

First and foremost, **proper PPE and safety must be followed at all times**. Refer to the Basic Rules – be mindful and be safe. Exercise best judgment when taking pictures, specifically events, high-profile projects, and customer logos or competitors’.

Some clients, especially in sectors such as Oil & Gas, Petrochemical & Refining, or Mining, do not allow cameras on site. **Ask for permission before you start taking photos when on site**. If you have any doubts, please do not take photos.

Imagery is an integral part of the Aggreko brand. It is extremely important that the images we use support our key messages and conform to design standards. Today’s smartphones achieve great image quality, but using the right techniques remains essential. Outlined below are basic DOs and DON'Ts for taking pictures.

## DOs

- Do follow PPE and safety rules
- Do focus on one subject
- Do defer to horizontal positioning over vertical
- Do use the rule of thirds that involves mentally dividing up your image using 2 horizontal lines and 2 vertical lines, as shown below. You then position the important elements in your scene along those lines, or at the points where they meet.



## DON'Ts

- Don't use customer or competitor logos without approval
- Don't use photographs that show bad HSE practices, or people who aren't wearing the correct PPE
- Don't use private and confidential company information and practices
- Don't use photographs taken in poor lighting or out of focus

## Image Resolution:

Please be aware that images less than 1 MB are usually not usable in print mediums such as brochures or tradeshow booths. Most cameras will automatically be set at a minimum of 3 MB, so please check and see what setting you are using before you take pictures.

## Safe Working Practice:

Bear in mind that all pictures should be careful to show Aggreko as a company which values the health and safety of its staff and clients.

- Hardhats
- Safety glasses
- Steel cap shoes
- Ear protection