Style Guide

Broward Metropolitan Planning Organization

MAY 2016

THE PURPOSE OF THIS DOCUMENT IS TO PROVIDE GUIDELINES FOR THE PROPER USE OF THE BROWARD MPO IDENTITY

CONTENTS

Broward **MPO**
Metropolitan Planning Organization

LOGO

The official Broward MPO logo is available in the versions displayed below in the following formats: .eps, .jpg, .png and .pdf for each.

PRIMARY LOGO CMYK
Color version – Four CMYK colors

PRIMARY LOGO BLACK
100% black, not shades of grey

GRAYSCALE LOGO
All shades of gray

WHITE/REVERSE LOGO
Logo reversed out of a color

WHITE/REVERSE LOGO
Logo reverse out of a color with waves in primary logo colors

LOGO

A minimum of 0.5 inch area within and surrounding the identity must be kept clear of any other typography as well as graphic elements such as photographs, illustrations, thematic images or patterns, and the trim edge of a printed piece.

LOGO WITH TAGLINE

Please use the following format when using the tagline in conjunction with the logo.

Note: The tagline can be used independently of the logo, but should follow the same formatting guidelines with spacing and scale.

COLORS

The Broward MPO has four main colors; CMYK for color printing and all other documents, PMS (Pantone Matching System) spot color version for printing purposes, t-shirts, premium items or signage, as well as Hexadecimal Colors for web usage.

RGB COLORS

#015623 R=2, G=86, B=163	#8EC541 R=142, G=198, B=65	#0F9DD9 R=15, G=165, B=216	#79CED9 R=120, G=206, G=216

CMYK COLORS

C=100, M=73, Y=0, K=21	C=50 M=0 Y=98 K=1	C=85, M=19, Y=0, K=0	C=49 M=0 Y=15 K=1

PMS SPOT COLORS (Pantone Matching System)

PMS Reflex Blue	PMS 376 U	PMS 299 U	PMS 319 U

WEB COLORS (Hexadecimal Colors)

#006699	#99cc33	#0099cc	#66cccc

USES TO AVOID

BACKGROUND TOO DARK

BACKGROUND TOO SIMILAR

CHANGING LOGO COLORS

USE OF DROP SHADOW

FONTS + TYPEFACE

The Broward MPO logo uses the Gotham font. The fonts listed below, along with their respective text locations, are recommended for use in all Broward MPO documents.

HEADLINES AND SUBHEADINGS (Recommended)

Gotham Light (Headline)	24 pt
Gotham Medium (Subheading)	18 pt
Gotham Bold (Headline)	24 pt
Gotham Medium (Subheading)	18 pt
Helvetica Bold (Headline)	**24 pt**
Helvetica Medium (Subheading)	18 pt
Arial Bold (Headline)	**24 pt**
Arial Regular (Subheading)	18 pt

BODY TEXT (Recommended)

Gotham Light (Body Copy)	10 pt
Gotham Light (Body Copy)	12 pt
Garamond Regular (Body Copy)	12 pt
Helvetica Medium (Body Copy)	12 pt
Arial Regular (Body Copy)	12 pt

NON-DISCRIMINATION TEXT

The following non-discrimination text should be included on all public documents:

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Director of Public Involvement and Communication/Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org.

CONTENT FORMATS

FILE NAMING

Files can be viewed by numerous users who use a wide variety of operating systems (Mac, PC, Linux, etc.) and devices (desktops, tablets, smartphones, etc.). Therefore, it is essential to play it safe and avoid common illegal directory and file name characters. Naming conventions are important in web folders as well as for downloadable files such as PDFs, Word documents, and Excel spreadsheets. Do not use any of these common illegal characters/symbols:

# pound	< left angle bracket	$ dollar sign	+ plus sign
% percent	> right angle bracket	! exclamation point	` backtick
& ampersand	* asterisk	' single quotes	| pipe
{ left bracket	? question mark	" double quotes	= equal sign
} right bracket	/ forward slash	: colon	
\ back slash	blank spaces	@ at sign	

Other things to keep in mind when naming files:

- Do not start or end file names with a space, period, hyphen, or underline
- Keep file names to a reasonable length under 31 characters
- Most operating systems are case sensitive; always use lowercase
- Avoid using spaces and/or underscores; use a hyphen instead
- Only use underscores for folder names
- Use dashes for file names
- Save date in file names

Style guide for naming files:

20150314-factsheet

Date (YM or YMD)   File Name

CONTENT

All text should follow AP Style Guidelines. These rules can be found at: www.apstylebook.com.

