

06. PHOTOGRAPHY

06.01 VISUAL LANGUAGE

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To help build the Saint Mary's brand, high quality photography is essential. Use only high resolution photography in all instances; whether the subject is a building, object, or a person the quality of the photograph should always be superior.

The spirit of Saint Mary's College photography style is bold, colorful, and bright. Imagery has a bright, clean modern feel. This reflects the authentic and confident nature of Saint Mary's students. The photography should feel editorial, energetic, vibrant, and passionate.

IMAGE STYLE SHOULD FOCUS ON THESE ATTRIBUTES:

Imagery should show students and faculty interacting on campus that reflects the collaborative nature of Saint Mary's and leads to the empowerment of our students.

Action-oriented, hands-on imagery captures the supportive and challenging environment for leadership growth and sisterhood at Saint Mary's.

Indoor and outdoor activities with other Saint Mary's students showcasing extracurricular activities, residential life, academic rigor, and the spirit of living the Saint Mary's experience.

Campus shots should evoke a sense of place where students could see themselves in. They should showcase the beauty of campus.

Students should always be represented as confident, unique individuals that contribute to the world and their sisterhood within Saint Mary's. Photos should be energetic to convey what it means to live one's spirit.

