



Trilogy Financial Services Team Headshot Guidelines

Below are recommendations for the team's photoshoot. The photographer should shoot on a seamless light background and provide clipped PSDs of each person (after selection and touch ups). The PSDs will be dropped directly into our Advisor Bio page design so we can ensure a seamless design and color.

Attire Recommendations:

- Business (suit dresses or blouses, slacks and jacket, tie optional, etc.)
 - We prefer tops with sleeves for women
- No busy prints or bright colors
 - Unless it's a small piece like a pocket square or patterned scarf or tie, or a blouse under a dark-colored jacket
 - We still want their individual personalities to come out
- No busy or chunky jewelry, err on the side of elegant and refined
- Glasses are ok if they're a necessary and everyday accessory
 - glare-free lenses are ideal, but we can touch up any glares if needed

Make Up & Hair Recommendations

- Natural makeup for women, lipstick / lip gloss and bronzer / blush is recommended for women so the camera doesn't wash anyone out
 - Photos will be touched up, but only for fly-aways, smoothness, blemishes, fine lines, etc.
- Hair styled in way that is normal for a client meeting
 - Hair down is recommended for women if it's long enough

Positioning & Smiles Recommendations:

- The photographer will direct positioning, angles, chin and shoulders, etc. in real time and we will be able to go through photos with each advisor and find the positioning that worked best for them
- Prefer to avoid any crossed arms because we want to avoid closed, unapproachable body language
- Eye contact with camera is a must
- Smiles – we would prefer that everyone smiles, but we also don't want it to be uncomfortable or unnatural. Smile options:
 - Full teeth smile
 - Partial teeth smile
 - Closed mouth smile that lifts eyes and cheeks
 - Like Tyra Banks' "Smize" where we smile with our eyes (haha!)

- see next page for photo examples -



Sample Photo Styles

- Photographer will capture each person from the hips up with clear space above their head, from there, we will zoom in on them in the design to be waist or chest up.
- **Knobbe Martens** – attire, colors, tie v. no tie, smiles, glasses, crop



- **IRIO Mobile** – closed-mouth smile, attire





- **Allworth Financial** – closed-mouth smile, attire, small pop of color, glasses



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- **Hughes Marino** – approachability, attire, smiles, crop



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