WEBSITE

When referencing the Broward MPO website, please format as shown below:

browardMPO.org
browardmpo.org
BROWARDMPO.org

BrowardMPO.org

CORRECT   INCORRECT

CONTENT FORMATS

EMAIL ADDRESSES

When referencing email addresses, please format in all lowercase as shown below:

ryanc@browardmpo.org

CORRECT

ryanc@BrowardMPO.org
RYANC@browardmpo.org
Ryanc@browardmpo.org

INCORRECT

PHONE NUMBERS

All phone numbers are to be formatted the same in order to maintain a consistent look throughout documents. Phone numbers are to have the area code in parentheses. Please format phone numbers as shown below:

(222) 222-2222

CORRECT

954-797-1030
954.797.1030

INCORRECT

ADDRESSES

All addresses are to be formatted the same in order to maintain a consistent look throughout documents. All street names, cardinal directions, city names, etc. must be spelled out and not abbreviated. Please format addresses as shown below:

100 West Cypress Creek Road,
8th Floor, Suite 850
Fort Lauderdale, FL 33309-21122

CORRECT

100 W. Cypress Creek Rd.,
8th Floor, Suite 850
Ft. Laud., FL 33309-2112

INCORRECT

DATES + TIMES

All calendar months and days are to be spelled out completely. When listing dates and times, please use the format shown below:

Monday, December 2, 2015

CORRECT

Mon., Dec. 2nd. 2015

INCORRECT

10:30 a.m. - 11:00 a.m.

CORRECT

10:30am – 11:00am
10:30 A.M. - 11:00 A.M.
10:30 AM – 11:00 AM

INCORRECT

LETTERHEAD

The template for letter documents is sized 8.5x11 inches and is available for Microsoft Word.

Color logo with tagline
text-Gotham Book 7.5 pt

Gotham 8 pt
heading-Bold, text-Book

Arial Regular 12

Gotham Medium 9

Gotham Book 6.5

Dear Resident,

Assit quibust, totatur, vendantis uta voloren itatatest eiusdam dolorem acest autem ratio. Icte denihitatem esenimet volorera sim faccat anis deligen digenem faceperae inum duntotatemod molupturissi reperum fugitem ollatum qui unt que inusae pos quatur ratiam sim qui dollam ea ea iliqui de naturep erfersp eriati corem acea nos eum et harumque iligenisque sit laut ma nection reium quas solorest as et laut et id milloriorae conse magnam aut od ut dolore, cum alic tet vitis reprovidis consed es eicae mi, sum rerit, omnimus eseque dolorem eum

Ut essero dollenissed mod quis parum serum ipsande venimagni comnis exeratque la destem ex et qui quam excesti onsedi doluptae et imaios et ad et eum eosant vellist, conectur as dolest ut am di reris dipsunt earupiet et ea des si dis doluptate explic tem essim esequi velecti cor audaepudi cullabo rendaeptatus ut il ium es quas voloreperro duntio eos simus quation non estinciam, eseque venecumquae optianisi senet eum non resequam idelent, te natate quam essinctur aut laborem esecto omniend amendae puditae des audipit atibus mollupturia ant pario is dolore liquam, voluptates restiis autecat.

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quam solupta quid miliquias aut veni utas excestr untecuscitis ipidebis pro berum alitatume dolupta temquaturem es que placestrum dus, consed que sequas

Regards,
John Smith
Manager

Chair
Richard Blattner

Vice Chair
Bryan Caletka

Second Vice Chair
Bruce G. Roberts

Members | Alternates
John Adomato III
Gloria J. Battle
Mikkie Belvedare
Mark D. Bogen
Mark Brown
Charlotte Burrie
Yvette Colbourne
Joy Cooper
Freddy Fisketti
Toby Feuer
Jerry Graziose
Tom Green
Patricia Good
Dale Holness
Christine Hunschofsky
Ron Jacobs
Sandy Johnson
Eric H. Jones, Jr.
Richard J. Kaplan
Richard Maggiore
Lisa Mallozzi
Ashira A. Mohammed
Frank Ortis
Debra Placko
Romney Rogers
Tim Ryan
Barbara Sharief
Joanne Simone
Lawrence A. Sofield
Gregory Sollitto
Larry Vignola
Beverly Williams

Executive Director
Gregory Stuart

General Counsel
Alan Gabriel

Trade Centre South | 100 West Cypress Creek Road, Suite 850 | Fort Lauderdale, FL 33309-2122 | BrowardMPO.org

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ENVELOPES

The template for envelopes is sized 4 1/8 X 9 1/2 inches, business #10 and is available for Microsoft Word.

