

BRAND CHAMPIONS

Photo Guidance

Framework uses photo ID cards in order to provide both our customers and employees with safeguarding and security measures.

Your photo ID is a vital part of our corporate image therefore the guidance below in regards to ID card photos must be adhered to in order to ensure we have a level of trust both within our organization but also with external bodies.

The photo

The photo must:

- Be forward facing with the individual looking straight at the camera
- A close up on the individuals face, head and shoulders (see guidance photos below)
- Eyes need to be open and clearly visible, no sunglasses, normal glasses are permitted is worn
- Free from reflection
- Show the individuals full head, hats must be removed unless worn for religious beliefs or medical reasons
- No other objects or people in the photo
- No shadows on face
- Nothing covering the face
- No 'red eye' caused by camera flash or light

Photo Quality:

The photo must:

- Be taken against a plain background, preferably cream or grey (light colours such as white can cause issues with skin tones)
- Be clear and in focus
- Be colour

You may take photos from a phone or camera as long as the image can be either emailed to yourself or the camera can connect to a computer via an SD card in order for the image to be uploaded to the K drive. The image should be clear enough for printing onto the ID card and of medium file size and no larger than 500kb in file size.

