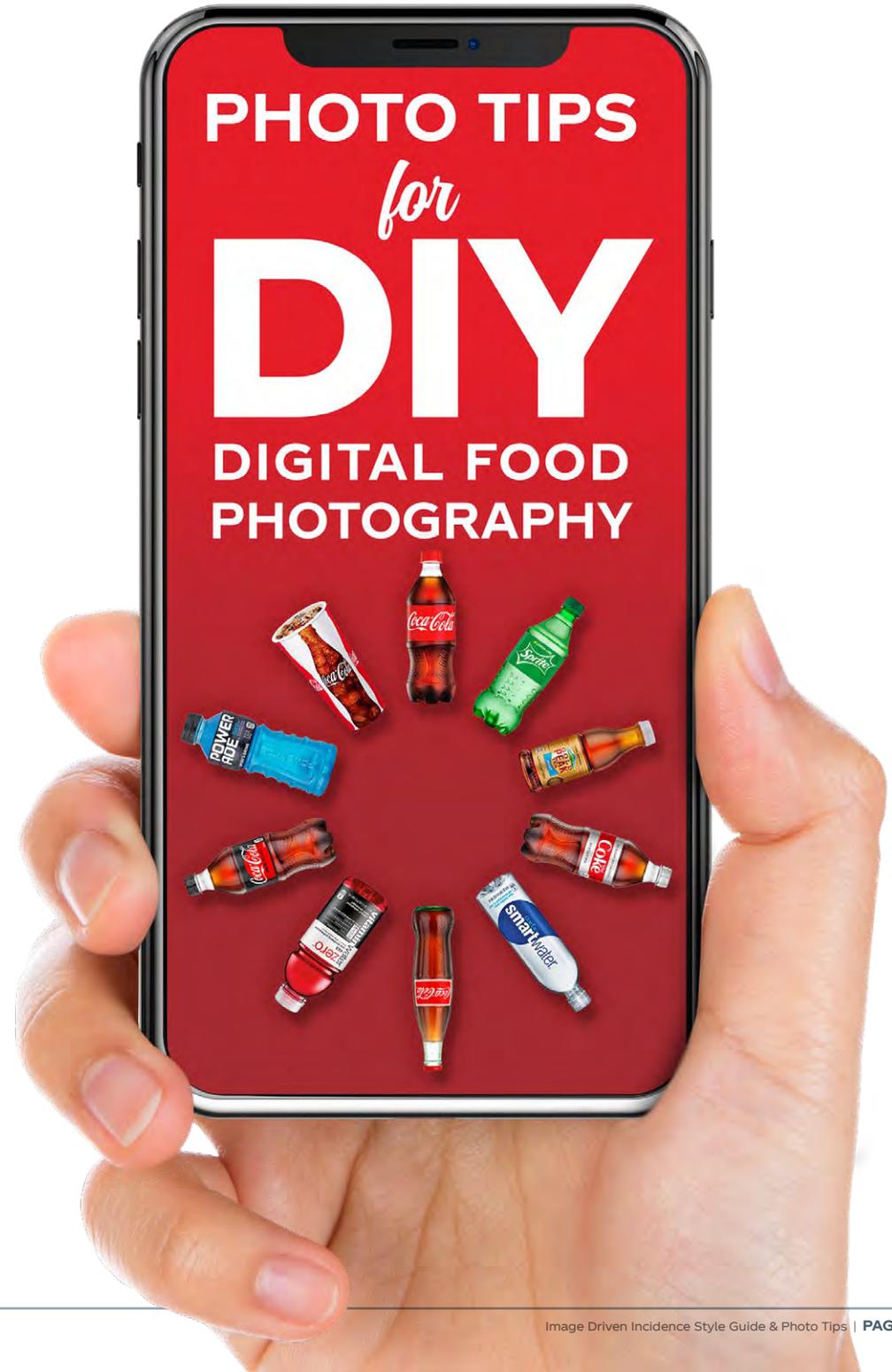




# Image Driven Incidence Style Guide & Photo Tips



## Recommended Food and Beverage Pairings

Research shows that different Coca-Cola beverages pair well with various cuisines. This chart highlights a few of the most popular pairings and can be used as a key when photographing your menu items.

