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Imagery:

emotions through images

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*Additional guidance is available for messaging and imagery in Bread's unabridged editorial style guide and photo guidelines.

Imagery

Our Image Philosophy

- Delicate balance of the depth of hunger and true human flourishing
- Focus on strong profiles - open for context imagination
- Show people in a position of being empowered despite circumstances
- Highlight human flourishing - this is not just material, but what it means to be fully human: surviving and thriving
- What does it look like in a world where there is no hunger?

1. Language for encompassing (philosophy of how we think about photography)**2. General principles for image selection for settings**

- images should have enough negative space for context imagination and graphic overlays (or opportunity for negative space)
- Freedom around color - focus on contrast - dial down to 60s and 70s - suggest editing photos with highlights and shadows

Imagery

General Rule for Image Use

Photography, whether it was found on stocks or was actually shot, should always feature subject matter that reflects our brand and values. Every photo should be highly professional and conservative to inspire and evoke trust. Images should never be passive or stagnant. They should never feel staged, overly posed, or silly, but authentic and honest.



Imagery

Evoking Emotions

We use images to visually communicate the Brand Voice of Bread.

*Guidance on brand voice is shown on page 8 of this brand toolkit. Additional explanation on the 80/20 rule mentioned on pages 72 and 73.

Our voice evokes **compassion, optimism, knowledge & relatability**. We celebrate **abundance and possibility**, not leading with guilt, lack, or despair.

- To evoke these emotions visually in purposeful and practical ways, we use two types of images implemented through the 80/20 rule.

80/20 RULE

We strategically place high impact images 20% of the time and context images 80% of the time.

HIGH IMPACT IMAGES (20%)

Nothing displays emotion more than the humans who experience them. Our impact images are modern photos with strong profiles and broad negative space that allow for context imagination. We choose photos of humans flourishing, positioned powerfully, representing a movement and to evoke celebration and possibility. This includes abstract imagery. Photography of upward and outward looking subjects communicate hope beyond today and a vision to work toward **a world without hunger**.



CONTEXT IMAGES (80%)

Photos to go with messaging that is specific to a distinct topic. These images are similar to hero images in composition and quality, yet communicate a more contextually focused emotion, place in time, or location. Overusing high-impact visuals can have a negative effect, which is why it is important to balance these with more traditional, familiar, empathetic images.



Imagery

Mood Board

Here's a reference for the look and feel of the Bread Brand Aesthetic for the high impact images. The stories of high impact and context images combined with brand colors and elements create a unique visual space that Bread owns.

These images are not meant to limit photo selection to the context shown or only using high impact photography but rather show how images, regardless of its setting, can still follow the principles described in this toolkit.



Imagery

Strategic Selection

What makes our brand imagery aligned to Bread's brand philosophy and what distinguishes our brand imagery from other organizations in the nonprofit/hunger space?

Bread's aesthetic DNA focuses on the subject by selecting images that have strong composition and framing that draws the eyes to the subject and not the context or setting. The references on page 70 show images that frame the subject as the focal point in the frame. This is done with the use of the negative space without distracting elements.

Images such as those shown on page 70 will capture audiences' attention due to the use of negative space and dignified profiles of image bearers. In other words, the images are not dignified because of their eurocentric clothing, architecture or style, but dignified because of their strong composition and centered subject, regardless of context, clothing or socioeconomic status.

In order to reduce user fatigue across the board, including on the website, and in all visuals, we'll implement the 80/20 rule. Our research shows that audiences who interact with Bread on the website and other visual touch points want to know what makes us unique, different, and valuable among other organizations working in the same field (the 20%).

Imagery

Strategic Selection

How should we understand the use of color in photography?

We aren't limiting the tone in the range of colors on photography, but the selection of images will be intentional, with the use of negative space and large, visually stunning images. The general rules around saturation and contrast still apply in this Brand Toolkit.

What story are we communicating through the people we choose in our brand imagery?

We want to show the realities of hunger in an empathetic and empowering – not guilt-inducing – way, meaning we allow photography to provide context and setting. One way of doing this is through dignified profile shots. Given how subjective this can be, we suggest leaning on the examples of the high-impact photos we've provided for direction when achieving the 20% of the 80/20 rule.

What databases will we be sourcing when selecting our photography?

For your traditional shots (the 80% of the 80/20 rule), you'll find those photo selections on sites like Adobe Stock, iStock, Storyblocks and Shutterstock.

