

Tentrr Photography Style Guide



The photography do's to help keep the vibe cheerful and welcoming:

The brighter, the better: When photographing sites and editing your images make sure to keep them bright, warm and inviting. We stay away from overly saturated, high contrast, and unrealistic-looking photos so we tell the story of the campsite accurately.

Golden hour: Use it and abuse it! Taking photos during sunrise and sunset are key. Arrive early so you give yourself enough time to set up before. Take advantage of sun-rays and bokeh as well!

People and pets: Including images of people, pets/animal is always a plus in our book! Keep poses as natural as possible, as if your subject didn't know you were taking their photo. Tell us a visual story with your photos!

Take a step back: It helps to not always take close ups. Our Campers love to see their surroundings, so remember to take a few steps back before taking some photos! Remember, negative space is your friend - show off that sky!

Landscapes vs. Portraits: We need them both! Please take one horizontal, those look best on our website, and one vertical for social media use.

After your camping trip: Please upload all high resolution images to Google Drive or DropBox and name your files **MMDDYY_SITENAME_YOURNAME-#.JPG**

Tentrr Signature Checklist

- ✓ Wide images from all angles of your tent
- ✓ Images facing out from inside of the tent
- ✓ Interior shots of tent details - Make the bed if bedding is provided!
- ✓ Shoot facing the tent including the benches/table in photo
- ✓ People, pets, surrounding landscapes, and activities at the campsite*
- ✓ Nighttime photos using natural light, light from a campfire, or lantern
- ✓ Bonus - any drone or aerial shots!

Tentrr Backcountry Checklist

- ✓ Signature photo checklist listed above
- ✓ Setting up your pop up tent and campsite from start to finish
- ✓ Shoot facing the tent including any amenities provided



*We use these images for our website and social so make sure any images of people that you send our way have approved being on those platforms!