

PEOPLE

PHOTOGRAPHY
Guidelines

A PICTURE IS WORTH *A thousand* WORDS

Sometimes a complex idea can be conveyed with just a single still image. A photo or picture can be much more effective than a written description to bring a message across. Our Hivos stories become more powerful if we use telling, unconventional, inspirational and sometimes provocative images. Here, you can find the most important rules and guidelines for photography at Hivos. This information is relevant for Hivos employees and for photographers contracted by Hivos.

Rules: photography at Hivos at a glance

- 1.** Make sure the photos reflect Hivos' values and visual identity.
- 2.** Agree on the type of photography you want to use and what style you are working with.
- 3.** Avoid using stock photography as much as possible; we like to use pictures of actual people and projects connected to Hivos. If using a stock image is necessary, make sure it meets the requirements set out in the following photography guidelines.
- 4.** Always add a caption to the image (preferably done by the photographer).
- 5.** Always add credits when using the photo (responsibility of the Hivos employee).
- 6.** Make sure you have signed the Terms of Reference the Procurement Conditions (both the photographer and the Hivos employee) and have signed quit claims (responsibility of the photographer), so there is an agreement on the copyrights and licensing of the photos.
- 7.** For Hivos employees: Upload new images in the Media Library (including contracts and quit claims) and add any existing restrictions to the photos.
- 8.** Hivos never pays copyright fees to the people that are portrayed.

What makes a good picture for Hivos?

- It has a good composition: all elements in the picture tell a story.
- It puts the main character(s) in the spotlight, making people the focus of the story.
- It has good use of light and color, giving the main characters a clear face.
- The ability to evoke emotion: it makes you feel something.
- It is dynamic: something is happening.

AND

- It expresses one or more of Hivos' core values:
 - Self-determination: Hivos is all about people, people that are self-confident, taking their lives in their own hands. In our photography we capture them with dignity and treat them with respect
 - Innovative: Hivos believes in people's creativity and capabilities, and supports new initiatives that are not directly associated with classic development cooperation. Our photography focusses on new solutions.
 - Competent: Hivos opts for powerful and positive communication, focusing on solutions and people in action.
 - Transparent: Our photography is open and reflects reality. It shows people as they are in their own context. Avoid staged pictures, studio photography (only for campaigns) or image manipulation.

Key words

- Strong
- Determined
- Bold
- Colorful
- Excitement
- Curiosity
- Inspiration
- Empowered
- Real
- Positive
- Change
- Active
- Resourceful
- Decisive
- Proud
- Open
- Hopeful

Examples



Examples



What to avoid in photography?

Stay away from images that are disrespectful or desperate. Hivos deliberately uses powerful and positive communication, so tragic, helpless or stigmatizing images are not suitable. Even when the picture relates a difficult issue or situation, it needs to be depicted respectfully - human dignity always comes first.

EXAMPLES



Anti-key words

- Tragic
- Disrespectful
- Hopeless
- Defeated / desperate
- Dark
- Confusing
- Desolate



What to avoid in photography?

CROPPING

To crop an image is to cut away parts of it. Usually, it is 'not done' to crop an image shot by a professional photographer, as the photographer made a conscious choice about details and composition.



FLIPPING

To flip an image is to reflect it. This too is considered 'not done', also because any textual elements that were captured in the photo become illegible.



Different types of photography

We use photography for various communication purposes. We distinguish between four different photography styles at Hivos:



1. Personal stories / portraits



2. Project photography



3. Iconic / societal photography



4. Artistic photography for campaigning

Different types of photography

1. PERSONAL STORIES / PORTRAITS

Hivos' stories are about people who are self-confident, in control and taking action to improve their situation. They radiate energy and determination. By letting people look straight into the camera, there is direct contact with the viewer. A detailed close-up of a face can also make an impact, but some sense of the surroundings is preferably visible to set the scene.



Key words

- Colorful
- Hopeful
- Powerful
- Positive
- Respectful
- Different
- Open



Different types of photography

2. PROJECT PHOTOGRAPHY

Hivos projects need to be photographed clearly, insightfully and accessibly. The viewer needs to be able to 'step into the picture' as it were, and feel part of what is happening in the image. Who and what the photo is about should be clear at a glance. Avoid trying to capture too many stories in one picture: if there are more aspects to the project, use multiple, different photos.

Pay attention to:

- Good light exposure of the character(s)
- It being real (not obviously staged or theatrical)
- Multiple perspectives: taken up close as well as more distant (zoom in and zoom out)
- Creating non-stereotypical, powerful and colorful images

Key words

- Story-telling
- 'Backlight'
- Different
- Critical
- Journalistic



Different types of photography



If you have a project that requires contextual pictures, you may add a few to the assignment.

Key words

- Informative
- Close-up of relevant details



Different types of photography

3. ICONIC / SOCIETAL PHOTOGRAPHY

Societal themes or iconic pictures are photographed in an original way. We hope to spark the debate by doing so. We also hope to break taboos and to provide a different perspective on the world around us.



