

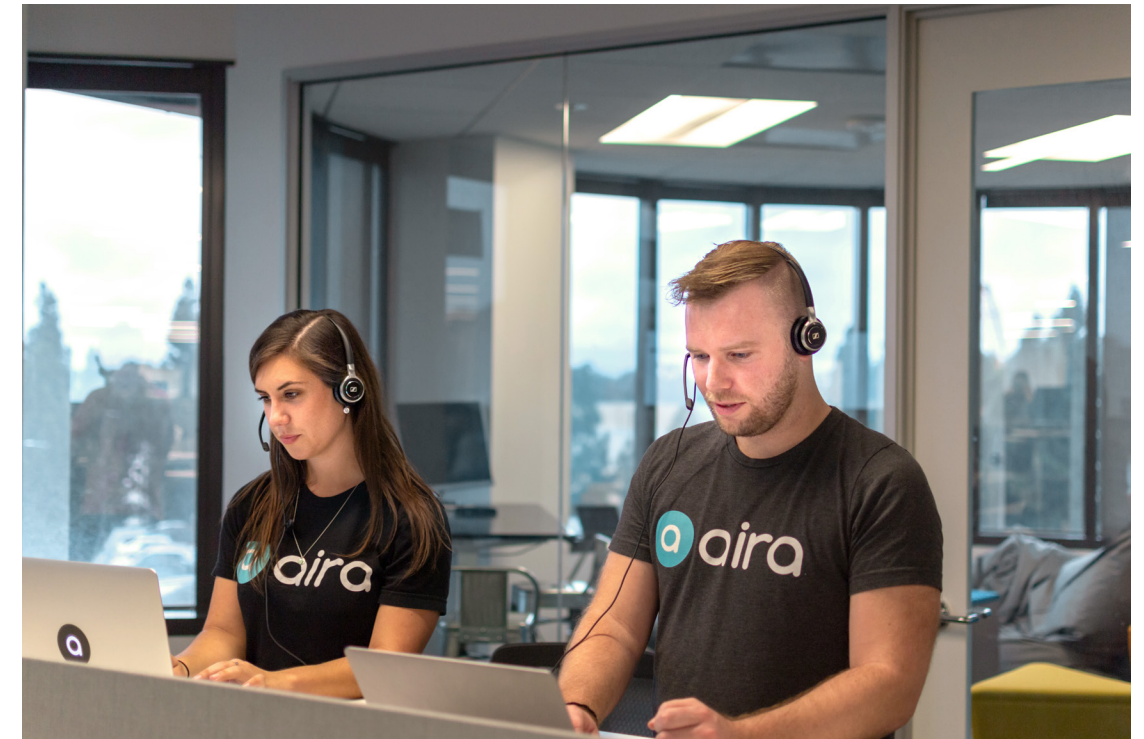
04

When it comes to
photography, keep it real

Photographic style

Our photography style should reflect Aira employees, Aira agents and Aira users — real and authentic. It is never overly posed or staged, and captures real people in real intimate moments. To create an overall more candid look, we can include images with objects that are out-of-focus in the foreground, have a specific focus to main subject while background is out-of focus, and find a very unique angle to capture the subject.

- Natural lighting
- Warm tones
- Neutral/pastel colors
- Slightly desaturated
- Slightly washed out to white
- Less intense contrast



Photographic energy & tone

Aira unlocks experiences that may have been impossible in the past while also creating new ways to engage and interact with the world. A key feature of the service is the connection between humans: the user and the agent. Our users trust agents with everyday tasks, and our agents fully support them in realizing their daily goals.

To showcase this human connection, our photography should always capture moments that are:

- Happy and positive
- Confident
- Engaging
- Exciting
- Energetic



Photographic style - no no's

Aira photos should never be

- Generic
- Corporate, Sterilize
- Cold, dark, sad, angry
- Staged
- Overly happy, excited
- Too casual
- Too dramatic
- Forced to create a moment
- High-contrast

