members and retailers, f possible in their work environment

Do show a range of small scale farming

- •Not too close.
- Above waist
- •Facing the camera
- •Happy & professional
- Show abundance









"At work" shots

- •Show people having a good day at work
- •Show people actively working and unaware of the camera
- •Show people in their work environment
- •Body language should be open, (don't show people's backs)
- •Capture farmers' hard work in a positive way









Harvest Crops

- •Take pictures of real products
- •Take aesthetically interesting pictures
- •Show healthy crops and produce
- •Show easily recognisable crops and produce









Harvest Crops



- •Take pictures of products too perfect and arranged in a fake situation.
- •Avoid representing unhealthy products.







Phone Shots

- •Take pictures of real phones, used by our members
- •Take pictures of smartphones if possible
- •Pictures where the viewer can see the phone screen are useful
- •Take pictures of people reacting positively to what they see on their phones









Phone Shots



- •Take pictures of people overreacting to their phones.
- •Take studio pictures
- •Show city types using their phones







Group Shots

- •Show groups and families in a organised and staged way
- •Put the accent on the healthy happy family business and on the active community
- Show abundance
- •If possible, show the positive impact of wefarm in these communities or include the brand in the group picture









Group Shots

- •Represent families in a too intimate way
- •Take pictures where people look passive or inactive
- •Take pictures of people with their backs turned
- •Take pictures of children









Places Shots



- •Show aesthetically interesting places related to agriculture
- •Make sure the places we are showing are reflecting abundance and success



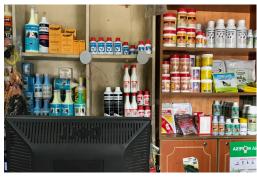




Stores Shots

- •Focus on well-stocked shops and proud owners
- •Reflect the professionalism and order.
- Show organised stores
- •Represent retailers and customers interaction facing the camera as much as possble

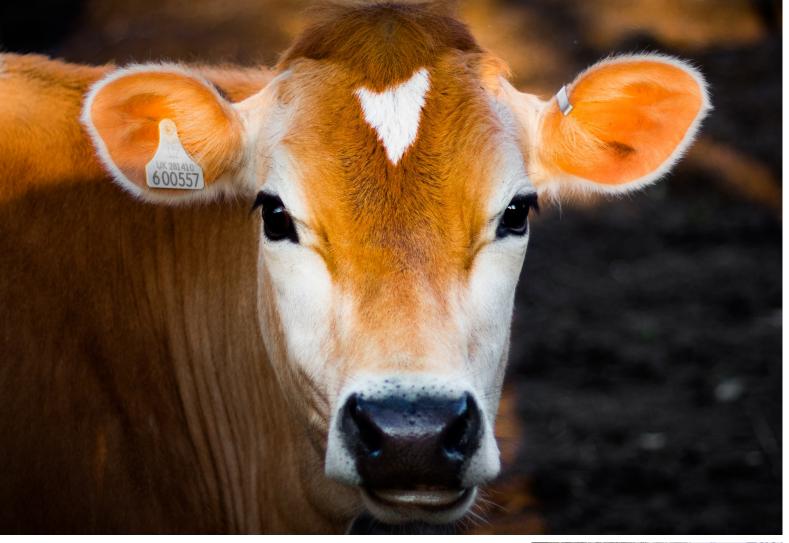








Animals shots



- •Show healthy animals.
- •If possible in open space or in a clean area.
- •Take pictures of popularly farmed animals







Animals shots

- •Take pictures of scared animals in closed spaces
- •Take picture that will reflect an unhygienic place
- •Take pictures that are staged or irrelevant to the farming industry







