Transport for London

Digital photography standard

TfL's digital photography standard outlines how to take and use photographs for all of TfL's digital channels, including tfl.gov.uk. It discusses subjects like image style and image treatment, and explains how imagery should be used across the site to deliver our brand proposition.

Audience

- Content owners
- Designers
- Content editors
- Picture editors
- Photographers
- Developers

Contents

Requirements

You **must** follow all recommendations and requirements described in this standard when taking, selecting or editing photographs or imagery for use on tfl.gov.uk

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

1. Overview

1.1.   Photography is a key element in the design of the TfL website, and the choice of suitable imagery is of utmost importance in maintaining the intended look and feel, and communicating our brand

1.2.   There is an emphasis on larger, generic, location- and time-specific images used to communicate the TfL story and its values. These need to be relevant, on-brand, consistent and adaptable

1.3.   Images should be taken at a mixture of different depths, distances and angles. These should showcase London as a great place to live, work and visit, as well as illustrate a realistic view of people's journeys around our city. They should also feature our amazing attractions and places of interest (both mainstream and quirky)

1.4.   The images will retained in a photo library

2. The TfL brand vision

2.1   'Every Journey Matters' is the core proposition running through the spine of the customer strategy. TfL imagery should be about all types of people taking their journeys

2.2   The website and imagery **must** communicate that 'Every Journey Matters' through our four key pillars:

- We will put customers at the centre of everything we do
- We will get the right things done efficiently, directly, fairly and consistently
- We will deliver safe, reliable, clean, sustainable and accessible transport
- We will continually ask 'can we do this simpler, cheaper or better?'

2.3   Although TfL is modal in structure (the Tube, buses, roads etc), the web is able represent the organisation as a whole. Online messaging **must** be consistent in style and make users feel like we are communicating with one voice across all our brand touchpoints

3. Image style and treatment

In general, TfL images should both inspire and inform.

3.1 Brand

Images should be consistent with the rest of TfL's marketing offering. However, the website should push the brand further. We want a library of stand-out images that will have optimum impact on our users.

3.2 Style

Images should be 'crafted' but not overly styled or unreal. The focus is on REAL people making REAL journeys, but not gritty or too 'urban'. We want to look vibrant and show movement, but not too fast, unrealistic or dangerous.

3.3 Relevance

Images of our transport network should show it being used by Londoners and demonstrate that we put customers at the heart of what we do.

It's all about making London a better place to live through a world-class transport system. Showcasing the diversity and excitement of London life help demonstrate our commitment to innovation and continual improvement.

However, we are not Visit London or Time Out. Images should reflect our love for London and promote its position as a world-class city, but also feel real and reflect people's everyday journeys. As a place where people work and live, we should highlight everyday London, not just 'guidebook' London.

As such, it's not just about the centre, or a certain type of person. We need to show London's multicultural diversity and the diversity of places and areas, where people live and spend their weekends.

3.4 Emotion

We are a human organisation, and our imagery should reflect this. Our customers should feel we are approachable, open and honest.
Safety is also paramount; London travel should feel safe and secure.

3.5 Colour and contrast

Overall image tone, contrast and saturation **should** be vibrant but **not** unrealistic or too stylised.

We want the website to feel bright and refreshing, but we should always keep a real life / everyday tone. Think day-to-day first-person vision, but with the brightness, colour and contrast turned up by about 15%.

To maintain a diverse feel, generic areas of the site should use imagery with a mixture of colours.

A good example of using a mixture of colours:

However, when the subject matter has an associated brand colour, you should use imagery that has hints or sprinklings of that colour to help reinforce the brand and tie the page together.

A good example of using brand-related colours:
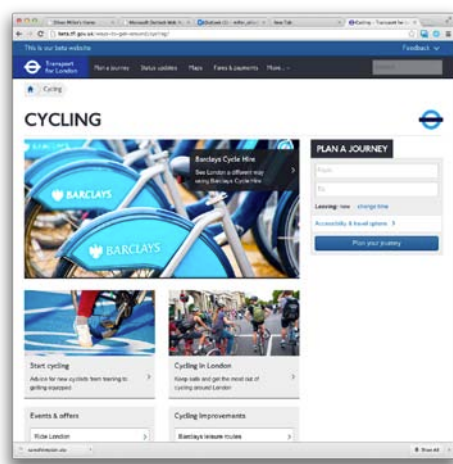
3.6 Depth of field

Where possible, images should show depth and not be flat or unnaturally zoomed in.

