



BRAND GUIDELINES



WHAT ARE BRAND GUIDELINES & WHY ARE THEY IMPORTANT?

Brand guidelines are the rules for how our brand looks, sounds, and shows up in the world. They cover our voice, logo, colors, fonts, and more to ensure every touchpoint feels consistent and recognizable. When we present our brand clearly and consistently, we build trust, stand out from competitors, and make a lasting impression.

This guide also protects the use of BBB trademarks and is intended for internal teams and approved partners only.



GET BIG TO ACT SMALL: BBB GREAT WEST + PACIFIC

LOCAL ROOTS

We didn't always look like this. Better Business Bureau began in 1912 with one goal in mind: to build trust between businesses and the public by holding companies accountable for their promises. Back then, the focus was local. BBB operated as a network of small, independent offices, each dedicated to its own community's needs, watching over local business practices.

For nearly a century, this localized model helped BBB build trust at the community level, fostering connections with local businesses and consumers. But as time went on, businesses' needs began to change. Their reach was expanding, and so were the challenges they faced. It was time for BBB to evolve.

CHANGING TIMES

As the digital age took off, so did BBB. The marketplace was no longer just brick-and-mortar; businesses were moving online, and BBB had to keep pace. Our directory went digital, businesses built their reputations online, and suddenly we had new ways to serve our members. The world was becoming more connected, and so was BBB. This shift changed everything.

BBB offices serving Boise, Spokane, and Western Washington realized that they could serve their local communities even better if they worked together as a region. It made sense – by joining forces as BBB Northwest, we could leverage shared resources, expertise, and, most importantly, technology.



Teams that had once worked separately were now connected and collaborating across state lines. Online tools allowed us to work seamlessly, strengthening the way we served our members.

MORE GROWTH, BETTER CONNECTION

Our success as a united region caught the attention of neighboring BBB offices, and soon more communities wanted to join. The digital tools that brought us together made it easy for teams to collaborate across our ever-growing service area.

As BBB Great West + Pacific expanded, now covering eight states, we maintained what mattered most: local, personalized support. From Honolulu to Denver and points between, our team members are based in the communities they serve, staying closely connected to the businesses and consumers around them. But they don't do it alone. They're backed by a network of colleagues across the region, leaning on shared experiences and solutions from across all eight states.

What makes us strong isn't just our size, but the people and technology that allow us to stay nimble and responsive. By working together through this solid, connected network, we ensure that even as we grow, we never lose sight of what makes BBB special – trust, transparency, and the relationships we build with the communities we serve.



OUR VOICE

PART ONE

WELCOME TO OUR BRAND MESSAGE PLAYBOOK

THE BBB BRAND TODAY

TRUST IS WHERE “KNOW HOW” MEETS “KNOW WHO”

Better Business Bureau® is more than a brand; it's a catalyst for success. We're the bridge between those who offer expertise and those who seek it, fostering a marketplace rooted in trust.

For over a century, we've been helping businesses gain credibility, resolve disputes efficiently, and build reputations that drive sustainable growth. Trust is more than a belief or a feeling; it's a competitive advantage that helps businesses grow.

HOW WE DELIVER

We bring our purpose to life by showing up with consistency and a commitment to service. Every interaction is a chance to earn trust, take meaningful action, and empower businesses and consumers to succeed on their own terms.

VALUES



EXCELLENCE

We show up every day ready to help businesses and consumers succeed. We set high standards because trust – and growth – depend on it.



INTEGRITY

Doing the right thing is how we work. We keep things honest and ethical, so businesses and consumers can make decisions with confidence.



TEAMWORK

Trust isn't built alone. We collaborate, share knowledge, and create connections that help businesses grow and consumers make smarter choices.



TRUST

Trust is more than a promise; it's a tool for growth. We help businesses earn it, protect it, and turn it into a lasting advantage.



RESPECT

We listen, we learn, and we treat every business and consumer fairly. We show up with respect, clarity, and care because progress happens when people feel heard.

