



**Photography**

**and Videography Content Guide**

**AUGUST 2019**

Creating video and photo content for the Sitecore brand

Sitecore always seeks the best assets available to tell our brand story: **“Human Connections in a Digital World”**. With that in mind, we also strive to produce the highest quality creative output that aligns with our modern, bold, simple brand style.

When assigned to capture either photography or video content for one of our events, always be sure your required shot list has been clearly communicated by the event Producer (or project owner) and that you capture that content first and foremost. Some of this content may be specifically required as it is needed to complete a project or specific task so it is important to deliver as outlined. This may include specific subjects, speakers, groups of people, moments within an event (such as an award ceremony), or other common subject matter captured at an event. If any part of the assignment is unclear or you foresee any issues with access or scheduling, be sure all details are sorted well in advance of the event.

When there is room in the project scope, or specifically requested as part of your assignment to provide additional b-roll or creative photo content, please use the following guides in order to capture the best quality images and visuals that align with our brand and help us create amazing materials. This may include such details as:

* Unique personalities, ranges of ethnicities and genders, expressions that are positive and inspiring, natural moments that are honest and engaging. Avoid staged, stiff, or “cheesy” setups.
* The overall energy of the crowds within the event spaces providing a wider view of the environment. Dynamic/unique angles and perspectives are encouraged.
* Demo stations, stage settings, kiosks, activations, or special environments
* Unique architecture, lighting, or other stand-out details that captured focus/attention
* Iconic shots of the city/location where the event is being held, especially unique or special international/global details
* Signage, branding, giveaways/gifts, or other event-specific details that document the event for our archives
* Background or behind the scenes activities (when time permits and opportunity allows)
* Avoid awkward moments such as people eating, bending over, wildly gesturing, staring blankly, or boring situations that won’t translate within still images

Photography guide

Still photography styles can vary widely, and can be highly affected by the lighting and environment in which the event is taking place. We highly recommend you become familiar with our **Visual Identity Guide** (or our Photography Guide, extracted directly from that) which outlines the types of stock photography we leverage for our brand and the ways in which our different photo categories are applied. While you may not be capturing content that is typical within stock imagery, the overall sense of style, color, depth of focus, cropping and formatting can be referenced to imagine how what you capture might seamlessly fit in to our library.

Videography guide

When capturing video content, it may help to review our **Visual Identity Guide** (or our Photography Guide, extracted directly from that) which outlines the categories of stock photography we leverage for our brand. This will help provide a reference to the styling, color, depth of focus, framing/cropping, and moments of human interaction.

We strive to capture video content, particularly of humans, that is energetic, engaging, expressive, positive, flattering, natural and honest. We like to feature unique personalities, ranges of ethnicities and genders, and showcase our global reach as a company.

**For more information or to access our Visual Identity Guide (and Photography Guide) please contact:** **Design.Studio@Sitecore.com**