Food Item	Primary Beverage	Secondary or Alternative Beverage
<b>Asian</b> (Noodles / Poké Bowls) 	 <b>Coca-Cola</b> 20oz	 <b>Sprite</b> 20oz <b>Gold Peak Tea</b> 16.9oz
<b>BBQ</b> 	 <b>Coca-Cola</b> 20oz	 <b>Sprite</b> 20oz
<b>Burger</b> 	 <b>Coca-Cola</b> 20oz	 <b>Sprite</b> 20oz <b>Diet Coke</b> 20oz <b>smartwater</b> 20oz
<b>Hispanic</b> (Tacos / Burritos) 	 <b>Coca-Cola</b> 20oz	 <b>Sprite</b> 20oz <b>Coke de Mexico</b> 20oz
<b>Pizza</b> 	 <b>Sprite</b> 20oz	 <b>Coca-Cola</b> 20oz
<b>Salad</b> 	 <b>smartwater</b> 20oz	 <b>vitaminwater</b> 20oz
<b>Sandwich or Wrap</b> 	 <b>Coca-Cola</b> 20oz	 <b>Coke Zero</b> 20oz <b>Diet Coke</b> 20oz
<b>Snack Items</b> 	 <b>smartwater</b> 20oz	 <b>MinuteMaid</b> 20oz <b>Sprite</b> 20oz <b>POWERADE</b> 20oz

# Four Steps to Get Great Food Photos

## 1 Prep the food

- Make the dish fresh and shoot as soon as it's ready
- Place the food neatly on an interesting plate
- Add garnish for color and detail



## 2 Find your setting

- Find a location with lots of natural light—near a window or outside—as it will help your food look its best
- Consider the table top — do you want it dark to contrast with the food or light to make the food pop



## 3 Compose your shot

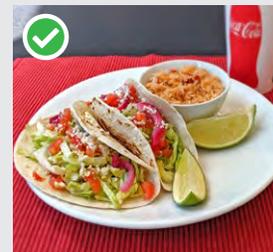
- Keep it simple by limiting glasses and utensils
- If you include takeout containers, use recyclables

**TIP** Place the main entrée towards the front of the plate

Here the entrée is hidden by the side items



Customers can see the main item when it is positioned closer to the camera



## 4 Try different angles

- Take photos from various angles
- Shoot dishes table side and from above for soups and salads

**TIP** You may have to shoot different types of food at different angles

Too low — pizza looks flat



Too high



# Things to consider when taking your photos

## Multiple Beverages

Consider featuring more than one beverage in your shot, this will show a variety of choices and appeal to more customers.



Camera is too low, you can't see the food.



Notice the angle and interesting cropping of photo. Viewer can still see beverages, however focus is on the entrée.

## Background Colors

Changing the background color of your photographs will add variety to your listings. Consider which colors enhance the overall appearance of the shot.



Red brings out the color of tomatoes in the salad.



The teal color compliments the golden tones in the bread, croutons, and cheese. The teal is also makes the red in the smartwater zero pop.

## Colors of Beverages

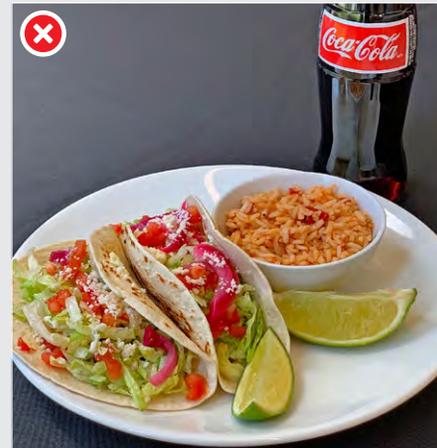
Selecting beverages with bright colors can draw the customer's eye to your listing, especially when the photo is small on a hand-held device.



