

# Photography guidance

Engage your audience with these top tips!

We empower, inspire, make friends, and have adventures. But how do we show people that? Remember, a picture can tell a thousand words, but only if we let it.

When we look at photographs, we should be able to feel the moment it was taken. This means showing the reaction to activities rather than the activities themselves, for example imagine capturing the first time a girl goes on a zip wire and achieves something beyond her comfort zone.

The images we use to represent what we do should show real life, people and natural situations in a positive, dynamic and impactful way. Images should:

* feel observed rather than staged
* be cropped in ways that increase their impact
* have a focus to draw the audience’s attention
* be uncluttered and show activities that are clearly identifiable
* convey emotions, atmosphere and engage the audience
* where possible, be relevant and add value by showing the breadth of Girlguiding as a UK-wide movement.

Our images need to reflect the diversity of our membership and show people from different regions, of all ages and ethnic backgrounds, and include people with disabilities.

Most strong photographs convey at least one of our guiding values: caring, challenging, empowering, fun, inclusive and inspiring.

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| Images we use: | Images to avoid |
| * Achievement
* Action shots
* Adventurous
* Clear and well composed
* Diverse
* Energetic
* Fun and friendship
* Informal and relaxed
* Inspiring
* Interaction
* People focused
* Positive impact
* Skill sharing
* Social Action
* Working together
* Youth leadership
 | * Blurry or unclear/difficult to identify the subject
* Girls on their own
* Images that propagate stereotypes eg. Craft heavy!
* No context
* Out of focus and poorly framed
* Posed or artificial looking shots
* Shots without human interest
* Sports team style group shots
* Static
* Unenthusiastic or bored young people or adults
* Uniform only, marching or inspections
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This document has been produced with information from the Girlguiding website:

[Home > Making guiding happen > Forms and resources > How to use our brand > Using images and video](https://www.girlguiding.org.uk/making-guiding-happen/resources/how-to-use-our-brand/using-images-and-video/)