3.7 Mixed distances and angles

It's important we use images taken at a mixture of distances and angles. Ideally, each page should feature one long, one middle and one close-up. This will help differentiate sections and keep the user visually stimulated.

As such, each photo **should** be shot at least 3-4 times to give us enough variety to compose interesting pages with varied images.

Photos **should** also feature some interesting angles and crops to help break up the page and prevent it from being too linear.

3.8 Seasonal

In order to look and feel current, the site needs to be continually refreshed with imagery that reflects London throughout the seasons. Photos **should** be taken at different times of year and in different weather conditions to help achieve this.

3.9 Image sizing and framing

Please refer to **sections 6-9**. These sections should be used as guides when planning and framing photography for the site.

3.10 Image framing tool for testing 'safe zones'

Each promotional image has 'safe zone restrictions' which will allow it to work on all devices. We've created an image framing tool which highlights these and can be used check that images work in the homepage area.

To use it, unzip 'tfl-homepage-promo-html.zip', then replace the image with a new one (saved at the same dimensions). Then, open tfl-beta-test.html in your browser.

4. TfL marketing campaigns and promotional images

4.1 The image style for the website is mainly photographic, though graphic designs/images may be accepted for TfL marketing campaigns

4.2 Images **must** comply with the Digital photography standard. The photography brief will be tightly enforced and images will only be accepted after being approved by a designer or picture editor in the TfL Online team

4.3 The brief is complex because images have to adapt to fit different shapes on different devices. On smaller devices, the image automatically scales and the crop changes. Each image has 'safe zone restrictions' which will allow it to work on all devices.

- See **Framing guides** below for information on 'safe zone restrictions'

4.4 Images that do not comply with the Digital photography standard will only be accepted if they:
- Have been developed as part of an Integrated Marketing campaign
- Have been agreed with the TfL Online representative of the relevant Integrated Marketing team
- Do not feature text or other typographical elements as a key focal point (text can be featured in the background, eg on a sign)
- Work within the relevant 'safe zone restrictions' (see Section 8: Image dimensions or check an image using the Image framing tool)

5. Example images

Example photography to illustrate our recommended approach

5.1 People on the move

5.2 Through London

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

5.3 With our assistance

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

5.4 In new ways

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

5.5 Cycling is growing

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

5.6 Accessibility is key

5.7 We're working to improve

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document
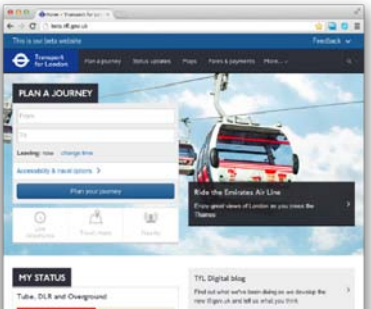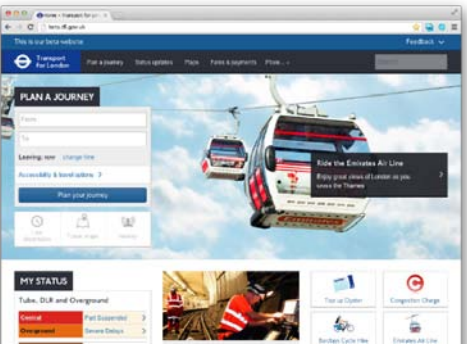
6. Homepage wide-image slot

6.1 Image behavior at various screen widths

This is the number one image area on the website. A randomly selected image (from a bank of about 6-8) will be placed in this area when the website loads. Therefore, we need a good variety of images that work in this space.

To do this we first need to understand how the area changes its size and dimensions across different browser widths. These screen grabs show an original image and how it displays at different screen widths.