The bright blue of the smartwater logo goes well with the red apple.



The photo was shot in direct sunlight, making the blue POWERADE really stand out and draw the customer's attention.



Here the Coca-Cola bottle blends into the black background.

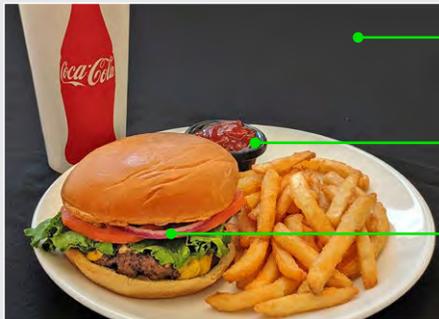


By adding a red placemat, the Coca-Cola bottle pops off of the background and also enhances the red food items.

# Things to consider when taking your photos

## Composition of the Plate

Things to consider when plating your food and composing your shot.



A strong black background creates drama and high-contrast with food

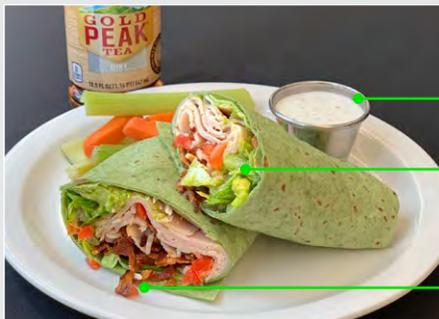
Place condiments in serving dishes behind entrées

Position individual ingredients like onions, lettuce, and cheese so they can easily be seen.



Consider using a grouping of different beverages to show variety and add color to the shot

Add items such as side salads and suggest up-selling to a combo



Feature items like dipping sauce in separate containers on the plate

Bring some of the more colorful items to the front of the picture

It's okay if some of the food items "stick out" a bit, it makes the food seem authentic.

## Composition and Cropping

Every photo in your online menu doesn't have to be shot from the same angle. Consider angles that will place the emphasis on the food while adding variety to your website.



A low angle with a white background can make for an interesting composition

Here the burger is in the front and the angle allows customers to see all of the ingredients



A low angle will add drama to a composition



Try featuring some of the product outside of the box



Too expected



Low angle, however you can still see salad details



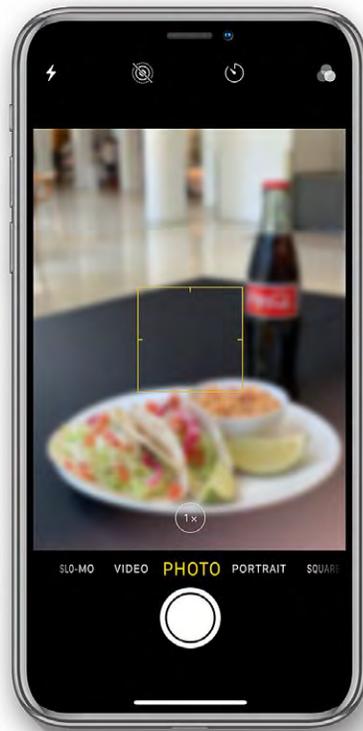
Angle the shot and crop the beverage

## iPhone® Tips | Portrait Mode

### Shooting photos in Portrait mode

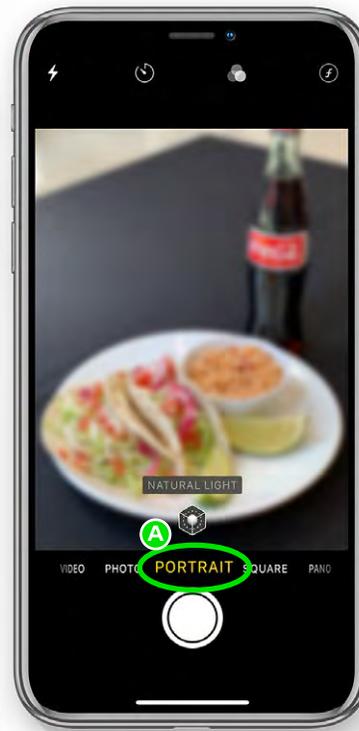
You can leverage the iPhone camera's built-in **Portrait mode**\* to take better food photography.

