

INEOS

Our company is a very devolved organisation, we are seen in the outside world trading under the single INEOS brand. Our brand therefore represents the way in which we are seen to do business.

These photography guidelines are intended to ensure brand consistency across all INEOS and they should be followed as closely as possible.

CONTENTS

These guidelines are intended to ensure brand consistency across all INEOS touchpoints. They should be followed as closely as possible.

They do, however, allow flexibility within the layouts and structure as we know that no two communication touchpoints are identical. If in any doubt, please contact richard.longden@ineos.com

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TECHNICAL, TIPS & PERMISSIONS

RECOMMENDED SET-UP

- Use a camera that has a 30+ Megapixel.
 Medium-format cameras produce cleaner files with typically better colour rendition.
- ISO level should be as low as possible.
- Images should be digitally cleaned from debris with dirty surfaces retouched.
- Final images delivered should be full size, JPG Photoshop level 12, with the IPTC information embedded.
- If a photograph is taken on a phone, make sure you send the largest file. Don't send via WhatsApp because this automatically compresses a file before sending.
- The higher the resolution, the better the picture will be. Generally, images print at a resolution of 300 dpi – whatever their reproduction size (A1 down to postage stamp size). If you know an image is required for larger output, for example at A2, you should size accordingly.

Example: To print an image 4×6 inches at 300 ppi, your digital file should be at least 4×300 (1200) pixels along its short side and 6×300 (1800) pixels on the long side. So, it needs to be at least 1200 x 1800 pixels in size.

THE IPTC CAPTION

The photographer should complete the IPTC caption with the following information:

- Specific location (name of the building or area of the plant); city; and country
- The name of the INEOS company
- The names of all individuals in the picture (from left to right)
- Job or position of photographed individual/s
- A short description of the scene
- The number of corresponding model releases for each person photographed
- Date of shoot
- Name of photographer
- Copyright information

TIPS

- Horizontal images have a more universal application.
- Having visually quiet areas in the frame provides room for copy space.
- Photographic subjects should look healthy and display a positive attitude, even in action scenes.
- Keep a person/object off-centre with plenty of space all around, so the image can be easily cropped.
- All places and spaces should look light and airy, and as clean as possible.
- Inside plants, the use of flashlights and other external light sources is often restricted; keep faces bright and evenly lit by setting the exposure to the faces.
- Use flash photography moderately.
- Images should be free from third-party logos of contractors, etc. If necessary, retouch these digitally.

PERMISSIONS/MODEL RELEASE

- Do not photograph anyone without their consent. If someone does not want to be photographed, respect this – although a little friendly negotiation often helps.
- Check that anyone being photographed is comfortable with and fully agrees with what they are doing in the photo.
- Where possible, for high profile photo shoots, complete a model release form for each person in an image.
- Always make sure that all subjects in photographs are wearing the necessary safety equipment correctly.

LOCATION

PLANTS: AERIAL PHOTOGRAPHY

- Fast, super-wide angle lenses are required for plant shots.
- Ensure photographs are taken on a clear day, avoiding grey skies.
- We want to get a sense of scale.
- Aerial photography should be informative

 showing the entire site and its immediate surrounding areas.













LOCATION PLANTS: ON-SITE PHOTOGRAPHY

- Note that when shooting inside plants, spaces can be restricted with a high variation of light levels, and the use of tripods is often not possible.
- The camera position should always be parallel to the horizon and straight lines, like chimneys, should stay straight, without distortion, unless desired as a visual effect.
- Fast, super-wide angle lenses are required for plant shots.
- Plant imagery should be striking.
 Photographing the site from an elevated position or an unusual angle for a unique perspective, or at night when the site is illuminated, can achieve this.
- Remember:
- The higher the resolution, the better the picture will be.
- In print, generally, all images need to be at least 300 dpi. See page 4, Recommended set-up, for further guidance.











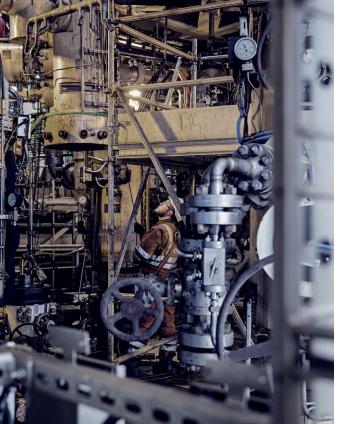


LOCATION

PLANTS: CLOSE-UP PHOTOGRAPHY

Close up imagery should capture details and reflect the quality of the subject matter. The use of depth, perspective and scale will help to convey this.