Original 1400 x 700px	
Mobile 320px to 579px	
Tablet at 580px	

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

Tablet at 899px	
Desktop at 900px	
Desktop at 1150px	
Desktop at 1400px	

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document
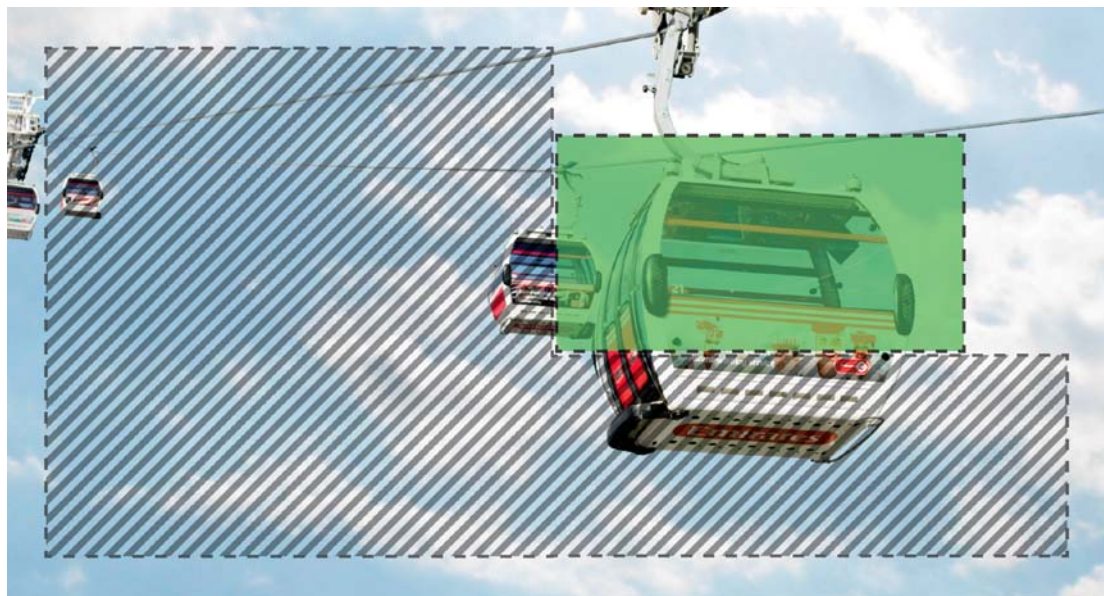
Desktop at 1600px	

6.2 Framing guide: Homepage

Each image has 'safe zone restrictions' which will allow it to work on all devices. This diagram shows the 'safe areas', as well as areas that are likely to be hidden by text or objects. Please use this as a guide when composing photography for this area.

Safe zone / Focal point

Area likely to be obscured by journey planner or link box

We've created an [image framing tool](#) which highlights the 'safe zones' and can be used check that images work in the homepage area.

To use it:

