

CAM Property Services

User-Created PHOTO / VIDEO Brand Guidelines

Here are some guidelines for smart phone content generated by individuals.

Objective

The services provided by CAM are varied and unique. The types of property serviced are also wide ranging. Stock photography simply cannot accurately reflect CAM's business operations.

Quantity

The amount of unique content required is enormous with social media posts, blogs, web content, magazine ads, flyers, and email campaigns each month. You cannot underestimate the need, so please shoot away. Different angles, before/after, equipment, staff, buildings, full properties, etc. are all useful. We easily need hundreds of photos per year.

Permissions/Rights

Do not shoot the general public facing camera. If identifiable, can only use blurred. Backs and sides are okay.

With an employee knowingly appearing in a photo, there is implied consent as there is no reasonable expectation of privacy.

But a recorded consent video is still better. If possible, get employee consent on video by asking "Can I take pics to use for CAM marketing?" Get employee's full name on recording.

Format

In general, horizontal is better. Deciding horizontal or vertical format depends on the distribution medium. Horizontal is best for web, email, YouTube, Facebook, and LinkedIn. Vertical is accepted on many social media sites.

Cropping/Closeup

Wide, full shots are best. They can be cropped or zoomed during editing. Sometimes the same photo is needed in multiple dimensions, so a wide shot is preferred.

Photo Quality

Most cell phones take high quality photos. The problem is that the quality goes way down when a photo is transferred via text message. Use hard wire cable, email, or online photo storage to share. Photos above 3 MB are ideal (plus allows more editing and cropping flexibility).

Send images and videos for review and approval to "Cord Media - CAM Social Media" camsocialmedia@cordmedia.com

Day Porter Ideas *(anything symbolic)*

Daytime
High Public Visibility
Equipment in Use
Supply Cart
Professional Interaction
Uniformed Staff
Masked & Unmasked
Photographer's Choice

Entryways & Lobbies
High Traffic Zones
Workspaces
Storefronts
Common Areas
Restrooms
Trash Collection

Floor Care (Marble/Carpet/Wood)
Graffiti & Vandalism (Before & After)
Illegal Dumping (Before & After)
Transient Encampments
Wide Shot Showing Business Type

Landscaping *(anything symbolic)*

Uniformed Staff at Work
Masked & Unmasked
Equipment in Use
Equipment Not in Use

Before or After
Any Service Provided
CAM Vehicles
Wide Shot Showing Business Type
Photographer's Choice

Tree-Trimming
Mowing
Irrigation
Pest Control
Mulching
Landscape Design
Landscape Construction
New Planting
Seasonal Floral
Water Audits
Sprinkler Repairs
Turf Removal / Sod

Janitorial *(anything symbolic)*

Equipment in Use
Equipment Not in Use
Supply Cart (Attended/Unattended)
Janitor Supply Closet
CAM Vehicles
Building Exterior (wide shot)
Photographer's Choice
Personal Protective Equipment in Use
Spray Cleaners/Wipes/Clothes in Use

Cleaning Doors
Wiping Surfaces
Cleaning Hand Rails
Floor Care (marble/carpet/wood)
Mop on Floor/Mop in Bucket
Mopping Different Floor Types
Carpet Cleaning
Floor Buffing

Restrooms
Elevators
Doors
Lobbies
Public Seating
Trash Collection
Graffiti Cleanup

Pressure Washing / Steam Cleaning *(anything symbolic)*

Steam Cleaner
Pressure Gauge
Different Business Types
Before / After / In Progress
Equipment

Buildings
Walls
Rollup Doors
Floors
Entryways
Windows
Masonry
Facades
Awnings
Columns

Signage
Fixtures
High Areas
Sidewalks
Patios
Parking Areas
Garages
Trash Areas
Graffiti

Parking Lots *(anything symbolic)*

Sweeper Trucks
Vacuum Trucks
Vehicles from All Sides
Vehicles in Use
Vehicles in Garage
GPS Tracking
Electronic Service Records
Before / After (Same View)
Handheld Blowing
Pan & Broom

Parking Lots
Roadways
Sidewalks
Pickup Zones

Pressure Washing
Steam Cleaning
Asphalt & Concrete Repair
Slurry Sealing
Restriping
Curb Painting
Handicap Stenciling
Bollard Installation
Barriers
Drainage Work
Lighting Repair