Color Logo ——————

Gotham Book 8 pt ——————

CD/DVD LABEL

The Avery 8692 template is for CD/DVD labels and is available for Microsoft word.

Color logo with tagline ——————

Gotham Medium 6 pt ——————

Gotham Medium 9 pt

Gotham Light 12 pt ——————
Gotham Bold 8 pt ——————

POWERPOINT TEMPLATE

Please use the following template and formatting when creating a presentation. The template is for Microsoft PowerPoint.

SLIDE BACKGROUNDS

Gotham Bold 14 pt

White/Reverse Logo   Gotham Bold 10 pt

TITLE SLIDE

FINAL SLIDE

Color Logo

Speak Up Broward logo

Arial Bold 40 pt
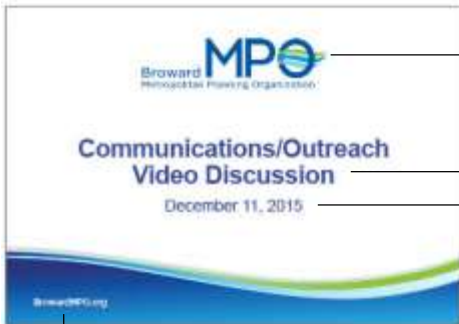
Arial Regular 25 pt
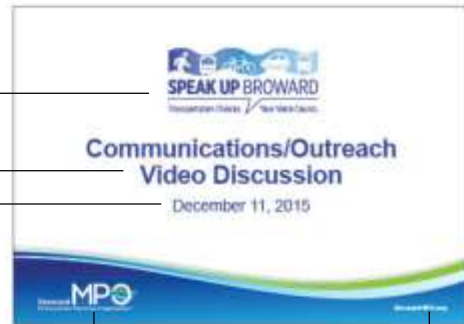
Gotham Bold 14 pt

White/Reverse Logo   Gotham Bold 10 pt

CONTENT SLIDES

VIDEO PURPOSE

- Promotion of MPO Mission
- Ongoing education about transportation issues and needs
- Building awareness of funding deficit
- Explanation of funding options
- Call to action

Arial Bold 34 pt

Arial Regular 27 pt

VIDEO STYLE

Option 1: White board concept

Option 2: Graphic Video with music, script, voiceover

Option 3: Graphic video with music and key messages

Heading Arial Bold 24 pt

Text Arial Regular 24 pt

Color Logo   Gotham Bold 10 pt

White/Reverse Logo   Gotham Bold 10 pt

VERTICAL/PORTRAIT PLAN COVERS

The vertical/portrait template for plan covers is sized 8.5x11 inches and is available for Microsoft Word.

Color Logo

Image

Gotham Medium 41
Gotham Book 16 pt

Gotham Medium 37
Gotham Book 16 pt

Gotham Medium 9.5

Gotham Bold 14 pt

Gotham Bold 14 pt
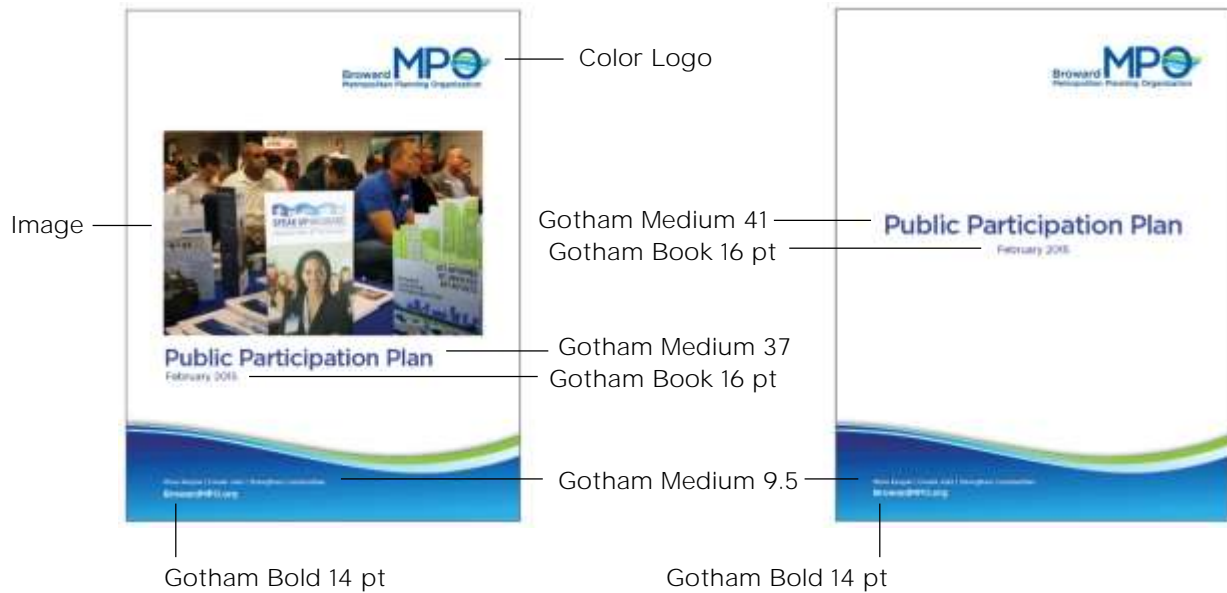
HORIZONTAL/LANDSCAPE PLAN COVERS

