

creditcards.com

Photography Style Guide

Our brand imagery consists of high resolution, well composed color photographs that look authentic, natural, diverse, and emotive. These guidelines allow for a combination of aspirational, card product, and lifestyle photography that feels genuine.

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1.0

editorial imagery

All editorial stories require an image, unless it is a help article.

Imagery Guidelines

Images should be well lit, rich in color, without the use of gradients or artificial filters, and images shouldn't appear faded. Avoid images that are warped, lack a point of focus and are overly staged.

✓ Do:

- Use photos with bold colors and natural lighting
- Use high resolution photos

✗ Don't:

- Use black and white photos
- Use overly staged photos



Lightfield Studios / Adobe Stock



Courtesy of United Airlines



Monkey Business / Adobe Stock



Nuiiko / Adobe Stock

Usage

THE RATIO

Images used on the site are of a 4:3 ratio, meaning that they are nearly square in shape.

It's important to take these proportions into consideration when looking at a photo's composition and focus. The subject of the photo should not be widely spread out. Photos where the subject extends to the edges often end up cutting off part of the focus.

✓ Do:

- Use photos whose subject will fit in the 4:3 ratio

✗ Don't:

- Use very wide photos where the focus stretches across the image
- Use portrait photos where the focus could not fit within the defined ratio

In this example, the red rectangle shows the 4:3 ratio on a typical export from Getty Images. Note how the people are widely spread out and the context of the girl on the left's action would be lost if cropped to the ratio.



Maskot / Getty Images

Usage

PRODUCT WATCH

For images that will require card art and a product watch flag to be added, ensure that enough space is available on the right (or left, if it can be flipped) for 1-2 cards, and that the product watch flag (always in the top left) will not cover the focus of the image. This means there should be enough “empty” space at the top and one side of the selected photo to allow for the product watch elements to be placed without covering important details.

✓ Do:

- Use photos whose subject will fit in the 4:3 ratio
- Consider product watch elements
- Consider the color of the card art when selecting a photo; ensure that there will be enough contrast for the card art to stand out

✗ Don't:

- Use highly zoomed in photos where the product watch elements would cover the context of the photo



mavo / Shutterstock.com



Hero Images / Getty Images

- ✗ Subject's face covered by flag and card art covering body

Usage

APPROVED PHOTOS & METADATA

Images should be titled with metadata in Wordpress that utilizes strong SEO keywording. Photos should be curated through our RV approved stock partners. If using card art make sure it is current. If using partner provided images make sure there is written permission to use that image or that it can be downloaded from an approved partner media page. Select images that are seasonally appropriate. Images of military personnel must not show their rank, logos, insignia or name in accordance with the Department of Defense rules.

When adding an image in WordPress, put the SEO metadata into the “Alt Text” field and the photo attribution into the “Caption” field.



Drobot Dean / Adobe Stock



WavebreakmediaMicro / Adobe Stock



Parilov / Adobe Stock



Mark Edward Atkinson /Tracey Lee /Getty Images

Diversity

Photo should be inclusive of a diverse group of people and backgrounds. Our images must strive to illustrate an array of experiences that reflect diversity in race, sexual orientation, ability, socio-economic background, lifestyle, family type, age group and others.

✓ Do:

- Tell inclusive stories
- Select images that are culturally sensitive

✗ Don't:

- Perpetuate stereotypes with image selection
- Use pictures of people from the same demographic for every story



Rawpixel.com / Adobe Stock



Biker3 / Adobe Stock



Manonallard / Getty Images



Maskot / Getty Images

Composition

Images should illustrate people and places within the US, with the exception of travel card stories which can include images of places abroad.

✓ Do:

- Use photos that are well-composed, unified, and balanced



AntonioDiaz / Adobe Stock

✗ Don't:

- Use photos that are distracting, lack a focus, or look overly staged



Westend61 / Getty Images

Samples

LIGHTING

✓ Do:

- Use photos with natural lighting, colors, and saturation



Wayhome Studio / Adobe Stock

✗ Don't:

- Use photos with antiqued, colorized, or other special Instagram-like filters.
- Use photos with lens flares or unnatural blurring effects.



G. Lombardo / Adobe Stock

Samples

LIGHTING, CONT.

✓ Do:

- Use photos with balanced lighting, where subjects are evenly lit.



Shurkin_son/Shutterstock



Gorodenkoff/Adobe Stock



Undrey/Adobe Stock

Samples

LIGHTING, CONT.

✗ Don't:

- Use photos that are extremely backlit, over or under exposed, majority black or white.



Maroke/Shutterstock



Antonio Gravante/Adobe Stock



Reewungjunerr/Adobe Stock

Samples

AUTHENTICITY - DO'S

✓ Do:

- Use photos of people or objects in a natural setting
- Review and replace images from content older than six months to ensure it's consistent with the brand



Alena OzerovaG. Lombardo / Adobe Stock



The Good Brigade / Getty Images



Haxton/Sam Edwards / Getty Images



Hero Images / Getty Images

Samples

AUTHENTICITY - DON'T'S

✗ Don't:

- Use photos with superficial poses and fake smiles
- Use photos with isolated people or objects against white or colored backgrounds
- Use photos with highlighted objects with fake or generic information on them
- Use close ups of cluttered objects



Prostock-studio / Adobe Stock



courtneyk / Getty Images



Withaya Prasongsin / EyeEM / Getty Images



SEAN GLADWELL / Getty Images



Adam Gault / Getty Images

Black Out Images to Avoid

The following are black out images which should not be used under any circumstance:

✗ Don't use:

- Any images of nudity
- Black and white photos
- Photos with black and white with a single colored object
- Very staged frustrated people with their head in their hands
- Images of a credit card with coins or bills on top of it
- A hacker sitting in the dark
- Money tree
- People with overtly fake expressions or staged poses
- Images with strange props or stock composite illustrations
- Images with unrealistic rendered elements
- Out of date technology, fashion or vehicles



✗ staged, hacker, code rain



✗ old technology & close on face



✗ b&w - single color object (plants)



✗ staged & head in hands



✗ unrealistic stock composite



✗ unrealistic stock illustration



✗ unrealistic rendered elements



✗ overtly fake expression



✗ unrealistic stock composite