

Photography

Algonquin College brand imagery focuses primarily on the people of AC, especially our students. It should reflect the modern, dynamic, multicultural and multidisciplinary nature of our campuses. Our photography should reflect the following styles:

- **REPORTAGE LIFESTYLE PHOTOGRAPHY** that documents the diversity of the Algonquin College student experience and a candid, realistic, and preferably ‘unposed’ feel
- **ARCHITECTURAL PHOTOGRAPHY** that communicates a dynamic Algonquin College identity

REPORTAGE LIFESTYLE

ABSTRACT ARCHITECTURAL



Image Styles:

Black and White	Usage
	<ul style="list-style-type: none"> • Only use for high-end pieces. You will need approval from the Algonquin College Marketing Department to use • Consult with AC Marketing before creating a black and white image or request one from their brand imagery database • Do not use stock imagery for these
Colour	Usage
	<ul style="list-style-type: none"> • Primarily used for campus lifestyle and program-related collateral • Avoid using stock photography. Use professional photography of AC subjects or use from the College's Brandfolder database • For all image styles use CMYK for print/RGB for digital use
Gradient	Usage
	<ul style="list-style-type: none"> • Create brand recognition • A great way to establish a uniform look for photography, in particular in ad campaigns or across social media channels • Useful for creating a flat look that allows for easy and legible text overlay

✓ DO...

- use a single subject or point of focus
- use a shallow depth of field
- use natural lighting whenever possible
- use interesting cropping to focus the subject of the image
- leave extra space around the subject to offer flexibility when cropping the image
- left- or right- align subjects to leave space for text when needed
- shoot spontaneous, candid campus activity
- use simple or out of focus background for portraits
- capture the environment when possible
- use visibly staged poses or lighting only when required for portraits
- use green gradient imagery when appropriate

✗ DO NOT...

- use photography that does not have a single point of focus
- use stock or staged photography that appears forced
- use obvious or overused visual metaphors
- use heavy filters or effects other than approved gradient maps

Illustration

We use illustration as a primary visual tool because it's both interpretive and subjective.

The following standards should be provided to any artists commissioned to create new illustrations.

Illustration Style:



✓ **DO...**

- **use only geometric shapes to create your objects**
- keep your objects simple
- work in Illustrator or other vector software to allow for rescaling
- use Illustrator's Pathfinder, Shape Builder and Live Corners tools to combine shapes to make new ones
- use Algonquin Green as often as the illustration allows
- **use only tints of Algonquin Green and New Growth Green for any instance of the colour green**
- use Algonquin Charcoal or a tint of it as your black
- follow the guidelines of the Illustration Palette when picking additional colours
- use flat colours primarily
- use very subtle gradients with tints and shades of the same colour to create depth when absolutely needed
- work and align to a square grid
- allow space for text when needed

✗ **DO NOT...**

- use off-brand lettering as an illustration
- use arbitrary curves to create shapes
- use different-coloured gradients, drop shadows or other effects that appears forced

Icons

Icons are a form of visual shorthand. They help categorize, identify and highlight information. They should be simple in both style and content, giving clear, concise messages in a highly economical way. We make use of designs in the [iconmonstr.com](https://www.iconmonstr.com) icon library. Some examples from the image library are shown here. They indicate the intended style for any new icons.

