



THE SCOUT GUIDE®

Photography Standards Guide

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THE BRAND & AESTHETIC

THE SCOUT GUIDE (TSG) IS KNOWN FOR ITS PHOTOGRAPHY. We capture local personalities with a distinctive aesthetic that embodies a desirable lifestyle. As such, the pages in our guides prioritize exceptional photography that celebrates people, their crafts, and their stories.



CAMELBACK FLOWERSHOP, *Phoenix & Scottsdale, Volume 2.*

THE CREATIVE CALL

THE CREATIVE CALL STRIVES TO ALIGN the visions of TSG, its Editors, and their photographers. Each photographer participates in a Creative Call with the TSG Cofounder, Christy Ford, before commencing work on a guide. We'll review styling and directing tips, as well as technical standards and procedures that ensure a uniform aesthetic and quality throughout each guide and across the brand nationally.



SHAUN SMITH HOME, *New Orleans, Volume 7.*

LESS IS MORE

SIMPLE, CLEAN, ASPIRATIONAL. Who is the subject and how can they usher readers into a desirable lifestyle? Approach every shoot with that in mind. Convey an instant idea of the client's approachability and professionalism, and illustrate how their product or service can elevate their lifestyle today.



COPYCAT, Chattanooga, Volume 8.

LOVE NATURAL LIGHT

INTERIOR



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PRIORITIZE NATURAL LIGHT: Quality natural light is the key to the TSG aesthetic. We look for a clean and balanced “glow.”

USE MODIFIERS: Modifiers like reflectors, diffusers, and scrims are encouraged when appropriate to soften light and reduce excessive contrast. Keep shadows soft and tones balanced.

BALANCE LIGHT TEMPERATURE: Balance temperature differences created by conflicting light sources. Incandescent and fluorescent lights should be off or neutralized as natural light and it’s unique temperature is prioritized.

TURN OFF OVERHEAD LIGHTS: Seek window light first. Turn off all overhead lights. If you need to use artificial lighting to fill shadows or add life or dimension, strive to mimic natural light.

Natural light dominates this photo and provides a clean “glow.” The photographer utilized additional modifiers to balance contrast on the subjects. Overhead lights are off. Color temperature is consistent and neutral. Shadows are soft.

E.ALLEN, Nashville, Volume 8.

LOVE NATURAL LIGHT

EXTERIOR



AVOID SHOOTING MID-DAY:
Plan shoots in the morning or later afternoon to take advantage of “golden hour” light when the sun is not directly overhead. Utilize modifiers to soften and balance light on subjects and throughout the environment.

The afternoon sunlight produced a pleasing, soft light for this photo. The color balance and contrast were managed and balanced exceptionally well both in the direct light and shaded portions.

