



V I S U A L B R A N D
G U I D E L I N E S

2 0 1 6

CHAPTER 4

**P H O T O & V I D E O
T R E A T M E N T**

4.1 CORPORATE PHOTOGRAPHY

4.2 DOCUMENTATION PHOTOGRAPHY

4.3 VIDEO

4.1

**SM ^ CT IMAGERY
SHOULD ALWAYS
SERVE AS A VISUAL
REPRESENTATION
OF FOR ONE OR ALL
BRAND PERSONALITY;
YOUNG-HEARTED,
DYNAMIC, RELIABLE,
MODERN, AND SMART.**

1. Keep photography clean, simple, and bright.
2. Always use modern and up to date ornament when using them in scene.
3. Focus on people expression and always direct them into positive vibes.
4. Keep images current and use modern environments and styling.
5. People shown should represent the spirit of the brand as a young-hearted, dynamic, reliable, modern, and smart.
6. Always use SM ^ CT photo filter. (See examples on the page 04.
For photo filter, please contact jippy.rinaldi@gmail.com or SM ^ CT promotion staff incharge)

4.1



Before using photo filter



After using photo filter

**SM^CT DOCUMENTATION
PHOTOGRAPHY SHOULD
ALWAYS SHOWCASE PROJECTS
AS COMPREHENSIVE, EASY TO
UNDERSTAND AND CLEAN AS
POSSIBLE.**

1. Keep photography clean, simple, and bright.
2. Always use modern and up to date ornament when using them in scene.
3. Focus on people expression and always direct them into positive vibes.
4. Keep images current and use modern environments and styling.
5. Where possible, capture all aspect of the event.
6. Avoid other brands logo or any promotional collaterals.
7. Always use SM^CT photo filter. (See examples on the page 06.
For photo filter, please contact jippy.rinaldi@gmail.com or SM^CT promotion staff incharge)

4.2



Before using photo filter



After using photo filter

SM^CT VIDEO DOCUMENTATION SHOULD ALWAYS SHOWCASE PROJECTS AS COMPREHENSIVE, EASY TO UNDERSTAND AND CLEAN AS POSSIBLE.

1. Keep video clean, simple, and bright.
2. Always use modern and up to date ornament when using them in scene.
3. Focus on people expression and always direct them into positive vibes.
4. Keep images current and use modern environments and styling.
5. Where possible, capture all aspect of the event.
6. Avoid other brands logo or any promotional collaterals.
7. In editing, always use standard corporate typefaces and graphics. (For more information email to jippy.rinaldi@gmail.com or contact SM^CT promotional staff)

