Photography

As a brand, we need to use photography in a thoughtful and purposeful way. Our images should reinforce our brand story, differentiate ourselves from our competitors, and help tell our story. Our use of photography is a powerful way to convey our brand attributes.

**Primary Use Cases:**
- Most prominent use on the homepage
- Black and white portraits
- Customer photography
- Primary use cases:
  - Convey a sense of joy and contentment
  - Journalistic and intimate in style
  - Customer photography

**When to Use Photography:**
- Non-homepage heroes, card images
- Employee & partners
- Color, Lifestyle

**When Not to Use Photography:**
- Non-heroic portraits
- Breaks that suggest ideas and metaphors
- Illustration: Some topics are too complicated to illustrate with a photograph.

**Design & Cropping:**
- Horizontal framing
- Vertical cropping
- Avoid clear views of technology in fitness images
- Don't show logos
- Ensure the image is treated as the gaze of a photo subject
- Users tend to look in the same direction as the gaze of a photo subject

**Composition:**
- Photos should have lots of background around the focal point
- This allows for greater flexibility for horizontal or vertical cropping, and for placement of surrounding elements such as headlines, copy, and sites.

**Accessibility:**
- Reminders:
  - When juxtaposed with other illustration or logos in similar page components
  - Use well-produced images of real people in real roles
  - Beware of headless people
  - Do not show other brands on logos

**Photo Tips:**
- Be especially considerate of people in positions of power (doctors for example)
- Be mindful of privacy and consent
- Tip: Diversity and inclusivity (but not special colorization)
- Simple subjects
- Subjects reflect an aspirational moment or activity.
- Aspirational
- Subjects contain a reference to humanity
- Human
- Imagery focuses on the positive side of healthcare, recovery; never on moments of negativity or uncertainty.
- Positive

**Marketing:**
- Imagery should help users accomplish a task
- To more efficiently tell a product story
- To reinforce our brand

**Photo Evaluation:**
- Readily understood
- Simple subjects
- Subjects reflect an aspirational moment or activity.
- Aspirational
- Subjects contain a reference to humanity
- Human
- Imagery focuses on the positive side of healthcare, recovery; never on moments of negativity or uncertainty.
- Positive

**Photography Types:**
- Hero
- Employee & partners
- Color, Lifestyle

**Photo Considerations:**
- Make sure the background is simple and when needed apply scrims to make the image quickly readable.
- Avoid logos and clear views of technology in fitness images.
- Don't show specific pills or medications.
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**Contact Us:**
- We are always looking for new photographers to bring life to our website. If you are interested in working with us, please contact us at info@premera.com.