

Schwab Branch Photography Photographer Guidelines

Thank you for providing photography services for our Schwab branch! Below you will find guidance about how best to capture the type of image we need, so please carefully review this information and contact photography@schwab.com with any questions.

Basic Brief We are looking for an architectural “hero” photograph of the branch that shows the Charles Schwab signage clearly and showcases the best features of the building.

All images must be horizontal and, ideally, we would be able to crop at least 1/3 into the image from the top or bottom and still be able to see the branch clearly.

Other businesses may appear in the image but the branch must be the main focus.

Camera Settings & Orientation



- Use a tripod to ensure sharpness and allow for longer exposures if need be.
- Use f/8 or smaller for proper depth of field.
- Orient the camera horizontally, no matter what. If the building is tall, please frame the image using your creative eye, but still providing a horizontal composition.
- Photograph the building during good weather and at a time of day that is flattering to the architecture. We can have our retouchers do a sky-swap if necessary, but hard noon shadows should be avoided.

Other Tips & Notes

- Reflections are acceptable but please consider what the scenery is. Glass windows reflecting a parking lot are not ideal and, in that instance, try coordinating to photograph in the evening when interior lights can be turned on.
- Schwab retouches all images in house. You are welcome to retouch the image so that you are happy with it, but you are also welcome to deliver raw files and we'll take care of the rest.
- Please deliver final files with the following specs:
 - 300ppi
 - 10" wide
 - Adobe RGB (1998) color space
 - JPEG format
- People may appear in your image but they should not be clearly recognizable or feature prominently.
- We appreciate that each Schwab branch is unique and will present its own challenges. Please use your creativity to make the best image you can while accurately representing the branch.

Please sign the release on the following page and provide a copy of the signed form to the branch leader. If you have any questions about the release, please contact photography@schwab.com.