Portrait mode allows you to focus on specific areas in the photograph — such as the main entrée item and then other elements in the background, which will be slightly blurry or out of focus.



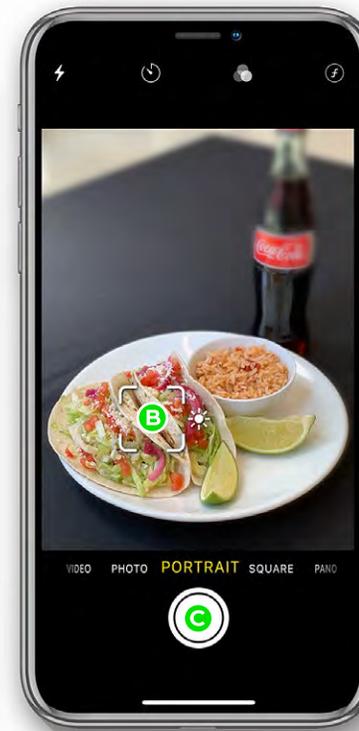
#### 1 Open CAMERA app on iPhone

Open the Camera app on your iPhone by selecting the camera icon



#### 2 Swipe to PORTRAIT mode

Select PORTRAIT mode by sliding the mode menu to the left **A**



#### 3 Select focus area

Tap on the area in which you want to focus — such as the main entrée item **B**

Then click the large white button to take the photo **C**



#### 4 Preview the photo

Open the photo you just took by tapping on the small photo preview **D**

\*Portrait mode is currently available on:

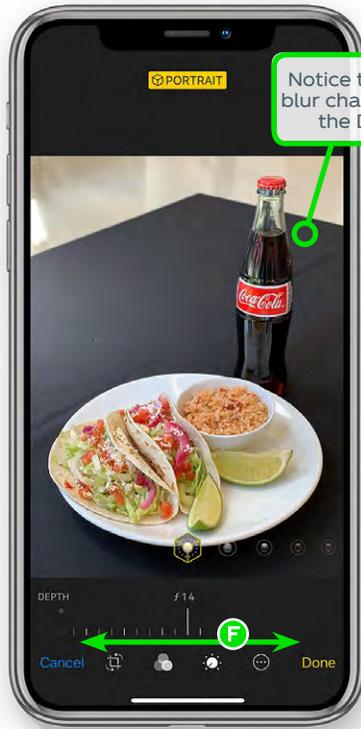
iPhone XR    iPhone XS Max    iPhone 8 Plus  
iPhone XS    iPhone X    iPhone 7 Plus

## iPhone® Tips | Portrait Mode *continued*



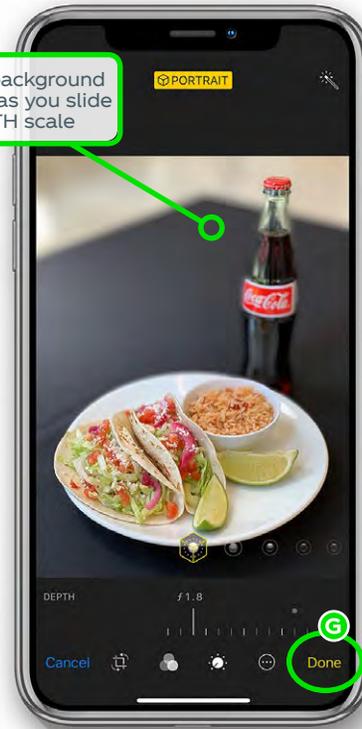
### 5 Select EDIT to adjust photo

To adjust the amount of background blur in the photo, select EDIT from the menu choices **E**



### 6 Adjust the amount of blur

Select the amount of background blur in the photo by sliding the DEPTH scale back and forth **F**



