Australian Government

IP Australia

IP Australia
Photography Style Guide

P TM D PBR

Contents

IMPORTANT!

If you are considering taking, contacting external production companies or purchasing any stock photography, it is recommended that you contact the Web, Multimedia and Design team for guidance. Please email: 47E(d)

Introduction

We have developed this guide on how to use photography assests to ensure alignment and consistent flow of IP Australia's corporate branding. To help us achieve this, we have developed a comprehensive Photography Style Guide to assist us in the application of all communication outputs - both internally and externally.

Photography is a key component in the sharing of our stories, to illustrate our key priorities and services and, demonstrating how we work with our key stakeholders. Our photography represents our brand, style and tone, making us stand out from other organisations. The images we produce and create target both internal and external stakeholders throughout the agency.

Some of the ways we use photography at IP Australia include:

- To showcase IP Australia's IP Rights system, its services and benefits.
- To demonstrate how our stakeholders can achieve their goals.
- To highlight how IP Australia supports the economy.
- To draw attention to modern technologies, services, and products.
- To illustrate the range of educational material available to institutions students and the public.

Photographic style

Our style of photography is modern, authentic, striking and aims to capture the moment in a natural and unposed way. Our photography tells our story, highlighting innovative new products and services, how we support the Australian economy and the public and businesses through our world class IP rights system.

We use full colour 'hero' photography that balances against our minimalistic, clean, and bold visual identity. Our photography compliments the Brand and Style Guidelines use of solid colour and infographics, illustration and typography.

The photography we create provides us with opportunities to tell our audience a more complex and visually stimulating story. We do this through pairing bold close-up images with dynamic portraits and landscapes to create engaging narratives for our audience.

Through focusing on the foreground with the background slightly out of focus, we emphasise our subjects' actions or moment. The background scenes we capture are clean and uncluttered, providing context and richness to the images we select. The colour we use in our photography is light, bright, and rich – which draws attention to the diversity of our photographic offerings.
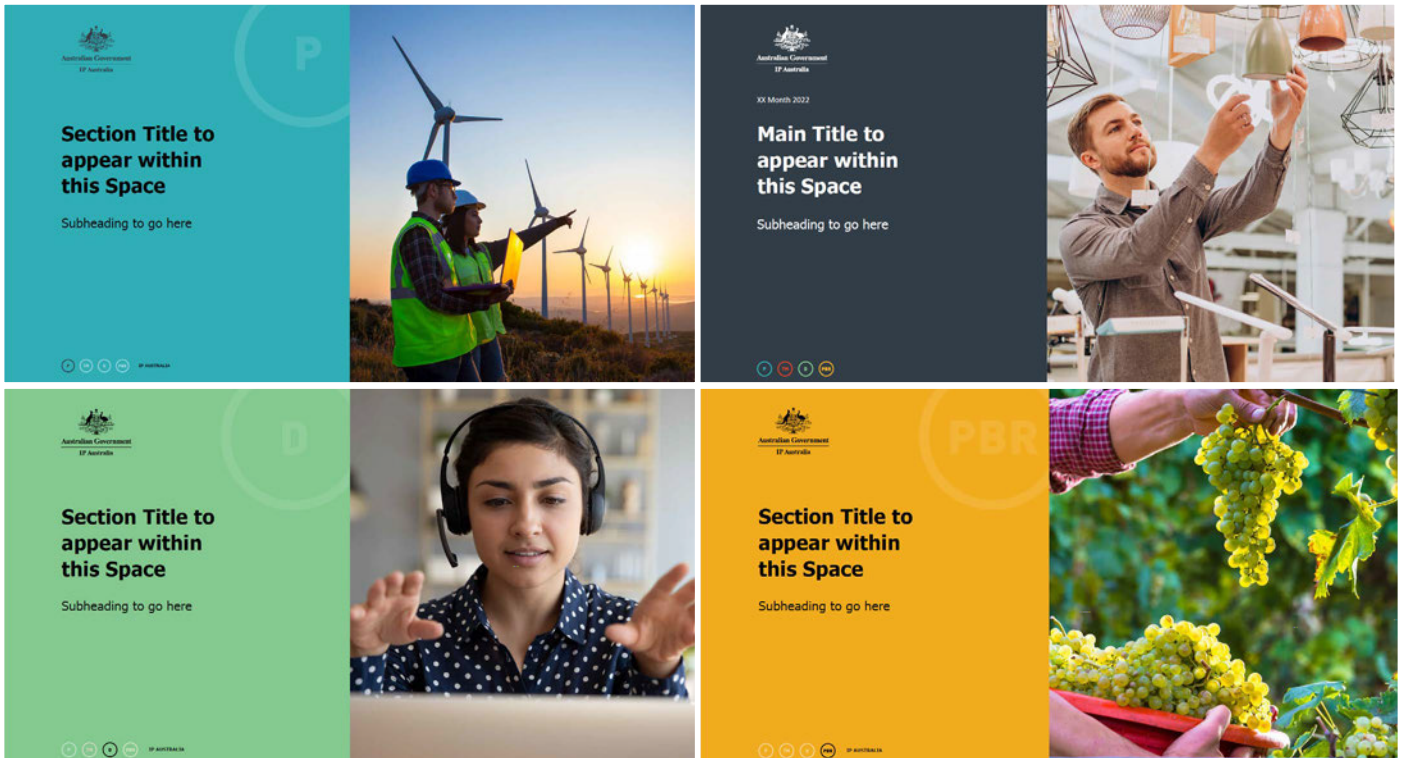
Composition

