

## PHOTO SESSIONS: What Companies Need to Know

*We will consult well ahead of time until we are all clear on what you wish.  
In the meantime, below you will find some general guidelines.*

### Outfits:

- For suggestions on selecting outfits that will look the best in photos, [please see](#) the separate preparation business guides for women and men.
- As in these guides, we remind you again: Please do **NOT** wear cloths with thin vertical or horizontal lines, or with small checks or small patterns in lines. They often create unpredictable and moving Moiré patterns on screens that are *very* distracting.
- Consider what will complement the mission of your company, and what would look good on the website of your company. If this is your decision, become as clear as you can before the shoot as to dress, mood, and so on, and make sure everyone else knows what you are going for. We can advise you on that if you wish.
- Usually, it is best to align the degree of “dressed up” or “dressed down” for the whole group that is being photographed. The exception is when there is a reason not to, such as a CEO’s “trademark” style, team uniform differentiation, and so on.

- Bear in mind that style choices such as wearing a jacket or not might reflect on the person’s status in the company. Best not to leave this to chance. Again, let people know well ahead of time what they should wear.
- If it is not your decision, be sure you have the recommendations from your company as to what to wear.

### Important:

It is always necessary to have one person from the company arrange the schedule and make sure people understand what is needed from them and, of course, show up on time.

### Location:

We can come to you, or you can come to our studio. We also have the capability to do shoots remotely wherever you may be: contact us for more on that.

If you are coming to our studio, we are twenty minutes from downtown, north of Seattle, and just off I-5 in Shoreline. We will send you our address and directions, and you will have your own off-street parking spot right next to the entrance.