CIU | Columbia International University

CIU Brand Photography Guidelines

To ensure our communication materials follow a consistent brand, we have photography guidelines we ask our photographers to follow. These guidelines can help create a compelling visual narrative that resonates with prospective students and enhances the university's digital presence.

Questions/Assistance?

Contact University Communications' Official Photographer/Videographer @ noah.allard@ciu.edu.

Brand Consistency: Align photography style with the university's branding (colors, themes and messaging) for a cohesive look. Ask models to wear CIU brand colors or official CIU apparel when possible. When capturing candid scenes, looks to showcase or focus on subjects wearing CIU clothing.

Feature Diversity: Capture a diverse range of students, faculty and activities to reflect the university's inclusive environment.

Highlight Campus Life: Focus on vibrant campus scenes, events and student interactions to convey a lively atmosphere. Showcase happy, smiling and engaging expressions.

Showcase Iconic Campus Locations: Highlight iconic campus landmarks, facilities and resources that represent the university's identity. Take into account the seasons and weather and capture scenes in their best presentation possible.

CIU Brand Photography Guidelines

Use Natural Light and Color: Whenever possible, utilize natural lighting for a more authentic and appealing look. Avoid applying creative filters to photos and just capture the natural vibrant colors as close as possible. Showcase bright and beautiful days, avoid shooting on dreary/wet/wintry/rainy days.

Emphasize Authenticity: Capture candid moments that reflect genuine emotions and experiences rather than staged poses.

Maintain High Quality: Ensure all images are high-resolution and well-composed, avoiding blurry or poorly lit photos. Please utilize the camera's RAW format settings rather than JPG to maximize the quality and size of the photo file.

Emphasize Professionalism: To present CIU in the best possible way, make sure students featured in photographs are neatly and professionally attired. Avoid raggedy clothing and anything that does not appear modest.

Engage with the Community: Include images of community events, partnerships and outreach to showcase the university's impact.

Storytelling: Use images to tell a story about the university experience from academics to extracurricular activities.

Respect Privacy: Obtain consent from individuals in photos, especially for promotional materials. Use best judgment of when to avoid certain situations with a camera.