

Photography

When taking photographs for use in any St. Michael's material, patients, families and staff must all be asked for consent in writing. The St. Michael's consent form is available on the intranet at <http://callaway/web-assets/forms/comm-pa-media-consent-form.pdf>. A copy of the consent should be provided to Communications and Public Affairs for long-term storage. Use of photography is limited to two years after the date of consent. Any use after that point will require a new discussion about use of the photograph.

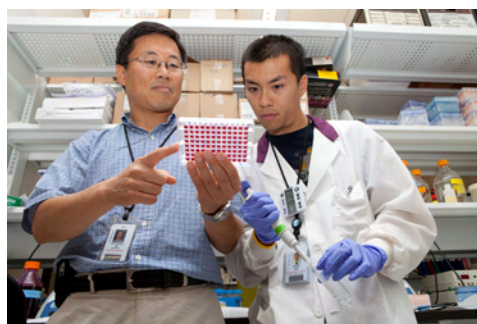
Photography used in St. Michael's materials should be engaging and tell a clear story that is appropriate to St. Michael's brand. Photography should not look posed but rather natural, with a journalistic quality. Photos should show interaction between caregivers and patients/clients wherever possible. The interaction should demonstrate caring and compassion. Both colour and black and white photography are acceptable, depending on the use. Photography should capture the diversity of St. Michael's community. Different angles and motion may be used to add visual interest to the photograph.

Generally, though, shots should include a level horizon. You should also refrain from post-processing the photograph that distracts from the shot.

Samples on the next two pages portray our staff, physicians, students, volunteers and patients in ways that reflect our brand.

St. Michael's is also known for highly specialized, advanced treatment and beautiful architecture. It is appropriate to use technology, research images and shots of St. Michael's architecture in any materials.

For print applications, photographs should be used at the highest possible resolution, no less than 300 dpi. For web applications, images should be 72 dpi.



Unacceptable Photography

Below are examples of inappropriate photography:



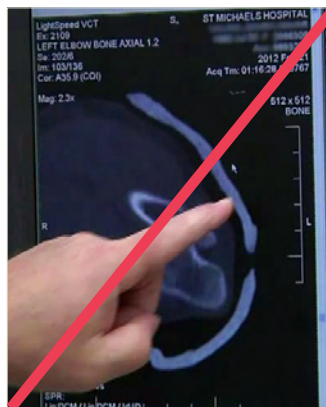
Don't show the patient's face during an operation unless consent has been provided.

Don't crop a person's face out of the photograph.



Don't skew or stretch a photograph.

Don't place a headline over an interesting part of the photograph, especially not over a person's face.



Don't use a photograph with patient information on a screen or elsewhere that is clearly visible unless consent has been provided.

The Urban Angel

As noted in our brand explanations in earlier sections of this book, the statue of St. Michael's in our main lobby has become linked to our image. Visually, the angel epitomizes our Catholic heritage and our reputation as Toronto's Urban Angel.

The angel photograph should be used sparingly as the major photographic element in a brochure or digital use – it can make materials look too much the same, undermining visual impact. However, it is appropriate to use the angel in print or digital applications to tie to St. Michael's.

The following pages show four acceptable images of the angel that can be used. Proper ways to crop the photograph are also shown: white lines depict a square usage; yellow for vertical use; and magenta for horizontal use.

Cropping should always bring focus to the face and eyes of St. Michael. Words should never introduce on the angel's face.

Wherever possible, the angel should be accompanied by a photographic credit: Photograph by Robert Popkin. The credit can be shown on the back cover or be left off of small applications such as PowerPoints and business cards.



