

Applying Prospect Experience Design™ to Your Website

NEWFANGLED

**Own your marketing,
control your future.**

A **stock imagery style guide** is a form of art direction documentation. It serves as a surrogate for a designer's eye at the content level, and helps to preserve brand consistency as a website's content grows and evolves.

A good style guide will document all the dos and don'ts that an art director might practice out of instinct so that others can produce content that remains visually in-line with the brand.

It should include specific (1) **content guidelines**, (2) **aesthetic parameters**, and (3) **layout requirements**.

In the next few pages, we'll share examples of each of these kinds of directives.

1

Content Guidelines help content creators identify the right kinds of images from a general topical perspective, as well as narrow in on the content in the images themselves and filter out things that could be too influential on a prospect's experience of the material the image(s) accompany.

EXAMPLES

1. images should **not** be about ____, ____, ____. (Provide a coherent topic list.)
2. Limit specific details in your imagery that do not relate to our brand or the article's content. These might include faces, logos, devices, software interfaces, specific places, etc.
3. Crop appropriately. Images depicting office collaboration should be either medium to close distance, focusing in on actions rather than immediately recognizable scenarios (e.g. instead of a full group seated at a conference table, a tightly cropped image of a hand moving over a tabletop strewn with documents).
4. Do not choose images that overemphasize the specific traits of people, such as gender, skin color, size, etc.
5. Avoid easily recognizable (i.e. nameable) people, objects, or locations.

EXAMPLES

Restricted Image
Topics/Types

- 1. Faces
- 2. proper names
- 3. celebrities/easily identified people
- 4. landmarks/easily identified places
- 5. weapons/images of violence
- 6. corporate logos
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____



Most easily sourced images can be immediately improved for general-purpose use by cropping out details that might distract and focusing in on actions. This also reduces the likelihood of a stock image being recognized from use someplace else.



2

Aesthetic Parameters specify the way a design system might extend to imagery — identifying the colors, textures, image types and treatment, and typography most appropriate to a website's visual language.

EXAMPLE DIRECTIVES

1. images should always be desaturated and screened using the website's core color palette
2. Images should never include text
3. Images should always be blurred in order to support text overlays
4. Avoid heavily detailed or textured images
5. Prefer abstract imagery (patterns, textures, etc.)
6. Use illustrations only. No photographs.

