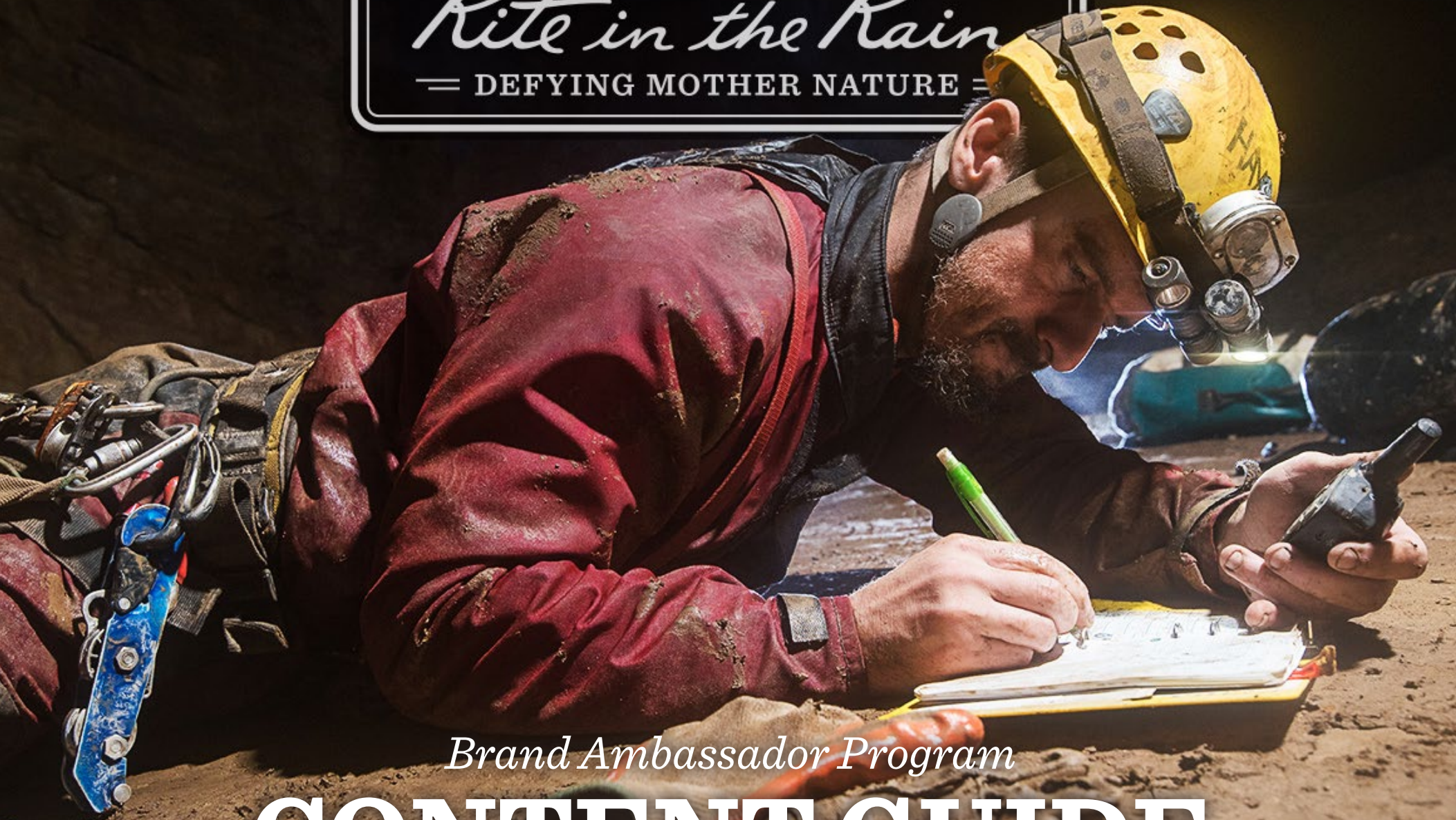


TACOMA, WA, USA

— EST. 1916 —

Rite in the Rain

— DEFYING MOTHER NATURE —



Brand Ambassador Program

CONTENT GUIDE



Rite in the Rain.
ALL-WEATHER
UNIVERSAL
Nº OR35

Introduction

Thank you for your interest in becoming a *Rite in the Rain* Brand Ambassador! We're excited to share your story about how you use *Rite in the Rain*.

We have put together this guide to better assist you in creating your content for the program. This guide includes details about specific images we need to create a Field Portrait and tips on capturing the best images possible.



*What makes a good **Field Portrait**?*

Our Field Portraits convey how everyday people use our products to keep their notes safe from the elements and daily abuse. *Rite in the Rain* is used across numerous industries from military to environmental sciences, and our goal is to show customers how *Rite in the Rain* can provide solutions to common issues when recording data in the field.

