



Photo Tips & Ideas

When taking photos for use in Printed Publications, our online Photo Gallery, Industry Specific Flyers, etc...please consider the following as an unofficial guide to shooting photos:

- **Photo Angles**
 - **Do A Walk Around** – think in terms a series of still photos, telling the story.
 - **Rear ¾ View** – most important angle for showcasing a body. Be sure to fire off a couple from each side, driver's and passenger's side.
 - **Side View** – also an important view for a body and/or plow setup. Again, take a few from each side.
 - **Front ¾ View** – most important angle for showcasing plows and hitches. Again, take a few from each side.
 - **Dump Bodies** – be sure to include a series with the body/hoist up, as well as in a transport mode.

- **In-Action or Posed Photos**
 - Remember the key angles mentioned above, showing all functions.
 - Take photos in both a portrait and landscape layout.
 - In-Action Photos – preferred (portrait layout) as potential magazine cover shots.
 - Poses Photos – (portrait or landscape layout) great for ads, calendar, articles, online photo gallery, etc... Do your best to select a pleasant background that really makes the truck pop. Cluttered backgrounds may or may not be useable.
 - Fleet Photos – don't be afraid to include a few group (all chassis) photos, showing off all your chassis with Henderson bodies.

- **Recommended Weather Conditions**
 - Sunny days offer the best and brightest results.
 - Mid morning or mid afternoon usually produce the best results.
 - Also don't be afraid to get some great in-action shots, no matter the weather.

- **People Pictures**
 - Remember to take a few photos with the Owner, Public Works Director, Driver, etc...beside the driver's door of the cab. Often times they have their company name or agency emblem on the door, which they are proud to show off.
 - If available, get a few shots of the whole group alongside the chassis. Make sure the Henderson logo and company logo on the door are both visible.

- **The Whole Picture**
 - Be sure you fit the entire chassis, body, plow into each photo. It's much easier for us to do the cropping on this end.
 - Photos may not be unusable, if parts are cut off in the original photo.

- **Distributors**
 - Don't be afraid to include angles showing off your mud flaps. Depending on the project, we may or may not leave your company name in the photo. However, photos being added to our online photo gallery will be included "AS IS", leaving the company name visible for the world to see.

- **Tips & Tricks**
 - Position yourself between the sun and the truck. This keeps the sun to your back and on the side of the truck you're photographing. Reposition the truck as needed to get the best shot of each desired angle.
 - Shooting photos at high noon tends to deliver washed out photos.
 - Don't be shy! Shoot a lot of photos. Taking the photos is the hard part. Deleting them takes only seconds.
 - Again, shoot photos in both the landscape layout (wide) and portrait layout (tall).
 - Select a high contrast or an uncluttered background, making our subject (chassis) clearly visible.
 - **Remember to set your digital camera to its HIGHEST RESOLUTION SETTING!!!**



Example Photos:



Photos in Landscape Layout



Photo in Portrait Layout (Cover Shot)

Now that you have the photos, please email them in small groups (3-4) at a time or burn them onto a CD/DVD and mail them back to Henderson:

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Everyone benefits, when we all contribute. Your photos and efforts are greatly appreciated!