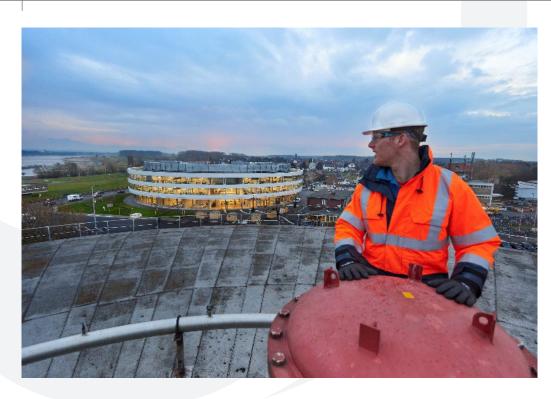






LOCATION OFFICE BUILDINGS

Create interest by photographing the building from an unusual position or at a time of day when natural lighting and internal lighting can contribute to the success of the image.





PEOPLE ON-SITE

 Ideally, use real people in realistic situations, instead of stock photos or anonymous models. Encourage members of staff to model and represent the company. (This does wonders for stimulating identification within the staff base.)

- When choosing people for individual shots, consider diversity. Include a range of ages, gender and ethnicity, as well as different levels of professional experience.
- Do not overload the frame with information and keep the focus point on the person.
- Poses should be natural and fully adhere to all necessary safety regulations and best practice.
- Avoid exaggerated facial expressions and big smiles. A relaxed, friendly face is always preferred.













PEOPLE

ON-SITE

- Personal protective equipment (PPE)/safety equipment must always be worn correctly.
 Incorrectly worn safety gear can make a great photo unusable.
- Ensure that pockets especially in safety clothing – are properly closed and do not look overfilled or overused.
- Photography of people working on-site can be taken from a distance to reveal the scope of their environment, or in close for atmosphere and a more gritty approach.
- Photographing from an unusual angle creates a unique perspective and interesting image.







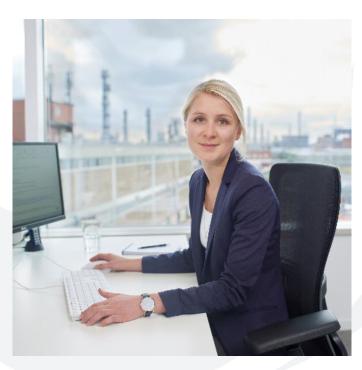






PEOPLE OFFICE-BASED

- Ideally, use real people in realistic situations, instead of stock photos or anonymous models.
 Encourage members of staff to model and represent the company.
- Photography of our people should always be crisp and clear with a short depth of field, so that backgrounds can drop out of focus.
- Do not muddle people into backgrounds look for clear space around them. Be dynamic with the cropping and try to avoid filling the whole shot with people or locations.







PEOPLE PORTRAITS

- Always ensure the highest level of quality and consistency across all portrait images. Use consistent lighting and backgrounds to ensure a strong suite of shots.
- Portrait shots should be crisp and clear with a short depth of field, so that backgrounds can drop out of focus. Keep the backgrounds light in tone.
- If shooting portraits, get a couple of variants.
 One with tie, one without; one with jacket, one without. It only takes a couple of minutes to organise and gives more options in the future.











STOCK PHOTOGRAPHY

DO'S AND DON'TS

- If stock imagery is required (and it often is), ensure that the chosen image is a true reflection of INEOS. Consider image angle, depth, lighting and tone. Avoid grey skies during the day, and images that look 'cheesy', staged or superimposed.
- When using third-party images, make sure you have a signed property and model release.
- Some stock agencies rarely check releases for ownership of copyrights; the legal responsibility for copyright infringement lies with the publisher of the photograph.
- When using a stock image, make sure you have the correct image licence for its usage – and keep a record of the licence.













APPLICATION IMAGERY

One of our greatest assets is that our chemicals go into making some of life's essential, everyday or lifestyle products.

When highlighting these everyday, end-user applications, images should be tightly cropped, taken from an interesting angle or be almost abstract in composition.























Please contact your Business Communication Manager or olivia.strauss@ineos.com for further information. CONTACT March 2019