The components for a good Field Portrait will be discussed in detail in the follow pages. Your images should help convey:

- *Who you are*
- *What you do*
- *How you use Rite in the Rain*



*What specific images are **needed**?*

For your content to be considered for a Field Portrait, we need a few specific images. Please do not feel limited to only these shots! These are just the bare minimum to put together a Field Portrait and have proven to be most useful in communicating our brand story.

1. Straight-on image of you
2. How you use *Rite in the Rain*
3. Where you keep your gear
4. Your environment or work area



SHOT #1

Straight-on image of you

Simply put, we want to see you! This is a cornerstone of all our Field Portraits and are used frequently in our marketing materials.

- We would like **all** ambassadors to submit this image.
- You should be looking directly at the camera.
- Shots from the waist up or full body shots are preferred.
- We love to see products peeking out of your pocket or in your hand, but it's not required.
- We want your genuine self! You can smile or not; whatever is the most comfortable to you.
- No selfies please, unless you are using something like a selfie stick. Selfies are often cropped too close or are shot at an angle that isn't usable. The camera should be at or slightly lower than the subject's eyes/face.



GREAT EXAMPLES OF SHOT #1



SHOT #2

***How** you use *Rite in the Rain**

You have told us how you use your *Rite in the Rain* products: now it's time to show us! We want to see what activities you use your *Rite in the Rain* for.

- Consider this an action shot; we want to see you writing or observing. (*You may need assistance taking this shot.*)
- You should **not** be looking at the camera but you don't need to be looking at your notes.
- We want you to appear as natural as possible, so please try not to pose or make it seem "staged." (*Try pretending that the camera isn't there.*)
- Shots from the waist up or full body shots are preferred.
- We would prefer you use our writing instruments in your images, but it is not required.



GREAT EXAMPLES OF SHOT #2

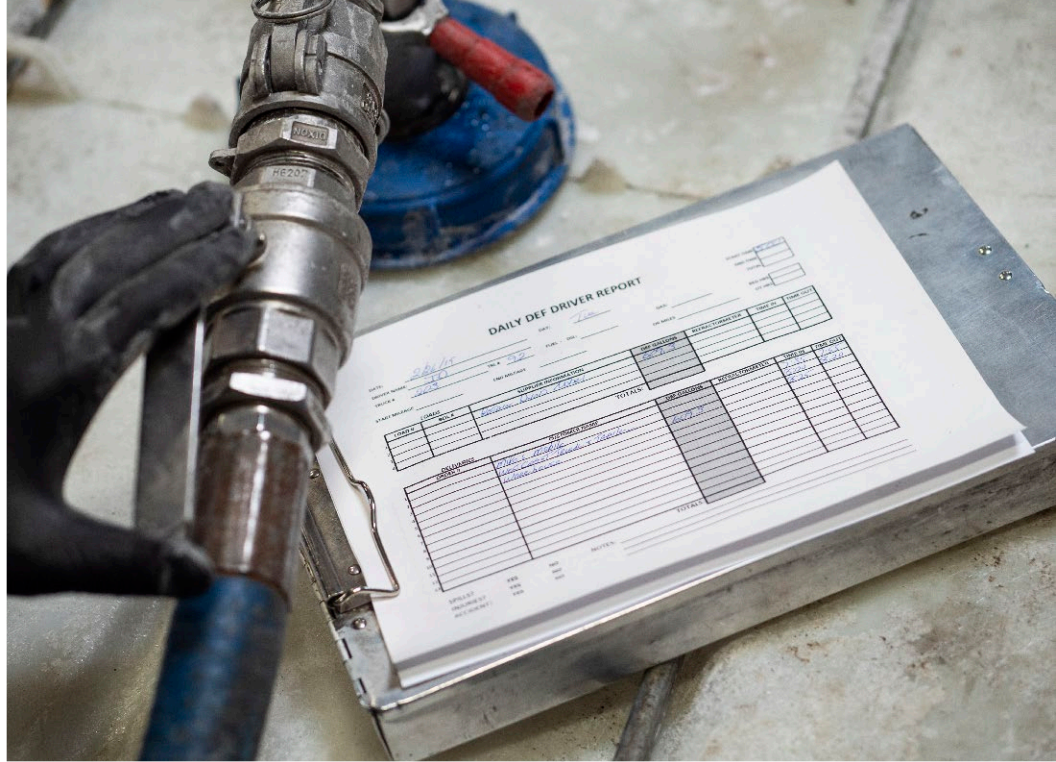


SHOT #3

Where you keep your gear

Think of where you keep your gear when you're working. Do you keep your notebook in a pocket? On your workbench? We want to see where your notebook "resides" when it's not in your hand.

- This is basically a product shot. People can be in the picture but shouldn't be the main focus.
- Show us your tools of the trade! This is your opportunity to show what other tools, machinery, or natural materials you work with.
- Images where your gear is wet or dirty are encouraged!