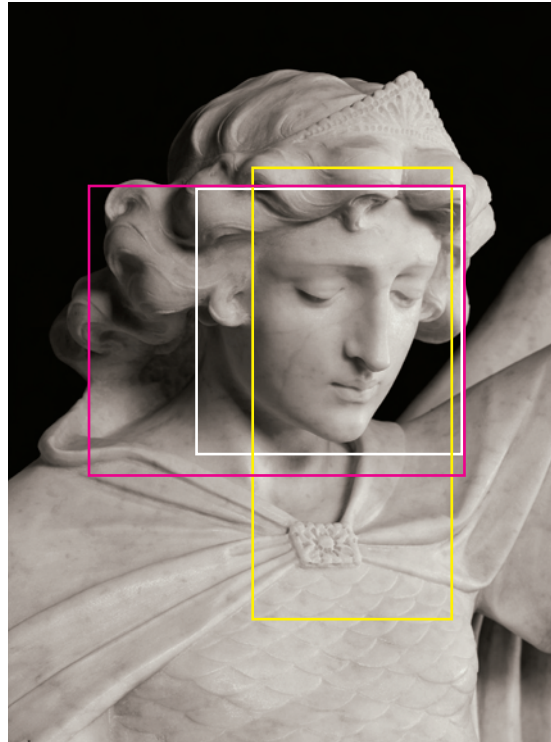
Full colour version

Available in RGB JPEG file format, in high, medium and low resolution sizes.

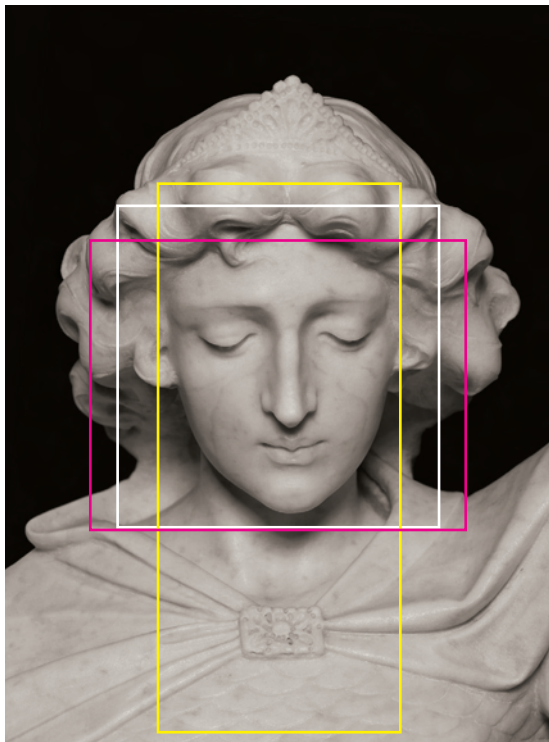
NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