IP Australia's composition is clean, controlled, and bright. The images we select rely on highlighting products, people, tasks, processes, innovations, and technologies. We focus on collaboration and interaction to show audiences real-life scenarios, and we want our audiences to enjoy the experience of our content which is filmed in open, spacious, and uncluttered environments.

Our photographic composition relies on the following to deliver meaningful and engaging images:

- **Narrative:** a strong story, focal point, action or setting.
- **Space:** clean space around subjects, people and settings that complements our visual identity.
- **Balance:** images are framed to provide equal weight to the subjects, foreground and background of an image.
- **Colour Harmony:** bold colour 'hero' photography complements our visual style and puts people, products, technologies, and innovation at the centre of what we do.
- **Symmetry:** objects are placed in symmetry to backgrounds to provide context and richer understanding.
- **Framing:** often placed off centre, subjects engage with backgrounds to create depth and a dynamic look and feel.

Setting the scene

Creating the narrative

Our approach uses images that contribute to telling our story to engage audiences. We create original and authentic narratives which tell the story of IP Australia through imagery. We understand that an image has the power to convey information quickly, so believe it to be important that we create the right balance of narrative with our images while considering space, colour, focal points, and composition.

The narrative we tell our audience is anchored in natural, real-life settings which best illustrate the meaning and purpose behind the story. We focus on ensuring our narrative put subjects, processes, innovations, products, or technologies at the centre of the story we tell. We want our images to capture real people, doing real things, in real time and places. We highly value the unique position we are in to visually demonstrate the immense value of our agency.

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Primary and secondary images

Primary and secondary images are two approaches we can use to tell our stories. The use of singular or multiple images can create unique combinations to tell different narratives or convey our photographic style.

Primary images

Primary images put the focus of the subject (i.e., people, places and objects) front and centre in the image. These 'hero' images use light, bright and bold settings to share stories. Uncluttered with a singular focal point, these images provide clear understanding of the desired intention or purpose of the image. Primary images offer the audience and opportunity to make an emotional connection with the subject, enriching their understanding and grasp of the key concept at hand.

Secondary images

Secondary images serve to capture context, detail and situations, to support primary imagery. Secondary imagery can be more abstract in composition, setting or subject matter. These images follow the same principles of bold, dynamic, and rich photography to enhance the user experience. Images categorised as secondary could be used to separate specific IP rights or to provide additional context to the subject or narrative. A good example of a secondary image would be a flower or a plant, which could be used to support the primary image for Plant Breeders Rights.

Shot Guide

Portrait shots

- Subjects are shot with purpose and warmth.
- Subjects are posed in comfortable positions, looking directly at the camera.
- When highlighting specific subjects or outcomes, subjects are shot in their natural environments or out in the field
- Subjects are framed off-centre and square-to-frame for more engaging images.
- Use a lens wider than 35mm (50mm ideal to still show the space around the subject).


