

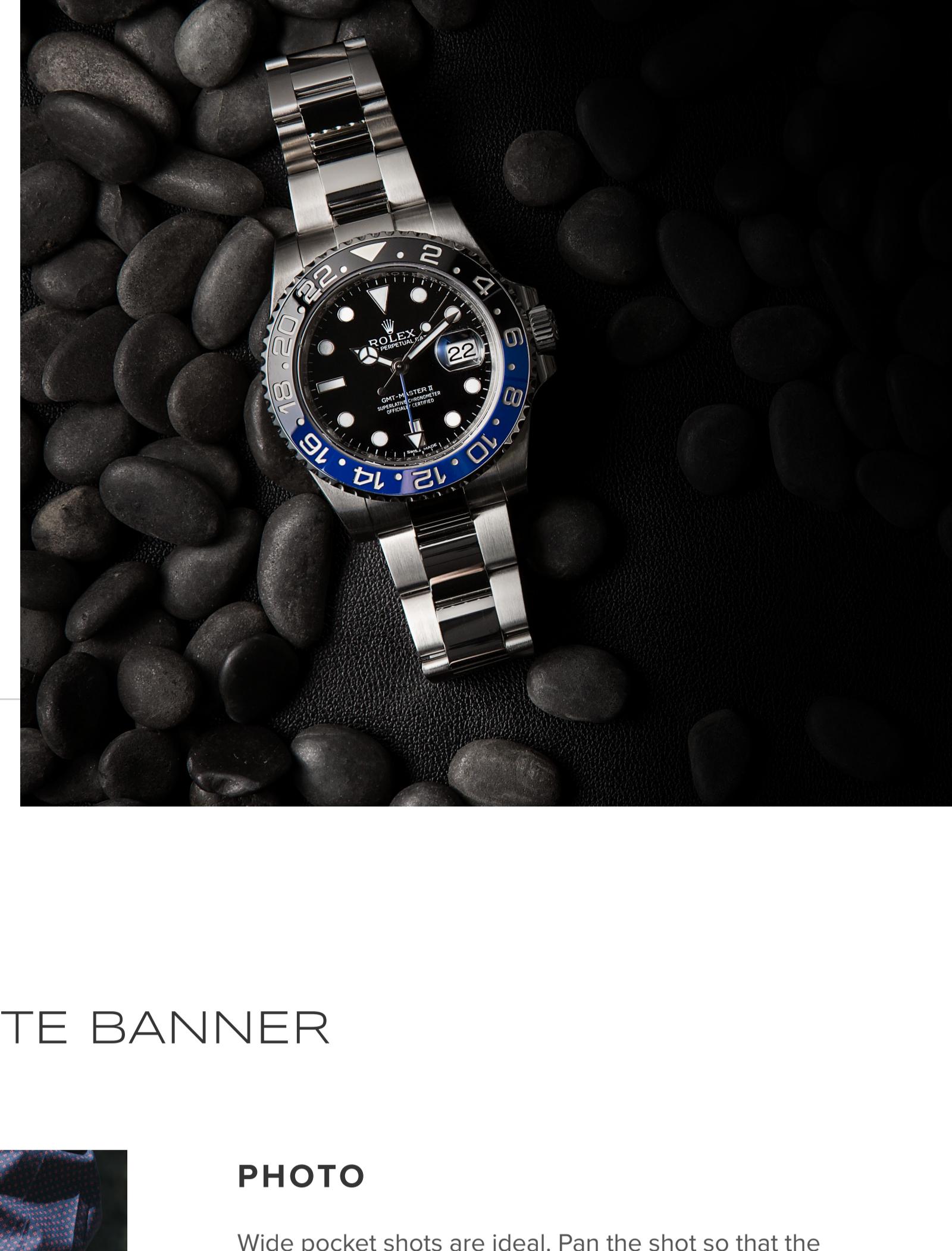
PHOTOGRAPHY

MANTRA

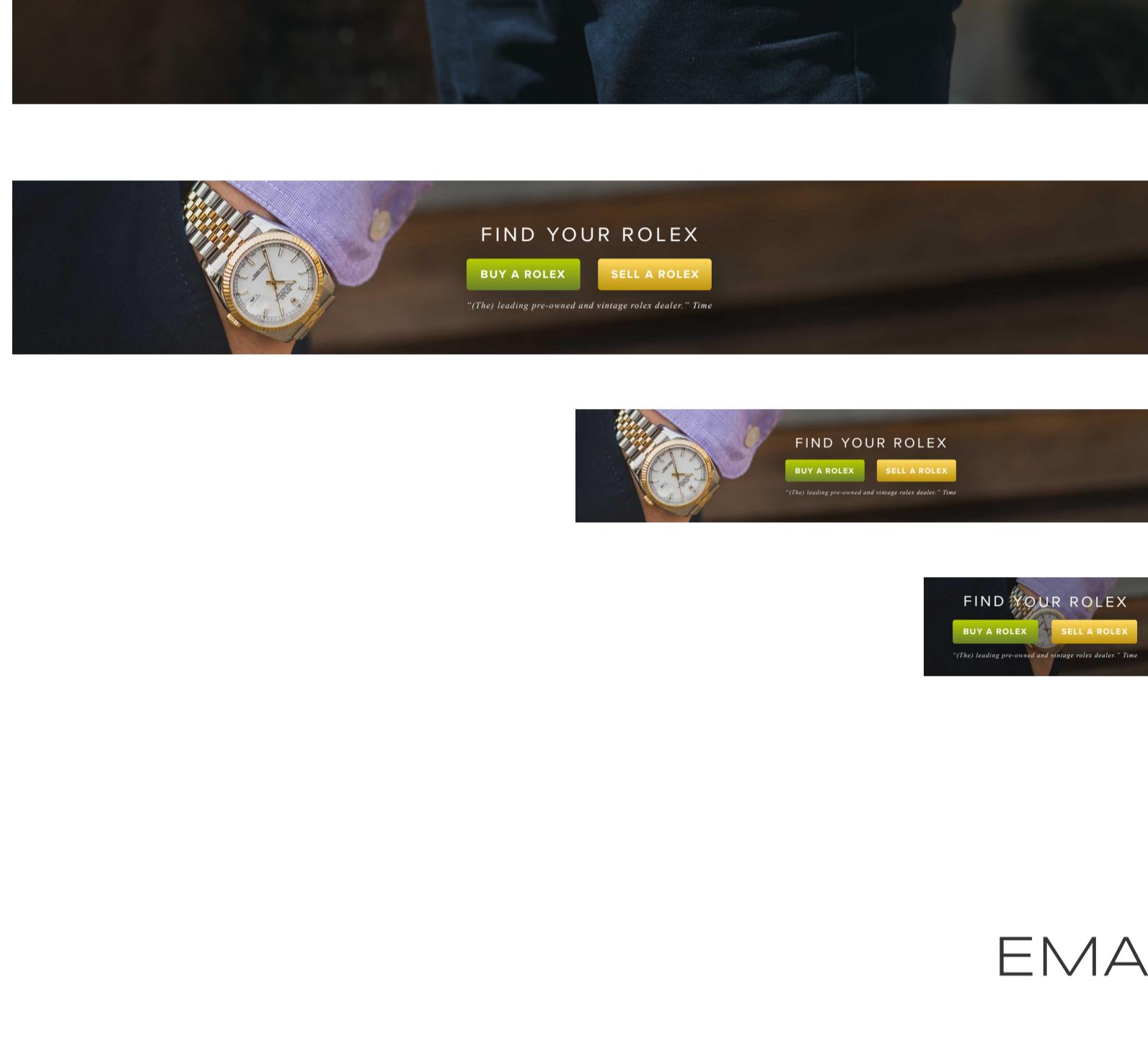
Classic, Sport, Reliable

STANDARD PREFERENCES CHECKLIST

- Bezel glare is clear or can be photoshopped.
- Dial glare is clear or can be photoshopped.
- Focus is on the watch, not the clothing, and the background is out of focus.
- Watch is completely facing the camera straight on.
- Hour, minute, second, day, date indicators are in the correct position relevant to the campaign. If there is no relevance, use the usual 10:08 position.
- For pocket shots, aim for confidence in wrist angle. Usually this is portrayed through a 45 degree tilt of the wrist to the pocket.

