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HUMBLE SMILE
FOUNDATION

Guidelines for Visuals

Visuals, such as pictures, videos, quotes or other media formats illustrate a story and provide information. The purpose of visuals is to showcase our work in social media and other external communication tools to keep our stakeholders and (potential) partners up to date. Therefore, appealing and high-quality visuals are crucial.

Respect & Ethics

- Before you capture somebody, make sure to get this person's permit to capture him/her.
- Show the person the visual afterwards to see if he/she agrees with it can be a respectful way to show your appreciation.
- Obtain parental consent when capturing children in a picture.
- Respect the people that you capture and approach them in the most respectful way.

Sharing Visuals

- Visuals shall be shared by e-mail to your HSF contact person ensuring the highest resolution.
- WeTransfer (www.wetransfer.com) is used when file size is too big for an email.

Taking Photos

- To be taken with a high-resolution camera (smartphone cameras nowadays also have very good resolution)
- The recommended resolution is 1080 x 1920 pixels
- The minimum resolution is 600 x 1067 pixels
- A good photo inspires, educates and/or captivates a viewer, easily triggering powerful emotions
- Make sure to balance your pictures in terms of gender, age, etc...
- Take horizontal and vertical photos.
- Take group and individual photos, from far and from close distances.
- Combine photos in which people pose, with lively and spontaneous ones.

Taking Videos

- A general motto for the length: „The shorter the better!“
 - For Instagram the max. length is 1min
 - For a more profound video clip 3-6 min are acceptable (for example a project video, an interview)
- Make sure to limit all noises when filming
- If you interview a person, control the speed of talking; better slower, less words and more understandable than long and fast spoken sentences.
- Always think about the core message you want to transmit to the viewer.

References

- Indicate the location and date of the visual
- Indicate the first and/or family names of the captured person(s) if possible
- Indicate the purpose or message of the visual
- Include names of orgs/ partners/ insitutions involved and any relevant hashtags

#GoHumbleGiveSmiles

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