



Capturing Pictures For Site Surveys

Guidelines for capturing usable pictures for brand presentations.

Picture Dos

- Crisp and In-focus. Hold still if you are in low-light spaces.
- High Resolution
(Check your file size. “Hi-Res” images are typically over 4 MB.)
- Provide many views:
 - Entry and exit
 - Open walls for communication boards or graphics
 - Each station
 - Air screen and Beverage coolers
 - Register areas
 - Multiple café angles
- Images should tell a story
- Send image files to your brand manager via a large file transfer service such as Hightail or Dropbox
- Reach out to your brand manager with any questions



Picture Dos



DO capture floor, ceiling and available wall space. Try to capture an image that tells a “story”. What would you experience at the entrance?
Consider the context and surroundings. What makes it hustle and bustle? What view would capture the overall vision?
Keep in mind these are used to depict graphics, food, people, etc.... What would show all of that to make an impact!

DO



DO NOT



Capture Context

These are both entrance shots of the same location.

The image on the LEFT IS PREFERABLE because it gives the viewer context in terms of where they are in the space. It can capture entrance signage, graphics next to the registers and a station in the back.

The photo on the right does not tell the viewer where they are. Are they in a large dining room? Another part of the server? At another register? At trash cans? Etc.

DO



DO NOT



Best Practices



DO NOT send blurry photos.



DO NOT send photos with too much clutter.



DO NOT send dark photos.



If possible, capture some people (in focus) to provide a sense of scale.



If possible, remove all signage, dishes, trashcans, etc. from view.



DO NOT take photos at odd angles or perspectives. Please use eye-level shots.