



Store Photo Process



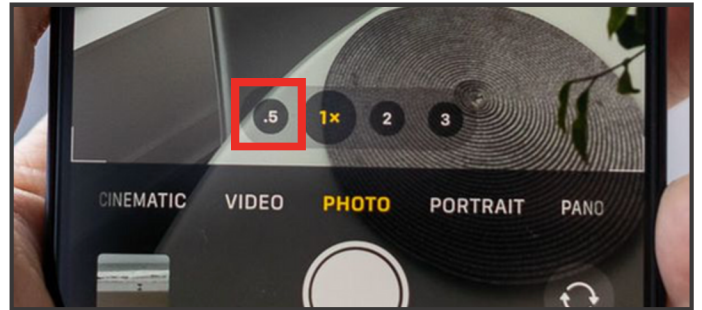
This guide shows how to take photos after the store is merchandised for marketing purposes.

STOREFRONT PHOTO:

- 1 Make sure your storefront is **set to marketing standards** (neon open sign is hanging, window banners are installed, bowtie decals are installed)
 - If permanent storefront sign is not installed yet, we still need a photo with the temporary banner up.
 - If you send us a photo with a temporary banner, we will need a second photo when the permanent sign is installed.

- 2 **Stand** directly in front of the store.

- 3 Try to get the **whole** storefront in frame with the **default** camera settings.
 - If storefront is **larger** than frame, use the "0.5" setting on your camera.



- 4 **Take** the photo in horizontal orientation.



FEATURE WALL:

- 1 Make sure your feature wall is **set to marketing standards**:
 - Feature wall poster (if applicable) is hanging.
 - There is at least one shelf of hardlines.
 - There is minimal white space on the wall.


- 2 **Stand** directly in front of the wall (with your back to the front door).

- 3 Try to get the **whole** wall in frame with the **default** camera settings.
 - If the wall is **larger** than frame, use the "0.5" setting on your camera.

- 4 **Take** the photo in horizontal orientation.



APPAREL:

- 1 Make sure your sections are **set to marketing standards**.
- 2 Try to get the **whole** section in frame with the **default** camera settings.
 - If the section is **larger** than frame, use the "0.5" setting on your camera.
- 3 **Take** the photo in **horizontal** orientation.
 - If the photo is of a shop-in-shop, the corner of the shop should be in the middle of the frame so that two walls are visible in the photo (see example below).
- 4 **Repeat** these steps for each team section – ideally only one team is featured per picture.
 - If you will receive more teams post-opening, please send us those photos  once the section is set.



HAT WALL:

- 1 Make sure your hat wall is **set to marketing standards**.
- 2 Try to get the **whole** hat wall in frame with the **default** camera settings.
 - If the hat wall is **larger** than frame, use the "0.5" setting on your camera.
- 3 **Take** the photo in horizontal orientation. 