

Headshot Guidelines

All employee headshots used for marketing materials and company systems (Microsoft Teams, Webex, Outlook, etc.) should be professional and follow the guidelines below:

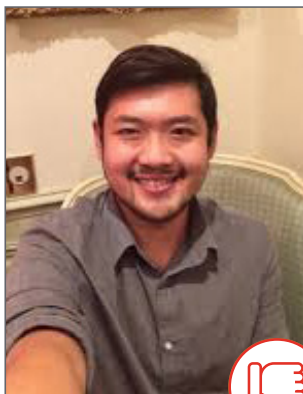
- Angle of the body to create interest and movement. (Shots that are angled slightly are often more flattering)
- Smile or happy facial expression to show friendly nature of individual.
- Solid white background. (If white is not possible, use a solid background as close to white as possible)
- Use bright lighting.
- Wear appropriate professional attire.

Attire

- Attire should be conservative and professional
- Attire should be seasonally neutral
- Solid colors are recommended (avoid solid black shirts)
- Nice sport coat or suit
- If possible, take an option with and without a jacket
- Options with and without a tie
- Avoid bright or neon colors, heavy patterns, and stripes



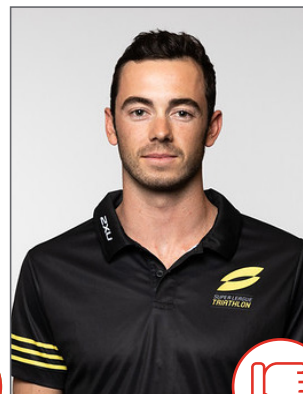
Black and White



Selfies



Cropped Group Photo



Too Casual

Headshots utilized in United company systems must be that of the employee. Images of any other subject are not permitted.

