



AKEILĀ

Colour Analysis
Photo Guide

Before You Begin...

Please take a moment and observe the photographs on the right. When you submit your photograph, it must look similar to any of these photos. However we don't insist on professional studio photography.

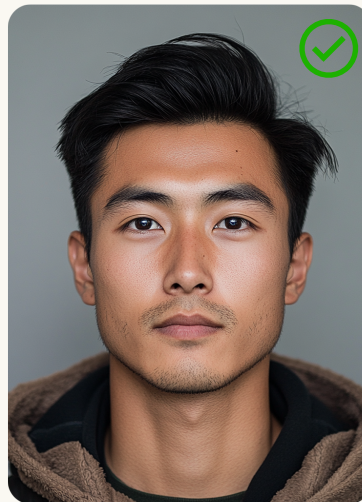
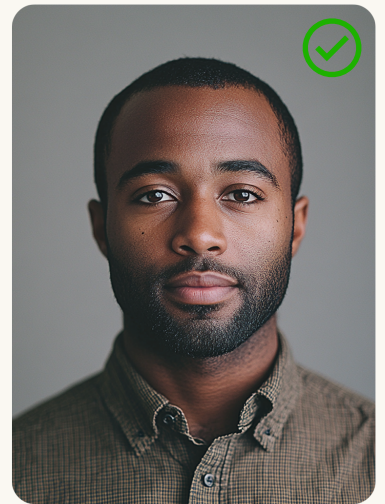
A checklist is available on the last page to help you submit a photo that meets our requirements. *Only send your photo if all the items of the list are checked.*

Key Elements to Get Right

- Your background must be grey with no shadows on it.
- Look directly in the camera.
- Avoid wearing colours. A black or white shirt is perfect. If you have something of colour, it must be muted. Avoid yellow, green, red, blue, purple, pink.
- Ensure that your entire face is lit with a soft light from the front and side. A soft shadow on one or both sides of your face is acceptable.
- **We need two photos** – They should be identical with only *one* difference; You must hold a white card or paper below your chin in one of them.

This allows us to correct the white balance of your photo if necessary. If we don't have this photo, we may perceive your skin tone colder (more blue) or warmer (more orange) than in reality. This will affect our judgement.

The following pages will provide you guidelines to help you gain best results.



Examples of good photographs. The faces are well framed and lit. The clothing is plain and neutral. The backgrounds are grey with no shadows on them. All subjects are looking directly into the camera.

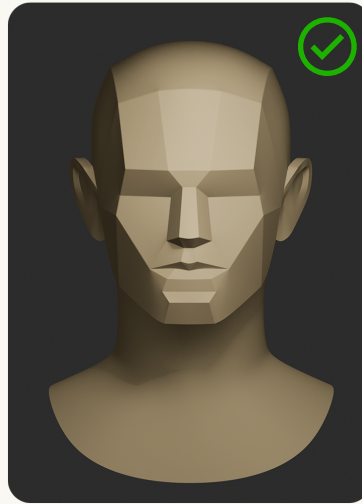
How to Light Your Photo

We recommend using a DSLR camera. If you are using a smartphone, please turn off all auto enhancements. They interfere with the natural saturation and colours.

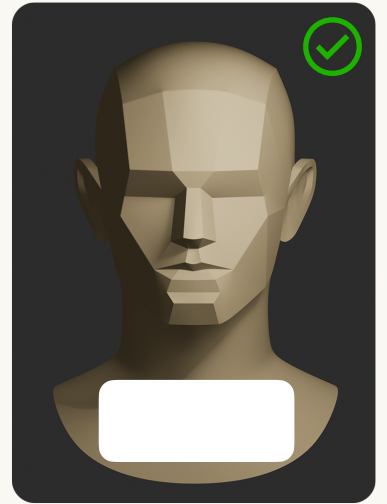
Your face should be lit with natural soft light. You can stand next to a window during noon and slightly face the window for best results.

Ensure the sun is not directly lighting your face, causing harsh shadows and a high contrast.

It is important that your eye colour is visible.



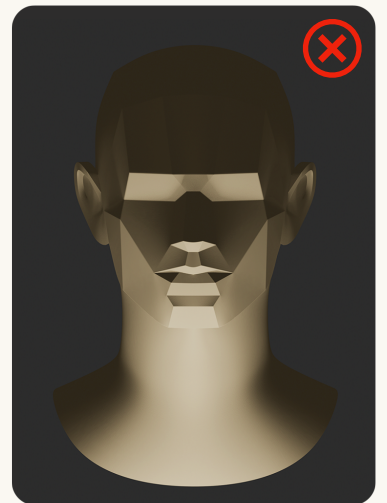
Soft light from the front with a gentle shadow on both sides of the face. Photo without white card.



