

Style-guide RVO-photography

The requirements mentioned below are meant for photographers who are on assignment for RVO abroad and for RVO photography in general.

Photography guidelines

Images from the Rijksoverheid have to be powerful, clear, credible and Dutch.

The images must be in full colour, high in contrast and should not have much details. The colours are bright, and the subject should be in focus. Additionally, photos have to be shot from a natural perspective, with 'real' people and not clearly staged. Regarding people, this should display the multicultural Dutch community.

In short:

- Powerful and colourful
- Good composition
- Clear look and feel
- High resolution

- Powerful
Clearly show what you want to tell. The image should enhance the accompanying message. Also, the image should be able to communicate the message on its own. Do not focus on the image alone, but the complete message.

- Clear
One image tells a clear story. Therefore, refrain from using unnecessary elements. If you are not able to capture the message in one image, then use multiple images to create an effective message.
- Credible
Images are realistic and therefore not clearly staged. Portraits people as they are. Use a normal perspective. Images should be in colour.
- The Netherlands and the Netherlands abroad
If the message portrays the Netherlands or is staged in the Netherlands, use typical Dutch images. Also consider the diversity of the people within the Netherlands. In case of subjects regarding foreign territories or situated abroad, consider showing the Dutch efforts in that particular country.

Points of concern and practical guidelines:

- Always consider the guidelines that are applicable to Dutch entrepreneurship – for instance regarding corporate-social responsible. Consider for example:
 - Safety rules on the floor
 - Protective clothing
 - Animal welfare
 - Pay attention to sensitive information
 - No visible company names, license plates etc. in the shot.
 - Portrait right: Always ask the person(s) in the shot for permission.
 - If necessary, have the people or companies involved sign a quit-claim agreement.
 - Do not manipulate photos
 - Always hand over the original images (300dpi), in hi-res (300dpi) and .jpg- format.
 - Colour correction can be desirable.
 - Horizontal images are preferable, as the photos will be used in a digital environment, on websites as well as newsletters and social media.
 - RVO.nl website headers and social media images use specific landscape dimensions. The sizes will be specified in the briefing.
 - Note that RVO needs to crop the image for the various communication platforms if necessary. For instance, shoot next to a close up also a wide angled photo. This way the subject will remain in focus after cropping the image.
- Sizes for website headers and social media will be mentioned in the briefing. However, always send the original uncropped images too.
 - Always send an image preview to the internal client and to RVO's Beeldteam via beeld@rvo.nl. A selection of the images will be uploaded to the Mediatheek after consulting the Beeldteam.
 - Images that meet the guidelines and are suitable for multi-usage will be added to the Mediatheek by RVO.

Visual recognisability: What message does RVO want to dissipate?

RVO has multiple target audiences, the common factor are the people. RVO wants to humanise the subject. For instance, by visualising a Dutch entrepreneur abroad, collaborating with a foreign entrepreneur or employee.

Translating RVO through images

Besides the [general photography guidelines](#), it is possible to add RVO-specific accents so the image visualises the RVO message. Use of the following keywords:

- Transparent
(show what is going on, a view behind the scenes)
- People
(think of knowledge sharing through experience (= emotion) – Show interaction)
- Connect
(Visualise the people and their surroundings, human perspective)
- Engaged
(we collaborate with others)
- Be creative and be bold
(avoid cliché images)

What is visual storytelling?

Always connect the image with the subject matter – the underlying message. Images are a visual expression of the underlying message. The message will be presented in the briefing.

Backdrop

- Choose a backdrop that enhances the image and tells more about the subject.
Creative thinking: do not always use the meeting room or the office.
- Set the backdrop, because it tells a story too.
- Show human interaction.
- Prompt for positive images, visualise.
- Use authentic images, do not post-process them.
- Shoot your image from a human perspective. Vary in focus and unfocused.

People

In general

- Functional, no stock images
- Consider that photographing a subject from beneath can create a distorted view of the human dimensions.
- Alternate close-ups of people
- Create a realistic view of the situation
- Pay attention to privacy and portrait rights!

Show the RVO-context

People involved

- Photograph the people involved in the projects – the stakeholder – in the relevant environment (perception)

Knowledge experts

- Show RVO's expertise in relation to the project

Connectors

- Think of the target audience, but also the stake holders. Visualise for and with whom RVO carries out the projects



- ✓ Photos on location, at a project, along side other persons (stake holders, people involved with the project)



5.760 x 3.840 | 19-01-2015 14:01
N93A4913.jpg (15 MB)



RVO-projects visualised:

- Placing people in a setting:
 - Realistic images
 - positive
 - sharp/depth
 - alternate between close-up and wide angle

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5.000 x 3.337 | 30-07-2014 11:08
5.jpg (5.7 MB)



✓ *Placing people in a natural setting*

Example images: Dos and don'ts



✓ *Creative point of view*



4,896 x 3,264 | 07-09-2016 17:03
44.jpg (6.7 MB)



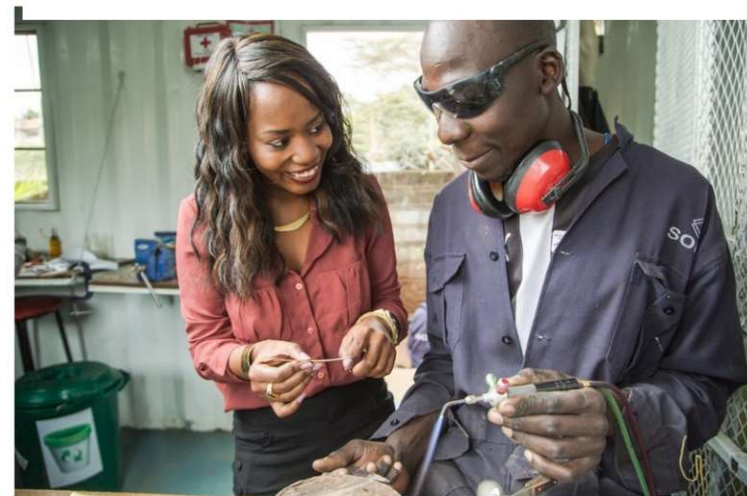
✓ *Conversation and communication*



5,040 x 3,360 | 22-07-2018 12:38
016A0303-1.jpg (4.1 MB)



✓ *Creative point of view*



5,760 x 3,840 | 29-08-2016 10:46



✓ *Female entrepreneur*



4.896 x 3.264 | 07-09-2016 15:25
29.jpg (9.2 MB)



✓ *Use innovative technics rather than traditional images*



7.360 x 4.912 | 29-04-2015 09:23
DSC1849.jpg (17 MB)



✗ *Traditional and staged photos are not preferred by RVO*



✓ *Colourful, people in a work environment*



2.880 x 1.920 | 10-04-2018 10:38
15_Guinea_VT_1R4A7018-1.jpg (2.4 MB)



✗ *Good vibrant image, but no people and no interaction*



3,568 x 2,368 | 18-03-2015 01:34
Larive International 2015 - Netherlands poultry expert visit Myanmar_photo 7.JPG (2.3 MB)



✗ No group photos: snap-shot, staged and no visual story



✗ No touristic images