



APPENDIX MEDIA™ | THE COMPLETE ASSET & PHOTO GUIDE

The "Gold Standard" for Your Digital Brand

To create a high-impact presence for your barn or book, the quality of the "ingredients" (your photos and text) is essential. Because Appendix Media™ focuses on layout and strategic branding rather than photo restoration or editing, please use this guide to prepare your assets before submission.

PART 1: THE UNIVERSAL STANDARDS

Applicable to all clients (Authors & Equestrians)

- **Resolution:** High-resolution files only (minimum 1MB per file). Screenshots or photos sent via text message lose quality and will appear blurry on your website.
 - **Lighting:** Avoid harsh midday sun. Take photos on a **cloudy day** or in the **bright shade**. This prevents dark shadows and "glare" that cannot be edited out.
 - **The Transparent Logo:** Please provide your logo as a **PNG file with a transparent background**. If your logo has a white "box" around it, it will interfere with our custom design.
 - **Accuracy:** Double-check all phone numbers, prices, and links. We provide layout services; the accuracy of the information is the responsibility of the Client.
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PART 2: THE EQUESTRIAN SALES & BRANDING GUIDE

For Sale Horse Spotlights and Barn Brand Starters

A. The Prep Work (The "Clean" Rule)

- **Grooming:** Horses should be "show ready" with a clean coat and picked hooves.
- **Tack:** Use a clean, well-fitting leather halter or bridle. Remove fly masks, boots, or dirty blankets.
- **Environment:** Ensure aisles are swept, and fences are tidy. A messy tack room or manure pile in the background cannot be "Photoshopped" out.

B. The Conformation Shot (The "Open" Stance)

- **The Stance:** Aim for an **"Open" stance**. The two legs closest to the camera should be slightly wider apart than the two legs further away, so all four legs are visible.
- **The Surface:** Always take photos on **level ground**. Standing "downhill" makes a horse look unbalanced.
- **The Ears:** Use a "crackle" (peppermint wrapper or phone sound) to get the horse to prick their ears forward.

C. The Photographer's Position (The "Belly Button" Rule)

- **The Height:** Do not stand up straight. Squat down so the camera lens is level with the horse's **mid-barrel (belly button)**. This ensures the legs look long and the proportions stay natural.
 - **The Angle:** Stand directly perpendicular (90 degrees) to the horse's side.
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PART 3: THE AUTHOR & PERSONAL BRANDING GUIDE

For Author Launchpads and Bio Refreshes

- **The Professional Headshot:** Use a high-res photo with a simple, uncluttered background. Natural light facing you (window light) is best to avoid shadows.
 - **Book Cover Art:** Provide the "Full Wrap" or high-quality "Front Cover" digital file.
 - **The "Niche Refresh":** If you have selected this service, provide your "rough draft" bio, and we will handle the professional polishing using our industry-leading editing tools.
 - **Social Links:** Provide the exact URLs for your Amazon Author Page, BookBub, and social media profiles.
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PART 4: HOW TO SUBMIT

1. **Gather your assets** based on the checklist above.
 2. **Rename your files** clearly (e.g., *HorseName_Conformation.jpg* or *Author_Headshot.png*).
 3. **Upload** via the link provided in your **Client Onboarding Form** or your **Welcome Email**.
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THE APPENDIX MEDIA™ DISCLAIMER

Appendix Media™ provides professional layout, arrangement, and marketing strategy. We do not provide advanced photo retouching, background removal, or animal brokerage services. To ensure your brand looks its best, please follow the guidelines above.