

*Onefit*  
SWEAT AND JOY

# Criteria of the pictures

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## Do's:

- High resolution
- Landscape view (16:9 met 1280px:720px)
- Natural light
- Authentic snapshots of your own training
- Positive view of the studio and the trainers
- Great angles that give an impression of the training/studio
- Nice/fun perspective that create an interest for the classes

## Don'ts:

- Edited images
- Blurry pictures
- Branded pictures or logo's
- Pixelized images
- Vertical pictures
- Black and white pictures
- Not enough pictures that cannot be associated with the training or studio

# The pictures

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The preference of the pictures consist of a set of a minimum of seven pictures:

1. Workout
2. Entrance
3. Trainer
4. Playground
5. Decor
6. Detail
7. Environment
8. Extra

# 1. Workout

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This picture clearly shows the workout that will be followed at your studio.



## 2. Entrance

The entrance picture is the recognition point for the OneFitter. It clearly shows the entrance on how to enter your studio. This is also the point where the member can show their check-in at the desk or to the trainer.



# 3. Trainer / Teacher

The photo of the trainer will give the OneFitter a recognizable and secure feeling. This is not about showing how fit or strong a teacher is.

We would like to capture the face in a spontaneous way. No posed photo.



# 4. Playground

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The playground picture shows where the workout will take place.



# 5. Decor

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A recognizable and typical piece of the studio/gym is shown in the decor. This can for example be the dressing room, a sitting area or a wall painting.





# 6. Detail

The detail photo illustrates the mood. For example, the photo shows props that are used during the workout or a characteristic element of the location.



# 7. Environment

The environment is the first recognizable point for the visitor and serves as an important recognition point.



# 8. Extra

Sometimes a location offers a second space or another important component. If this is indispensable for you, then it might be a good idea to capture this.



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