OUR BELIEF

We believe trust is timeless. Businesses that commit to it grow with confidence, build stronger reputations, and stand out in the moments that matter.

OUR PURPOSE

We exist to build trust through meaningful connections and give businesses the tools to grow with confidence, clarity, and control.

OUR ATTRIBUTES



INTEGRITY-DRIVEN

We prioritize honesty and ethical values, aligning actions with accountability and trust.



ACTION-ORIENTED

We adapt to the needs of businesses and consumers, solving problems proactively.



EMPOWERING

We provide tools and guidance that help businesses overcome challenges and grow with confidence.



APPROACHABLE

We connect authentically with our audience through relatable, down-to-earth communication.



PROTECTIVE

We help businesses avoid risk, protect their reputation, and resolve issues before they become costly problems.



INSPIRING

We foster optimism and confidence, motivating businesses and consumers to succeed.



PASSIONATE

We bring energy and enthusiasm to our mission of building a marketplace where trust leads to success.

BBB GREAT WEST + PACIFIC PERSONALITY

A Trusted Guide for Building What's Next

BBB GW+P is a steady, trusted presence for businesses and consumers working toward growth. Whether someone is just getting started, looking to expand, or navigating a challenge, we're here to help them take the next step with confidence.

What makes us different is how we empower businesses through the tools, education, and connections that come with BBB Accreditation. We promote trust businesses can act on, building stronger relationships, standing out in the market, and growing on their own terms.

OUR APPROACH:

- Offers guidance when and where it's needed
- Builds confidence through results-driven expertise
- Communicates clearly, honestly, and with empathy
- Sets shared expectations and encourages accountability
- Provides a foundation businesses can grow from

We help businesses do more than earn trust. **We help them build what comes next.**

OUR VOICE AND TONE

Every brand communicates through two key elements: its voice and tone.

By staying consistent in our voice and thoughtful in our tone, we position ourselves not just as a resource, but as a partner – helping businesses take confident steps forward, make informed decisions, and build long-term trust.

OUR VOICE

Our voice is plainspoken, sincere, and empowering. It reflects who we are across everything we say and write.

OUR TONE

Our tone adapts to the moment but always supports clarity, confidence, and action.

WHAT MAKES OUR VOICE UNIQUE

Our voice expresses who we are and how we connect meaningfully with businesses and consumers. Here's what defines it:

- **Empowering:** We speak in ways that promote ownership, clarify expectations, and support meaningful action.
 - We are NOT passive, directive without support, or disconnected from outcomes.
- **Plainspoken:** We prioritize clarity and avoid technical jargon, ensuring every message is easy to understand and act on.
 - We are NOT overly complex, filled with upsells, or vague.
- **Sincere:** We speak with warmth and empathy, informed by over a century of experience.
 - We are NOT distant, overly formal, or artificial.
- **Educational:** We break down complex topics into digestible insights that encourage action and build confidence.
 - We are NOT overwhelming, overly detailed, or inaccessible.
- **Energetic:** We bring enthusiasm and conviction to every interaction, inspiring people to take the next step.
 - We are NOT flat, unengaged, or overly casual.

WHAT MAKES OUR TONE UNIQUE

Our tone expresses how we adapt to different situations while staying true to who we are. It reflects our role as a guide and partner, someone who leads with purpose, asks the right questions, and encourages accountability. Here's what defines it:

- **Conversational: We speak with simplicity and intentionality, making every message relatable and relevant.**
 - We are NOT overly formal, technical, or disconnected from the audience.
- **Empathetic: We understand and acknowledge our audience's emotional state, whether they're navigating a challenge or celebrating an achievement.**
 - We are NOT robotic, indifferent, or dismissive.
- **Encouraging: We frame opportunities clearly and motivate people to take positive action.**
 - We are NOT pushy, aggressive, or overly casual.
- **Respectful: We treat every audience with authenticity and care, creating space for shared responsibility and progress.**
 - We are NOT dismissive, inconsistent, or disconnected from the people we serve.

