

# Photography Selection Guidelines

This document offers guidance on selecting images for FFAR’s website and other collateral. Our photography strategy aims to communicate who we are and what we do. We also select images that represent FFAR values: audacity, collaboration rigor, pioneer and agility. By consistently selecting images that align with our values and the guidelines below, we can increase engagement and familiarity with the FFAR brand.

## Photography Selection Criteria

### **Action shots preferred**

Photography should have an “in-the-moment” aspect to it. Action orientated images where you can see movement within the static photo are the gold standard. Such images may include a dust cloud from moving vehicles or water spraying.



### **Alternative action shots**

Finding an image with movement can be difficult, and not as applicable to crops. Alternative action shot can include animals eating, hands holding something or planting, people in the middle of taking an action. Images depicting action showcase an authentic aspect of our work. Additionally, we want images that capture what our core audiences do: farming, conducting research and collaborating.

Our work can be specific. Sometimes it is difficult to find an image that represents our work at all – let alone one that includes action. In these cases, a close-up image of a related item or an image from an unusual angle can be used (birds eye view).



### **Always consider color**

When you select images, please try to select images with dark, rich colors. We especially want images that have elements of the FFAR seafoam or orange, or any of the other FFAR colors.

Please stay away from photos with strong shades of lime green that are reminiscent of the old color scheme. If you find a great picture, but the colors are too bright, use the editing function to darken the image.

### **Always consider our audience**

Our funders, grantees and stakeholders are a diverse bunch. We want to select images that represent the diversity of our community.

### **What Not To Do**

- Do not use images that are overly staged

- Do not use images that are obviously posed or include people smiling at the camera
- Avoid pictures with sunshine over corn fields, sunrises or sunsets. Such images distract from our scientific brand.
- Do not use images that appear in other places on the site.



## Services and Process

FFAR generally uses Shutterstock, Getty images and high-quality original photos that compliment the brand. All images that appear on FFAR's website must undergo approval from the Communications and Legislative Affairs team and assessed against the brand guide.

## Things to Consider

When choosing images, you should consider the following:

- Who is our audience? What matters to them?
- What message am I trying to convey?
- How does this image align with our values?
- Does this image compliment our branding colors?

## Icons

When needed, any icons used on the site use be straight-forward, meaning the point of the icon is immediately apparent. Icons should be clean, minimal and make use of outlines, as seen in the Challenge Area Icons, which can be downloaded from as the [Logos & Branding](#) page.

## The Track Forward

The track forward should always be aligned to the right or left side of the page. The track can run the full length of the page, start from the top or start at the bottom of the page. In all uses, the track should start one inch from the side of the page and run from the bottom in a Northeastern direction or from the top at a southwestern direction. The track should always be used at a 17° angle. Only use the track in these specific circumstances:

1. To emphasize content on a solid colored background
2. The track must be showcased as a longer design element
3. The track can live behind elements, but must follow the same track as it gets masked by elements