The horizontal/landscape template for plan covers is sized 8.5x11 inches and is available for Microsoft Word.

Color Logo

Image

Gotham Medium 54

Gotham Book 15 pt

Gotham Medium 10.5 pt

Gotham Bold 15 pt

Color Logo

Gotham Medium 54

Gotham Book 15 pt

Gotham Medium 10.5 pt

Gotham Bold 15 pt

PROJECT HANDOUTS

The template for handouts and factsheets is sized 8.5x11 inches and is available for Microsoft Word.

Gotham Book 40 pt

Color logo

Gotham Medium 30 pt

Gotham Bold 13 pt

Arial Regular 11 pt

Non-Discrimination text

Gotham Medium 9.5 pt

Gotham Bold 14 pt

FACT SHEET

Broward **MPO**
Metropolitan Planning Organization

Insert Project Name Here

Project Overview
Mendaeris etur arumqui demolup tasperum eium volo blabo. Qui doluptat audit as conestis doluptatios sed quiatas utem quam que eum deliquaes nonsedi omnihic ienihil ipsande rorumque pedissin placiuntur miliciliqui ut omnis rehenie ndentium rem re pore voluptae. Dis re ne voluptatur?

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Heading Here
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Caption for photo here. Caption.

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For more information, please contact:
Christopher Ryan - Public Information Officer/Title VI Coordinator
Broward Metropolitan Planning Organization - Trade Centre South
100 West Cypress Creek Road, Suite 850, Fort Lauderdale, Florida 33309
Phone: (954) 876-0033 | Email: ryanc@browardmpo.org

Move People | Create Jobs | Strengthen Communities
BrowardMPO.org

WORKSHOP KIT

The following collateral materials are available for a workshop or meeting.

SIGN-IN SHEET

The sign-in sheet template is sized 8.5x14 inches (legal size) and is available for Microsoft Word. When using the sign-in sheet for other meeting types, you may change the column headings to adhere to the meeting's purpose (e.g. for regular committee meetings, change "how did you hear about us?" to "initials" or "signature").

Color logo with tagline

Gotham Book 30 pt

Gotham Medium 11 pt

Gotham Bold 12 pt

MEETING SIGNS

This meeting sign template is sized 36x24 inches and should be printed on matte paper and mounted on foam core. The template for this document is available for Microsoft PowerPoint.

WELCOME SIGN

DIRECTIONAL SIGN

Gotham Bold 385 pt

Gotham Bold 210 pt

White logo   Gotham Bold 72 pt

White logo   Gotham Bold 72 pt

WORKSHOP KIT

COMMENT SHEET

The comment sheet template is sized 8.5x11 inches and is available for Microsoft Word.

