



Geist BREWING Co.

photographs
guidelines
2024

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TONALITY

Environment & Context

BRAND ETHOS

Photography should embody the brand's values of authenticity, craftsmanship, and community. Every shot should subtly reinforce these themes, whether through the mood, setting, or the interactions taking place.

BELIEVABLE SITUATIONS

Photos should capture real, lived-in environments – restaurants, outdoor areas, and home settings that feel familiar and welcoming. The setting should resonate with the everyday experiences of customers, celebrating the places where Geist is enjoyed. Avoid sterile or staged environments. Capture moments that feel candid, believable, grounded in reality, and easy for the viewer to place themselves in.

TELL A STORY

The images should feel spontaneous and genuine, as though they capture a moment in real-time. No formal posing or heavy art direction – photos should highlight candid moments, where human interaction feels natural and uncontrived. The story being told through the photos should feel familiar and real: a Sunday afternoon with friends, a quiet moment in the garden, or a shared drink after work.

HUMAN ELEMENTS

Include human elements wherever possible, like hands holding beer glasses, friends laughing, or a casual cheers. The focus is on the people, their interactions with the beer or food, and the moments that make the experience special. Faces can remain out of focus, partially included, or cropped out of frame to keep the imagery relatable yet anonymous.



Mood

LIGHTING

Capture the essence of daylight: Natural sunlight is the foundation. Whether indoors or outdoors, lighting should emulate the soft, warm feel of daylight. Prioritise natural, ambient light, avoiding any harsh, artificial studio setups. Aim for a “golden” quality in the light—bright and warm, but not quite at the level of golden hour intensity.

COLOUR GRADING

Natural warmth: Colours should stay warm and inviting, grounded in natural hues. Colours are vibrant and jewel-toned. Basic corrections to exposure, highlights, shadows, and white balance are often enough. Do not apply a ‘look’ or heavy filter. Avoid overly saturated tones or harsh contrasts.



IDEAL:
WARM NATURAL LIGHT, SOFT CONTRAST



UNACCEPTABLE:
ARTIFICIAL LIGHT, HARSH CONTRAST

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BEER

Guidelines for Shooting Geist Craft Beer

GLASSWARE

The Geist Brewing Co. logo on the glass must always be framed facing the camera. It can be shown at an angle as long as the entire logo is readable.

Glassware must be clean and free of smudges or water stains. Bubbles clinging to the inside walls indicate an unclean glass. The print of the logo on the glass must be intact.

HEAD

'Head' refers to the frothy foam on top of a fresh glass of beer. It is essential that photos of a glass of Geist beer show a good 1 - 1.2 inches of head. The head should reach the rim of the glass and slightly bubble over.

Flat beer is unacceptable. Examples shown alongside.

By nature, the head will deflate in time. It can be easily revived by stirring the beer with a straw or stirrer. However, if the beer has been left standing for too long, stirring may not revive the head. In this case, it can be topped up from the tap.



IDEAL: 1" HEAD, CLEAN GLASS



UNACCEPTABLE: FLAT BEER, TOO LITTLE HEAD



UNACCEPTABLE: TOO MUCH HEAD, SMUDGES ON GLASS

Guidelines for Shooting Geist Craft Beer

CONT.

POURING FROM TAP

The tap **must not touch** the glass or the beer.

Beer can overflow over the rim of the glass.

Do not shoot a half-full glass – choose to take the shot when the glass is nearly full or overflowing.

The same guidelines for the head apply. While filling a glass from the tap, the froth tends to fill up the glass. Let the beer overflow until the head settles to the ideal level.

Hands (if shown) must be clean and groomed.

POURING FROM CROWLER

The same guidelines apply.



IDEAL:
1" HEAD, FULL GLASS, APPEALING SPILLOVER



UNACCEPTABLE:
TAP INSIDE THE GLASS



UNACCEPTABLE: TOO MUCH FROTH

Guidelines for Shooting Geist Craft Beer

CONT.

