



# ORANUM

## PROFILE PICTURE GUIDE

# REQUIREMENTS

## Technical Requirements

Profile pictures are your first impression to the outside world. Therefore, you should select an eye-catching photo to instantly grab a user's attention.

For the best quality, take your photo in High Definition (HD) format. Your photos need to be clear and in focus – think of magazine covers as inspiration.

Visiting a professional photographer would guarantee the quality and ensure a professional background, but you can always turn to a friend too!

## Photo Upload requirements

- Acceptable image types are JPG, JPEG, PNG
- We recommend saving your pictures in JPG as all non-JPG files will be converted (JPG formats offer a smaller file size)
- The smallest picture size is 720 x 720 pixels
- The largest file size is 15 MB
- DSLR camera or a phone with at least an 8-megapixel camera or higher are recommended for taking photos

## Quality requirements - Do this:

- Create a tasteful, simple image
- Use portrait mode
- Spiritual props are a MUST
- Set proper lighting conditions
- Make sure your face is fully visible

# REQUIREMENTS

## Avoid this:

- Webcam photos
- Selfies. Use a tripod instead
- Filters and/or stickers
- Framed images
- Logos, text, or time stamps
- Random holiday photos
- Major enhancements (brightness, saturation, etc.)
- Blurry, pixelated, and/or grainy images
- Dark lighting conditions

All images that fail to meet the above requirements will be rejected

## Common mistakes

- Create a tasteful, simple image
- Use portrait mode
- Spiritual props are a MUST
- Set proper lighting conditions
- Make sure your face is fully visible

## Bad Examples



# EXAMPLES

## Good Examples



- lighting conditions are on average
- cropping leaves NO spiritual detail in focuspoint



- head is twisted



- glasses reflect
- cropping leaves NO spiritual detail in focuspoint

## Great Examples



- great for all aspect ratios
- cropping leaves spiritual detail in focuspoint



- great for all aspect ratios
- multiple spiritual details in scene



- great for all aspect ratios
- cropping leaves spiritual detail in focuspoint

# THE PERFECT PROFILE PICTURE

- Present yourself in your best form
- Make it spiritual - use candles, crystals, and/or any other decorations and tools to make it look more professional
- Put on your unique accessories that emphasize your abilities and reflect your working methods. If you work with cards, show the cards for example
- Set up a proper background with excellent lighting conditions. A tidy space with thoughtfully arranged tools and decoration will catch the eye of visitors
- Look into the camera lens, center yourself and make sure that you are neither too far nor too close to the camera with your full face in the frame
- A genuine smiling face speaks volumes about your character, making you appear more open and friendly
- Ask a friend or a photographer to take your picture with a good camera
- Take as many shots as possible in one sitting. The more you take and the more positions and settings you try, the easier it will be to select the best photo. You can always upload the other ones to your Story for more content ideas!

To best highlight your talents and increase your traffic, your profile picture should be tasteful, captivating, and aesthetically pleasing.

# THE PERFECT PROFILE PICTURE

## **The key to setting up the perfect lighting conditions:**

Avoid standing in front of a window or a lamp.

Try taking the picture so that the light comes from behind the camera.

Avoid shiny materials in the background which may reflect the flash.

Your picture should not be yellow, too dark, or too bright.

## **In nature**

It is not recommended to take photos in nature.

However, we do accept this kind of profile picture if the overall quality is satisfactory.

## **Uploading your photo step-by-step**

Generally, what we are looking for:

- 1600 × 1200 pixels (the minimum should be 720×720 pixels) this aspect ratio will allow for easy cropping
- 4:3 aspect ratio – preferably a horizontal/landscape picture that can also be cropped to landscape (16:9) and portrait (9:16) aspect ratio

When cropping your photos, your head needs to be completely visible on all versions.

We recommend editing your photos on a desktop computer as it offers you a wider range of settings with a better aspect ratio.

# HOW TO CROP YOUR PHOTOS

Profile › Profile Photo

 UPLOAD PHOTO 

Upload your photo, and use our crop tool to create 3 sizes for your profile photo.

Once you uploaded a photo, there are **3 dimensions you need to crop it**

## 1 - Landscape

- Upload for Awards page
- 16:9 aspect ratio



## 2 - Rectangular

- Upload for Profile photos
- 1:1 or 3:2 aspect ratio



## 3 - Portrait

- Upload for other main pages
- 9:16 aspect ratio



# QUESTIONS

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[help@orandum.com](mailto:help@orandum.com)