Soft light from side and front with a gentle shadow on one side of the face. Photo with white card.



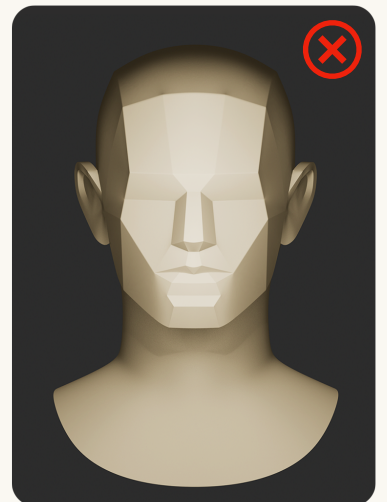
Light from above.



Light from below.



Light from the side only.



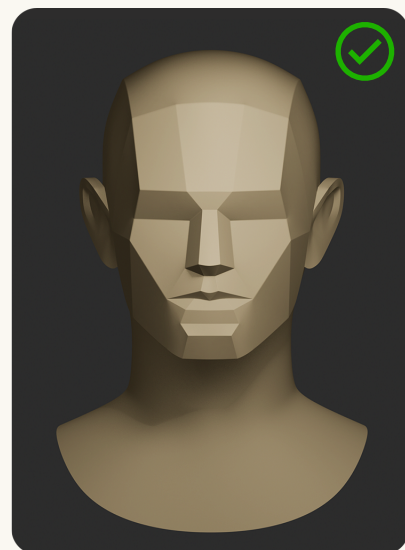
Harsh light from the front.

How to Frame Your Photo

In framing your photo, allow for some empty space above your head and around your ears.

Your neck and shoulders must be completely visible in the frame, like the photo on the right.

Do not frame your photo horizontally.



The head, neck and shoulders are completely visible.



Too close to the camera. The ears and hair are invisible or partially visible.

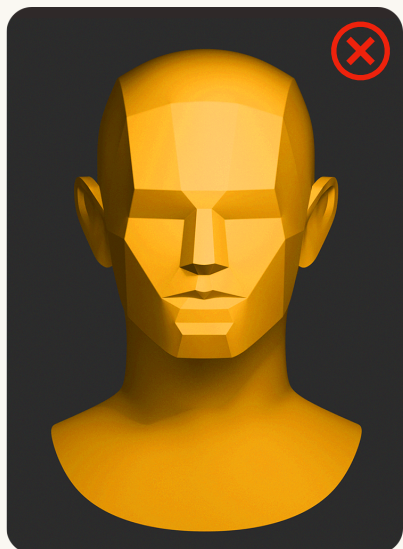


Head not completely in frame. The hairs are invisible or only partially visible.



Head too small in the frame.

Other Things to Avoid



High saturation.



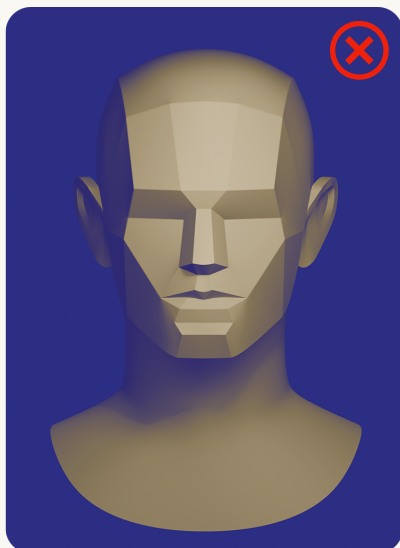
Low saturation.



Low exposure.



High contrast.



Colourful or backgrounds or filters.



Blur or pixelation.

Photo Quality Check-List

1. The background is grey
2. Your face is lit with a soft light from the front and side
3. You are looking directly in the camera
4. Your eye colour is visible
5. You are wearing a white, black or muted colour
6. There is some empty space above your head and around your ears
7. The photo has a minimum resolution of 1000 x 800 px
8. The photo is in RAW or JPG format
9. The photo is sharp
10. The photo has no filters or colour enhancements
11. The photo is framed vertically
12. **You have two photos:** One with a white card below your chin

If all items above are checked, please submit your photo to info@akeila.ltd. Write your first and last name in the subject line followed by the word "Colour Profile"

Example: John Smith Colour Profile