

SPEAKER PROFILE PHOTO BEST PRACTICES

Greetings from Image Engine - the Organiser of **GovWare** and **GovWare Focus Series**! We are delighted to welcome you to our roster of esteemed Speakers.

As you prepare to impart your knowledge and expertise to the GovWare community, we want to make sure that you are presented in the best way to showcase your personal brand and expertise across our communication channels.

With this, we have come up with some of the best practices you can reference when you provide us with your profile photo.

Profile Photo Best Practices

Your profile picture is a key introduction element to the audience. It forms the first impression the audience makes about you, and they will get their cues about your personal brand from it.

1. Use a high-resolution image.

The ideal size for our print and digital platforms is 1000 x 1000 pixels. Larger file sizes are also fine if you don't have the exact dimensions mentioned, but try to avoid small, low-resolution images.



2. Ideally, your face should take up at least 60% of the frame.

Aim to have your face filling ideally about 60% of the space with an ample amount of headspace. Look at the examples shown on the right.



3. Take the photo in soft, natural light.

Lighting can completely change the look and feel of your photo. Use soft, natural lighting to illuminate your face. Avoid standing with your back to the window, direct sunlight, shadows, and fluorescent lighting.

4. Opt for a coloured version of your photo.

Since we want to ensure your personal brand is accurately represented online, a coloured version of your profile photo will be appreciated. It would also help us become more versatile with our marketing collateral designs.

Here are some things you want to avoid when taking and sending your profile photo.

Things to Avoid for Profile Photos

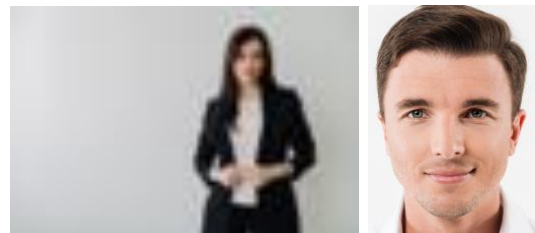
1. Avoid distracting backgrounds.

A simple background can help ensure that you're the focal point. A plain, solid backdrop is recommended in most cases - white or any neutral colour.



2. Avoid cropped and blurry photos.

As much as possible, do not crop, resize and manipulate your photo to avoid having a blurry resolution and your face getting cut off in the picture. You can leave the editing to us as we will also need to adapt it to different platforms.



Thank you once again for being a part of the GovWare community. If you have any questions, please don't hesitate to reach out to us at programme@govware.sg. We'll be glad to help you.