

COJ.net: photography direction

Lifestyle imagery

COJ photos depict real, approachable people and reflect an optimistic, confident spirit. Photography selection always strives to have the true character of an individual shine through in a genuine way.

Our people and lifestyle photography reflects the lives, needs, environments, culture and aspirations of our citizens around the city resources. Real, authentic photographic style shows the true character of individuals in a natural, genuine way. Whether it's an intimate personal portrait or a moment in daily life, photos are rich in color, simple in composition and honest in their human emotion.

Creative use of size and scale, cropping, composition and contextual environments help create impactful images. Photos range from close-up views to more distant perspectives that provide greater context. Lifestyle photos are centrally to support the broad Jacksonville brand and by all groups for specific initiatives.

To make a direct connection between citizens and business, encourage the use of photos that show people using technology in simple, real settings and environments. People always appear genuine, when their interactions are real and natural— not artificial or staged. Again, lighting is natural and directional, creating a sense of depth. Color is used to enliven the image, but must not appear artificial.

Supporting imagery

Supporting imagery is used to help tell a story, represent abstract concepts (e.g., partnering, adaptive enterprise, mobility, global reach) or convey the results or contributions of Jacksonville (resources, culture, a well-run environment). Supporting imagery is always graphic, bold, rich, dynamic, straightforward and honest.

Unacceptable imagery

People photography should never be artificial, stereotypical, decorative, literal or unnatural. People should look real and authentic, not like professional models. Photos should not be cluttered with unnecessary props that distract from the story. Avoid using photos with content that is irrelevant to our city and citizens. Don't use staged and stereotypical scene, clichéd business gesture, clichéd sports metaphor, or distracting, cluttered environment



Use people in action



Use candid modern feel



Add detail to message



Avoid generic imagery



Avoid posed close ups