### 7 Save your photo

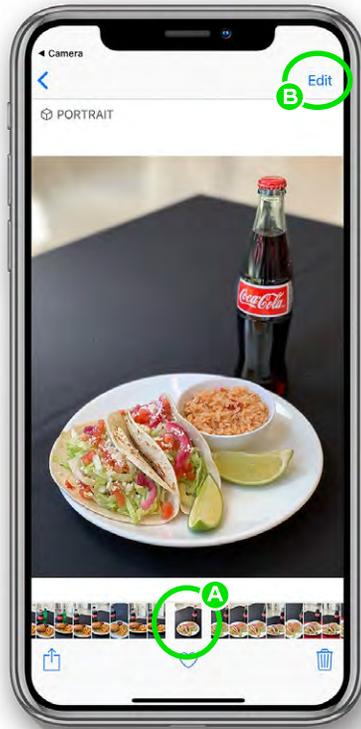
When you like the amount of background blur, click DONE to save your photo **G**

Notice the background blur change as you slide the DEPTH scale

# iPhone® Tips | Filters

## Using filters to add style to your photos

You can add drama to any photo by using the color filters built into the Photos App on your iPhone.



### 1 Select the photo you want to edit



Open the Photos app on your iPhone by selecting the Photos icon

Select the photo you want to edit from your albums **A**

Next, tap EDIT **B**



### 2 Select FILTER mode

Next, tap the three interlocking circles icon to open the photo filters carousel **C**



### 3 Experiment with different filters

Tap on each filter to experiment with the different color effects **D**

When you like the final effect, choose DONE to save the photo to your gallery **E**

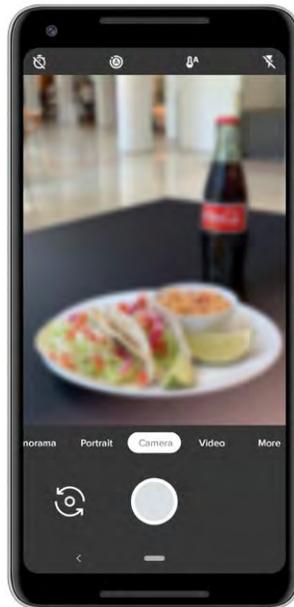
Sample of available filters



# Android® Phone Tips | Portrait Mode

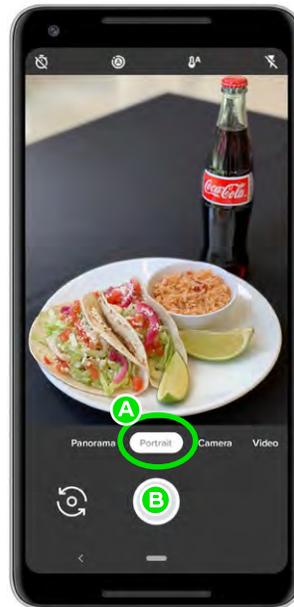
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You can leverage the camera's built-in **Portrait mode**\* to take better food photography. Portrait mode allows you to focus on specific areas in the photograph – such as the main entrée item and then other elements in the background, which will be slightly blurry or out of focus.



### 1 Open CAMERA app on iPhone

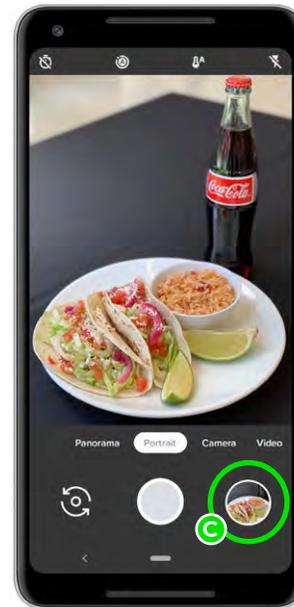
Open the Camera app on your Android phone by selecting the camera icon



