

Agent Photography Brand Standards



Harcourts

www.teamharcourts.co.nz

Specifications for agent photography

REQUIREMENTS

- Take photo from as wide out as possible to allow for cropping so the image can be multipurpose
- Create natural looking light
- Create muted tones and backgrounds
- Composition to show depth with subject on the left hand side
- Photographer to be at the same level as the subject
- Angle shoulders square to camera
- No hands in pockets

TWO PHOTOS

1. FRONT ON SHOT

Like example shown

2. STANDING FULL LENGTH SHOT

Relaxed pose with shoulders square on to the camera

These need to be provided in both original resolution (jpg) and a high resolution clear cut png with no background.

You shouldn't need to do much in Photoshop other than adjust for exposure, contrast and sharpness. Some blemish removal and skin smoothing is fine, but do not overdo it.

If agents are having a joint photo shoulders will need to overlap. When we crop photos they need to fit in to 3978px wide by 4892px high when we scale it for promotional material.

Uniform requirements

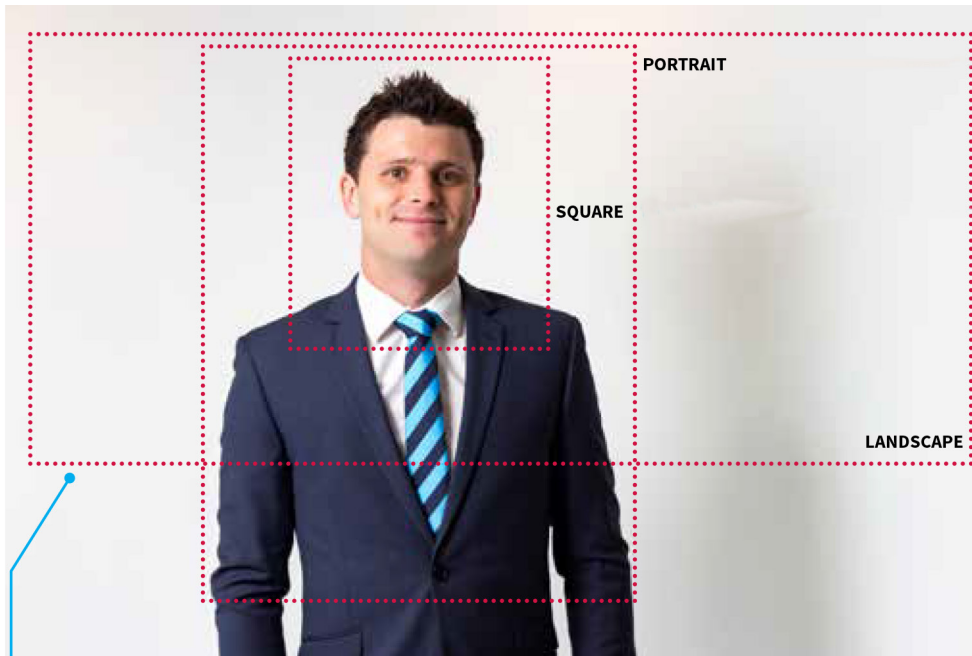
MALE UNIFORM

- Black, navy or grey suit
- White shirt
- Harcourts branded tie

FEMALE UNIFORM

- Black or navy corporate attire
- White shirt
- Harcourts branded scarf or rosette
 - Scarf is to be tucked under the collar of the blazer
 - Rosette is to be worn on the left side

Photo composition guidelines



Take photo from as wide out as possible to allow for cropping; square for property marketing and portrait and landscape for agent marketing.

Create a slight shadow on right hand side by creating natural light from the left hand side.

The same guidelines apply when taking a dual agent photo.



The tone, the alertness, and the environment our photos are taken in add a sense of friendliness to our imagery to reflect our brand image. This tone profiles the agent to be more approachable. By creating an element of consistency in how our profiles are shot, our agents becomes recognisable in a subconscious way to the market place with a familiar look and feel.

Harcourts team members pride themselves on their appearance and professionalism. Our guidelines around corporate attire ensures we are looking our best when representing our brand.

TRUST ISN'T SEEN, IT'S EXPERIENCED

For the seventh year in a row, Harcourts has been voted New Zealand's most trusted real estate brand. This is the seventh time the Reader's Digest has asked the public to vote on the real estate category, and every time, Harcourts has come out on top.

At Harcourts we aim to create clients for life and pride ourselves on exceptional service. We are humbled that New Zealand has voted us the Most Trusted Real Estate Brand seven years running.



CONTACT

EASTBOURNE | 04 562 8008
eastbourne@harcourts.co.nz

FEILDING | 06 323 1088
feilding@harcourts.co.nz

KHANDALLAH | 04 479 7911
khandallah@harcourts.co.nz

LEVIN | 06 368 8449
levin@harcourts.co.nz

LOWER HUTT | 04 569 2096
lowerhutt@harcourts.co.nz

OTAKI | 06 364 5284
otaki@harcourts.co.nz

PALMERSTON NORTH | 06 356 8688
palmerstonnorth@harcourts.co.nz

PARAPARAUMU | 04 902 9601
paraparaumu@harcourts.co.nz

PAREMATA | 04 233 9233
paremata@harcourts.co.nz

WAIKANAЕ | 04 902 9631
waikanae@harcourts.co.nz

WELLINGTON | 04 801 5199
wellington@harcourts.co.nz

UPPER HUTT | 04 528 0435
upperhutt@harcourts.co.nz

Harcourts

Team Group Realty Limited Licensed Agent REAA 2008

www.teamharcourts.co.nz