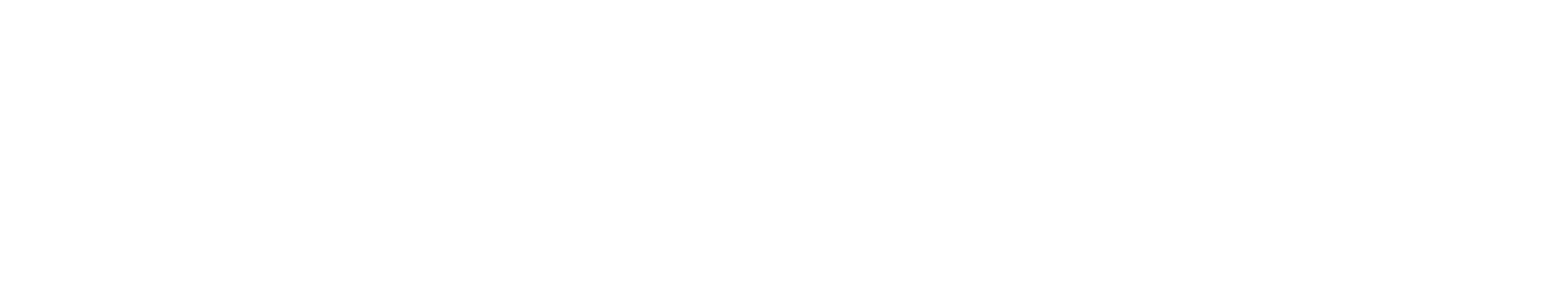


WEBSITE BANNER



PHOTO

Wide pocket shots are ideal. Pan the shot so that the watch is at the Center Right square. Keep center and edges neutral, or able to be neutralized with photoshop.