Key words

- Symbolic
- 'Backlight'
- Different
- Humor / Tongue-in-cheek
- Critical
- Activist



Different types of photography

4. ARTISTIC PHOTOGRAPHY FOR CAMPAIGNS

We campaign to gain attention, spark action or discussion, and raise awareness. Our campaigning is strengthened through bold communication with a twist, and we usually opt for a more artistic visual approach.



Key words

- Humor/satire
- Provocation
- Twist
- Aesthetic/artistic
- Bold



How to use credits and captions

WHAT IS A CAPTION?

A caption describes what the image is about. It should contain information about the person(s) in the image, their names, a bit of background to the story, how the people relate to the story, and the date and place the image was taken.

EXAMPLE

Provided by the photographer (who and what is in the picture?):

Abdallah Absi is CEO of the Zoomal crowdfunding website. Portrait with Beirut in the background.

Additional information provided by the Hivos employee (description of the project):

Zoomaal is the first online platform for the Arab world that facilitates easy and well-organized crowd funding for projects. It is a pan-Arab initiative supported by four major venture capitalists in the MENA region: Middle East Venture Partners, Wamda, N2V and Sawari Ventures.

Abdallah Absi, CEO of Zoomaal and president of the Entrepreneurship Club non-governmental organization in Lebanon, is a young social entrepreneur who aims at creating a new generation of Arab entrepreneurs. Prior to Zoomaal, Absi had worked on several start-ups that were refused funding because he was a student. The main motive behind Zoomaal was therefore to support seed ideas that cannot find support elsewhere from venture capital funds.

Zoomaal is one of several projects supported by Hivos' Cultural Productions in West Asia program, which aims to open up space in society for critical reflection and dialogue, contribute to people's self-esteem and notions of identity, promote exchange and dialogue between different cultural communities, and strengthen the capacity of an independent arts and culture sector in the MENA region.

WHAT IS A CREDIT?

A credit always accompanies the image: it concerns the copyright of the image. The credit is usually located in a small corner on the image or it is mentioned below the image in a caption.

Make sure you include credits in this format:

© Name of the photographer for Hivos

In case the photographer belongs to an agency this is usually indicated as followed:

© Name of the photographer | name of the agency that the photographer is part of for Hivos

Copyrights and licensing

The photographer who creates a photograph always owns the copyright, which is his/her exclusive right as the author of the work. The photographer can distribute his or her work with a license that sets the guidelines for use. The things that are copyrighted are sometimes referred to as 'intellectual property'.

Usually, we ask the photographer and the Hivos employee to sign a Terms of Reference and our Procurement conditions, which together form a formal agreement on the copyrights and licensing of the photos. We ask the photographer to agree to the following:

"Supplier grants to Hivos an irrevocable, perpetual, exclusive (unless agreed otherwise), worldwide, royalty free and sub-licensable right to use the Deliverables in any communications related to Hivos (including affiliated entities) or to programs or projects in which Hivos (including affiliated entities) participates, including use for promotional and marketing purposes. This right includes the right to publish, display, broadcast, (re)transmit, communicate to the public, make available, reproduce, save, store, archive, include in a database and distribute the Deliverables, and to make derivative works of the Deliverables, or to have any such acts performed by third parties on behalf of Hivos. Hivos may use any and all current or future, own or third party technology, media or communication channels, including social media channels."

This means Hivos can use the photos as we choose to, but that we cannot sub-license the work for editorial usage. The photographer can also use the photos when and where he/she wants.

Remember the credit! We always need to credit photographers when using their photos.

Quit claims

The legislation regarding personality rights and the right of publicity varies per country, and claims can result in expensive legal settlements. Therefore, it is always advised to have the people that are being photographed sign a quit claim, which states that they are ok for their image to be used.

Quit claims are used for people that are the main character in a photograph. It is not necessary to register rights through a quit claim when people are in the background or in a wider shot. Make sure to discuss with the main characters what they consent to in advance, so that you don't surprise them.

Hivos has a standardized legal quit claim form in Dutch and English and you can find it in the Media Library. When kids (under 18) are photographed, their parents or legal guardian should sign the quit claim. When people cannot read or write, you can make a verbal consent (video) and document this. In any case, follow the local laws or customs when looking for legal guardians.

Also, be aware of restrictions of usage of photos for vulnerable or sensitive groups, such as religious groups, in which case you may wish to double check the consent.

When you are working with models for a corporate campaign you have to create separate Model Release Forms, which are essentially separate contracts with the models and indicate where, when and how long the image of them will be used.

Restrictions

Sometimes images that are created for a project have restrictions.

This can be for example in the case of a project related to LGBT communities, which is sensitive and could compromise the safety of the people depicted in the images in a certain country or area. If so, please indicate this clearly in the restrictions field of the image in the Media Library.

EXAMPLE



Restrictions: Not for fundraising activities and not for use on social media.

Kean Diti, 34 years old, make-up artist and advocate, counsellor, lives at the PAFPI Center, Manila, Philippines. This center has a mission to empower people with HIV / AIDS and their families. Because HIV/AIDS is a sensitive issue in many countries and can be a very personal affair, we want to be careful about when and where to use this photo.

Colofon

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Design: © Sazza

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