

PHOTOGRAPHY GUIDELINES



IMAGE SIZE

Photos should be at least **12" x 9"**. If using a smart phone, please provide images in their actual size (largest file size option).



PROJECTS

No project is off limits! We want to see all the projects you've been part of, from small residential projects, to large commercial jobs, and everything in between.



SUITABLE FOR PRINT

Smaller file sized images may be usable for social media platforms, but are not suitable for printed materials such as catalogs.



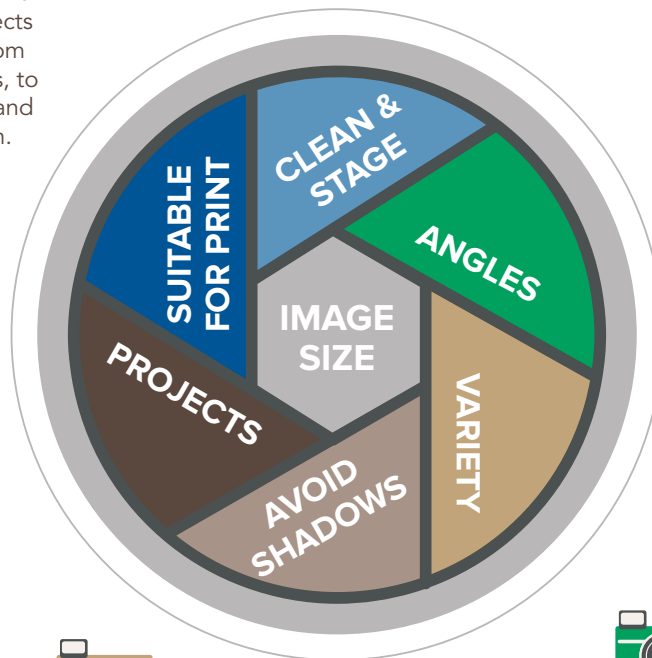
AVOID SHADOWS

Avoid wet or dry spots; try to capture your project when it's at a consistent moisture level. Take photos in the early morning or near dusk to avoid shadows.



CLEAN & STAGE

Remove cones, sweep or use a leaf blower to remove debris, work with contractor or client to accessorize with candles and the like.



VARIETY

Take both landscape (horizontal) and portrait (vertical) shots of your project.



ANGLES

Take a variety of shots and photograph your project from multiple angles. We may use multiple shots per project.



Image in **high resolution** is nice and clear.



Same image at **low-resolution** is not clear and starts to pixelate.

Judging Criteria:

Photos will be judged on the quality and craftsmanship of the Keystone project as well as the quality of the photography and its representation of the Keystone product and project elements.