Photo Style and Specifications

Style (from NM guidelines)

Natural light
Whether indoors or outdoors, lighting should be bright and warm rather than cold or dark.

Camera angle
Our images should capture unusual angles, making moments relatable, intimate and surprising at the same time. Line of sight may also be higher or lower than expected.

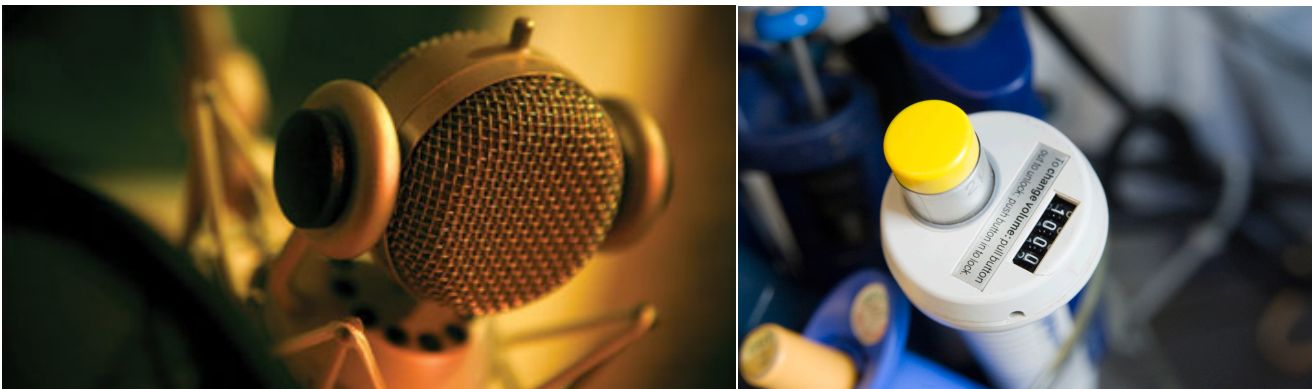**Mood**
When possible, images should convey the following mood:

— Confident — Focused — Warm — Engaging

— Energetic — Bright — Clean

Photo Preferences

Shoot Horizontally When photographing for web, make sure to shoot your subject horizontally to ensure it will fit the new web sizes

Detail shots of things are welcome – these are useful for us when we need a set of 4 similarly composed images with the same level of detail.
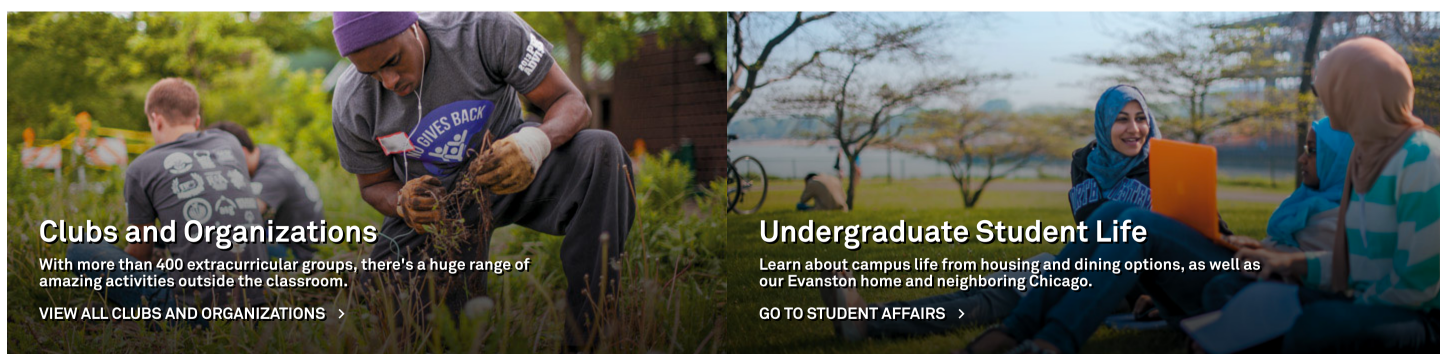

Use a **narrow depth of focus** to reduce visual clutter in background and foreground.

Photo Style and Specifications

When possible - keep the **subject off to one side** of the image, or allow for cropping. When image is used online text may be placed over this area.

Purple elements are always welcome to be incorporated (clothing, notebooks, backgrounds)

Photo Style and Specifications

Web photo Ratios

Hero
1440 x 600

720 x 350

550x310

- 1440 x 600 – hero shot at the top of the page. Text is placed in the middle of this.
- 720 x 350 – text placed in bottom right
- 550x310 – may not have text placed over, can have subject in the middle

Northwestern Medicine®
Feinberg School of Medicine