1. Unzip tfl-homepage-promo-html.zip
2. Replace 'home-primary-1400x700.jpg' with a new image (saved at the same dimensions and with the same name)
3. Open 'tfl-beta-test.html' in a browser to test
4. Re-size browser to various widths to check the image looks good.
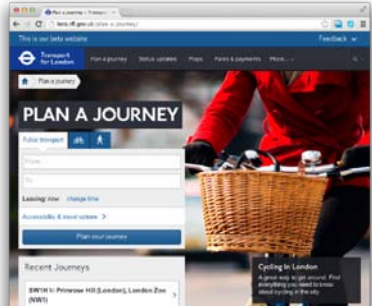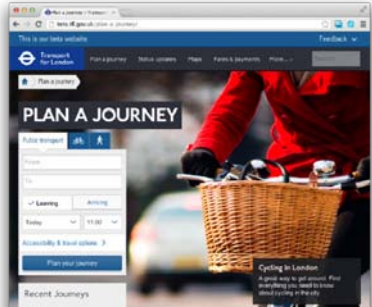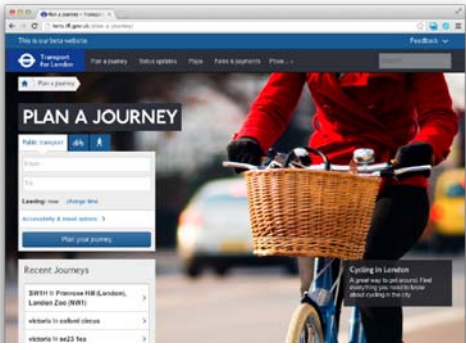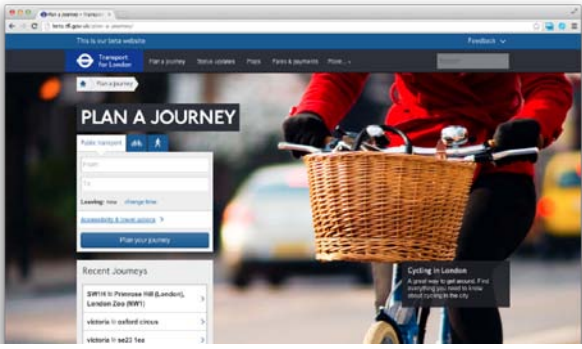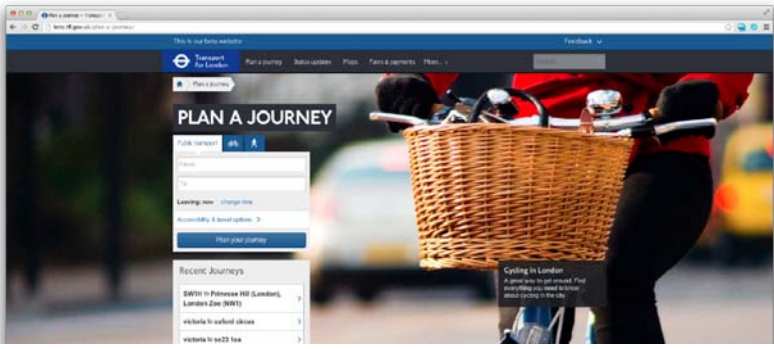
7. Plan a journey image slot

7.1 Image behavior at various screen widths

This is the second most important photo slot on the site. This will need to be kept up-to-date with seasonal photography.

These screen grabs show an original image, its dimensions and how it displays at different screen widths.

Original 1400 x 1050px	

Mobile (not visable) 320px to 579px	
Tablet at 580px	
Tablet at 899px	
Desktop at 900px	

NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

Desktop at 1150px	
Desktop at 1400px	
Desktop at 1600px	

7.2 Framing guide: Plan a Journey

This diagram details safe areas, as well as those that are likely to be hidden by objects. Please use this as a guide when creating photos for this area.
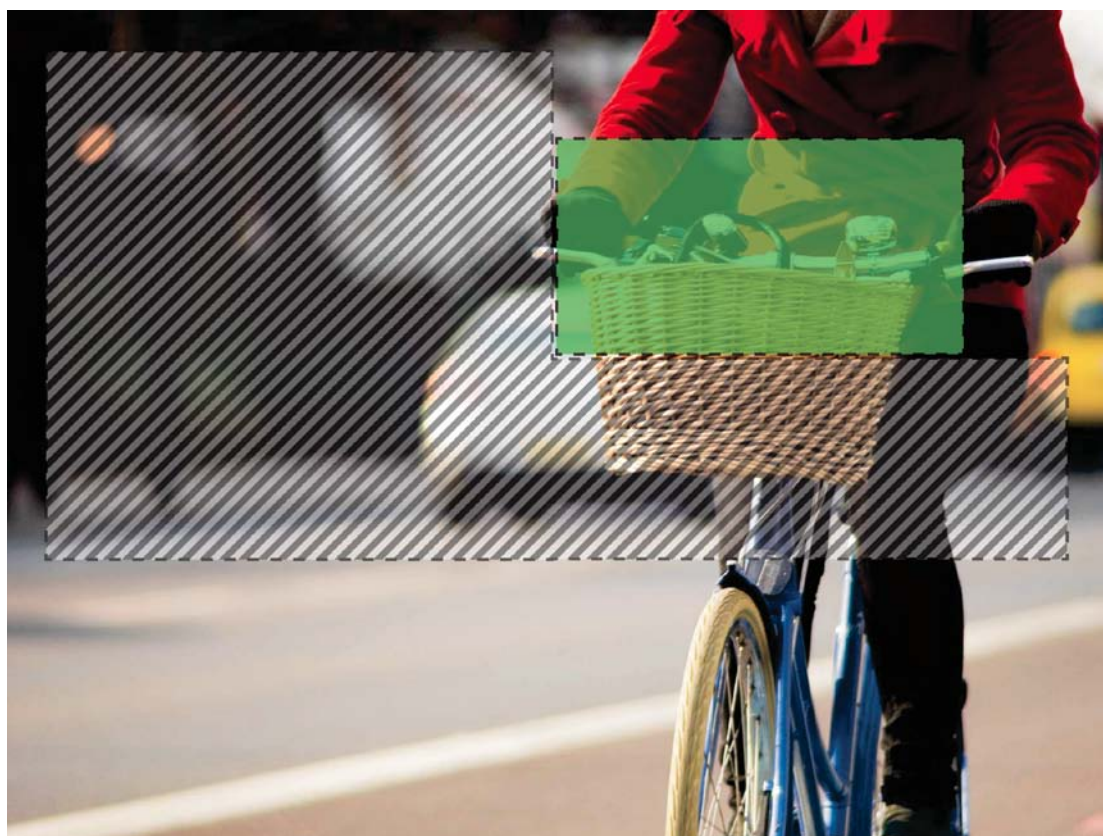
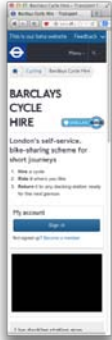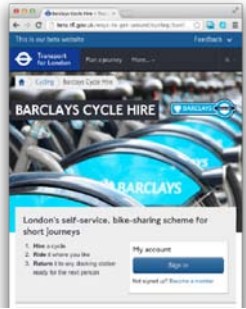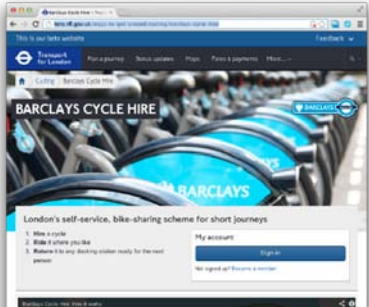| | Safe zone / Focal point |
| | Area likely to be obscured by journey planner or link box |
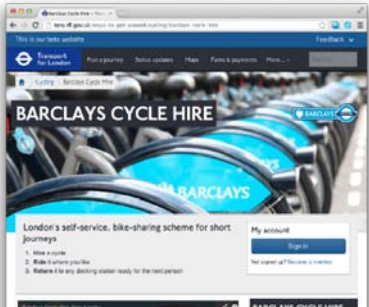
8. Section page / Campaign page image slot

8.1 Image behavior at various screen widths

These pages use a letter-box shaped image. The photos used in this area are specific to the page content, eg Barclays Cycle Hire.

The photos used here can be more abstract. However, we should be using a mixture of close-up, mid- and long-range shots to give these pages variation.

These screen grabs show an original image, its dimensions and how it displays at different screen widths.

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Original 1400 x 1050px	
Mobile (not visable) 320px to 579px	
Tablet at 580px	
Tablet at 899px	
Desktop at 900px	

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Desktop at 1150px	
Desktop at 1400px	
Desktop at 1600px	

8.2 Framing guide: Section page / Campaign page

This diagram details safe areas, as well as those that are likely to be hidden by objects. Please use this as a guide when creating photos for this area.
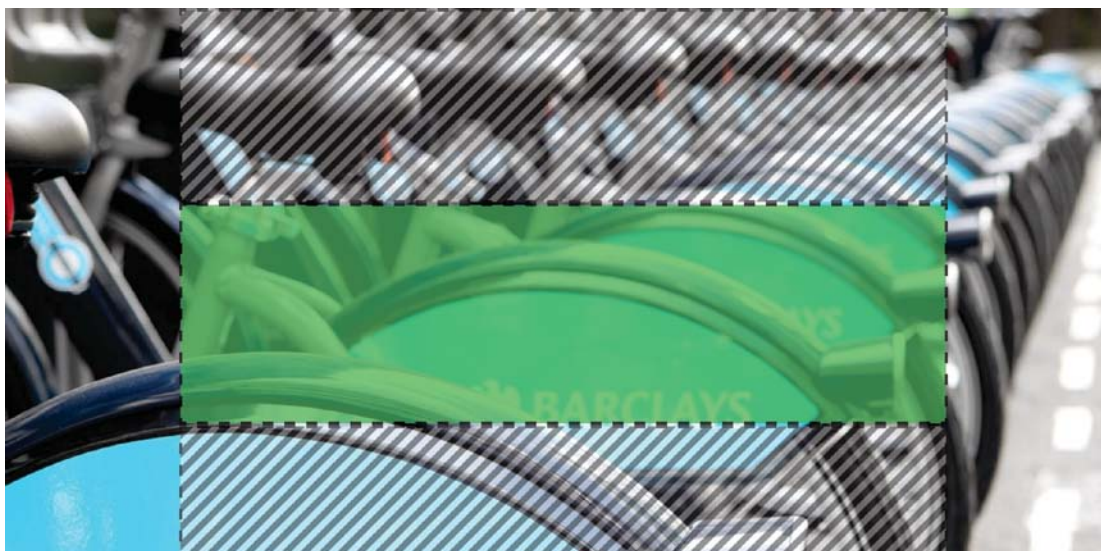
 Safe zone / Focal point

