OUR PHOTOGRAPHY
IN THE ELEMENT

The master brand relies heavily on photographs to add interest and color, and to convey the important work of OSU.

This category is all about the people. In-the-element images should capture OSU Extension folks, and their fellow Oregonians, in their natural element: OUT THERE.

These images should be in the moment, never posed, showing all the great things our people are doing. And we shouldn’t shy away from showing the less glamorous side of things. If a situation is gritty, show the grit. If a setting is beautiful, highlight the beauty. Just capture what’s happening the most authentic way possible, to give viewers to true idea of what it’s like to be OUT THERE.
IN THE MOMENT
(EVENT-SPECIFIC)

These are the images from OSU Extension events and community events, captured in the signature Oregon State style.

These images should adhere to the overall style established at the master brand level. They should have a large amount of negative space so that text can be laid over them in layouts. Shots should be candid rather than posed, and they should authentically capture the setting, wherever that may be.