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# Photoshoot moodboard

# Overall look

## Intelligence is simple

This is the core visual principle of all the Science Group companies brands. To achieve this feel in the design approach we use white space, neutral grey colours and a singular solid colour for each brand.

For imagery, we want to achieve images that can complement the visual treatment. Each image we create should reflect our brand attributes: smart, analytical, expert, collaborative and effective.

Main points to keep in mind and bring to life wherever possible:

- Lots of natural light
- Emotive and dynamic
- Parallel and perpendicular angles
- Graphic
- Use of few people
- Out of focus/in focus of either objects or people
- Overview shots
- Detail shots





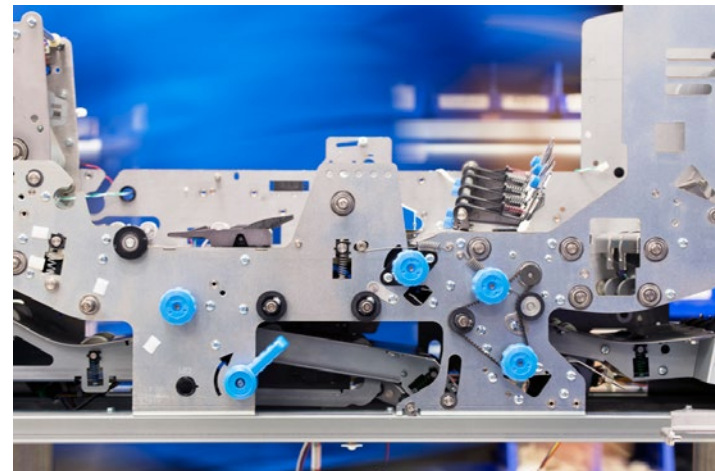
# Sagentia

Defined by science  
Inspired by technology  
Delivering innovation

We need to create images that are going to bring expert, inventive, broad-based, collaborative, flexible, quality-driven and effective to life.

What to photograph

- 2-3 people in a meeting, interacting but looking natural and engaged
- White board presentation with people writing / interacting with the presentation
- Detail of people's interaction with a presentation on a tablet or screen
- Graphic detail shots of products
- Products any time possible
- Person working in lab / workshop
- Couple of different people on CAD machines in the mechanical office area – can show a variety of different things on screen, early stage sketches, 3D renderings, exploded animation models etc





# Oakland Innovation

Defined by science  
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Delivering innovation

We need to create images that are going to bring expert, impartial, specialist, collaborative, connected, insightful and effective to life.

What to photograph

- 2-3 people in meeting just around table, looking engaged and natural.
- People interacting with company slides on the screen
- Detail of person's interaction with a presentation on a tablet or screen
- Details of interactions





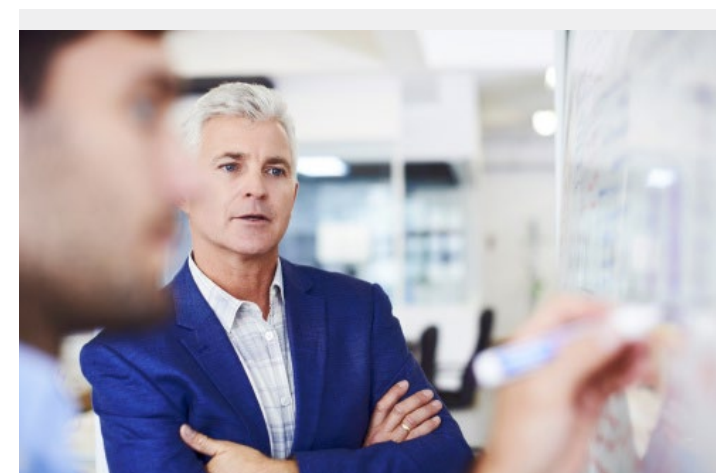
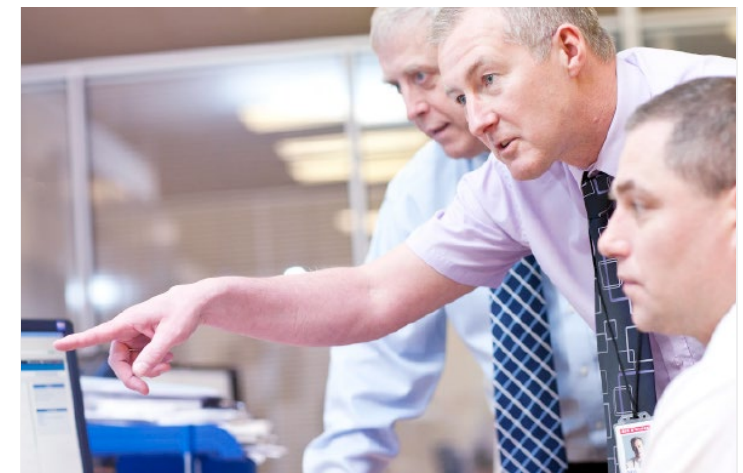
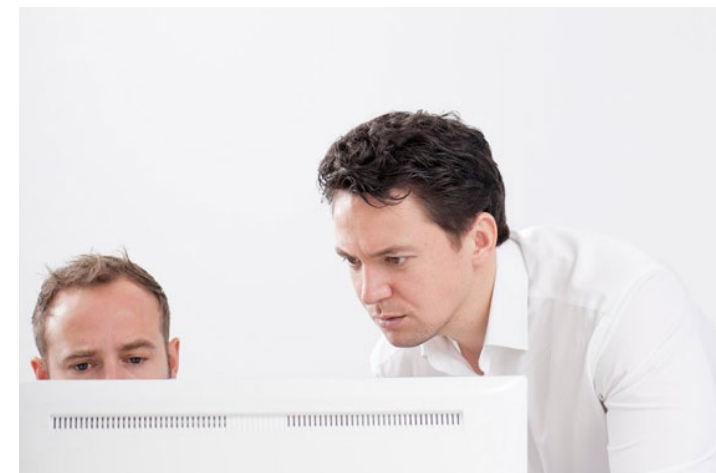
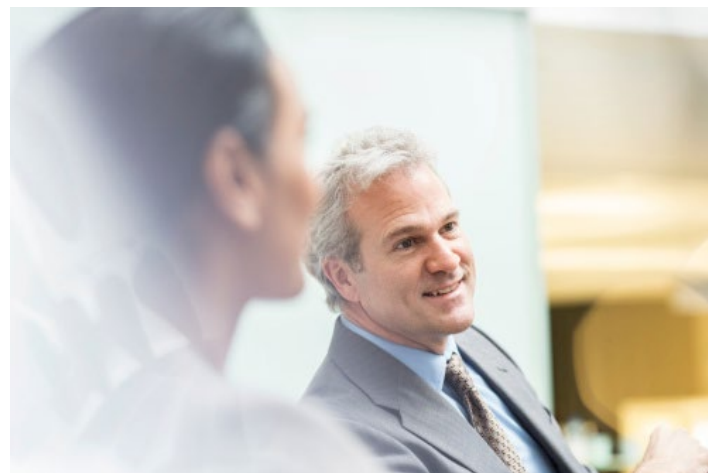
# OTM

Defined by science  
Inspired by technology  
Delivering innovation

We need to create images that are going to bring expert, impartial, specialist, collaborative, connected, insightful and effective to life.

What to photograph

- 2-3 people in meeting just around table
- People interacting with company slides on the screen
- Detail of person's interaction with a presentation on a tablet or screen
- Details of interactions
- Upstairs in the office area
- Someone working at desk and someone leaning over talking to them
- A couple of people at a desk with multiple monitors with industry information on them



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# Thank you