



# SCOTTISH CHARITY AWARDS

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## Photo guidance for finalists

### Congratulations on being a Scottish Charity Awards finalist. It's your time to shine!

Your images will appear on the SCVO website, social media, in Third Force news and in other promotional materials. We'll also show the photos at the ceremony as part of the visual presentation.

#### How many images should you send?

Just one – the best image you have of your project, your place of work or activity, or finalist.

#### What do great images need to look like for individual finalists?

We will need a photo of you/the finalist(s). Ideally this should be a well-lit photo with a neutral or empty background. It doesn't need to be 'staged' or too formal; not a passport photo, but equally not a snapshot taken in the near-dark of your local bingo club! Just an image that shows you clearly, relaxed, and ideally smiling!

#### And for groups, projects or organisations?

The photo you choose to send us should include something that helps people understand your core activity. It could be inside your office/centre hard at work, or in the environment where you engage with colleagues or deliver your service. This can be group photos, images of the 'things you do', and so on.

### The technical bit: boring but important!



Your photos need to be of as **high quality** as possible to print well or look good on the big screen. They don't have to be taken with an expensive camera – modern smartphones can take decent quality images, BUT the light has to be good so that phone pictures come out well. Avoid using social media filters or cropped photos, which tend to reduce the overall quality of the image.

Ideally, please send us **JPEG files**, as large as possible, but a minimum of **2Mb in size**, and full colour. You'll get the best results by making sure your phone camera is set to take the best quality photos possible and by taking the photos **landscape** rather than portrait (i.e. **wide, not tall**).

Here's a selection of images from previous finalists which are great examples of what work well.

#### Individual finalists

Clear, well-lit, sharp photos



#### Projects, groups and organisations

Displaying clearly core activities and participants



#### Heart-warming line-ups

If can you avoid over-staging, these work well



**Please get in touch by emailing [awards@scvo.scot](mailto:awards@scvo.scot) if you have queries about any aspect of your photo submission.**