



CAROLINE LUCAS MP

Photography Guidelines

PHOTOGRAPHY

INTRODUCTION

Photography plays a crucial role in conveying the essence of the brand.

This document should act as a guide for photographers and designers working on visual material for the campaign.

It demonstrates how photography can be used to communicate Caroline's personality, her place in the community as well as capturing the campaign and set-piece photos.

For the purpose of the campaign Caroline's image is a part of the brand. It's important to put distance between the person and the candidate in your minds so you can look objectively at photography.



PHOTOGRAPHY

CAROLINE

Energetic and fresh

Capturing and presenting the right shots of Caroline is central to the campaign.

The aim is to create consistency in the way that the candidate is depicted throughout your communications and to build up a library of photography that can be drawn on throughout the campaign.

These photos will strongly influence voters' perception of Caroline and the campaign.

Capture genuine moments with the candidate over staged photos. This is where we convey a real sense of authenticity and will differentiate Caroline from the opposition.

There will of course be occasions when posed photos are appropriate, for example when posing with constituents.



Smiling Interacting Enjoying people Energetic Fresh Approachable



PHOTOGRAPHY

CAROLINE

Active and courageous

“Standing up for what matters” doesn’t only equate to protests. When it does, Caroline should be captured smiling. If she’s speaking - use a microphone never a loud-hailer.

It’s important to maintain the feeling of approachability.

There will be moments during the campaign when a photo of the Candidate will be required as a background to quotes that are critical and challenging in nature. For this reason it’s also advised to collect more serious photos. Successful compositions for these photos are upward or ‘cut in’ shots of Caroline to convey her as brave and strong.

Here is an example of the importance of matching photography with a statement. When quotes are challenging Caroline should be more serious.



Approachable Determined Courageous



PHOTOGRAPHY

CAROLINE

Solidarity and Empathy

Use photos that show that Caroline is an MP who listens to people and is interested in what matters to them.

Capture Caroline having fun and engaging with people, for example sitting down to eat.



Eating with people Listening Asking Questions Laughing

PHOTOGRAPHY

CAROLINE

With supporters and volunteers

Use images that show Caroline joining in with volunteers and supporters. She's part of this campaign too and she's out working hard to champion Brighton.

We want to communicate the sense of team and being part of something, and that there's something for everyone.

Try to use photos that include colour, food, people of different ages including children, and a sense of celebration.



Team Colour Celebration

PHOTOGRAPHY

THE GRASSROOTS CAMPAIGN

This campaign is about local people getting out and supporting Caroline's campaign in Brighton Pavillion.

We want to show that it's fun, exciting and that by joining the campaign they will be a key part of something significant.

To the local electorate we want to demonstrate that Caroline's campaign is different from the others. Something that regular Brightonians are getting excited about.

Here you can see examples of when posed shots still convey a sense of movement and fun. These are the sort of shots ordinary people would pose for together so you don't lose the sense of authenticity. Breaking the rules is sometimes acceptable!



Local Significant Exciting

PHOTOGRAPHY

I'M STANDING UP FOR..

We want to put constituents at the forefront of the campaign. We'll use these photos on official campaign social media channels to direct supporters to carolinelucas.com and sign up to the campaign.

We want to present the campaign as something bigger than just Caroline, bigger than just the Green Party. It's about people standing up for the issues and causes that really matter to them.

That's why we want to show them standing in context: in the down-to-earth places that are personal to them - whether it's the train-station, their allotment, taxi-cab, corner shop, school, community centre or the local pub.

The composition for photos should generally have the persons eye level in the top 3rd unless for creative reasons. Here you can see photos that follow this principle.



PHOTOGRAPHY

I'M STANDING UP FOR..

Context and Content

People will hold up boards on which they'll write down the issues that matter to them. Supporters should have a genuine personal connection with the issue they represent.

We want to shoot people in their context, in Brighton. The background to the shot should ideally be relevant to the person and the issue they're standing for to give a sense of authenticity rather than using landmarks.

Different expressions and ways of holding the sign are encouraged to make the shots more dynamic; some people may be standing up for something out of anger, some in celebration.

Adding a value to the issue makes the photo more engaging, for example Clean Energy, LGBT Rights, Equal Pay for women.

Holding the sign in different ways encouraged!



PHOTOGRAPHY

PHOTO FILTERS

Treating the photos with a custom filters will give the campaign added consistency.

The aim also is to make each photo feel Fresh and Light - Clean & Hopeful