GREAT EXAMPLES OF SHOT #3

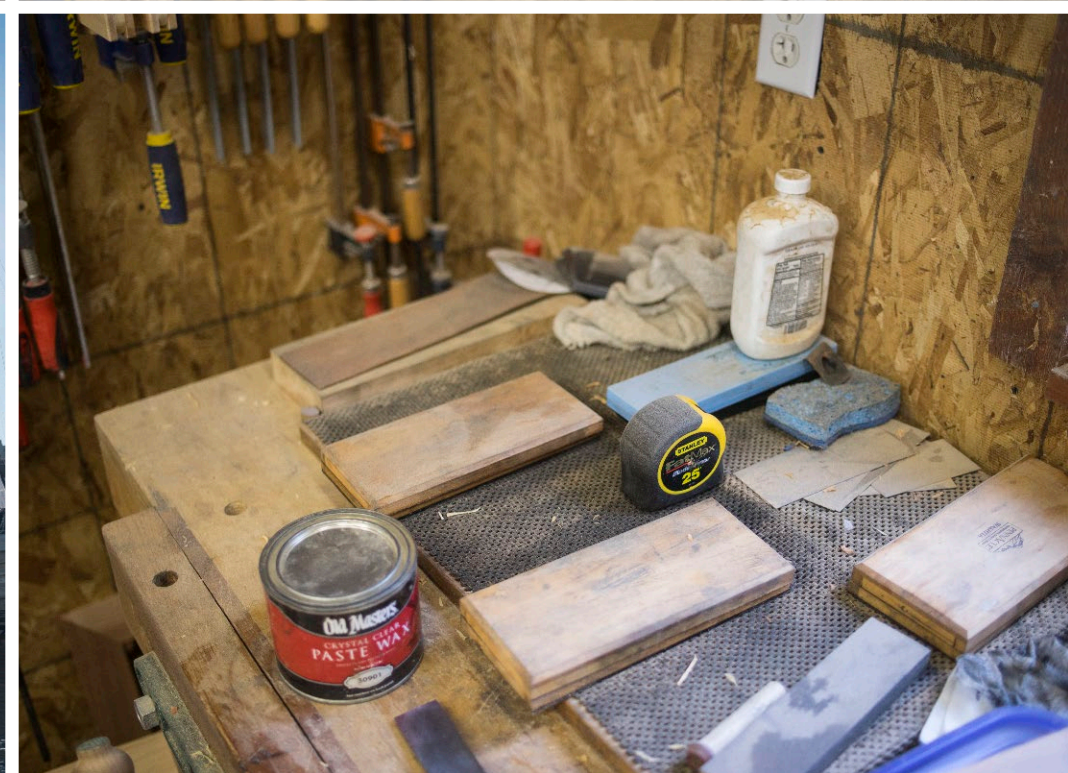


SHOT #4

*Your **Environment** or **Work Area***

This is a chance for you to take some scenic shots! We want to see where you work. Do you work outside? We would love to see the overall landscape. Do you work inside in a lab? Show us the room you usually work in.

- People should not be the main focus of the shot; they should blend in with their surroundings if included.
- Show us the elements if possible: rain, snow, mud, and dusty environments are great!
- These should just be supporting images, not the main focus of your content. These are used the least in our marketing but are still important for completing your story.



GREAT EXAMPLES OF SHOT #4



Other helpful photo tips & ideas

- “Off-center” images where the subject is off to one side are *extremely* useful. This gives us room for text or logos.
- “Over the shoulder” shots are useful as well.
- Please refrain from cropping or editing your images. Our marketing staff needs photos as untouched as possible. We can do any retouching that is needed.
- If you need anything taken out of your photos for privacy reasons, such as uniform patches or identifying info, please let us know.
- Generally speaking, try to get full- or half-body shots. This allows us to “zoom in” and crop as needed.
- Try to shoot images at the highest resolution or size possible. The bigger, the better! RAW photos are preferred, but we will also accept high-resolution JPGs.
- Phone pictures can work but lens camera shots are typically far better. Selfies are highly discouraging due to the awkward crop and lens distortion. If you need to use your phone, use the “portrait” mode if possible. For those familiar with photography, opening your aperture to a low f/stop creates a narrow depth of field which translates to a more interesting image.



How & where will you use my images?

Your images may be used in a variety of marketing materials. We will do our best to let you know when we use your images in a project. These can include, but are not limited to:

- Flyers, catalogs, and other printed collateral.
- On our website, either through our Field Portrait page or on product pages themselves.
- Tradeshow materials like banners or backdrops.
- On our social media pages. *(Please let us know if you would like us to tag you.)*
- Customer and dealer emails.

Thank you!



———— CONTACT ————

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