Gotham Book 30 pt — PROJECT NAME GOES HERE

Color logo

Gotham Medium 14 pt — COMMENT SHEET / LRTP Public Workshop | April 23, 2013 | 4 p.m. to 8 p.m. / Emma Lou Olson Civic Center | 1801 NE 6 Street | Pompano Beach, FL 33060

Gotham Medium 10 pt — Name: / Address: / Zip Code: / Phone: / Email:

Gotham Bold 11 pt — For more information, please contact:
Gotham Medium 9 pt — Christopher Ryan - Public Information Officer/Title VI Coordinator / Broward Metropolitan Planning Organization - Trade Centre South / 100 West Cypress Creek Road, Suite 650, Fort Lauderdale, Florida 33309 / Phone: (954) 876-0033 | Email: ryanc@browardmpo.org

Non-Discrimination text

Gotham Medium 9.5 pt — Move People | Create Jobs | Strengthen Communities
Gotham Bold 14 pt — BrowardMPO.org

NAME TAGS

The nametags are sized 4x3 inches and are formatted four per page for printing. The template is sized 8.5x11 inches and is available for Microsoft Word.

Gotham Book 20 pt — NAME OF PROJECT
Gotham Bold 12 pt — PUBLIC WORKSHOP

Gotham Bold 24 pt — First Last
Gotham Medium 19 pt — COMPANY

White logo — MPO
Gotham Bold 8 pt — BrowardMPO.org

WORKSHOP KIT

PROJECT BOARDS

Project boards are generally sized 36x24 inches and should be printed on matte paper and mounted on foam core. Project boards should only utilize the approved colors on page three of the style guide. In addition, black text is appropriate for use. The logo placement can be adjusted as needed, but should follow all logo usage rules.

HORIZONTAL BOARD

LOGO

VERTICAL BOARD

LOGO
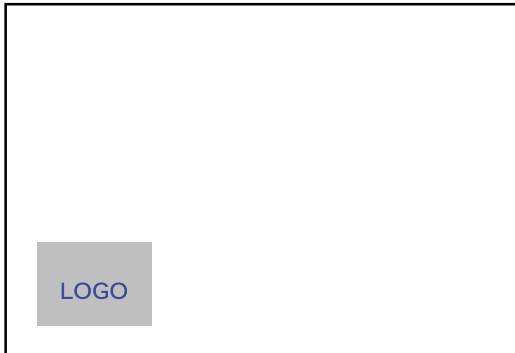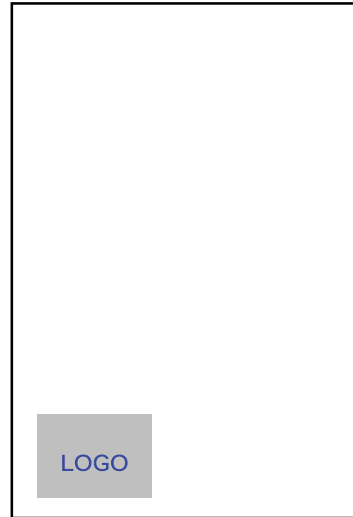
WEBSITE

For BrowardMPO.org style rules, please refer to the Broward MPO Website Training Manual.

PRESS RELEASE

The template for press releases is sized 8.5x11 inches and is available for Microsoft Word. If the document goes onto a second page, please end the first page with "more" in italics and continue on the second page. Signify the end of the release with three number signs (#) centered. All text should follow AP Style Guidelines. These rules can be found at: www.apstylebook.com.

Color logo with tagline
text-Gotham Book 7.5 pt

Gotham Medium 14 pt

Gotham Book 11 pt

Gotham Medium 17 pt
Gotham Book Italic 13 pt
Arial Bold 12 pt

Arial Regular 12 pt

Gotham Medium 9
Gotham Book 6.5

Broward MPO
Metropolitan Planning Organization

Move People | Create Jobs | Strengthen Communities

FOR IMMEDIATE RELEASE

Media Contact:
Christopher Ryan
Public Information Officer
954-876-0036
Ryanc@browardmpo.org

Title of Press Release here in Title Case
Subheading here in italics in sentence case, if needed.

FORT LAUDERDALE, Fla. (March 16, 2016) – Body of the press release goes here. A news or press release is a written communication that purports to report on an event, circumstance or occurrence by a third party, and is provided to a news reader, or the media, for the purpose of promotion.

News and Press Releases purport to report on an event, circumstance or occurrence by an independent reporter (a third person). When writing a news or press release, be that reporter and bring your content to the attention of readers as if you had no marketing agenda.

Third Person Example: "According to John Doe, the next version of Webster's Dictionary will include two new slang terms that were identified in his research as being part of ..."

Inappropriate Example: "I, John Doe, was informed that the next version of Webster's Dictionary will include two new slang terms that I identified in my research as being part of..."

Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear and attention-grabbing headline. Begin with a strong introductory paragraph that captures the reader's attention and contains the information most relevant to your message such as the "Five W's" of (W)ho, (W)hat, (W)hen, (W)here, and (W)hy, when applicable. This paragraph should summarize the News Release such that if it was the only part seen by a reader, it would tell your entire message, and it should include a hook to get your audience interested in reading more.

Body paragraphs should contain more detailed important information. Pick up with the information provided in your first paragraph, including quotes from key staff, customers or subject matter experts. Make sure you use correct grammar so as not to affect your credibility negatively.

###

Trade Centre South | 100 West Cypress Creek Road, Suite 850 | Fort Lauderdale, FL 33309-2122 | BrowardMPO.org

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EMAIL BLASTS

The following email blast, or "eblast" template, is available in Microsoft Publisher. It should be used as a basic outline of how to develop eblasts for the Broward MPO. Please adhere to use of the headers and footers as well as logo placement and section headings.

Gotham Book
12 pt

Gotham Medium
12 pt

Spacing- 6 pt
before paragraph
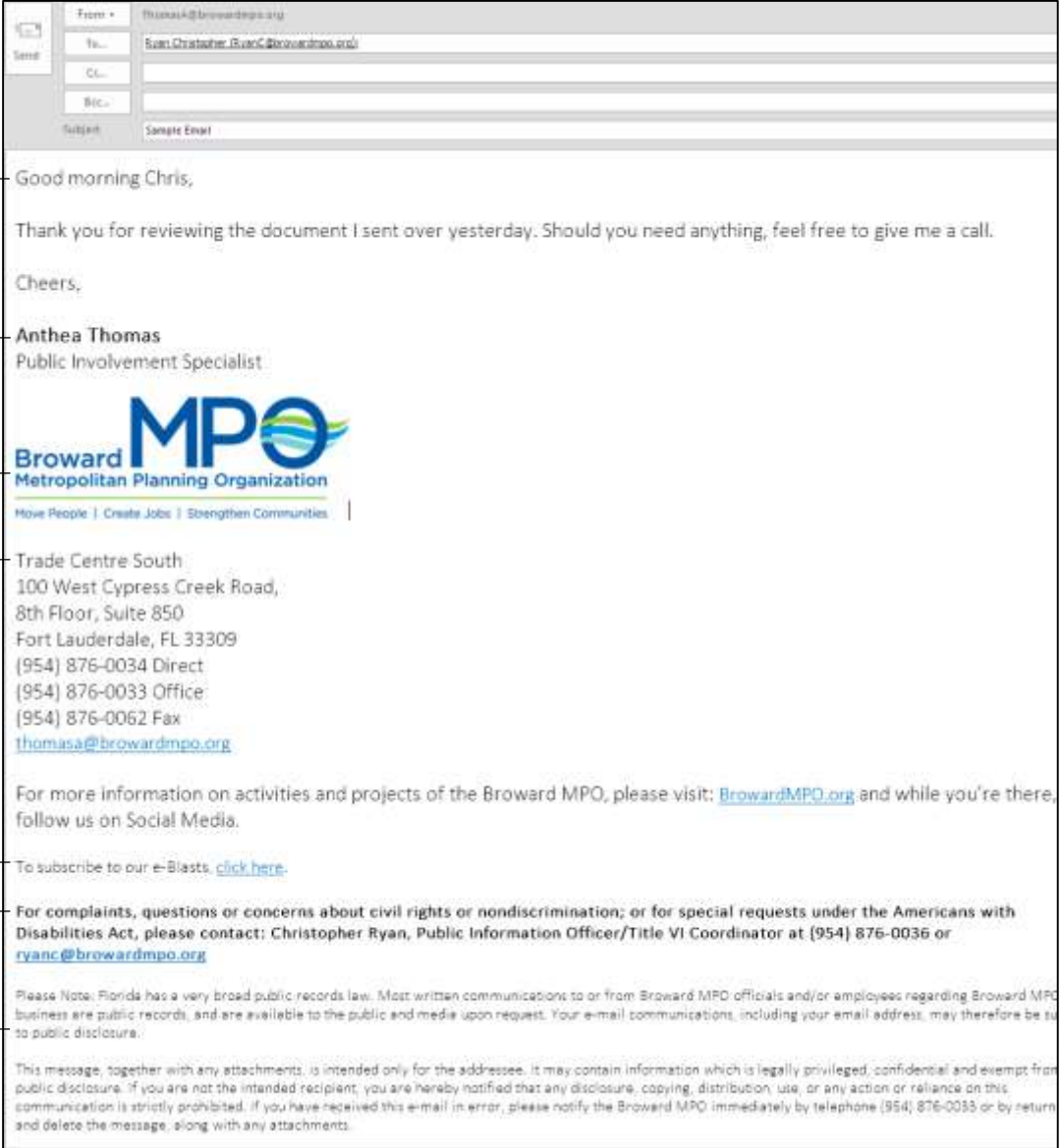
EMAIL SIGNATURES & FONTS

The following signature and fonts are to be used in Microsoft Outlook. Please adhere to use of the signature and fonts. Make sure that non-discrimination text is used.