REGENCY TENTS, *Palm Beach, Volume 8.*

DARK/MOOD LIGHTING



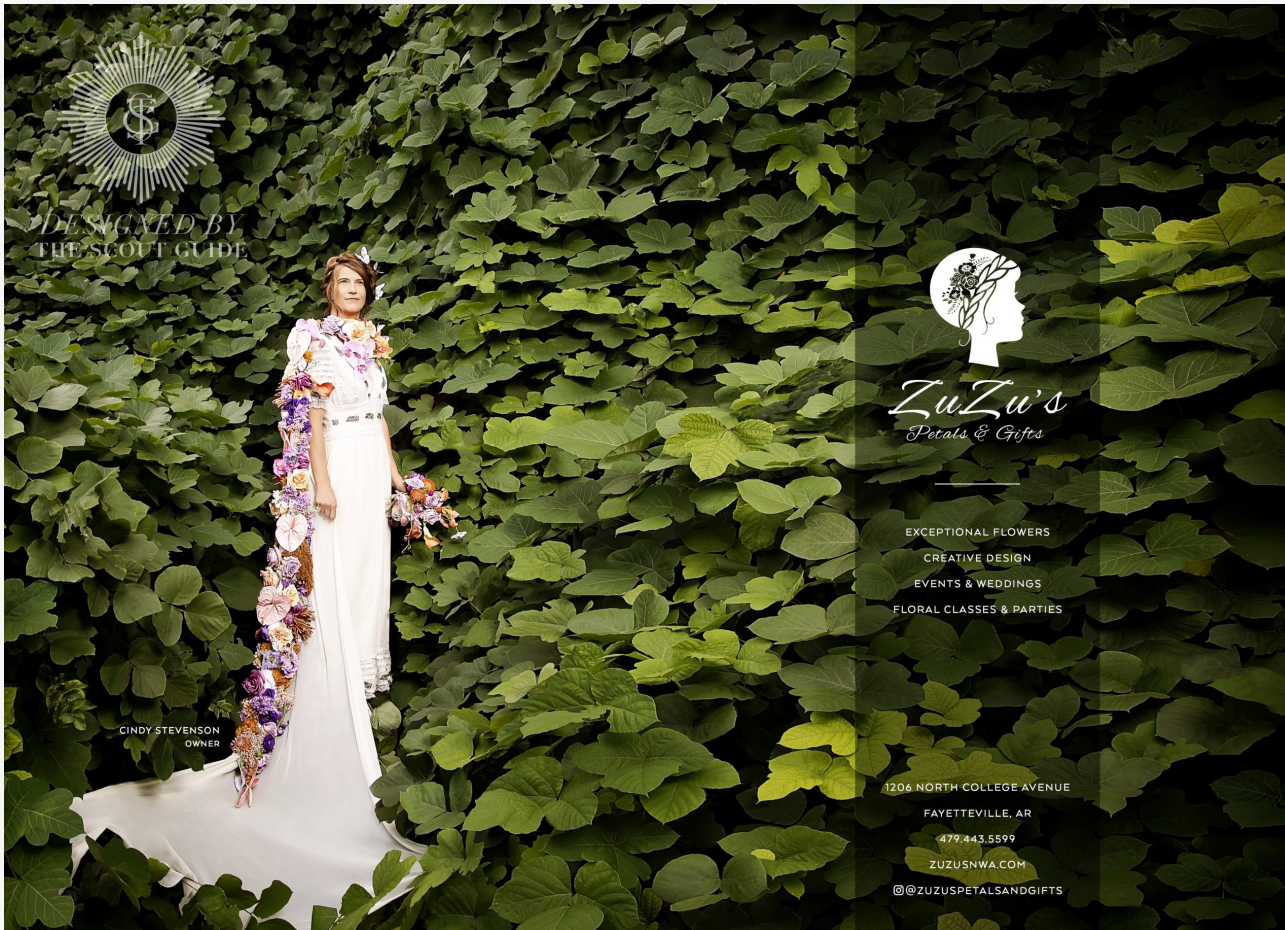
NEON LIGHTING AND LOW-LIGHT LOCATIONS: Scenes lit by neon lights or have low-lighting can create stunning environments and narratives. While beautiful on screen, dark and moody images may not translate well on uncoated paper and may appear more muddy or flat. Details may bleed into the background and become one solid shape. Ensure people and objects pertinent to the business have strong contrast with the background.

The neon sign and warm lights create a unique and relaxed environment in this western scene.

MARFA SPIRIT CO., *West Texas, Volume 1.*

LOVE THE BACKGROUND

WHAT WE *LOVE*



START WITH A BLANK CANVAS: Add only what is immediately identifiable and relevant. In general, any objects smaller than a human head don't convey well in print. Isolate smaller items separately.

CONSIDER BACKGROUNDS CAREFULLY: Backgrounds and environments define the first impression and overall tone. Chose a location that captures a desirable lifestyle and represents the client's personality and message.

SHOOT LOOSE: In this case, more is better. Take three steps back and shoot looser than normal to accommodate for design adjustments such as rotation and bleed. This also offers breathing room and optimal legibility for logos and text during design.

This environment unifies the pages and contributes to the overall tone and first impression. Readers gain an immediate feel for the client's personality and space, and an understand of what she offers without extraneous or distracting objects. The negative space allowed designers to freely make adjustments and add graphic elements without disrupting the intended run of the photo.

ZUZU PETALS & GIFTS, Northwest Arkansas, Volume 4.

LOVE THE BACKGROUND

WHAT WE *LOVE*



DECLUTTER SPACES: Clutter creates indecision. Help readers focus on specifics that carry an appropriate mood, message, or story.

MANAGE PERSPECTIVE: Flat perspective reads best. Avoid shooting into corners or using radical perspectives unless conveying depth or leading the eye is important.