OUR VOICE AND TONE IN ACTION

Here's how we put our voice into action, helping businesses feel confident, supported, and empowered to take meaningful action. Every message is a chance to build trust, set shared expectations, and move forward together.

In Our Marketing

BE THE BUSINESS CUSTOMERS CHOOSE EVERY TIME

Customers are looking for businesses they can count on. BBB Accreditation helps your business stand out by showcasing your dedication to honesty, reliability, and transparency.

Call to Action:

START BUILDING WITH TRUST

SIMPLIFYING SUCCESS

Stand out, stress-free. BBB Accreditation provides the tools and support your business needs to succeed, so you can focus on what you do best.

Call to Action:

GET THE TOOLS TO GROW SMARTER

BUILD TRUST, DRIVE GROWTH

BBB Accreditation isn't just a seal or sign. It's a tool for growth. Stand out online, build customer confidence, and make trust your biggest asset.

Call to Action:

PUT TRUST TO WORK FOR YOUR BUSINESS

OUR VOICE AND TONE IN ACTION

Here's how we put our voice into action, helping businesses feel confident, supported, and empowered to take meaningful action. Every message is a chance to build trust, set shared expectations, and move forward together.

Across Our Teams

BEFORE (OVERLY FORMAL):

BBB provides dispute resolution services that ensure customer satisfaction and enhance business credibility. Contact us to learn more.

AFTER (CONVERSATIONAL & CLEAR):

BBB's dispute resolution services help you navigate tough customer issues with confidence. We work with both sides to find common ground and support a fair resolution so you can protect your reputation and move forward.

BEFORE (JARGON-HEAVY):

Our accreditation process includes a robust evaluation of business practices to ensure compliance with BBB standards

AFTER (PLAINSPOKEN & RELATABLE):

BBB Accreditation starts with a review of your business practices to make sure they meet our standards for honesty and integrity. We guide you through every step and support you in putting those values into action.

BEFORE (LACKS EMPATHY):

Consumers must file a complaint to resolve issues with a business. This can be done via our website.

AFTER (EMPATHETIC & HELPFUL):

Filing a complaint with BBB is quick and easy. We'll work with both sides to find a fair resolution and get things back on track. Start here.

OUR VOICE AND TONE IN ACTION

Here's how we put our voice into action, helping businesses feel confident, supported, and empowered to take meaningful action. Every message is a chance to build trust, set shared expectations, and move forward together.

Across Our Teams Continued

BEFORE (TOO TECHNICAL):

Businesses can leverage our platform to enhance online visibility and customer trust.

AFTER (CLEAR & ENERGETIC):

With BBB Accreditation, it's easier for customers to find your business and feel confident choosing you. Let's get started today!

BEFORE (GENERIC):

Our platform supports business growth through trust-based marketing strategies.

AFTER (EMPOWERING & CLEAR):

BBB Accreditation helps your business stand out where it matters – online, in search results, and in customer decisions.

OUR MESSAGING PROMISE

We communicate with businesses as trusted partners, bringing years of experience and a strong commitment to helping them succeed.

WHEN WE SPEAK AS BBB GW+P, WE PROMISE TO:

- Provide practical, forward-thinking advice that businesses can actually use.
- Keep our messages clear and focused on the outcomes that matter most to businesses.
- Approach challenges with empathy, offering solutions that inspire trust.
- Speak to real-world challenges, not marketing buzzwords.
- Share our expertise in a way that empowers and educates, without talking down to anyone.
- Treat every interaction with respect and professionalism, always.
- Make connecting and communicating across all platforms easy and effective.
- Offer guidance with humility, positioning ourselves as trusted partners, not authorities.