Calibri Light 12 pt — Good morning Chris,

Thank you for reviewing the document I sent over yesterday. Should you need anything, feel free to give me a call.

Cheers,

Calibri Light (Bold) 12 pt — **Anthea Thomas**
Public Involvement Specialist

Color Logo with Tagline

Broward MPO
Metropolitan Planning Organization
Move People | Create Jobs | Strengthen Communities |

Calibri Light 12 pt — Trade Centre South
100 West Cypress Creek Road,
8th Floor, Suite 850
Fort Lauderdale, FL 33309
(954) 876-0034 Direct
(954) 876-0033 Office
(954) 876-0062 Fax
thomasa@browardmpo.org

For more information on activities and projects of the Broward MPO, please visit: BrowardMPO.org and while you're there, follow us on Social Media.

Calibri Light 10 pt — To subscribe to our e-Blasts, click here.

Calibri Light (Bold) 10 pt — **For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or** ryanc@browardmpo.org

Calibri Light 9 pt — Please Note: Florida has a very broad public records law. Most written communications to or from Broward MPO officials and/or employees regarding Broward MPO business are public records, and are available to the public and media upon request. Your e-mail communications, including your email address, may therefore be subject to public disclosure.

This message, together with any attachments, is intended only for the addressee. It may contain information which is legally privileged, confidential and exempt from public disclosure. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, use, or any action or reliance on this communication is strictly prohibited. If you have received this e-mail in error, please notify the Broward MPO immediately by telephone (954) 876-0033 or by return and delete the message, along with any attachments.

EXCEL SPREADSHEETS

The following signature and fonts are to be used in Microsoft Excel. Please adhere to use of fonts. Make sure that color MPO logo is used.

Color Logo
with Tagline

Gotham Book
24 pt

2016 Total Mileage of Roadways by Municipality

Broward **MPO**
Metropolitan Planning Organization

Arial (Bold) 11 pt

Arial 11 pt

Municipal Name	Local Streets*		County Roadways		State Roadways		Total Streets
	Total	Percent	Total	Percent	Total	Percent	
Coconut Creek	217.14	90.18%	10.98	4.56%	12.67	5.26%	240.78
Cooper City	130.57	91.83%	6.95	4.89%	4.67	3.28%	142.19
Coral Springs	357.24	87.84%	30.34	7.46%	19.10	4.70%	406.69
Dania Beach	130.34	86.10%	5.78	3.82%	15.26	10.08%	151.38
Davie	538.61	88.12%	14.78	2.42%	57.84	9.46%	611.23
Deerfield Beach	276.40	89.32%	5.25	1.70%	27.82	8.99%	309.47
Fort Lauderdale	724.99	89.59%	32.58	4.03%	51.63	6.38%	809.20
Hallandale Beach	78.65	90.48%	1.53	1.76%	6.74	7.75%	86.92
Hillsboro Beach	10.16	76.72%	0.00	0.00%	3.08	23.28%	13.25
Hollywood	552.76	92.67%	8.67	1.45%	35.04	5.87%	596.46
Lauderdale by the Sea	30.48	92.10%	0.00	0.00%	2.61	7.90%	33.10
Lauderdale Lakes	58.06	89.74%	1.33	2.06%	5.30	8.19%	64.70
Lauderhill	156.77	92.86%	3.81	2.26%	8.24	4.88%	168.82
Lazy Lakes	0.11	100.00%	0.00	0.00%	0.00	0.00%	0.11
Lighthouse Point	45.87	94.71%	0.01	0.02%	2.55	5.27%	48.43
Margate	196.99	96.12%	2.83	1.38%	5.12	2.50%	204.94
Miramar	436.55	93.43%	8.11	1.74%	22.58	4.83%	467.25
North Lauderdale	96.41	93.63%	3.77	3.66%	2.80	2.72%	102.97
Oakland Park	139.88	83.94%	10.22	6.13%	16.55	9.93%	166.65
Parkland	162.37	92.36%	9.16	5.21%	4.26	2.43%	175.79
Pembroke Park	36.60	87.30%	0.08	0.20%	5.24	12.51%	41.93
Pembroke Pines	515.90	93.09%	9.23	1.67%	29.06	5.24%	554.19
Plantation	374.42	91.44%	19.08	4.66%	15.99	3.90%	409.48
Pompano Beach	387.47	87.59%	16.79	3.80%	38.12	8.62%	442.39
Sea Ranch Lakes	3.11	98.77%	0.00	0.00%	0.04	1.23%	3.15
Southwest Ranches	123.69	92.51%	6.96	5.21%	3.05	2.28%	133.70
Sunrise	300.20	89.18%	11.50	3.42%	24.91	7.40%	336.62
Tamarac	208.17	89.04%	12.67	5.42%	12.96	5.54%	233.79
West Park	55.33	96.11%	0.01	0.02%	2.23	3.87%	57.56
Weston	279.01	91.93%	0.00	0.00%	24.51	8.07%	303.51
Wilton Manors	36.73	86.57%	2.64	6.23%	3.05	7.20%	42.43
TOTAL	**6660.98**	**90.51%**	**235.07**	**3.19%**	**463.04**	**6.29%**	**7369.09**

