

EK BUILD PHOTOGRAPHY GUIDE

Whether you're about to build your dream custom loop PC or install your very first liquid cooling solution, we've got you covered. As we strive for the best design, quality, and aesthetics in our product portfolio, we want to share short guidelines on how to present your work in its full glory.

We Want To See It All!

Show us the complete build, from left to right, top to bottom. Let us see it from different angles, including the front, side, and top views.

We all know who the star of the photo is – please make sure that the surroundings are not too distracting.



Details Matter

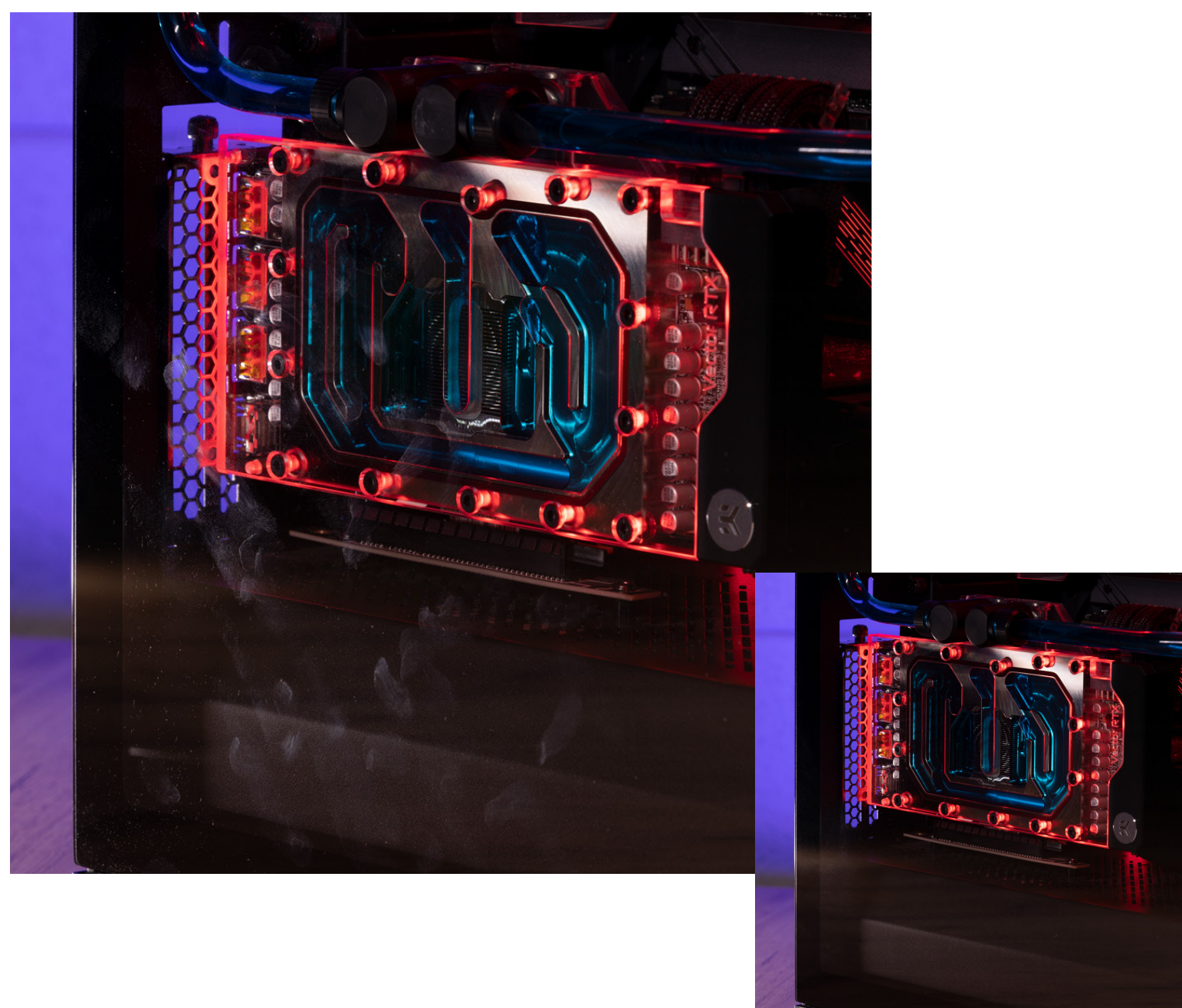
"It's always the small pieces that make the big picture." Let us see every component of your loop that you are proud of. No shot too close, no detail too small.



Preparation Is the Key

Make sure your build is clean, without dust and fingerprints. You didn't invest this much time and effort to leave it flawed.

Remove the "peel-off" vinyl and the glass side panel. If the side panel plays a key role in your build, take another photo.



We Value Quality

Just as you like high-quality EK products, we like high-quality photos. Send us at least FULL HD photos (1920x1080), and don't worry about their size – the bigger, the better. We prefer JPG, PNG, and other popular formats. If you are really into photography, send us RAWs.



But We Are Not Picky

You can still use your phone as a camera, but please make sure to clean the lens and create photos of the highest quality.

For example, these sample photos were taken with a mobile phone that is several years old.



Focus

Short and sweet – pay attention to focus.



Lighting and RGB

Show your computer in even light, make sure that it's correctly exposed. Use your RGB, make it shine, but not too bright as we want to see these beautiful colors clearly.



Editing

Edit your photos the way you want us to see them, but know that we prefer a cleaner look, which lets your build speak for itself.



Additional Guidelines

- Make sure that the EK Badge is in focus.
- You can add a photo of yourself next to the finished project or the components (EK) used in the build. Cats and dogs are welcome, too!
- You can send us Work-in-Progress (WIP) photos.
- It is OK to show other components (and brands), but stay focused on EK.
- Show us your complete setup, your gaming room, where your build represents the center point.