DESIGN

Desktop 4000x600

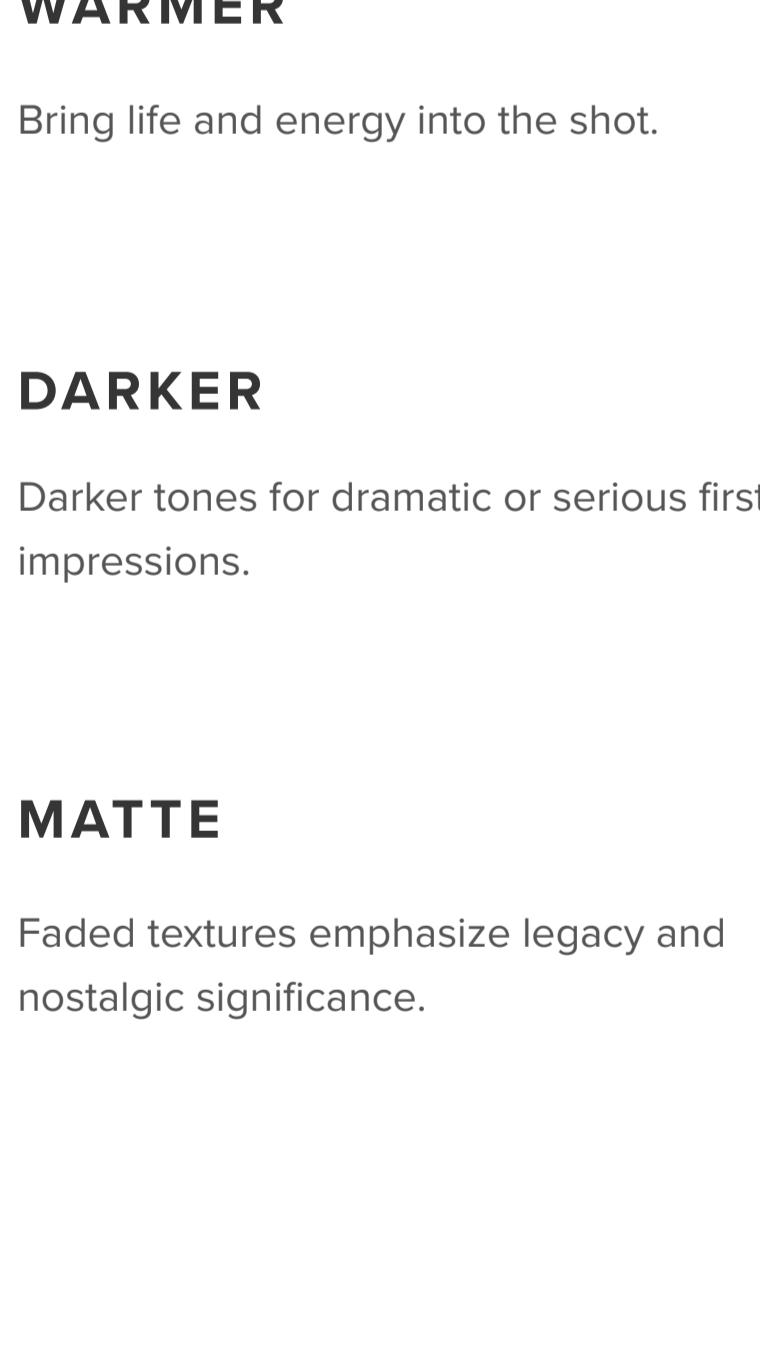
Tablet 2048x390

Mobile 840x390

EMAIL

PHOTO

Email shots will either be landscape or portrait. If landscape, have neutral space in the opposite side of the shot. Top center will have a title, where the bottom center will have a link/button cta, so keep those sections neutral.



DESIGN

Portrait – Top center will have a title, where the bottom center will have a CTA, so keep those sections neutral.

Landscape – have neutral space in the opposite side of the shot to allow for title and CTA.

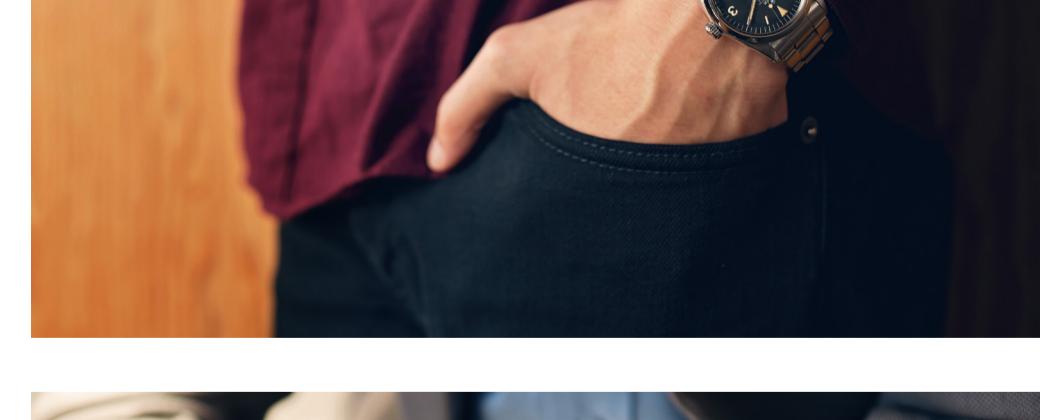
PHOTO RETOUCHING

ORIGINAL

RETOUCHED

WARMER

Bring life and energy into the shot.



DARKER

Darker tones for dramatic or serious first impressions.



MATTE

Faded textures emphasize legacy and nostalgic significance.