CHECKLIST

Use this checklist to ensure your communication aligns with BBB GW+P's voice and tone:

- ☐ Is it clear and simple? Does the message speak to the audience's needs without unnecessary jargon?
- ☐ Does it build trust? Does the headline connect emotionally while showing empathy and reinforcing trust?
- ☐ Is there real value? Does the content explain clear benefits that the audience can act on?
- ☐ Does it sound approachable? Is the language customer-focused, with a good balance of "You" and "We"?
- ☐ Is it relatable? Are the pain points discussed something your audience can recognize and connect with?
- ☐ Is it credible? Have we included examples, stats, or proof points to show that we know what we're talking about?
- ☐ Does the action make sense? Are the calls to action clear, easy to follow, and motivating?
- ☐ Is it easy to follow? Is the message straightforward, without unnecessary complexity?

When in doubt, lead with trust and clarity. That's how we help businesses grow, and how we grow our impact.



OUR VISUALS

PART TWO

LOGO VARIATIONS

PRIMARY LOGO

Similar to the section on wordmarks, the BBB Torch logo with registration mark (®) is for use in the U.S.



TIP: At BBB GW+P we prefer to use our white logo when possible. We have found this version looks best when placed on top of images. If the white logo is unreadable and a colored box would be out of place in the design the blue or black logo can be used.

Check saved color settings annually. CYMK and HEX codes are routinely updated. Display the logo in our primary blue at 100% or 50% opacity only, OR in black at 100% or 50% opacity, OR in white at 100% on any color background, or white in any opacity on our primary blue.

SECONDARY LOGOS

Our secondary logos are key for versatility. They give us an equally recognizable yet adapted format that will be useful for different spaces where it is more fitting. The primary logo should be used more often but, our secondary is a great alternative



PROTECTED SPACE

Allow protected space around all logos (more than a full "B" on all sides). Ensure the letters "BBB" have a minimum height of 1/8" inch.



HOW NOT TO USE THE LOGO

The BBB® logo is not to be distorted or used incorrectly. Below are examples of **what not to do** when using the BBB logo.



Tilt the logo



Separate the torch from the logo



Squish the logo



Create new variations



Resize individual elements



Change the color



Place logo on busy backgrounds



Use AI to manipulate the logo



Add an outline to the logo



Use multiple color schemes

AB SEAL USE

PRIMARY SEAL

The primary Accredited Business Seal is below. This version should be used the most with the variations to the right being used when needed for readability.



APPROVED SEAL VARIATIONS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
1. Stencil White
2. Stencil Black
3. Inverted Color
4. Inverted Black & White
5. Black & White

INCORRECT SEALS

Here is a small selection of incorrect Accredited Business Seals often found on the internet. These are not permitted for use under any scenario. Even if a business is A+ rated the seal may not say so in case their rating drops.



INTELLECTUAL PROPERTY

BBB branded program names, service marks, trademarks, and other intellectual property are owned by IABBB and managed through the Legal Department. How BBB trademarks can be used, and by whom, is explained in the Name and Logo Policy. BBB trademarks should never be used to market a vendor's brands, products, or services.

Brand-compliant assets, including BBB trademarks and logos, are available in high resolution and web-optimized formats on SharePoint, Adobe Libraries, and Canva Libraries.

TRADEMARKS

WORDMARKS

When using multiple wordmarks in a single document or articles, only the first, most prominent use of each unique wordmark in your copy requires the registration symbol (U.S.) or asterisk (Canada).

These approved translations, which are not officially registered, can be used in French and Spanish speaking service areas:

- ☐ La Confiance D'Abord and Comunidad de Confianza may be used as a translation of Start With Trust®
- ☐ ENTERPRISE CERTIFIÉE and BBB ACREDITADO may be used in place of ACCREDITED BUSINESS
- ☐ OEUVRE DE BIENFAISANCE CERTIFIÉE may be used in place of ACCREDITED CHARITY

U.S. REGISTRATIONS

Better Business Bureau®

BBB®

BBB Scam TrackerSM

Start With Trust®

The Sign of a Better BusinessSM

U.S. AND CANADA WORDMARKS

BBB®

Better Business Bureau®

Start With Trust®

CANADA ONLY WORDMARKS

BEC*

Bureau d'éthique commerciale*

X

The examples above represent core registrations. For a full list of trademarks, visit BBB Central.

