PHOTOGRAPHY

Photography is one of the most powerful and inspiring ways to communicate who we are and what we do. Our images should reflect our tone of voice, which is positive, challenging, informal, surprising and friendly.

Images should also promote our brand values: everyday adventure and challenge, fun and friendship and positive impact. The following should act as a shorthand guide and applies to Scout images used for any purpose.

✔

Use this kind of image

Active
Adventurous
Fun and friendship
Diverse
Youthful and youth-shaped
Informal and relaxed
Interaction
Teaching or passing on skills
Inspiring
Focus on people
Citizenship
Positive impact
Clear and well composed
Achievement and pride
Teamwork and leadership

✗

Avoid this kind of image

Static
Grip and grin
De-motivated or unhappy young people or adults
Little or no diversity, boys only
Adults only
Uniform only, marching or inspections
Football team style group shots
Deliberately posed, or pointing, awkward or artificial looking shots
No context
Difficult to identify the subject Images that propagate stereotypes
eg. knots, knees and hats!Images that show drinking, smoking etc
Out of focus and poorly framed
Shots without human interest
Solitary children

Image files are available on the Scout Brand Centre scouts.org.uk/brand

See also usage examples on pages 38.

PHOTOGRAPHY (CONT)

Beavers

Cubs

Scouts

Explorers

Network

IMAGERY TOP TIPS

Images should:
- try and capture a moment of transformation or achievement
- show a moment of connection, friendship or accomplishment; this should be spontaneous rather than contrived
- reveal an adult or young person's personality
- tell a story
- provoke a strong emotional response from the viewer
- breakdown the distance between Scouting and its potential supporters

Your image checklist:
- Are the young people in the photograph recognisable as Scouts?
- Does it show Scouting's diversity?
- Does it show that we are a youth shaped movement?
- Does it demonstrate the positive impact we make in local communities?
- Is there sufficient context to show what the photograph is about at a glance?
- Does it support our brand?
- Will it stand out from hundreds of other images?
- What makes it different, special, interesting or unique?

IMAGERY TOP TIPS (CONT)

Imagery in print

In print, photography should enhance the reader's understanding and engagement with the subject. It should be used to expand rather than repeat information and to give a fuller impression of an event or activity. Images should attract a reader's attention and invite them into the story:

- image choice should be led by the story, focussing on the main person or people in the narrative
- use a mixture of close up and mid distance shots to give different perspectives on the subject
- identify the single image that best captures the story and give this prominence in the layout
- informal, behind the scenes style shots, showing off the cuff moments help create a more welcoming and inclusive tone
- think about how images might work with headlines; for potential cover shots or chapter or feature openers, remember to leave enough room for the copy and masthead.

Online

It is easy to post an image, but it is just as easy to create a negative or out-of-date impression about Scouting. When it comes to social media and other online activity, we are all publishers. Remember our reputation is our most valuable asset so think carefully before posting any image online.

- What does it say about the charity?
- What does it make people feel?
- Do you have permission from the person or people in the photograph?
- Is the image on brand? (check the general advice on page 5 of this document)
- Remember the image is likely to be viewed at a small size – so the subject should be clear; images with lots of details in the mid or far distance will be lost
- unusual, interesting or unique images are more likely to be shared online.

IMAGERY – TECHNICAL INFO

As a general rule of thumb, small and medium resolutions are suitable for online. If you want your images to appear in printed publications, use the larger image setting on your device.

For social media, the correct size for imagery on Facebook is 800x800 and 440x220 for Twitter.