### 2 Swipe to PORTRAIT mode

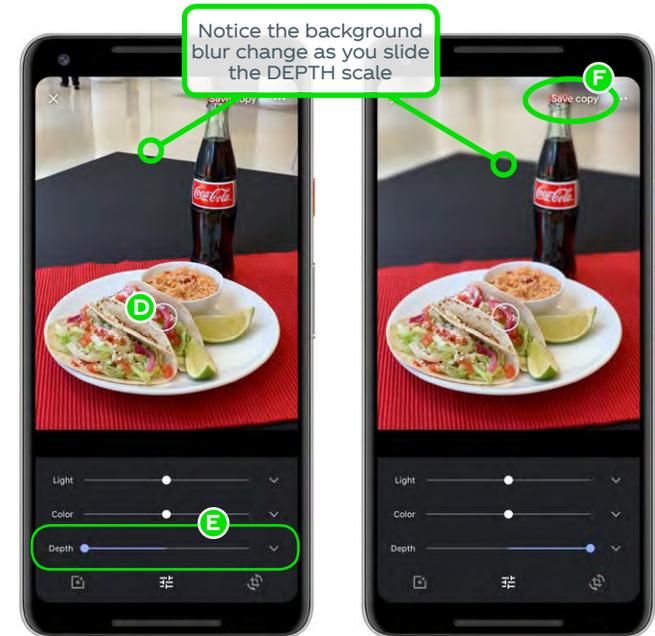
Select PORTRAIT mode by sliding the mode menu to the right **A**

Then click the large white button to take the photo **B**



### 3 Preview the photo

Open the photo you just took by tapping on the small photo preview **C**



### 4 Adjust the amount of blur

Tap the area in which you want to focus – such as the main entrée item **D**

Select the amount of background blur in the photo by moving the DEPTH slider back and forth **E**

### 5 Save your photo

When you like the amount of background blur, click SAVE COPY to save your photo **F**

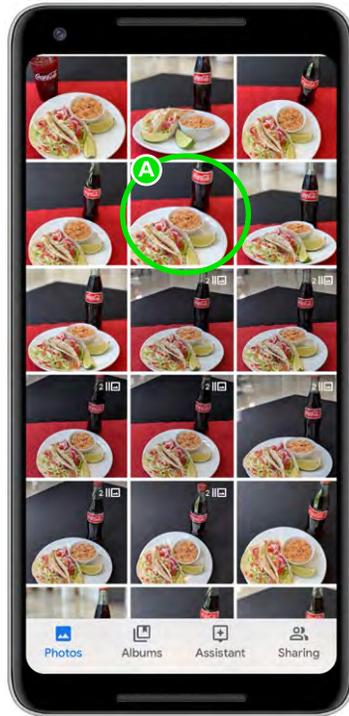
\*Portrait mode is currently available on:

- Samsung Galaxy Note 8
- Samsung Galaxy S9
- Google Nexus 5X
- Google Nexus 6P
- Google Pixel 2
- Google Pixel 3

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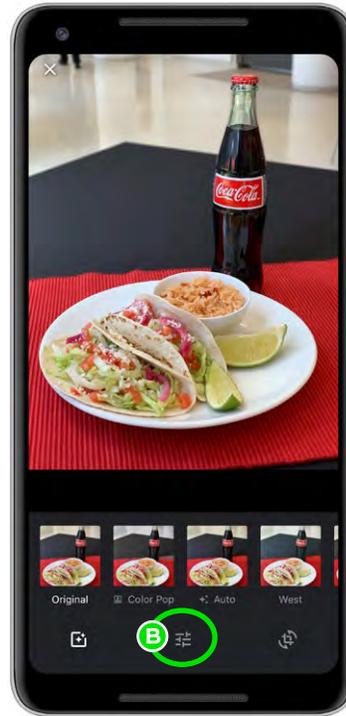


### 1 Select the photo you want to edit



Open the Photos app on your Android phone by selecting the Photos icon

Select the photo you want to edit from your albums **A**



### 2 Select Adjustment mode

Next, tap the Adjustment icon  to open the photo filters carousel **B**



### 3 Experiment with different filters

Tap on each filter to experiment with the different color effects **C**

When you like the final effect, choose SAVE to save the photo to your gallery **D**

Sample of available filters

