



**Samford
University®**

Photography Brand Standards

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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 Office of Marketing and Communication.

The Office 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.
- Backgrounds, subjects and environments need to be intentionally chosen.
- 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.



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