

Photography and Video Guidelines

This document provides instructions on shooting product content for BerleyPro. Adhering closely to the guidelines outlined helps BerleyPro produce content that is consistent with the brand's image, regardless of who creates it.

CREATOR BRIEF

Creator Name	[Insert Name]
Due Date	[Insert Date]
Content Type	[Photo / Video / Both]
Primary Product(s)	[List product(s) featured in shoot]
Platform Use	[Instagram / YouTube / Website / etc.]
Delivery Format	[e.g. 4K Video, 10 High-Res Photos, RAW & JPEG, etc.]
Minimum Deliverables	[e.g. 10 photos from different angles] [3 product-focused video clips] [1 lifestyle clip featuring product in use]
Style/Mood to Prioritize	[e.g. Fun, clean, rugged, outdoors, etc.]
Additional Notes	[Any special requests or focus areas]

PHOTOGRAPHY SPECIFICATIONS

RAW FILE SHOOTING

We prefer shoot to be supplied in RAW photos for ample editing data but high quality JPEG can suffice.

Canon uses .cr2 files, while Sony uses .arw files. They should both be supplied with the files where possible.

RESOLUTION

To make sure we can use your photos in all the places we need (like social media, website, or print), please follow these resolution guidelines:

- **Best quality:** 3840 x 2160 pixels (also called 8 megapixels or 4K resolution)
- **Minimum acceptable:** 1920 x 1080 pixels (Full HD)

If you're not sure how to check your photo resolution, just shoot at the highest quality setting on your camera or phone.

Please avoid screenshots or low-res images — they're too small to use.

EDITING

Don't edit your photos, please supply highest res possible.

FILE DELIVERY;

Files should be delivered via file transfer (i.e. Google Drive or WeTransfer or DropBox)

We can supply you with a Google Drive link you can upload your photos.

VIDEOGRAPHY SPECIFICATIONS

COLOUR PROFILES (PICTURE PROFILES)

For optimal color correction, shoot in these profiles:

- Sony: S-Log (PP8)
- Canon: Canon Log C-Log
- GoPro: Flat.

RESOLUTION

To keep your footage looking sharp across platforms like YouTube, Instagram, and our website, please follow these video resolution guidelines:

- **Best quality:** 3840 x 2160 pixels (also called 4K or Ultra HD)
- **Minimum acceptable:** 1920 x 1080 pixels (Full HD)

If you're using a GoPro, DSLR, or phone, set it to record at the highest quality available (preferably **4K**).

Avoid anything below Full HD — it may look too blurry when viewed on larger screens.

FRAME RATE

The higher the frame rate, the better! It's always nice to be able to slow things down. Preferably shoot in 60 fps format where possible, minimum 30fps.

EDITING

NO Editing, unless trimming very long clip to size.

FILE DELIVERY;

Unedited files delivered via file transfer (i.e. DropBox, WeTransfer)

SHOOTING STYLE AND MOOD

BerleyPro is a **lifestyle** product, and we want to make sure that we communicate to our customers that they'll love our product because they work, and they're easy to use. We want them to be SMILING!

How we'd describe our "mood" and "Style";

Happy, Excited, Rugged, Fit for Purpose, Easy, Adventurous, Sleek, Fun, DIV Friendly.

We want to *avoid* content where a user may look frustrated, irritated, unhappy, exhausted.

ASPECT RATIO (FRAMING FOR DIFFERENT PLATFORMS)

We use your content across a wide range of platforms — from **widescreen YouTube videos** to **vertical Instagram Reels and TikToks**. Because of this, we need footage and photos that are **versatile** and can be cropped or edited into different aspect ratios:

- **YouTube / Website:** 16:9 (Widescreen)
- **Instagram / TikTok / Reels:** 9:16 (Vertical)
- **Photos for Social Media Feeds:** 4:5 or 1:1 (Portrait or Square)

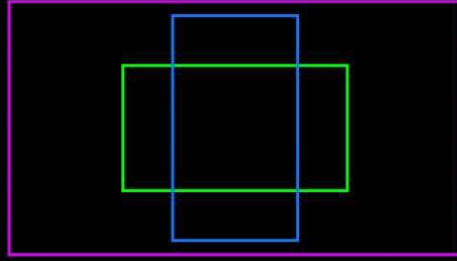
Shoot a mix of wide shots (with more background) and tighter shots (closer to the product or person).

