

Smartphone Picture & Video Guideline

HR Marketing & Employer Branding
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MAHLE

Smartphone Picture & Video Guideline

Overview for Testimonials

Your local Picture & Video Content

To ensure a consistent and professional MAHLE brand appearance, please read this guideline carefully before creating photos or videos.

1. Environment & Setting

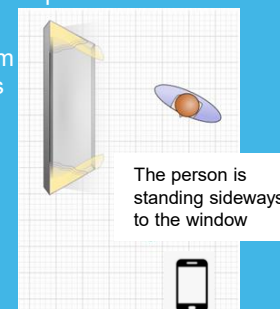
- Capture the video/image in a **real work environment**
- Keep the **workspace clean and organized**, remove **confidential items**
- Optional: **hold "your" product**, or an object representing the job/project
- **MAHLE Logo:**
 - A **visible MAHLE logo is not recommended**. If visible, ensure it is correct and not distorted or cropped
 - **MAHLE-branded clothing is optional**.

3. Audio & Voice Recording (for Videos)

- Record in a **quiet environment** to avoid background noise (no machines, conversations, wind, music)
- Hold the **camera close enough** for good sound quality
- **Speak naturally and authentically** – avoid sounding scripted
- Use **simple & clear language**: avoid technical jargon and internal abbreviations
- If **filming in a production area**, make sure **safety instructions** are still clearly followed.

4. Lightning & position

- Place person(s) near a window
- Turn them slightly ($\frac{1}{4}$ – $\frac{1}{2}$) away from the light for soft, natural light
- Avoid direct sun., move away or diffuse if too strong (e.g. with curtains/ frosted glass)
- Avoid harsh shadow lines; keep both sides of the face visible and evenly lit
- Keep enough distance from the person so that pictures can be cropped.



5. Technical Requirements

- Take photos/videos in the **highest possible resolution**:
 - **For photos: minimum 1080 px x 1080 px**
 - **For video: Full HD (1080p), 4K quality is even better.**
- Hold the camera **horizontal**
- Ensure the image/video is **sharp** (in focus) and **stable** (no motion blur).

6. Submit the photo/ video

- **Submit files in their original size!**
Do not crop or compress it.
- Also check that file isn't compressed while sending (e.g. through WhatsApp, e-mail)



Click play to watch a good example