AT AN EVENT

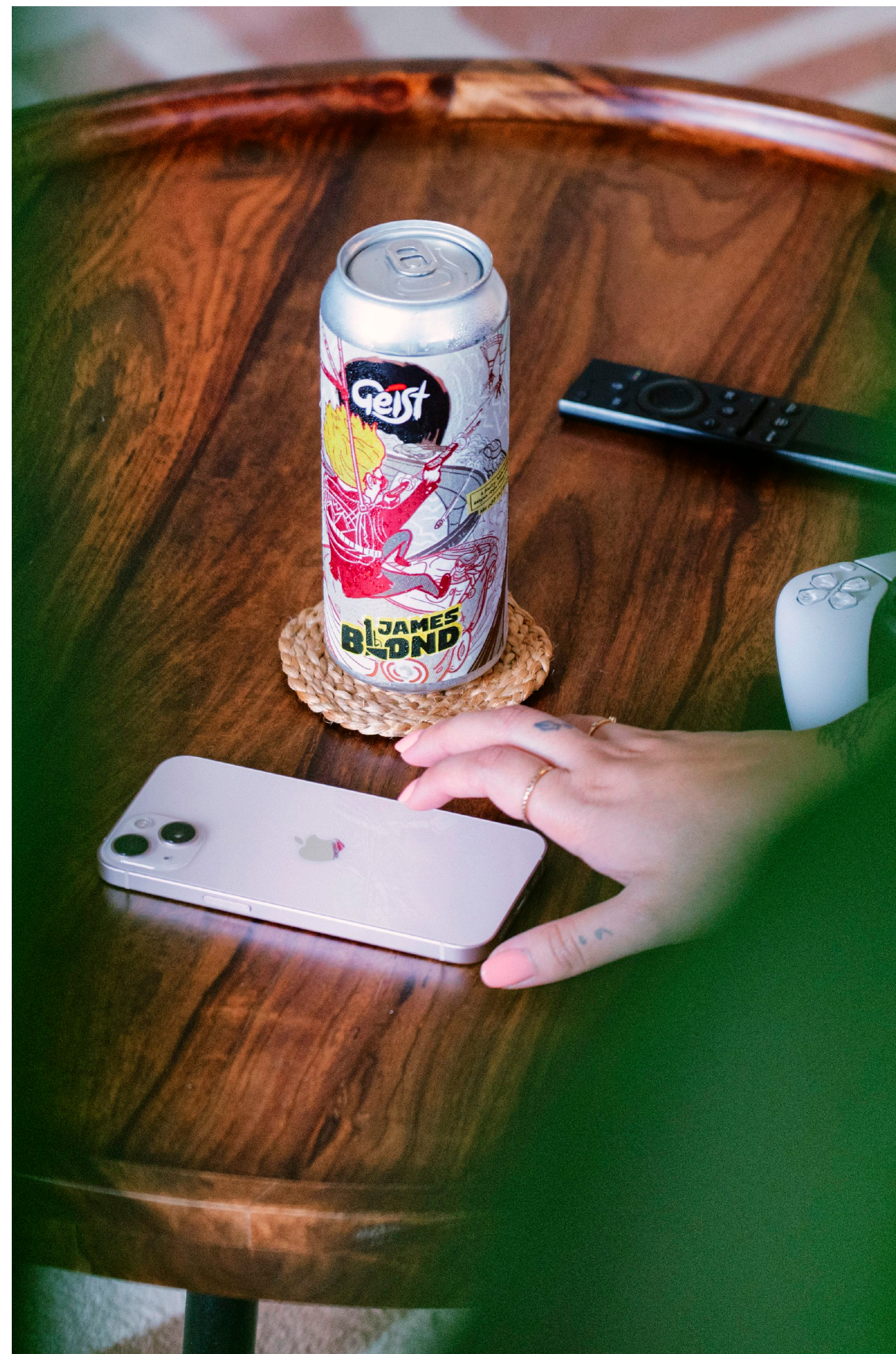
The same guidelines for beer apply:

- Ensure 1 - 1.2 inches of head
- The Geist Brewing Co. logo must be visible
- The glass must be clean with the logo print intact
- The tap must not touch the glass or beer

When covering an event, focus on the people and their experiences with the Geist Brewing Co. brand. Examples shown alongside.



Moodboard & References



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**FOOD &
BEVERAGES**

Guidelines for Shooting Food & Beverages at Geist Brewing Co.

HYGIENE

Make sure the food or beverage appears fresh. If, while shooting, the food wilts or melts, ask for it to be refreshed. Similarly, ice or garnish in a beverage can be replaced.

HUMAN INTERACTION

Food and drinks can be styled with someone holding the glass, or digging in with a spoon.

GROUP PICTURES

While shooting multiple food and beverage items together, arrange them in a grid that seems natural. Try to emulate a table setting. All food must look fresh. If beer is included, make sure the head is intact.



Moodboard & References

SINGLE ITEM



Moodboard & References

GROUP OF ITEMS



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**TECHNICAL
SPECIFICATIONS**

Technical Specifications

NEGATIVE SPACE

Most photographs will be used as part of posters or other creatives. Ensure enough negative space around the subject of the photograph to allow this. Do not frame the subject tightly within the composition.

Examples of such creatives shown alongside.

ASPECT RATIO

Both horizontal and vertical orientations may be required. These will be specified on a case-by-case basis.

DELIVERY

Images must be delivered:

- Un-cropped
- In full resolution

Geist Brewing Co. may request RAW files in case the edits/colour grading do not meet expectations.



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