



Photography

Photography is one of the strongest parts of our identity. Each one of our images is an opportunity to tell the stories of our courageous team members, our clients and the communities we work in around the world.

Through using real life photography, we can demonstrate our commitment to women and show how we change the world, one person at a time. It also provides an immediate visual reference to the contexts in which we work.

Overall our photographic style feels positive and warm. It should be energetic and vibrant in colour. However, we have divided our photographic approach in to three different categories, all of which have a role to play in telling our story.

For guidance on commissioning photography, please contact the Communications Team.





Active shots

Our aim is to have an active, story-driven photography style, so this should be the dominant photographic category used in our communications. Our doing shots help add a narrative to communications by depicting our team members at work and our clients in their communities.

- A reportage style is best suited for this style of photography, showing people interacting from a real point of view, as if you were looking at the scene in real life.
- We want to show genuine feelings on the faces of our subjects. We should be able to relate to the human emotion in the picture, showing that our work is about human happiness and not just statistics.
- The presence of our cyan and / or our logo on clothing and in the background, helps to make images feel like ‘ours’.
- Avoid posed situations or formal compositions to keep the images believable, and avoid wide-angle shots which can look detached.





Case study shots

When using case studies of clients, for instance in an annual report, publication, presentation or online, we can use close up shots of the people whose stories we are telling.

- As with our active shots, these photos use real people in real scenarios.
- It is less essential to include aspects of the Marie Stopes visual identity as this category of photography is about our case study subject.
- It is essential that they are depicted in a natural environment with an emotive expression. This allows us to pick a variety of styles depending on the tone and messaging of the case study.





Mood imagery

Our mood imagery depicts the societies, people and countries we work with. These images are shot from various angles with a range of emotions expressed.

They should be used to offer context to our work, and images should be selected to match any accompanying messaging. Emphasis should be placed on conveying emotions and moods as opposed to the Marie Stopes visual identity.

This category of photography can be particularly effective in conveying how we push boundaries to deliver services to all corners of the world.

