



# PHOTOGRAPHY GUIDELINES

Get featured in Trojan Canopies marketing



# SNAP IT, SHARE IT, SHOW IT OFF!

We all know a killer rig turns heads. But here's the thing, no matter how good a tray and canopy fit-out is, it only shines if the photos do it justice. ***That's where you come in.*** When you finish an install, a few minutes with your phone or camera can help showcase the build in its best light. Great photos aren't just for us at HQ, they give your Dealership an edge, showing customers exactly what they can expect when they roll with Trojan.

If your shots hit the mark, we'll feature them across the Trojan website and socials. That means free exposure for your Dealership, and your hard work front-and-centre for thousands of 4x4 enthusiasts to see.

To keep it simple, we've put together our top tips and a must-have shoot list. Stick to these and your photos will look pro every time.

## Our Top 10 Tips for Killer Photos

### 1. CHASE GOOD LIGHT

Shoot early or late in the day. Avoid harsh midday sun.

### 2. CLEAN THE RIG

Wipe off dust, mud, and fingerprints before snapping.

### 3. PICK A CLEAR BACKDROP

Open space or clean walls. Skip cluttered car parks.

### 4. WIDE FIRST, THEN DETAIL

Get full-vehicle shots, then zoom in on features.

### 5. FRAME IT PROPERLY

Keep it centred, horizon straight. Shoot landscape *and* portrait.

### 6. SHOW IT OFF

Open drawers, pop canopies, turn on lights, highlight the extras.

### 7. MIX YOUR ANGLES

Go low, go high, move around the vehicle.

### 8. TAKE MULTIPLE OPTIONS

Snap multiple options. Better too many than not enough.

### 9. WATCH REFLECTIONS

Step aside if you see yourself in shiny doors or glass.

### 10. KEEP IT STEADY

Use both hands, brace if needed, and keep shots sharp.





## Need some inspo?

These are some of the photos that have made it onto our website.





# READY? AWESOME!

Scan the QR code or head to [trojancanopies.com.au/build-upload/](https://trojancanopies.com.au/build-upload/)  
to upload your photos!

