

Using Photography to Achieve the Following Goals:

- **Build Trust** - Emanate a professional, inviting, and trustworthy personality of the veterinary practice
- **Portray a Gold Standard of Care** - Use an editorial, positive style with varying angles, eye contact and movements
- **Go Big & Small, Close & Far** - Obtain a variety of close-ups, lighting depths, postures and angles
- **Be Authentic** - Create a gallery of “authentic” images with team members, clients and pets that emphasize the competitive advantages of your practice(s) and especially, the human-animal bond



Photo Specifications

- Mainly **landscape orientation** shots. We want photos to be flexible for usage on website banners and social media channels as well as print
- Headshots are acceptable in **portrait mode**
- **Natural light** (as much as possible) or simulated natural light through a professional lens
- Lots of **space** around your subjects. We prefer the flexibility of cropping over a tight shot
- Important: Please take ALL photos in **COLOR**
- Please pay utmost attention to the **background** - If there are things like food, wrappers, bandages, used towels, etc. that do not complement the subject matter, please remove them to better stage your photo.

Photography Inspiration

Clean, inviting, natural. Photos with impact, human/animal bond help capture the true essence of the practice.



Photography Checklist

A helpful guide is provided to inspire during the shoot

Headshots of each staff member

Pro Tip: Choose your background wisely, can it be replicated, do you want consistency, avoid blank, stark walls, acceptable in portrait mode

Shots of the veterinary practice with the team, clients, & pets

- Lobby with clients and/or pets
- Front Desk (Answering phones, speaking with a pet owner, talking to a team member)
- Exam Room (with a team member and/or client and a pet)
- Surgery (Shots of healing, NOT hurting)

- Dental Suite (Shots of healing like: close-ups of holding, cleaning, bandaging, caressing)
- Cold Laser Therapy (Who doesn't love a pet in sunglasses?)
- Grooming - Before and After, Pets in bath bubbles, Pets in cap
- Boarding (No scared or sad animals inside cages)
- All Team Photo
- Doctor Photos (white coats with or without a pet)

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- Shots of wellness exam tools - close up with pets, **with and without use**
 - Shots of the team interacting with each other and **smiling**
 - Shots of team interacting with specialty equipment - explaining, pointing, and mentorship
 - Shots of exterior, entire building - Please try to capture with no cars, no orange cones, and using multiple angles to capture the whole building and/or signage
 - Details/filler shots

Headshots of Team – Examples

- ✓ Natural, varying expressions
- ✓ Feel free to try a blurred background to create depth
- ✓ Variety of backgrounds
- ✓ Portrait mode accepted, landscape shot preferred (for easy cropping)
- ✓ Use of natural light



Team Interacting with Patients and Clients – Examples

- ✓ These photos should feel as natural as possible and focus on the patient/client experience
- ✓ No posing - we want to capture “moments”
- ✓ For this, please do all landscape shots with a variety of depths (close and far) and mixed focus



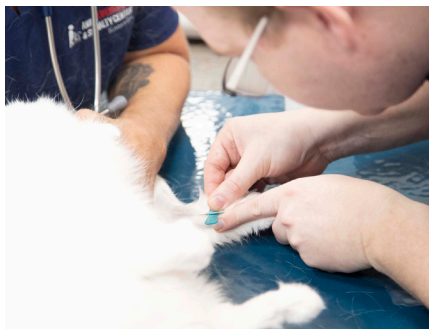
Tool Shot – Examples

- ✓ Close, focused shots that pick up texture, aesthetic, and create atmosphere
- ✓ For these shots, the more variety/experimentation, the better
- ✓ Landscape shots only



Team Handling Tools and Equipment & Conducting Procedures – Examples

- ✓ Similar to the patient interaction shots, we want these photos to highlight the thoughtfulness and care of your team
- ✓ Look around the hospital to create vignettes/moments with different team members
- ✓ In this case, it's better to focus on the action than faces



Exterior – Examples

- ✓ For these shots, we want a clear shot of the veterinary facility with lots of space around for cropping



Shoot Information

Shoot Date & Time:

Anticipated Photo Completion Upload Date:

Clinic Location:

IPC Lead:

Photographer Name/Email/Phone: