

Latte Art Factory Testimonial Guideline

Testimonial Guideline

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As we are growing, so does our customer pool. It is vital to hear real-use cases from the field and make use those compelling stories from the customer as a reference for those who are considering.

We initiated the Testimonial Program to collect feedback from LAF endorsers and spread these stories to the world.

This testimonial guideline will outline processes, materials, and usage of the testimonials.

With the support from our valued partner, we hope to receive quality testimonials from the field.



Testimonial Criteria

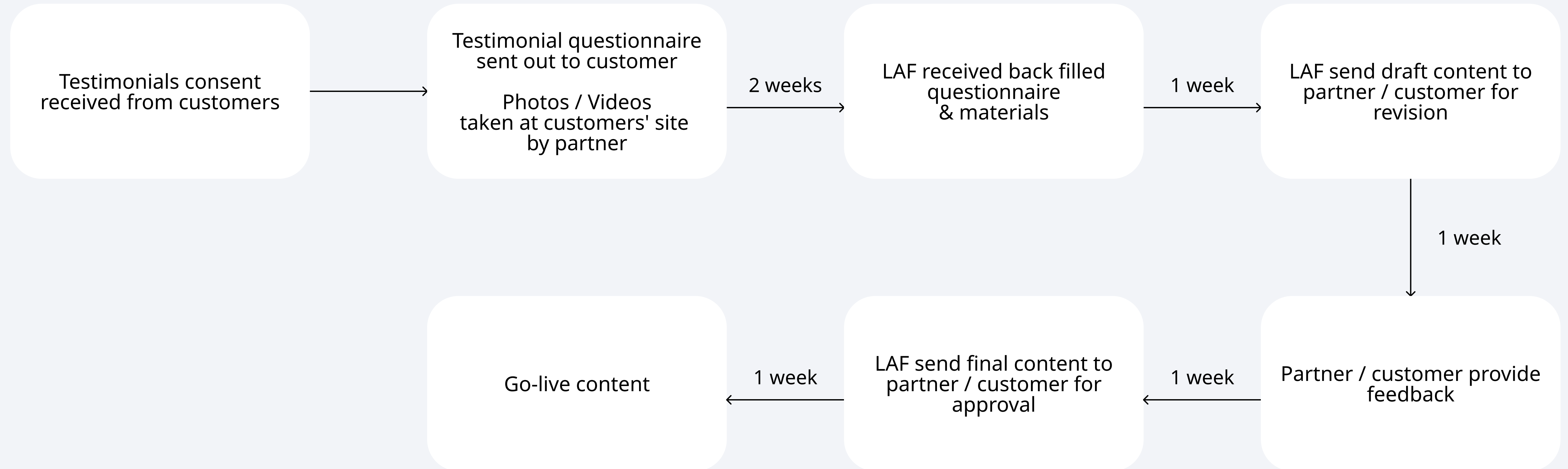
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We are looking for a quality testimonial that be referenced globally. The stores that fall under one or more of these criteria are eligible to submit the testimonial.

- Well -known, established cafés/stores/hotels/chains
- Situated in a prime location (Large cities, holiday destinations)
- Trendy design
- Upper-end brand
- Cool personalities

Processes

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Materials Required

- Filled questionnaire submitted through Microsoft Form
- Photos as per guideline
- Video content (optional)

General Information	Traffic	LAF Usage	Respondent information
• Cafe name • Number of outlets • Cafe location	• Average cups / day • Maximum peak time served • Milk beverage percentage	• Menus served with LAF operation • How long have you had experience with LAF • LAF benefits ranking • Top 3 benefits elaborated • How LAF has impressed you • Final hook quote	• Name • Position • E-mail address • Consent to testimonials

All photos should be in high-resolution taken with professional equipment

Cafe atmosphere :

- 2-3 shots of the location (overall cafe mood and tone with the cafe logo presented)

LAF settings:

- 2 x Close-up shot of LAF on the bar
- 2 x Wider shot with LAF and coffee machines settings

LAF in Operation:

- 2-3 shots of LAF dispensing drinks

Additional Assets:

- High-resolution cafe logo file
- Portrait photos of the person who gives the testimonials (optional)

Testimonial Usage

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After the content is approved to publish, we will make use of the testimonial in the following channels:

- Website
- Facebook
- Instagram
- LinkedIn
- Youtube
- Tiktok

Platforms to be published will be determined by Latte Art Factory upon appropriation.

Imagery Tips & Best Practices

Introduction to the Imagery (Tips)

This guideline is designed to inspire and support you in creating high-quality visuals. Our tips are meant as guidance, not strict rules, to help you achieve creative and impactful results.

An important aspect: Feel free to take plenty of photos! We will select the best ones ourselves. Please ensure that the formats are either in RAW or high-resolution suitable for mobile devices, so we can process the results effectively.

Let yourself be inspired and enjoy the process! 😊

Visual World: Inspiring, Honest, and Powerful

In every detail of our products and the visual aesthetics of our photo and video content, we embody inspiration, power, and purpose. Our style is minimalist, modern, and clear, showcasing each scene with authenticity, ambition, and a focus on what truly matters.

Our products are presented in a neat and clean way—not as artificial displays, but as practical, helpful tools. This approach results in high-quality, emotionally resonant visuals that not only captivate and inspire the viewer but also convey our genuine, powerful, and ambitious mindset.

Imagery Quality Criteria

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- High resolution and professional image quality
-
- Natural, appealing lighting conditions
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- Authentic yet stylized presentation
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Imagery (Tips)

Close-up Shots

Detail-oriented images focusing on specific product features.

- Purpose: Highlights intricate details, textures, and craftsmanship.
- Setting: Controlled environment with precise depth of field and lighting to capture product subtleties.
- Benefit: Offers a deeper understanding of the product's design and quality, ideal for showcasing materials and fine details.



Imagery (Tips)

Broader Shots

Wider perspectives showcasing the product within a larger context.

- Purpose: Showcases the product in relation to its environment or complementary objects.
- Setting: Often used to give spatial context or demonstrate the product's practical use.
- Benefit: Helps viewers see how the product functions in various scenarios, providing a comprehensive understanding.



Imagery (Tips)

Café Shots

Wider perspectives showcasing the product within a larger context.

- Purpose: Emphasizes the product's place in social or everyday environments, adding atmosphere and realism.
- Setting: Shot on-location in cafés or styled environments to mimic real-world use.
- Benefit: Creates an emotional connection with the audience, making it easier to imagine integrating the product into their lives.



Imagery (Tips)

Mobile Phone Shots

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Wider perspectives showcasing the product within a larger context.

Why Mobile Shots Matter: Mobile shots are essential because a phone is always accessible, making it convenient for capturing spontaneous or planned content.

Key Principle: Pay close attention to composition—less is more. Minimalistic and well-thought-out shots often have a stronger impact.

Photography Tips:

Orientation: We need to photograph LAF in portrait format to fit the intended layout and storytelling purposes.

Focus: Choose to focus either on LAF or the drink, not both at once.

Camera Angles: Use only 90°, 45°, or 0° angles for consistent and polished camera positioning.

Technical Tips:

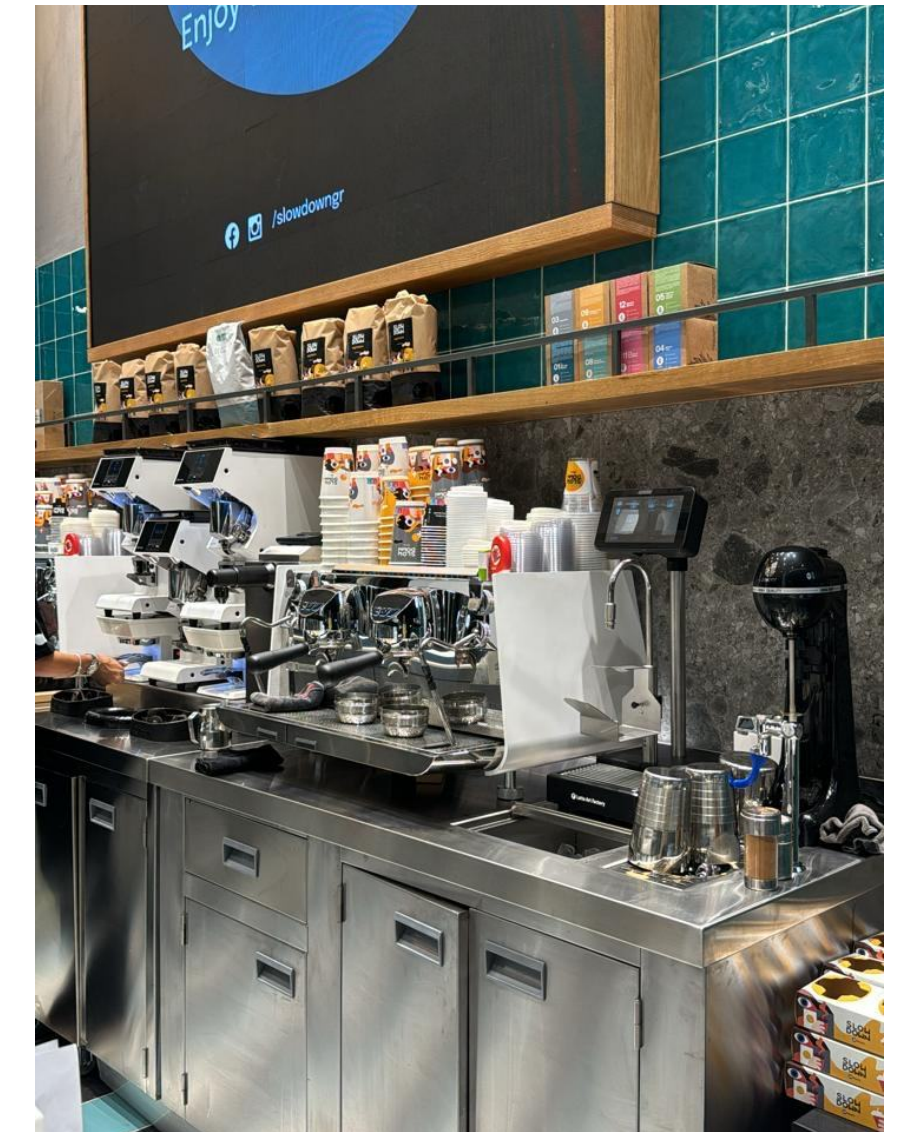
Raw Format: If your mobile phone settings allow, always shoot in raw format for better editing flexibility.

Grid Setting: Activate the grid setting on your camera to help with alignment and composition.

Lighting: Ensure proper lighting to avoid shadows or overexposure. Natural light often works best.

Stability: Make sure the images are steady and not blurred. Consider using a tripod or stabilizer if needed.

By following these Tips, we can ensure mobile shots effectively represent LAF with high quality, minimal effort, and maximum impact.





Any questions, please feel free to reach out
directly to marketing@latteartfactory.com