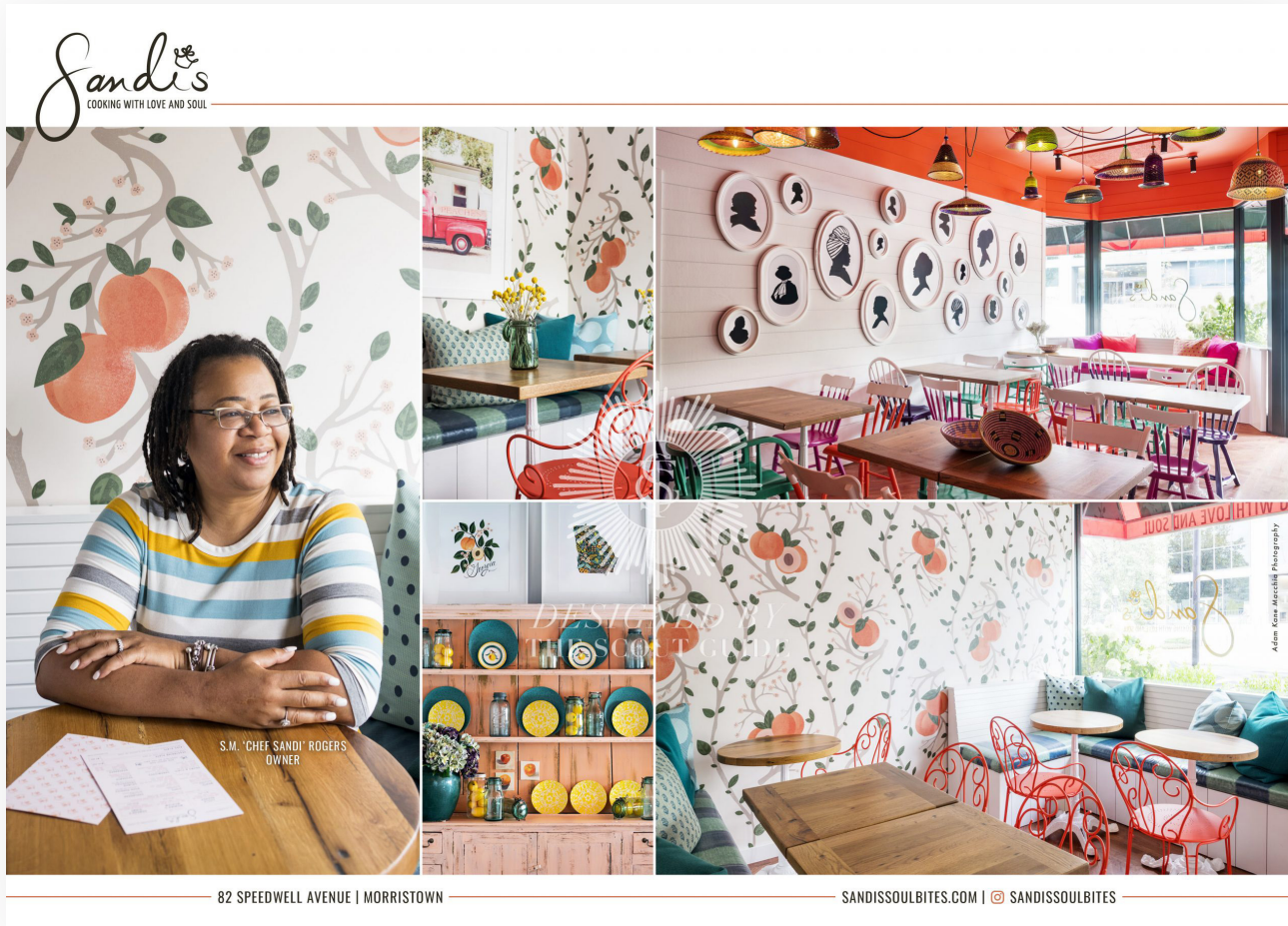
MIND THE GUTTER: The book fold runs through the center of two-page spreads. Keep about 3 to 5 feet of space open in the center. Distribute essential objects and people (and their body parts) accordingly.

Two clients joined together in a single space free of distractions and clutter. The flat perspective translates well on a two dimensional medium. Horizontal and vertical lines are straight and balanced. The gutter runs through an interesting but peripheral element in the center of the frame.

THE ATLANTIC & EURASIA, Tidewater, Virginia Beach, and Norfolk, Volume 6.

LOVE THE BACKGROUND

WHAT WE *LOVE*



ISOLATE MULTIPLE SMALLER ELEMENTS:

Neutralize backgrounds big and small. Remove smaller items of importance from the main photos and feature them in a unified and coordinated collage to ensure proper emphasis. Each element or product should be instantly readable, sized proportionately, and color coordinated.

This collage is focused and unified. Colors are coordinated and backgrounds have been neutralized so the products stand out instantly, even when presented in a smaller, shared space.

SANDIS SOUL BITES, *Northern New Jersey, Volume 5.*

LOVE THE ENVIRONMENT

INTERIOR



MANAGE MUNDANE ITEMS AND DISTRACTIONS: Remove household objects such as electrical cords, computers, dirt, stains, and smudges, in addition to managing reflections in glass, plastic, or other glossy surfaces.

