

# BRAND IDENTITY

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# PHOTOGRAPHY

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## Photography for commercial purposes



### Images

Style images: movement, dynamic, open, bright, honest, real-life

- | Parking facility: clear, clean, bright, not empty.
- | Persons: people preferably do not look straight into the lens but appear to be photographed 'in passing', as a reportage photography.
  - | If an image of a person accompanies an article that is not about that person, then they must be unrecognisable.
  - | The image may be dynamic (motion-blurred) to achieve this.

- | Images of large crowds may be sharp.

### Dos

- | Place multiple images flush against one another, or with a space in between that continues logical alignment.
- | Images should always be aligned.
- | Images may be placed flush against (not overlap) the red bar.
- | Detached images are allowed to be placed anywhere in the type area.

## Photography in parking facilities



For photos in, around or about our parking facilities we recommend working with a professional photographer. Bear in mind that the main aim of hiring a professional is to obtain visuals that can be used for as many applications as possible.

### Guidelines

#### Time of visit

The most usable photos of parking facilities are made when the parking facility is in use and the majority of parking spaces are occupied.

#### Checklist

In order to achieve this 'best result' it is important to fine-tune the time of visit with the photographer. Criteria for timing a photographer's visit include:

- | Before the start of any refurbishment works issue the 'Before' photoshoot.
  - | Make note of the exact location and camera settings so that the same shot can be taken when refurbishment is complete, thus creating a set of before and after visuals.
- | Parking floors and pedestrian areas are clean and all elements function properly:

- | no dust on floors, no random litter, no litter visible in bins;
- | no broken lights;
- | no temporary signage, tape lines, loose cables, barriers or fencing, etc.

- | Visuals are preferably taken in the direction of the traffic flow so that signage for motorists and pedestrians is visible. Try to avoid 'no entry' or other prohibition signs.
- | Try to capture customer and operational activity.
- | Make sure that customers and/or employees photographed give their permission to use their portraits for international communication purposes. See the suggested consent form for in- and external use in the appendix.
- | A theme checklist can be downloaded.
  - | It contains themes for visuals we need.
  - | Approved visuals can be easily categorised for Idefix.

Note: number plates captured must be made illegible to respect privacy.