 Area likely to be obscured by journey planner or link box

9. Landing page primary and secondary teaser image slots

9.1 Image behavior at various screen widths

All images on these pages use a 2:1 ratio and always scale proportionately.

Images on these pages can be used in either the primary or secondary teaser slots. We should be using a mixture of close up, mid- and long-range shots to give these pages variation.

Below are some good examples showing a variety of shots and featuring people to give a grounded or humanised feel.
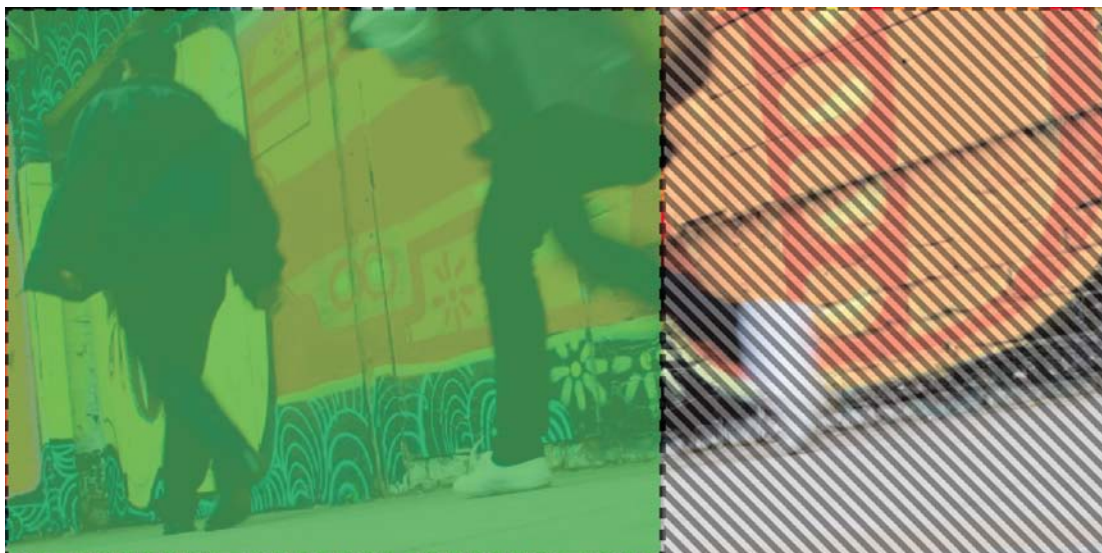
NOTE: You must refer to www.tfl.gov.uk/toolkit for the latest version of this document

Original – 700 x 350px

9.2 Framing guide

This diagram details safe areas, as well as those that are likely to be hidden by objects. Please use this as a guide when creating photos for this area.

Safe zone / Focal point

Area likely to be obscured by link box

Why we do this

We have strict guidelines for the imagery on our site as we want to promote consistency, accessibility and quality, while ensuring we communicate TfL's core brand values to our users. Photography has the power to communicate, influence and reinforce – or compromise – these in an instant.

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Type: Standard
Owner: TfL Online Compliance
Department: TfL Online

Version History

Version	Date	Summary of changes
1.0	02/01/2014	First issue

Review History

Name	Title	Date	Comments

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