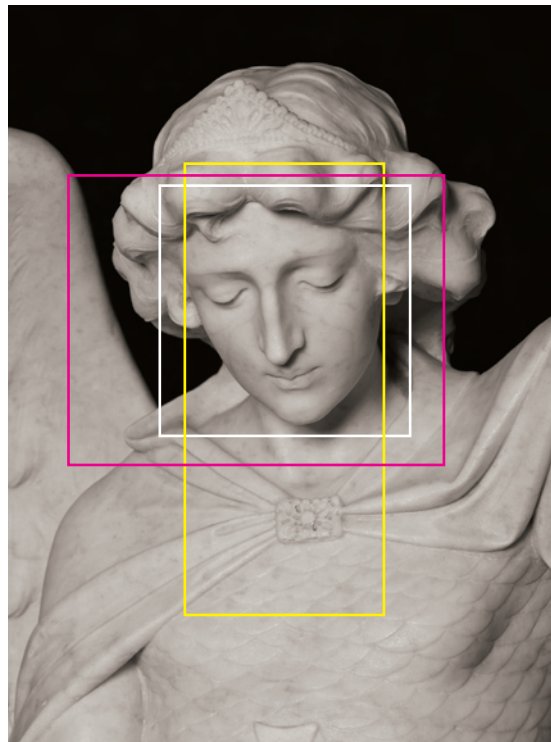
Version 1



Version 2



Version 3



Version 4

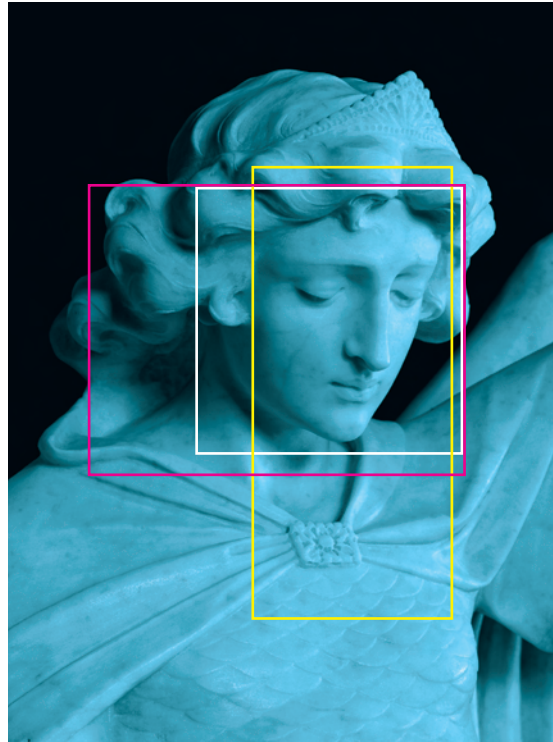
Blue and black version

Available in RGB JPEG file format, in high, medium and low resolution sizes.

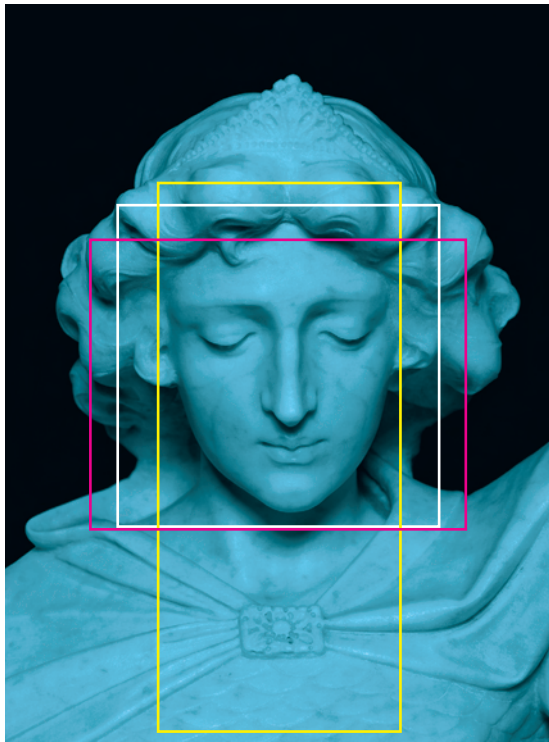
NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