REMOVE STATIONARY ITEMS IN POST-PRODUCTION: Remove wall outlets, thermostats, A/C units, vents, ceiling lighting, wiring, piping, or any other nonessential items that could not be moved in the environment.

All objects in the frame are free of blemishes, easily identifiable, and contribute to the overall tone, story, and lifestyle. Mundane items and distractions have been removed from the environment or managed in post production.

CAMPBELL CABINETRY DESIGN INC, Sarasota, Volume 6.

LOVE THE ENVIRONMENT

EXTERIOR



All surfaces are clean and free of outdoor debris. Windows look clean, natural, and unobtrusive. Ground line and vertical columns are straight and balanced and not at odds with gravity.

35 SOUTH REAL ESTATE & DESIGN, *Chattanooga, Volume 8.*

COMPLETE VANITY EDITS IN POST-PRODUCTION:

Vanity edits or special requests by clients should be accomplished by the photographer. This includes facial and skin tone adjustments, superimposing elements between multiple photos, and any other major alterations to wardrobe, environment or color.

CLEAN AND DRY THE ENVIRONMENT:

Sweep, wash, and / or dry the environment prior to shooting when appropriate. Surfaces should be clean and uniform. Remove dead leaves, pebbles, trash, and any other distracting debris. Remove cracks, stains, and discolorations of outdoor environments in post production.

BALANCE THE HORIZON:

Tripods are not required, but when shooting in outdoor environments, ensure the horizon line and / or primary ground line is straight when appropriate.

LOVE THE PERSONALITY

WHAT WE *LOVE*



TAKE PROFESSIONALS OUT OF THEIR ENVIRONMENTS:

Help service professionals like dentists, doctors, lawyers, and financial consultants break away from cliché. Illustrate an achievable lifestyle by putting them somewhere clean, relaxing, unique, or relatable instead of a predictable office that may evoke anxiety.

The clients present themselves as an approachable professional in an inviting environment. It evokes aspiration for a desired lifestyle through the service they offer, rather than depicting a predictable consultation in an office.

ALL ABOUT PEOPLE, *Phoenix, Volume 1.*

LOVE THE PERSONALITY

WHAT WE *LOVE*



ESTABLISH TRUST THROUGH PRIDE: Prepare tangible work samples and present them creatively or caringly in a single image, rather than representing them in a collage digitally. Demonstrate pride in craftsmanship and dedication to a lifestyle. Illustrate that the subject embraces his or her craft or service as a lifestyle, not just a business.

Consumers can buy flowers and foliage anywhere. But not everyone is so passionate about it that they make a hat and necklace out of them. This client's personality is his difference. How he presents what he does shows pride and dedication to his craft and the lifestyle.

THE CLAY POT, *Chattanooga, Volume 7.*

LOVE THE PERSONALITY

WHAT WE *LOVE*

///
BRETT HEIDEBRECHT



weddings | families | lifestyle

oklahoma's premier portrait photographer

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APPROACHABILITY: Including family members, pets, and / or objects of great meaning can not only help break the ice, it establishes a differentiating human quality that pushes the client's work beyond a simple service or product and positions them as a personable and recognizable face within their communities.

REVIEW PHOTOS AT THE SHOOT: The photography session is about the client. Show him or her the photos in person when appropriate. Help him or her come away with approval and a memorable, positive experience.

This photographer included his own children in the shoot as inspiration for what he does. They brought out his personality and the image evokes approachability and a comfort in working with kids. Note that the collage is color coordinated and unified in its presentation.

BRETT HEIDERBRECHT, *Oklahoma City, Volume 3.*

LOVE THE MEDIUM



PAPER AND PROCESS: Our books are printed in CMYK utilizing an offset process on uncoated matte paper. Avoid densely grouped shadows when shooting, as well as blown out highlights on faces and in hair.

SUBMIT FULL RESOLUTION PHOTOS: Minimum size is 7.25" X 10.25" for one-page spreads, and 10.25" X 14.25" for two-page spreads. Resolution should be 300ppi. Submit as TIFF files.

SEND PRELIMINARY EXAMPLES: After the first three shoots, choose favored photos and submit to HQ for review.

These combined images successfully balanced depth, color saturation, highlights, and shadows to reproduce ideally on uncoated matte paper.

LOFT 22 CAKES, Fort Worth, Volume 7.

QUESTIONS

If you have any questions or concerns about the TSG Photography Standards, or if you would like to request a photography review, please reach out to **HQ through Support**.