Trash Chute Services *(anything symbolic)*

Dirty Trash Chute
Clean Trash Chute
Installation Process
Maintenance
Repair

Sharp Metal Trim (Needs Repair)
Broken Handles (Needs Repair)
Damaged Hinges (Needs Repair)
Loose Doors (Needs Repair)

Framing & Trim Set
Side & Bottom Hinges
Door Panel
Closures & Handles
Manual Doors
Automated Doors
Secure Closures
Custom Vertical Shafts
Multi-floor Deceleration Tracks
Fire Shutter Doors
Chute Ventilation
Chute Support Structures
Chute Ductwork
Garbage Bin Area
Type of Property
Building Exterior

COVID-19 Enhanced Cleaning *(anything symbolic)*

Crew Members	Workplaces	Wider Dispersal Patterns
Personal Protective Equipment (PPE)	Service Areas	EPA Approved Disinfectants
Cleaning Equipment	Escalator Handrails	Same Day Incident Response
Green Cleaning Solutions	Frequent Touch Points	Sanitized Space Sign (Sidewalk Sign)
Cleaning Cart	Employee Cubicles	Sanitized Space Sign (Door Sticker)
X High Traffic Zones	Public Restrooms	Sanitized Space Sign (Window Sticker)
Entryways	Trash Collection Areas	Sanitized Space Sign (Table Sign)
Building Lobbies	X Electrostatic Anti-Virus Fogging	
Office Lobbies	270°F Steam Cleaning	

ADA Remediation & CASp *(anything symbolic)*

Type of Property/Business	Parking Spaces, Striping and Signage	Access Height (Counters/Bars/Tables)
Building Exterior	Curb & Sidewalk Wheelchair Access	Uneven Surfaces on Travel Path
Building Interior	Ramps	Parking Signage, Faded Paint, or Slope
CASp Inspector	Asphalt Stall Leveling	Interior Flooring Surface or Slope
CASp Inspector's Equipment	Paths of Travel Compliance	Door Hardware, Threshold, Kick Plate
CASp Inspection	Handrail Installation	Loading Zones and Van Access
Survey	Hall, Lobby and Restroom Retrofit	Curb Ramps or Entrance Ramps
Certification		
Retrofit Assessment		
Retrofit Construction		

Drone Inspections *(anything symbolic)*

Drone Video Footage	Sky High Visuals	Aerial Building Fronts
Online Video Access Screenshots	Rooftop Closeups	Rear Walls
Drone	Solar Panels	Broken Upper Windows
Drone Remote	Rooftop Utilities	Window Board-ups
Drone Screen Display	Rooftop Water Puddles	Alleys
Drone Operator	Rooftop Encampments	Perimeter Sweeps
Thermal Drone	Rooftop Damage/Repairs	Under-Inspected Areas
Thermal Drone Imaging	Signage Inspection	Unoccupied Buildings
		Homeless Encampments
		Hazardous Areas Access

Commercial Handyman *(anything symbolic)*

Work Crew
Vehicles
Tools

Tenant Improvements
Facility Repairs
Vacancy Prep
Sign Hanging/Removal
Painting
Ceiling Tiles
Fascia Repair

Post-Construction Cleanup
Hauling of Illegal Dumping
Graffiti & Vandalism Repair

Stormwater Management *(anything symbolic)*

Any Symbology
Photo of Permits
Stormwater System Designs
Schematics
Construction Equipment
Equipment
Engineers

Flooded Drains
Working Drains
Dry Drains
Flooded Areas
Storm Water Runoff
Water Treatment Systems
Sediment
Erosion
Waste Discharge

Graywater Systems
Green Infrastructures
Independent Storm Systems
Site Evaluations and Reports
Municipal Sep. Storm Sewer Systems

Construction Services *(anything symbolic)*

Work Crew
Vehicles
Tools
Blueprints
Hardhats

Construction Sites
ADA Remediation
Facades
Fascia Repair

Slurry Seal Coat
Restriping and Stenciling
Concrete Car Stops
Bollards
Pot Holes
Dumpster Enclosures
Post-Construction Cleanup
Hauling of Illegal Dumping
Graffiti & Vandalism Repair

Anything New *(anything symbolic)*

Escalator Handrail Cleaning System
Fogging (may also need for future)
Restaurant Buildouts
New Office Designs
Staff Working at Offices