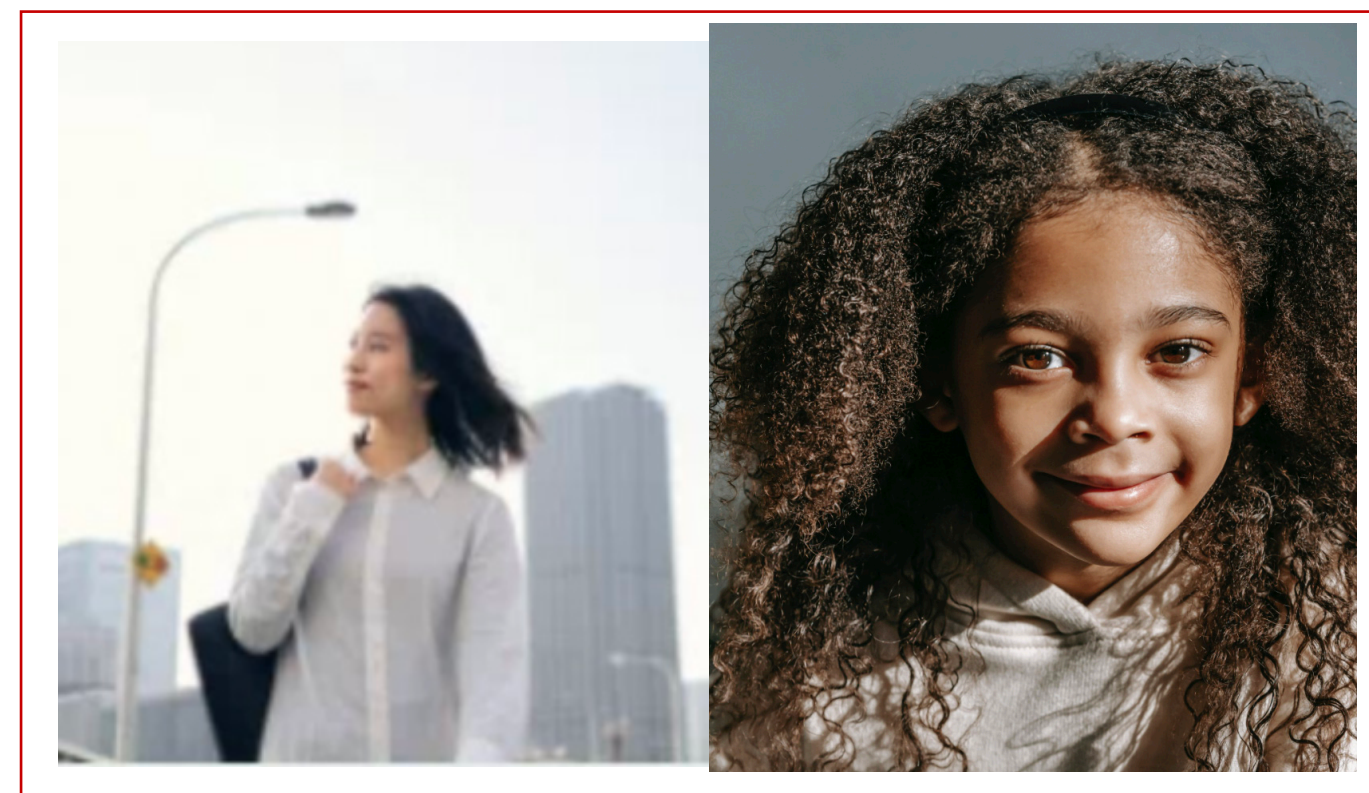
For your high-impact images (the 20% of the 80/20 rule), we recommend sites like Pexels and Unsplash that provide royalty-free photography that are curated from artists around the world and have the high commercial artistic look with negative space.

Guidelines

Effective communication

Effective images communicate something clearly to your audience. They add depth and meaning. The assets folder has sample images to use as a reference.

01. Don't use images that have strong or oversaturated contrasting colors.
02. Use an image if it genuinely adds value and offers what you want to communicate.
03. Use images that capture a moment in time and aren't staged or fake.
04. Use images that have negative space that affords to opportunity for modern design.
05. Depending on context and setting use images that show diversity.



Guidelines

What to Avoid

Every image, whether it was found on stocks or shot in real life, should be professional and reflective of our values. We want to avoid anything that may distract or contradict our brand voice.

01. Don't cover images with the brand pattern.
02. Don't use low-quality stock images.
03. Don't use any images of subjects without proper permission.
04. Don't use images that are not related to our brand.

01.



02.



03.



04.

