

A Kind guide to...

Headshots & Profile Photos

A good headshot or profile photo creates continuity between your online and in-person presence. It's an indispensable marketing tool that will get used in many different places so it has to be ready for anything. Here are some Kind tips for looking your best wherever you connect with people.



1. Size Matters

Make sure that your headshots and profile photos are high resolution. A low-res photo might look great as a tiny profile photo, but it pixelates when scaled up for a poster. Unlike in crime TV shows, it's not possible to "enhance" a photo so start big and use a quality camera. Most modern phones will do the trick but if you have any doubts reach out to a professional for help!



2. Get Centered

Make yourself the center of attention – Literally! Your profile photo will get cropped into a circle so anything near the corners or edges of the frame will get cut off. Make sure to leave open space around you so that your photo can be cropped and your face can be centered in the frame.



3. #NoFilter

I know Instagram's Valencia filter makes pictures of your oat milk lattes pop but—let's be honest—it makes you look like an oompa loompa. Ditch the heavy filter and stick with edits that are simple and highlight your best features. Keep the colors true-to-life and make sure you're well-lit.



4. Color

Unless your skin really is a shade of gray, keep your photo in color! If your headshot is ever displayed next to your colleagues' headshots, their photos are going to look welcoming and warm while yours looks cold and lifeless. It was a great look for your MySpace page in 2006 but it's not ideal for a professional headshot.



5. Current

Yes, that old photo from your family vacation is a great picture. But, you don't look like that anymore and that hairstyle is obviously from the '90's. Use a current photo that shows the world what you look like right now. It's a good idea to update your photo annually or anytime that you make a big change to your appearance.