SOCIAL MEDIA VISUAL GUIDELINES

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HEXAGON PURUS

INTRODUCTION

Welcome to Hexagon Purus' Social Media Visual Guidelines.

These guidelines will help you to capture imagery for our social media channels in the best possible way, ensuring our brand remains distinctive and visually appealing, and our content reflects our mission and purpose.

Hexagon Purus social media imagery is:

- Authentic
- Human-centric, not just product focused
- Meaningful
- Optimistic
- Bright and light

Hexagon Purus social media imagery is not:

- Washed out or oversaturated
- Too dark or black and white
- Negative or depressing

Examples of Hexagon Purus social media imagery:







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1. USE NATURAL LIGHT

Whenever possible, use natural light to your advantage. Photos taken in natural light are more visually appealing as the focus of the photo is clear and colours appear more vibrant. When shooting people, harsh, direct sunlight can create unflattering shadows and highlights, making it difficult to view people's faces.

Position your subject facing the light source to avoid shadows and ensure even lighting. If taking a photo outdoors in very bright, harsh light, find shaded areas for softer, more even lighting.

EXAMPLE: The image on the right shows Morten's face in shadow, whereas the one on the left has had the shadow removed.



Correct Lighting



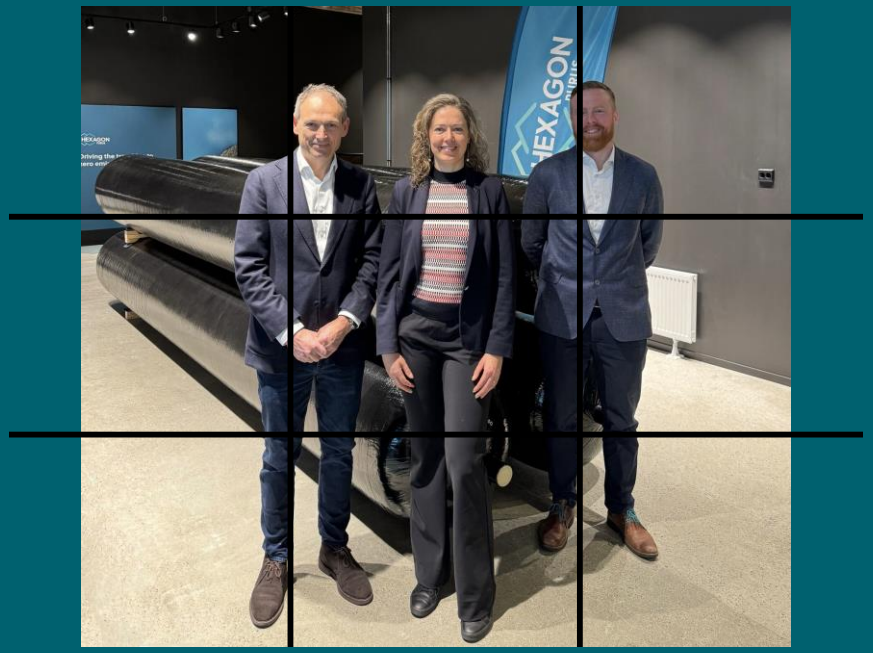
Incorrect Lighting

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2. FOCUS ON COMPOSITION

Apply the rule of thirds by dividing the picture into a 3x3 grid, creating 9 individual squares. By placing the subject at the intersection of these lines you create a balanced composition for the photo. This technique should be applied when capturing photos of people, landscapes, and products.

EXAMPLE: The images below appear balanced, with the viewers' attention guided towards the subjects.





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3. SIMPLICITY IS KEY

Aim for simplicity in a shot. A cluttered background or foreground creates distraction, and this can make the subjects compete for focus, rather than being the focus of the shot.

EXAMPLE: The image on the left shows too much background and has objects in the foreground, which are distracting. The cropped version on the right shows the subjects clearly and your eye is immediately drawn to them.



Incorrect



Correct

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4. CAPTURE GENUINE INTERACTIONS

When taking photos at Hexagon Purus offices, or at events, focus on capturing authentic, genuine interactions. Remember to follow the other guidelines such as the ‘rule of thirds’ and natural lighting.

EXAMPLE: The images below show genuine interactions and feel less forced or posed.





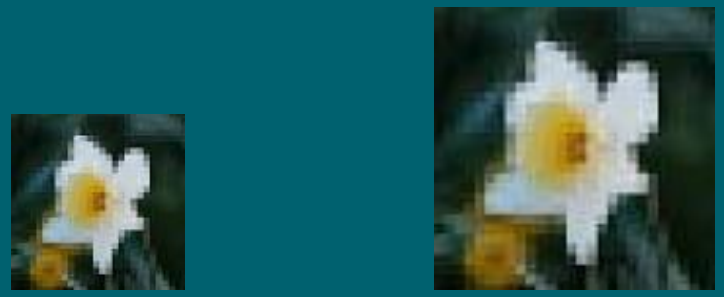
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5. ENSURE SHARPNESS

A blurry or low-resolution image looks unprofessional, and it will look worse when shared on social media or when enlarged. A high-resolution image is between 150-300 pixels per inch (or approx. 38 pixels per cm) and the file size should be at least 1 MB for optimal appearance.

To ensure your image is clear, make sure your photos are in focus and sharp. It is recommended to use a tripod or rest your phone on a stable surface, especially in low light. Make sure to tap on the subject of your photo on your phone screen to ensure it's the focal point.

EXAMPLE: Low Resolution
The image appears blurry, and the resolution progressively gets worse as it is expanded.



EXAMPLE: High Resolution
The image appears clean and crisp at multiple sizes



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IN SUMMARY

Do:

- Use natural light wherever possible
- Consider how to place your subjects in relation to your light source
- Think about composition and apply the ‘rule of thirds’ when taking photos
- Capture images with a simple background
- Aim to capture candid and authentic moments at events and workplaces, as well as more ’posed’ shots
- Make sure your photos are clear and focussed

Don’t:

- Capture your subjects against cluttered or distracting backgrounds
- Place subjects directly in front of a harsh light source or take photos with heavy shadows
- Capture blurry or low-resolution images

Remember the social media policy:

Please refer back to the Hexagon Purus social media policy for requirements regarding use of images and copyrights. In particular, **please ensure that all images from customers are approved for social media use.**

If you require clarification about any aspect of this policy or how it applies to your own circumstances, please contact the Marketing and Communications team.

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