



**Samford
University®**

Photography Brand Standards

SEPTEMBER 2018

Photography Brand Standards

Photography is one of the most critical assets in a brand identity system. The three key attributes of Samford photos are beauty, leadership and friendliness.

- Natural light is preferred.
- Use natural and relevant surroundings and environments.
- No stock photography can be used.
- Avoid using black and white, muting, sepia, duotone, artificially colored, HDR or any photography filters.
- Use high-resolution images (300 dpi); never scale an image past its native resolution.
- When photographing students, ask them to remove all logos from other universities. We don't want to advertise another university in our own photography. When photographing faculty, ask them to wear semi-professional to professional clothing. The attire needs to be visually distinctive in comparison to students. When photographing in a clinical setting, ask that students and faculty follow all rules relating to their programs' specific clinical uniform.
- Photograph subjects in both horizontal and vertical orientations.
- Don't place text or information over people's faces; make sure the text is legible.

Never provide official Samford University imagery to third parties without the consent of the Division of Marketing and Communication.

The Division of Marketing and Communication manages an active archive of current, on-brand photography.

To request a photo shoot or to check out a camera, go to samford.edu/departments/marketing/photography.



Don't use sepia or black and white images.



Use natural light.



Don't use photo filters.



Use natural and relevant environments.

Samford's photos are confident, beautiful, inspiring, refined, compassionate, warm, empowering and friendly.

Samford Photography:

- Samford's photos are confident, beautiful, inspiring, refined, compassionate, warm, empowering and friendly.
- Tell a story whenever possible. Genuine engagement between subjects makes the reader feel like part of the story.
- Samford's brand is "intentional candid." The backgrounds, subjects and environments need to be intentionally chosen. But the actual photo needs to be a candid moment rather than a posed, staged moment.
- Samford photography is lifestyle rather than photojournalism. Please clean up the environment prior to taking the photo. For example, please remove distracting backpacks, water bottles, trash cans, flower vases, etc. Also, please straighten all attire and name tags.
- Samford's community is welcoming and respectful of all people. Photography should include multiple disciplines and represent a diversity of people.



Samford Photography is not:

- overly staged and overly stylized
- moody and dramatic
- stock imagery
- overly busy
- taken in the studio; use natural surroundings and environments if possible.
- people eating; avoid taking photos when people are eating.

The three key attributes of Samford photos are beauty, leadership and friendliness.

Samford maintains an active archive of current, on-brand photography. Samford's Marketing and Communication colleagues are allowed access to this archive system called Photoshelter. The following are some tips and processes regarding Photoshelter.

How to Set up an Account

- Email Stephanie at stephanie.douglas@samford.edu to request access and include your name, department and email.
- Once Stephanie replies that she has added your email account in, go to photoshelter.com/login.
- Put in your email and click "forgot password" button. A temporary password will be emailed to you.

General Tips

- To download photos, you must be logged in.
- The photo numbering system is:
first two letters—photographer's initials
next four numbers—month and year
Ex. SD0917.....
- The easiest way to find photos is through the search feature. If you are looking for general Samford campus shots, look under "invited galleries" and then "campus."
- If you need assistance in finding a photo in Photoshelter, please email Stephanie at stephanie.douglas@samford.edu. Please do not contact freelance photographers directly to find a photo.

Uploading Photos

- If Samford's freelance photographer takes the photos, the photos will be uploaded into Photoshelter within a week of the photo shoot. We allow 48-72 hours for the photographer to get the photos to Creative Services and then 3 business days for Creative Services to upload the photos into Photoshelter.
- If you need event photos quickly for news and social coverage, please take a photo with your phone. Please do not ask the freelance photographer to send you an image directly.
- If you want to include photos you have taken in Photoshelter, please supply Stephanie with high-resolution photos (300 dpi) via a dropbox link, zipped folder, jump drive or memory card. Also, please supply keywords via email. If you are sending photos taken by your cell phone, first save the photos to your computer. Then, zip the photos and send the photos via a dropbox link or email.

Keywords

- Before we can upload photos into Photoshelter, we need keywords. Please provide keywords when you originally submit the photo request.
- Keyword suggestions include school name, department name, event name, degree program and name of person (if the photo features a person). You don't need to include the event date or the event location.

Photos for Sale

- Let us know if you want your event photos to be placed on the public side of Photoshelter for anyone to purchase prints. Some examples of public events include pinning ceremonies and commencement.

Marketing Photos

- Marketing photos are taken for promotional purposes and are to be used by Samford employees for those purposes. Please do not distribute digital files of marketing photos to students. You can provide a hard copy photo of marketing photos to alumni and donors as a stewardship gesture. All faculty, staff and students who take official headshots can receive a digital copy of their photo. If you have any questions, contact Laine at lrwillia@samford.edu.
- For marketing photo shoot requests, Creative Services is happy to help art direct these shoots. After you submit the photo request at samford.edu/departments/marketing/photography, please contact Laine at lrwillia@samford.edu to set up a meeting to discuss a shot list and potential days/times. Please add appropriate time for planning and taking these photo shoots.

Since September 2017, we have made significant changes to Photoshelter. We are still working on streamlining the process and improving the organization of Samford's photos. If you have any suggestions, please share them with Stephanie at stephanie.douglas@samford.edu.

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