All measurements are in Miles
Roadway distance measured based on centerlines and does not reflect total lane miles
Data collected from Broward County GIS
*Calculated based off of two different data-sets

PROMOTIONAL MATERIALS

TABLECLOTHS

The imprint dimensions for a tablecloth logo should be proportionate to the size of the tablecloth. For example, the imprint area in the sample below is 50"x17".

BANNERS

This sample banner is sized 4'x8' (48"x96") and is printed with metal grommets for hanging. The template for promotional banners is available for Microsoft Publisher.

PROMOTIONAL ITEMS

Promotional items, such as pens, should follow the logo usage guidelines mentioned in the Style Guide.

PHOTOGRAPHY

Please use the following tips when procuring photography for the Broward MPO.

SET RESOLUTION AS HIGH AS POSSIBLE
Though higher resolution images take up more space, they are the highest quality media possible and can be down sampled for almost any medium. A photo's resolution is determined by the number of pixels per inch (ppi) it has. Photos used for print product should be at least 300 ppi in order to be considered high resolution.

USE THE AUTOMATIC MODE AND AUTOMATIC FOCUS
Photographers should take advantage of the auto modes, e.g. macro mode, landscape modes, portrait mode in the camera. This ensures that settings used to take the photo are optimal and makes shooting photos easier. Only use manual settings if the photographer is familiar with this practice.

APPLY THE RULE OF THIRDS
The Rule of Thirds is critical in photo composition. A photo can be divided up into a grid with two equally spaced horizontal lines and two equally spaced vertical lines. This creates nine equal parts or thirds. Photographers should make sure that photo elements fall on one of these lines or the intersection of these lines. Most cameras and smartphones have an option to activate a rule of thirds grid to aid in taking the perfect photo.

USE THE FLASH JUDICIOUSLY
Flash use can make or break a photo. Photographers should prioritize the use of natural light when possible and avoid using any flash when natural light is available. Most cameras and smartphones use flash automatically (especially if a photographer is using auto mode). The use of flash should be restricted to low light situations and should be used with some distance between the camera and the subject to prevent overexposure.

SELECTING PHOTOS
A good photo can accentuate any piece of content. Here are a few tips for selecting photos:

- Photos should be the appropriate resolution for the medium or application. Web photos should be light weight and make it easy to load for users. Print photos, however, should be high resolution to ensure they are sharp and rich in detail.

- Photos should be relevant to the material around them and to the subject material. Photos should add color and a sense of place to content and reflect the overall message or information being conveyed.

- Photos should emphasize people and movement when possible. Photos look best when they are not posed or planned. Action shots of people or objects (such as trains or buses) add a level of excitement and color to your content.

- Avoid stock photography when possible. Stock photography is widely used on the web. However, it is easily spotted because of how artificial it can be. The best approach is to build a library of photos that is sourced locally. This makes your photos and content much more authentic and meaningful.

PHOTOGRAPHY

Please see the following examples below for better photo choices.

HIGH RESOLUTION

LOW RESOLUTION

CANDID

POSED

ACTUAL PHOTO

STOCK PHOTO