

Photography Style Guide



ABOVE: *Some recent examples of photography styling used in Exchange Media Group branding.*

Photography is used extensively throughout Exchange products. Its use is nuanced, but never over-complicated. The concept or idea illustrated should always take precedence over aesthetic or style.

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Black & White Photography



KEY COMPONENTS:

1. Photo set to black & white.
2. Adjusted contrast with strong darks & lights.
3. Subtle film grain overlay (4-10%) for organic texture.
4. Adding 100% Cyan element set to Overlay.

Black & white photography is good for illustrating complex concepts in a very eye-catching way. The addition of cyan overlays are a good way to emphasizing a key component of the image.

Color Photography



KEY COMPONENTS:

1. Carefully curated and relevant subject matter.
2. Adjusted with subtle HDR Photoshop actions.
3. Cohesive color corrections when necessary.
4. Close attention paid to cropping & composition within frame and in relation to the page being designed.

Color photography can be used in any of our publications for any purposes. An attempt should be made to hold these images to a high standard of quality in the areas of composition and execution.

Isolated Subjects



KEY COMPONENTS:

1. Subject is cleanly masked and easily editable in Photoshop.
2. Use masks to create simple, subtle dropshadows when applicable.
3. Keep the image high-contrast and at a high resolution.

At times there is a need for **isolated subjects** in our brand materials. Ideally, this is combined with our Black & White photography style to create a dynamic and eye-catching image.