Avoid cutting off heads or product edges at the frame – we may need to crop it later.

Tip: When shooting, keep extra space around your subject — especially above and beside them — so we can crop for different formats.

Cropping Horizontal Footage For A Vertical Frame

- - 1080 x 1920
- - 1920 x 1080
- - 3840 x 2160



Tik Tok, IG &
FB Stories



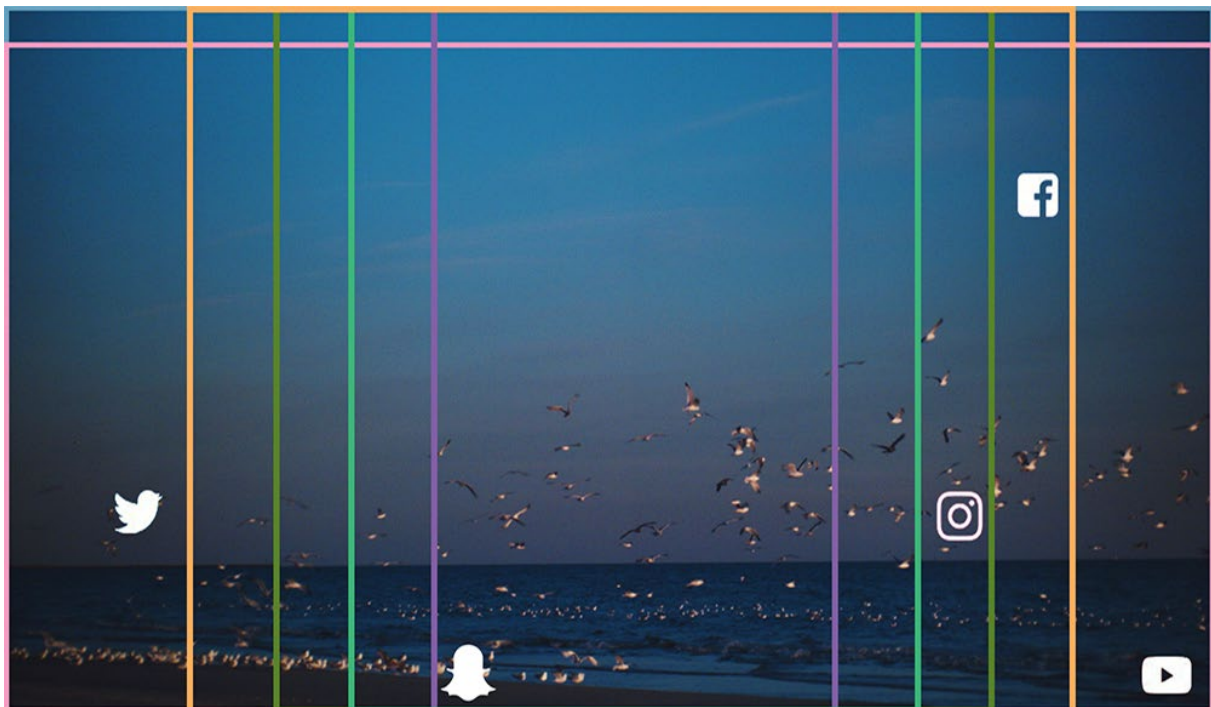
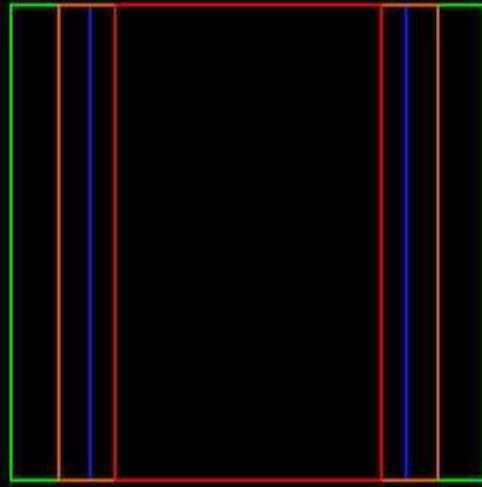
Instagram