STATUTORY MARKS

Statutory marks are granted by the U.S. Patent and Trademark Office for use with trademarks, service marks, and wordmarks.

PLACEMENT OF THE MARKS

The first or most prominent use of a “marked” word, or “wordmark,” such as BBB, Better Business Bureau, or BBB Scam Tracker, in a headline or line of copy should include the proper mark. The mark’s font should be set to superscript. If more than one unique wordmark is used, the statutory mark should be applied accordingly in each case.

MARKS FOR USE IN THE U.S.A.

Registered wordmarks and trademarks (logos) feature ®. Service marked words and logos feature SM.

MARKS FOR USE IN CANADA

The registration mark is replaced with an asterisk * and a statutory notice must also be included somewhere on the page, ad, or screen that says *Trademark(s) of the International Association of Better Business Bureaus used under license.

HOW TO USE “MARKS” US COPY EXAMPLE

BBB® Names New Board Member

The **Better Business Bureau®** in Wisconsin welcomes Mary Smith to its leadership. Smith is very familiar with the organization after serving four years as a judge in the organization’s esteemed Torch Awards for Ethics program.

Smith is CEO of B. Smith Construction, a longtime BBB Accredited Business, founded by her father. She first learned about BBB while still in college when her maternal grandfather was targeted by someone posing as Smith, who said she’d been locked up during a spring-break vacation gone wrong. Smith credits **BBB Scam TrackerSM** with keeping her grandfather safe that day.

“My grandfather was ready to drive to wire \$2,300 in bail money for my release to a scammer,” Smith remembered. “Fortunately, he decided to look on the BBB website before he left the house. He found a lot of similar stories with warnings from others. Using BBB Scam Tracker gave him the courage to disobey the scammer’s instructions. Instead of talking to no one, he called, and I assured him I was safe in my apartment.”

TYPOGRAPHY

Our font selections are laid out here. The general sizing guidelines should reflect the display below. Our heading should always be the largest and most prominent piece and our body and subheading should trickle down naturally in size from that. As a rule, for anything longer than a sentence, you'll typically apply body formatting. With headings and subheadings, these will be shorter more prominent elements and then highlights will be scarcely used attention-grabbing text.

Proxima Nova

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

1 2 3 4 5 6 7 8 9 0 ? ! . & % \$ @ #

HEADLINE

ACCENT

Subhead

Body Copy

WHAT IF PROXIMA NOVA ISN'T AVAILABLE FOR ME?

If Proxima Nova is unavailable on your computer or in certain programs you can use Verdana in its place. Please continue to adhere to the Headline, Accent, Subhead, and Body Copy standards mentioned here.

TIP: Copy on graphics should be limited and in line with the voice and tone guide. No more than two phrases and a call to action if applicable. The all caps style should be used in headlines for consistency. Emphasis can be created using the outline style of text and/or color. Find examples and more details starting on page 25. Color choices should adhere to contrast guidelines. Find the dos and don'ts of color contrast on page 28.

TYPOGRAPHY EXAMPLES

FONT SELECTION

The brand uses Proxima Nova as the primary typeface, emphasizing a clean, modern aesthetic that complements the brand's focus on storytelling and photography.

TYPOGRAPHY HIERARCHY & STYLING

Headlines

Style: All caps

Weight: Extrabold

Additional Elements: Outline stroke can be used to emphasize key headlines.

Subheads

Style: Sentence case

Weight: Semibold

Purpose: Used to create a clear distinction between the headline and body copy, maintaining hierarchy.

Body Copy

Style: Sentence case

Weight: Regular

Purpose: Provides a clean, readable experience

GENERAL TIPS

Maintain adequate spacing between text and other elements for clarity and elegance.

Prioritize the narrative flow by keeping typography secondary to photography while ensuring the message remains clear and impactful.

Avoid overloading designs with excessive text to preserve the focus on visuals and storytelling.