Landscape and wide shots

- Use a wide-angle or ultra-wide-angle lens with a focal length of 15-35mm.
- Emphasise space, distance, strong horizontal lines and generous sky.
- Frame with foreground elements to create a sense of depth within composition.
- Wide/landscape images are versatile and can be cropped in post-production.

Location shots

- Shots involving buildings and facilities will focus on the with the same sense of deliberateness, using clean lines, space and light, bright and dynamic frames.
- When not shooting locations, depth of field will be created using subjects in the foreground or background to further emphasize the narrative.
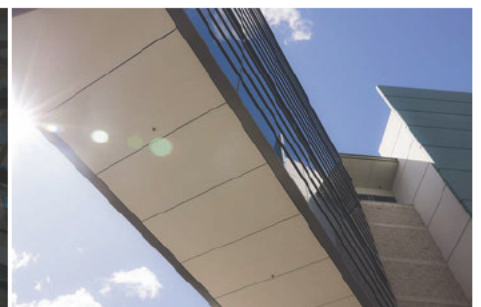
Aim for/avoid

What to aim for:

- Aim to capture real life – ensure framing is natural, unforced, engaging and not overly staged.

- Place people off centre of the image where possible to allow for depth of field.

- Avoid visual clutter – ensure there is one clear focal point and do not complicate the image.

- Show products and technology in the context of how they benefit the consumer.

- Ensure shots are light and impactful with soft tones.

- Avoid locations with background noise whenever possible.

- Use sound effects only in the case of subtle effects.

Production Standards

- As a minimum, all images are to be reproduced at 300 DPI at 100% of the final size required.

- The preferred camera lenses are: 35mm, 50mm and 85mm between f1.8 - 2.8.

- Colour balance the environment to set the tone and use additional lighting to match the ambient lighting.

- Capture RAW images unless retouching is required.

- File size should typically be around 5MB, and this should be a minimum size to be delivered allowing for A3 prints @300dpi. If larger reproduction sizes are required, please consult the Web, Multimedia and Design team.

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Briefing the Web, Multimedia and Design team

Providing a brief to the Web, Multimedia and Design team is the best way to ensure you achieve your goals when undertaking a new project.

To assist you in providing a brief to the Web, Multimedia and Design team, please consider the following:

- **Scheduling:** Please be considerate of the range of factors that could affect the project. These factors range from the weather, availability of talent, lighting, and the environment.
- **Timelines:** it is imperative to establish clear and realistic timelines of the draft review process, approval sign offs and when the final asset is required.
- **Assets:** please make sure you advise of the types of assets you will require. This could include multiple sizes for social media and/or other platforms.
- **Talent:** it is recommended that talent (people in the photographs) are identified so that the appropriate approvals, release forms and permissions can be obtained.

If you would like to discuss your requirements please email: 47E(d)

Copyright and Permissions

Permission

Any person being filmed must sign a Media Consent form which clearly shows they consent to their image(s) being used by IP Australia, as per the Photography Style Guide.

In the event that it is not possible to ask everybody being filmed for permission, such as a large event, signage informing people that filming is being undertaken must be clearly displayed. The signage should indicate who to contact if someone does not want to participate in any way.

It is important to note that in all instances prior to children being photographed, full permission must be obtained by the relevant parent or guardian.

Copyright: Audio, Music and stock images/footage

All stock audio, music and stock footage used in production of multimedia assets for IP Australia must have the correct permission and licences in place. Our team has access to stock image libraries and subscription accounts containing a plethora of available content. For more information or any requests for access to the image libraries, please contact the Web, Multimedia and Design team for advice at 47E(d)

Brand Guidelines, Standards and Accessibility

When applying our brand to any communication, we consider the importance of IP Australia's brand guidelines, communication standards and accessibility.

For further information on standards please refer to the following:

- The IP Australia Corporate Style Guide is available to staff to ensure consistency across the agency.
- Services we offer through our Communication Service Charter
- The Australian Government Branding Guidelines
- The Australian Government Style Manual
- The Multimedia Style Guide

Contact

For any enquiries regarding photography please contact the Web, Multimedia and Design team for advice at 47E(d)

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