EXAMPLES



Approved Color Palette



#059AFF



#00CF8D



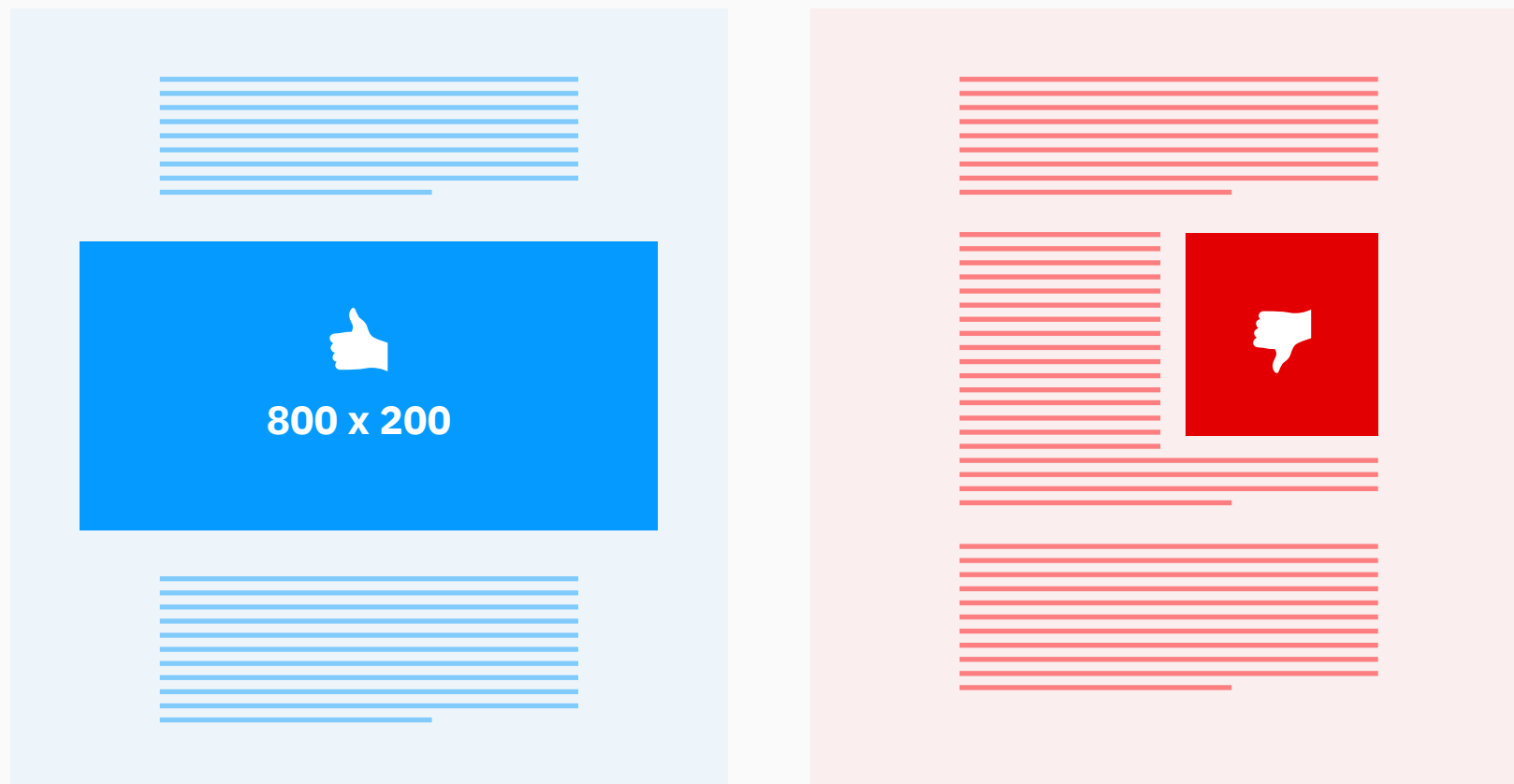
#7B00CF



#414142

3

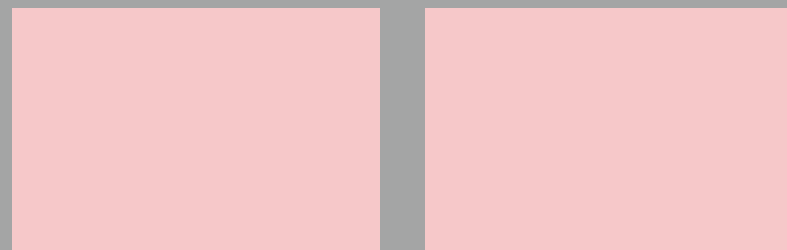
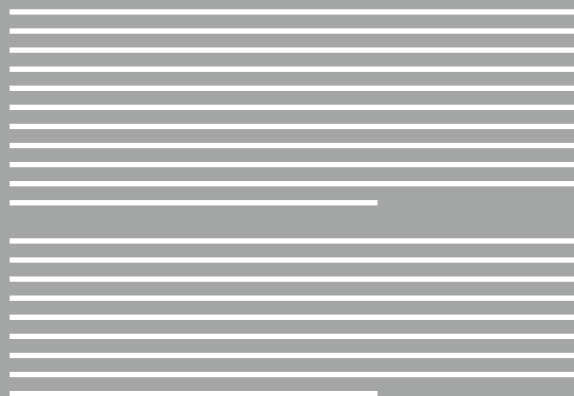
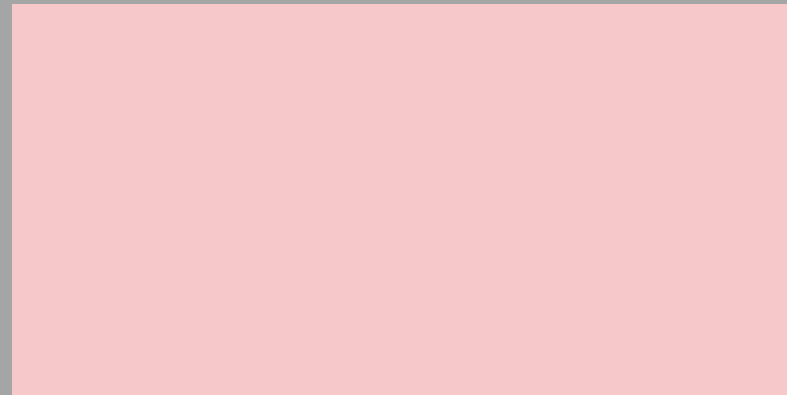
Layout Requirements specify the sizes, aspect ratios, and position of images when inserted into content.



A good **stock imagery style guide** will include several examples of every directive, clearly illustrating what to do as well as what to avoid.

The next two screens will show examples of how to format this for yourself.

Remember to be as explicit as you can be. Don't shy away from including more *don'ts* than *dos*. Having clear direction will make content creation much easier for your team.



Images inserted into article content areas can be formatted in two ways:

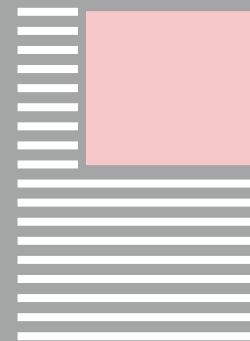
1. Full Width

These images should be a maximum of 800px wide

2. Half Width

These images should be a maximum of 390px wide to allow for including two side-by side with an appropriate amount of space between them

Do not insert images in other sizes or configurations.





Images should be photographic only, always desaturated, and always tinted.

When tinting your photos, apply a layer of one of our four approved colors at 80% opacity.



#059AF



#00CF8D



#7B00CF



#414142

Do not use fully-saturated photos or alternative tinting or effects.