GOOD EXAMPLE

- ✓ Uses outline as an accent
- ✓ Heading and subhead are clear
- ✓ Balance between copy & photo
- ✓ Text is readable on photo
- ✓ Logo is placed on a rectangle so it is readable

TYPOGRAPHY OVER PHOTOGRAPHY

FONT COLOR:

White is required for all text overlaying photography to ensure legibility and maintain a cohesive aesthetic.

ALIGNMENT:

Text must be aligned within the negative space of the photograph to avoid interfering with key visual elements.



GOOD EXAMPLE

- ✓ Heading & subhead are clear
- ✓ Balance between copy & photo
- ✓ Text is white & legible
- ✓ Text is in negative space and accents the story the photo is telling



BAD EXAMPLE

- ✗ Heading & subhead text styles are switched
- ✗ Heading & subhead are placed on a busy part of the image instead of in the negative space.
- ✗ Text in the negative space is the wrong color and not legible

SHAPE LAYER

Use When Negative Space is Limited

STYLE

Use a rectangle with rounded corners to frame the typography.

POSITION

The shape must enter from one side of the creative, creating a dynamic interaction with the layout.

CORNER RADIUS

Match the roundness of the Accredited Business Seal for consistency in design language.

TEXT PLACEMENT ON SHAPE:

Align the text within the shape layer for balance.

Ensure the text remains legible and visually harmonious with the overall composition.



GOOD EXAMPLE

- ✓ Rounded edge on the rectangle corners is similar to the AB seal
- ✓ Rectangle only comes in from one side
- ✓ Shape and text is centered on the image creating balance
- ✓ Color of the rectangle matches the content type (more info on page 28)

*Note: Rectangle can be lowered to 80% opacity when the photo behind it is important to conveying a story



BAD EXAMPLE

- ✗ Corners are too rounded
- ✗ Shape enters from two sides
- ✗ Text is too close to the edges of the shape

COLOR PALETTE

Every subsection of content should use the primary BBB® blue.

B2B content will use **green** as a primary accent color

B2C content will use **orange** as a primary accent color

Foundation content will use **purple** as a primary accent color

All content can use the **light blue**, **dark blue**, and **yellow** as secondary accent colors



CMYK: 100, 31, 8, 42
RGB: 0, 95, 134
HEX: 005F86



CMYK: 51, 97, 50, 54
RGB: 82, 6, 50
HEX: 520632



CMYK: 99, 0, 84, 0
RGB: 0, 150, 94
HEX: 00965E



CMYK: 0, 51, 100, 0
RGB: 237, 139, 0
HEX: ED8B00



CMYK: 100, 69, 7, 30
RGB: 0, 47, 108
HEX: 002F6C



CMYK: 86, 0, 9, 0
RGB: 0, 175, 215
HEX: 00AFD7



CMYK: 0, 32, 100, 0
RGB: 242, 169, 0
HEX: F2A900

DO'S & DON'T'S

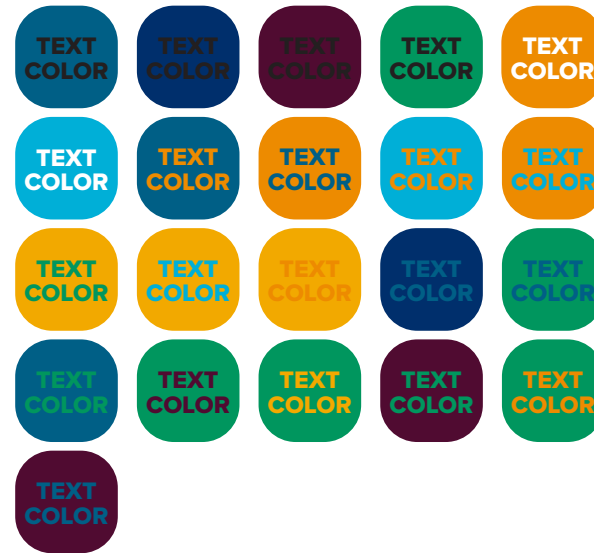
Some colors work really well together! The combinations below are approved to use and meet accessibility standards.

