Photography
Photography

Introduction

Photography plays an important role in Invest NI’s brand communication.

The new identity relies on photography of real people, businesses, products and services. Featuring them is key to showing how Invest NI’s support can have a positive effect on business.

Photography should always be engaging, inspiring and eye-catching.

The following section will provide guidance on how best to showcase businesses, people, products and services, along with advice on showcasing Northern Ireland to international markets.
People and Businesses

Photography can feature one or more people. Images can be cropped in various ways, ranging from tight head and shoulder shots to half length or full length body shots. Subject can be looking straight into camera our focused on another point off camera. Backgrounds can be out of focus and abstract or can show elements of the person's business.

A reportage / fly on the wall style of photography may also be used, capturing real glimpses of people at work. People can appear in offices or on location.

Here are some examples of how photography might look.
Photography

Other photography

Business products or services can also be used when considering imagery.

Photographs should be of a high standard and reflect the quality of the product or service.

Images can be specific to a particular business, or can broadly represent a certain industry sector.

Photography should be commissioned whenever possible. Avoid sourcing existing imagery from company websites as the quality and resolution can sometimes be poor.

If stock imagery is required, ensure that the chosen image is a true reflection of a business, person or place in Northern Ireland.
Photography

Go For It photography

The photography for Go For It should focus on real people and real businesses. Images should always be engaging, inspiring and eye-catching.

Photography should capture the entrepreneurial spirit and energy that is needed to start-up and run a business.

The imagery should make people think “Well if they can do it, so can I.”

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International markets
When choosing images of Northern Ireland, there are a number of things to consider.

Remember that your audience may not have been to Northern Ireland before, so choosing the right images will help tell a story of our great country.

Photography should be engaging, inspiring and focus on promoting infrastructure, sectoral strengths, people, skills and lifestyle in Northern Ireland.

Locations
Cities, towns, landscapes and buildings across Northern Ireland should all be featured. Images should be dynamic and photographed in unusual and interesting ways.

Here are some examples of locations and landmarks.
Photography

International markets

Sectoral strengths
Another element to consider when choosing photography for international markets is highlighting the sectoral strengths in Northern Ireland.

Images can be specific to a particular type of business, or can broadly represent a certain industry sector.

If stock imagery is required, ensure that the chosen image is a true reflection of a business, person or place in Northern Ireland.
Photography

International markets

**Lifestyle images**
It is important to also capture the great work / life balance that Northern Ireland has to offer.

It’s not all about work. People like to get out of the office and experience what Northern Ireland has to offer.

Images should be of relevant activities and should be captured in an interesting or alternative way.
**Photography**

**Treatments**

When required, images can be used in black and white or in duotone. Colours for duotone imagery can be selected from the main Invest NI colour palette on page 23.

Here are some examples of black and white and duotone treatments.
Use of stock images

There is often a temptation to use an image in every piece of communication which can sometimes lead to sourcing images from stock libraries.

If stock images are used, ensure that they are a true reflection of Northern Ireland people and businesses.

Overused metaphor and cliché stock images should not be used.

If no image is available use a typographic or illustrative treatment.

Here are some examples of stock imagery that should be avoided.