Imagery and Photography Style Guide

This style guide outlines best practices and specifications for imagery and photography in marketing materials to ensure brand consistency and visual impact.

1. General Overview

Visuals must reflect our brand's tone: authentic, clear, and modern. Photography should feel candid and relatable, with minimal post-processing.

2. Image Selection Criteria

- Use high-resolution images (minimum 2400px wide).
- Prefer natural lighting over staged setups.
- Highlight diversity in people, scenarios, and environments.
- Focus on real moments and genuine expressions.
- Avoid overused stock imagery or cliché concepts.

3. Composition and Cropping

1. Follow the rule of thirds for balance.
2. Leave negative space for overlays, if necessary.
3. Use tight crops to focus attention, but do not cut off key elements.

4. Color and Tone

- Maintain realistic color balance—avoid unnatural filters.
- Use a neutral temperature; avoid color casts.
- Subtle contrast and clarity; steer clear of harsh editing.

5. Subject Matter Guidelines

Show people interacting naturally with products, environments, or each other. Include a mix of close-up, medium, and full-width shots throughout content.

Sample Acceptable Images

Example 1
Natural candid with natural light.

Example 2
Diverse subjects, real expressions.

Example 3
Genuine moment, clear composition.

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6. Image Usage Dos and Don'ts

- Do: Use images that reflect inclusivity and authenticity.
- Do: Ensure images are properly licensed.
- Don't: Use images with heavy filters or distracting effects.
- Don't: Select images that feel staged or artificial.

7. Technical Requirements

- Format: JPG or PNG

- Resolution: 300dpi (for print), 72dpi (for web)
- Aspect Ratios: 16:9, 4:3, and square formats as needed
- Maximum file size: 2MB

8. Image Attribution

Attribute externally sourced images according to their license, or use provided internal assets.