DO



Others are harder to read when they are combined and don't adhere to accessibility or brand standards.

DON'T



PHOTOGRAPHY

Photography as the Core of Our Visual Identity

Photography is the heart of our brand's visual identity, conveying aspirational and inspirational themes. Every image is rich in color, deeply engaging, and crafted to evoke emotion while capturing the essence of the brand story.

ASPIRATIONAL AND RELATIONAL IMAGERY

Photography should evoke emotion and build connections. Authentic human moments create trust and relatability, highlighting diverse experiences and personal storytelling that inspire and engage.

FULL-FRAME, IMMERSIVE LAYOUTS

Bold, edge-to-edge imagery enhances visual impact. Full-frame compositions remove distractions, making every image immersive and powerful, ensuring storytelling remains front and center.

DEPTH, EMOTION, AND COLOR

Photography should feel rich, dynamic, and emotionally resonant. Use contrast, light, and color intentionally to guide the viewer's eye, enhance storytelling, and support the brand message. Embrace natural compositions that break the grid, adding depth and energy.

ORGANIC STORYTELLING AND INTEGRATION

Let photography drive the narrative. Minimal branding and subtle typography keep the focus on authentic imagery, ensuring visuals enhance the story without distraction.

ESTABLISHING SHOTS & SCENE SETTERS

Set the scene with strong location-based visuals. Wide shots, drone perspectives, and scenic imagery create atmosphere, providing context before diving into detailed storytelling.

GETTY IMAGE FILTERS – THE VIBE WE SEEK

Authenticity is key in stock photography. Real, modern imagery that feels natural and engaging replaces artificial, overproduced stock photos to maintain a consistent visual tone.

PHOTOGRAPHY

Aspirational & Relational Imagery

Photography aims to inspire and connect, showcasing moments that are relatable yet elevated. Images highlight human stories, testimonials, and experiences, ensuring that people are always at the center.

THINGS TO LOOK FOR:

- ✓ Authentic human interactions and candid moments
- ✓ Emotional storytelling reflecting real experiences
- ✓ Diversity and inclusivity in representation

THINGS TO AVOID:

- x Overly staged or artificial settings
- x Forced expressions or unnatural emotions

EXAMPLES



AVOID



PHOTOGRAPHY

Full-Frame, Immersive Layouts

Photos dominate layouts with edge-to-edge designs that transcend traditional boundaries. The compositions prioritize balance and harmony while embracing bold, immersive visuals that captivate the audience.

THINGS TO LOOK FOR:

- ✓ Large, impactful images with seamless integration
- ✓ Balanced, harmonious compositions that guide the viewer
- ✓ High-resolution, professional-quality imagery

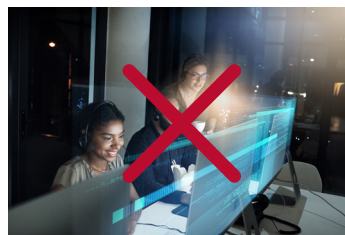
THINGS TO AVOID:

- x Excessive cropping that limits storytelling
- x Distracting overlays that take attention away from the image

EXAMPLES



AVOID



PHOTOGRAPHY

Depth, Emotion, & Color

Photography should feel rich, dynamic, and emotionally resonant. Use contrast, light, and color intentionally to guide the viewer's eye, enhance storytelling, and support the brand message.