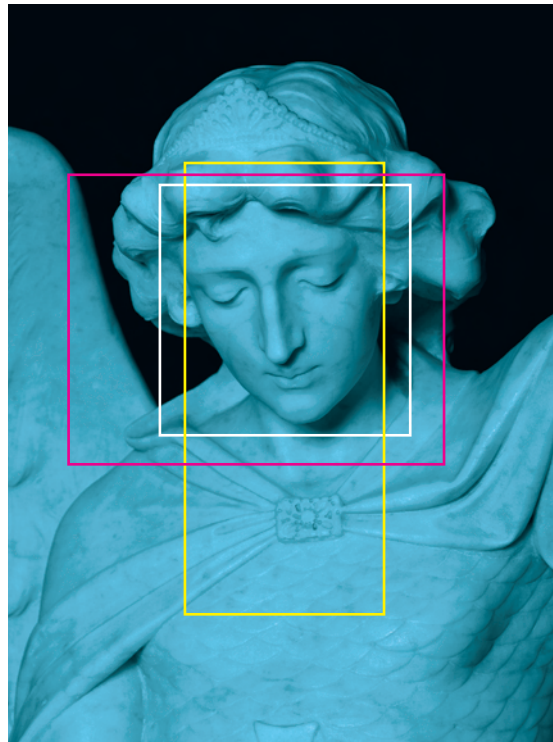
Version 1



Version 2



Version 3

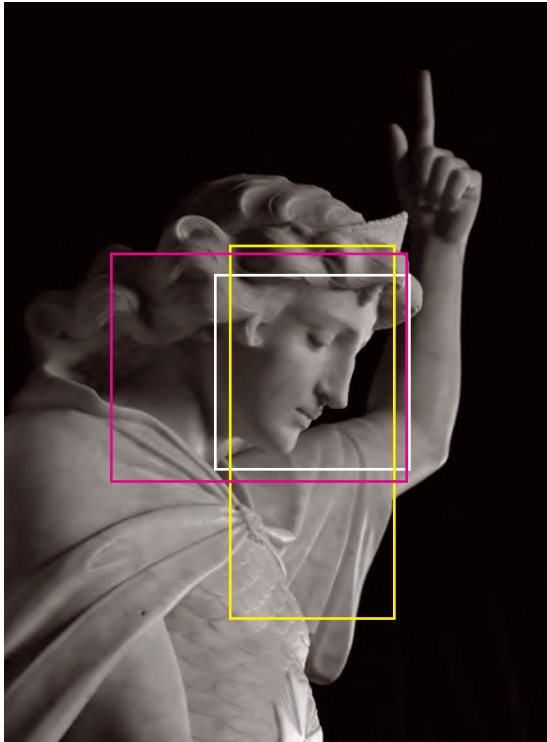


Version 4

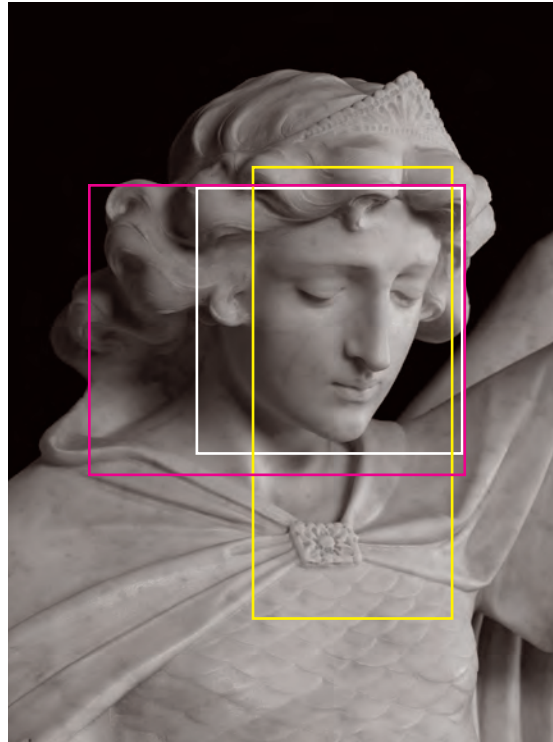
Grayscale version

Available in Grayscale JPEG file format, in high, medium and low resolution sizes.

NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



Version 1



Version 2



Version 3



Version 4

The Angel in Photographs

The following are inappropriate uses in any of the three representations: full colour, blue and grayscale.



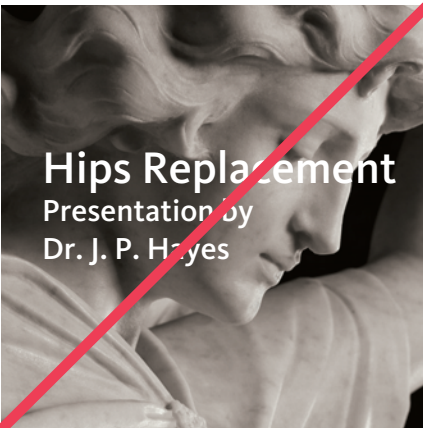
Don't crop chin



Don't show the crown



Don't use extreme close-ups of the face



Don't cover the face of the angel with type.



Don't crop too far to the left



Don't rotated image