



# PHOTOGRAPHY

## QUICK REFERENCE GUIDE

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*Last updated April 2023.*



AUBURN

## LIGHTING:

Images should be well-lit, taking advantage of natural light whenever possible. An off-camera flash can be used to fill-in shadows or for darker situations.



## FOCUS:

The main subject of the photograph should be in focus. A strong focal point draws the viewer's eye into the photo and allows them to connect with the subject of the image.



## BACKGROUND:

Photo backgrounds should be clutter-free. Out-of-focus backgrounds can be used to separate the subject from the background.



**COLOR:**

We use full-color unless the photo is historical. It is usually possible to ensure photos blend well with our approved color palette (primary or secondary) as our palette was selected based on meaningful icons, traditions and campus scenery. This creates interest and impact while representing the brand and ensuring well-designed communications in which the photo doesn't clash with the look of the piece.

**CREATIVITY:**

We test different angles, camera and lighting techniques, lenses, and vantage points to see common scenes in new ways. However, it is important to ensure the photo's natural content is distinguishable and doesn't feel inauthentic or over-stylized.

**LONGEVITY:**

Because photos may be used in materials that are distributed for many years to come and may especially have a long digital life, we pay careful attention to a subject's clothing, hand gestures, body position and facial expressions. Except in special cases, we ensure no large logos and branding from other institutions.





## PHOTOGRAPHY HELPS TELL THE BRAND STORY

When choosing imagery to include in communications, using photography that captures authentic moments creates a connection with our audiences. It brings the Auburn spirit to life and conveys what it means to be part of the Auburn Family. Within our AU Image Library, we have curated a “Best of Auburn” gallery with a wide range of photos that anyone with Campus Communicator access can download for use. Using the below samples of photography styles aligned to brand narrative categories, you can explore the “Best of Auburn” gallery and locate options to ensure your creative piece is in alignment with the brand. The AU Image Library is accessible directly from the **Brand Center**. Select **Resources**, then click the link for **Photographic Services**. Once on the site, select **Image Library** in the top navigation, then select **Campus Communicator login**. Once logged in, navigate to **Galleries, Invited Galleries, Best of Auburn**. If you have issues with access, email [auphoto.auburn.edu](mailto:auphoto.auburn.edu). We will continue to add more photos to the gallery.

Most communications should fall into at least one of the following core messaging categories, aligned to the three pillars of Auburn's mission: Academics, Research and Extension, with Student Experience reaching across all three core pillars. Then, there are additional categories that are more general and serve as the backdrop for or enhancement to the above categories, like Campus Scenery/Buildings, Places, Auburn Icons, Traditions and Spirit.

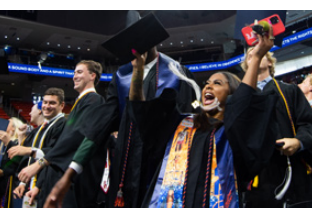
### ACADEMICS



### RESEARCH

### EXTENSION/OUTREACH

### STUDENT EXPERIENCE

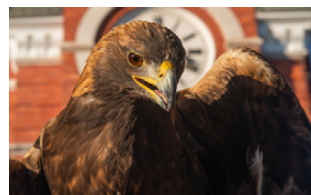


### CAMPUS

### CAMPUS-AS-ART

### PLACES

### ICONS, TRADITIONS & SPIRIT



## IN-SCOPE SERVICES:

Our photographers fulfill requests that support Auburn's visual brand. We serve the University's mission by capturing creative, authentic photography with a focus on communications, marketing and branding initiatives that have a broad, external audience.

To that end, our OCM photographers fulfill still photography requests for:

- The Office of the President/Board of Trustees
  - Auburn News stories requested by the Office of Communications and Marketing
  - University marketing and branding/campaigns
  - Use on Auburn's primary social media accounts
  - Top level admissions recruitment efforts
  - Auburn Magazine and Auburn Research
  - Stock photography for general university use
  - Photos for the auburn.edu home page
  - Studio headshots for faculty and staff
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## OTHER SERVICES:

University events that fall outside the scope listed above are booked first-come, first-served and based on the availability of our student photographers. **They are billed at \$125/hr on weekdays between 8am-5pm and at \$150/hr on weekends and weekdays after 5pm.** We can also provide a list of approved freelancers when requested.

Due to the volume of university-wide requests we receive, OCM photographers are unable to provide services for:

- Departmental ceremonies, awards, speakers, dinners, receptions, conferences, retirements
  - Student headshots
  - Group photos
  - Passport photos
  - Non-university requests
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## CONTACT:

For more information about Photography Services, to request a photographer or assistance locating a specific image, visit [auphoto.auburn.edu](http://auphoto.auburn.edu).