

Avnet, Inc. | Photography Guidelines

Our style of photography

Ensuring a consistent style and quality of photography strengthens the brand across all our different areas of work. The best way to ensure that our imagery reflects the brand and our photographic style is to use images from our Brand Asset Portal whenever possible.



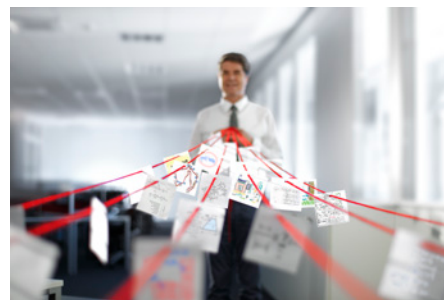
Capturing the moment

Our photography style should capture the moment, emotions should be real. Our images tend to focus on people and their expressions.



Naturally acting people

Wherever possible, we should photograph real, charismatic people who act naturally in front of the camera. Situational scenes should demonstrate our services or products, occasionally a twinkle in the eye.



Please note: These photography guidelines are preliminary. Our upcoming brand guidelines document will provide more information.

March 2014

Be aspirational

Wherever possible, we use images of aspirational and emotional people enjoying being involved in one of our many activities or services. Our imagery should inspire and engage the viewer and, where possible, help to inform them too.



Colors, aperture, light, perspective, angles

All images are shot in a silvery-grey color world. We achieve this by working with blue tungsten baselights, combined with grazing light and backlight.

- We try to place red accents in every scene without overusing it.
- To achieve our blurred background effect, we work with apertures between 1.2 ... 2.4.
- We realize the pictures by various shot sizes like wide shot, medium shot and close-up.
- We use different angles as bird's-eye view, from below, over shoulder.



Show diversity

It is essential to demonstrate diversity throughout our communications to appeal to our wide and varied audiences. Try to be inclusive across all your materials. Don't try to include all ages, ethnicities, disabilities and genders in one image or document as it will look forced.



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