THINGS TO LOOK FOR:

- ✓ Strong light and shadow to create contrast and focus
- ✓ Vibrant, warm tones that evoke emotion and align with the brand
- ✓ Natural, dynamic compositions with a sense of movement

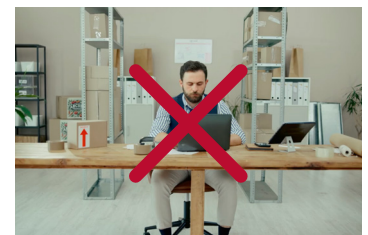
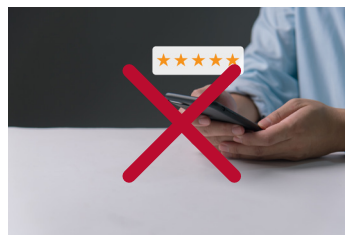
THINGS TO AVOID:

- x Flat or overly processed images
- x Washed-out or oversaturated colors
- x Clashing palettes that distract from the story

EXAMPLES



AVOID



PHOTOGRAPHY

Organic Storytelling & Integration

Photography serves as a medium to convey relational and aspirational messages. It builds trust and connection, making the audience feel good about engaging with the brand.

THINGS TO LOOK FOR:

- ✓ Photos that emphasize human experiences over products
- ✓ Subtle branding elements, allowing the story to shine
- ✓ Minimalist typography and iconography as secondary elements

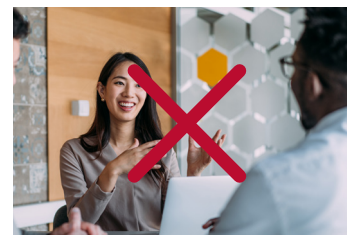
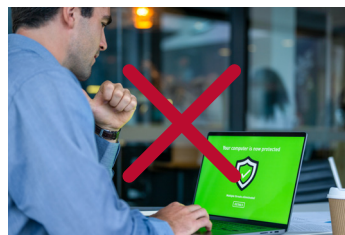
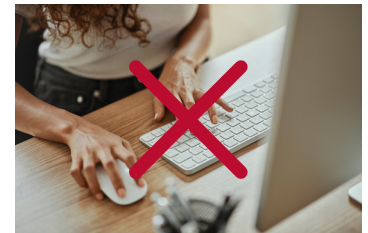
THINGS TO AVOID:

- x Generic stock photography lacking emotional depth

EXAMPLES



AVOID



PHOTOGRAPHY

Establishing Shots & Scene Setters

Establishing shots set the stage and provide context, immersing the audience in the environment before diving into the details. These images create a sense of place, mood, and atmosphere, giving visual depth to the brand's storytelling.

THINGS TO LOOK FOR:

- ✓ Wide-angle shots that showcase the full scope of a location
- ✓ Drone shots capturing expansive views and unique perspectives
- ✓ Scenic location shots that provide context and enhance storytelling
- ✓ Natural lighting and dynamic compositions that create an immersive feel

THINGS TO AVOID:

- x Close-up shots of a sign as a primary scene setter
- x Generic, overly-produced stock footage that lacks authenticity
- x Overly symmetrical or sterile compositions that feel unnatural
- x Stiff, artificial setups that do not organically represent the space

EXAMPLES



AVOID



PHOTOGRAPHY

Getty Image Filters - The Vibe We Seek

#1 Real People – Authentic, candid moments over posed shots

#2 Stock: Filters – High-quality, contemporary visuals that feel natural

EXAMPLES

- ✓ **DO:** Feature engaging, immersive imagery that tells a compelling story
- x **DON'T:** Use cliché, generic stock photos that lack personality

By centering the visual identity on photography, the brand crafts a compelling narrative that is both emotionally engaging and visually unforgettable.


FILTERS


SORT BY

☒ Best match
 ☐ Newest
 ☐ Most popular

COLOR & MOOD

☐ All
 ☐ Warm
 ☐ Cool
 ☐ Vivid
 ☐ Natural
 ☐ Bold
 ☒ Dramatic
 ☐ Black & White

IMAGE STYLE

Abstract

Portrait

Close-up

Sparse

Cut out

Full frame

Copy space

Macro

Still life

ORIENTATION

Vertical

Horizontal

Square

Panoramic ...

Panoramic v...

Filters in Getty help us narrow out the good stock photos from the bad. These three filters are key in getting the feel we are looking for in our creative. Panoramic horizontal can be turned off if the “copy space” filter gives good options for images with text space.