PHOTOGRAPHY

Photography is an extremely valuable component of the University of Manitoba identity. An image can evoke powerful ideas and emotions and create perception – the goal of every brand. Therefore, it’s important to use only images of the highest quality in pieces with a high profile. The images presented in this section act as the standard for university photography.
PHOTOGRAPHY

Photography is a cornerstone of the U of M's visual identity. Below are some general guidelines to consider in planning photography.

- For mass-market advertising, use only professionally produced images of high quality.
- Avoid/remove logos on clothing, equipment, etc. Avoid heavily patterned clothing.
- People depicted should be representative of the diversity of people who attend and teach at the university.
- As a general rule, buildings should be shot at optimal angles under ideal natural light conditions.
- Environment/experience photography can be used to evoke an emotional response and to illustrate the spirit on campus. Faces are not as important here.
- In studio photography, again, strive for comfortable, real, honest expressions and poses.
- Images should be fresh, clean, contemporary and forward looking.
- Strive for a spirit of aspiration, accomplishment, happiness, camaraderie, success.
- Strive for simplicity wherever possible; strive for beauty always.
- Strive for authenticity in the photography.
- Capturing real, honest emotion and expression is vital. Always strive to capture a "moment" in which the subject is projecting something real, candid.
- When capturing photos use U of M students, faculty, staff and researchers.
PHOTOGRAPHY