Diversity in Images and Graphics

Photography Requirements: Showcasing the City

Photography is an important part of our visual communication. Photography should capture the dynamic and diverse energy of the City, focusing on elements that reflect its unique character. Images should evoke a sense of place, community and diversity.

Authentic Representation: Photos should present the City authentically, avoiding overly staged or heavily edited images. The goal is to highlight real-life moments that convey the City's true spirit.

Diverse Perspectives: Capture a mix of shots that show the perspectives of different cultures and socioeconimic backgrounds.

Diversity in subjects: Representing different age groups, ethnicities, and lifestyles—is essential to reflect the City's rich cultural tapestry.

Human Element: Whenever possible, include people in the shots to create a connection with the viewer. Candid shots of people engaging with their environment are preferred, as they add life and relatability to the images.

Positive and Optimistic: Use positive and optimistic imagery to foster a hopeful and inspiring message.

Color Palette: Photos should harmonize with the City's color palette. Check out the City's Visual Style Guide for more information.

Lighting: Utilize natural light wherever possible to keep images vibrant and true to life.

Relevant and Appropriate: Use recent images to help maintain clarity and relevance and ensure it aligns with the current context and trends.

Additional Guidelines

- Avoid photographs that includes large graphics of corporate markers or offensive material.
- Avoid photographs where people appear disengaged or on devices.
- High-resolution photos are preferred (minimum 300 dpi) and suitable for both print and digital formats when possible. Ensure that the images are clear and sharp, with a strong focus.
- *Can't find what you are looking for?* Reach out to your Public Information Officer for access to the Communications Department WebDam Portal.