Youtube Videos (Horizontal Smartphone)

Common Vertical Aspect Ratios

-  - 1:1.77 (9 x 16)
-  - 4:5
-  - 2:3
-  - 1:1 (Square)



GOOD EXAMPLES



POOR EXAMPLES



SHOOTING ENVIRONMENT

We **love** to show off our products in places where our users would rather be and that's usually fishing! Even better when fishing has a beautiful backdrop.

We want to **avoid** shots in carparks, busy settings (boat ramps) or environments where the product doesn't make sense being.

GREAT EXAMPLES



POOR EXAMPLE



COMPOSITION AND FRAMING

We don't want to hamper your ability to frame up your shots, but there are a few things we would like for you to consider when shooting.

LOGOS

BerleyPro should be the most prominent logo visible in the shot unless another brand logo is visible which is connected with a BerleyPro Product (I.e. BerleyPro Visor on a Lowrance Sounder, BumperBro on a Hobie Kayak)

GOOD EXAMPLE



POOR EXAMPLE;



FRAMING

Products like the Visors are great when they can be silhouetted from the fisherman. Products like the BumperBro and the Rudders are excellent when you can show a user interacting with it, or providing a closeup in context of the environment.

Playing with negative space, creating depth and alternative focal length are great ways to create interesting shots. We would always recommend providing multiple photos from different angles. **Aim for at least 10 different photos from different angles and focal lengths**



LIGHTING

It's not always easy to control the lighting in an outdoor environment, but try to avoid very high contrast parts of the day to shoot. Golden hour in the morning and afternoon are always beautiful, but shooting in the shade or overcast days is often a more flattering way to show products than in full sun. But as always, variety is preferred!

OTHER BEST PRACTISES

GENERAL

- We want to promote ethical fishing practices. Lots of blood or poor fish handling isn't appealing.
- Try your best to ensure our product is in focus/ not blurry. Super narrow focus (wide aperture) can look great, but will often leave the product less visible. We would prefer our product to be identifiable!
- Don't shoot product(s) which is damaged or installed incorrectly
- Try to avoid shots with competitor products/ brands
- **Where possible, try to simplify a scene and avoid a cluttered image. Avoid placing drink bottles, alcoholic drinks, any unnecessary clutter that detracts from the photo.**

PHOTOGRAPHY

- Make sure you're shooting at a high enough shutter speed to not have motion blur
- Consider framing shots wider to allow for cropping. We often crop to 1:1 - when in doubt provide alternate shots

VIDEO

- Try to leave enough top and tail to a video to allow for transitions and fill
- If a video is staged (i.e. showing how to use product) provide multiple shots of the same task from different angles
- Make sure your exposure is set correctly, colour correcting video is much less forgiving.
- If possible, try to avoid swearing! We don't really care, but Youtube does!

FEELING OVERWHELMED?

Should you feel overwhelmed or require clarification on any of the technical specifications contained in the documents, please do not hesitate to contact us. We would be pleased to provide the necessary support to assist you in your journey.

INSPIRATION EXAMPLES

We think the following Instagram pages are a really good example of what we'd love to achieve;

Brand	Link
Yeti	https://www.instagram.com/yeti/
Dometic	https://www.instagram.com/dometic/
Pit Viper	https://www.instagram.com/pit_viper/
Rapala	https://www.instagram.com/rapala/
Stedi	https://www.instagram.com/stedi_australia/