

# LONDON GUIDELINES

**PHOTO DEVELOPMENT PROCESS**



BRAND ELEMENTS

# PHOTOGRAPHY

Our unique photographic style represents the London business community in a way that is genuine, authentic and communicates The Chicago Approach through the use of observed visual wit.





**BRAND ELEMENTS**

## PHOTOGRAPHY TIERS

We have two photography tiers.

### **Tier 1**

Our distinctive tier 1 imagery style captures our students and audiences in a genuine and authentic London business environment. It plays a leading role in our communications.

Images feature visual observations that conceptually represent The Chicago Approach and the real business benefits that can be achieved upon studying at Chicago Booth London.

### **Tier 2**

This level features our faculty members and London students in the campus environment. These images support tier 1 imagery to add context.

### **TIER 1**



### **TIER 2**





## BRAND ELEMENTS

# PHOTOGRAPHY SELECTION

When selecting imagery from our library it is important to consider the context and messaging that it is supporting.

The diagram details six themes and example imagery that supports them.

- 01 Thinking differently.
- 02 Career progression.
- 03 Leading the way.
- 04 Problem solving.
- 05 London business.
- 06 Topical social issues.

01

Representing The Chicago Approach to thinking.

- Interaction between the subject's head and an object or lighting.



02

Showcasing how The Chicago Approach benefits students.

- Steps, lifts and escalators represent reaching the next level.
- Observational arrows illustrate an individual's career journey.



03

Demonstrating leadership with a clear visual pathway or highlighting an individual.

- Floor markings, arrows, and openings that show pathways.
- Beams of light highlight people.



04

Visually turning problems on their head.

- Interesting use of camera orientation to see something differently.
- Perspectives that create optical illusions.
- Shadows that reveal an idea.



05

Representing authentic business life in London.

- A thriving business community.
- Travelling the city.
- The people and the architecture.



06

Highlighting real world stories that would benefit from Chicago thinking.

- Commenting on current social/political issues.





BRAND ELEMENTS

## PHOTOGRAPHY PRINCIPLES

We have six guiding principles that must be considered when commissioning new photography.

- 01 Visual wit and intrigue.
- 02 Business life subjects.
- 03 Authentic moments.
- 04 Accurate locations.
- 05 Strong graphic composition.
- 06 Contrasting black and white.



Featuring observations that form a metaphorical relationship with the Chicago Approach (ingenious thinking, seeing differently) and the aspirations of students (career progression).



Business professionals and entrepreneurs are our primary focus when capturing imagery. Images are candid, not revealing the identity of the subject.



Observe authentic life on the streets of London's business districts. Subjects should not be posed. Imagery should not be overly polished. If it's raining in a shot, that's fine, that captures the moment and reinforces authenticity.



Subjects and observations are captured in London business districts and surrounding our London campus.



Images are fully considered with strong graphic composition. Images are simple, uncluttered and make intriguing use of the surroundings.



Imagery is shot in black and white to complement the other visual elements and form part of a distinctive look and feel. The deep contrast creates a crisp sense of clarity. There should be a good balance of both light and dark images.



## BRAND ELEMENTS

# PHOTOGRAPHY DONT'S

To ensure that all visual executions of the brand are consistent and fit-for-purpose, please avoid these image choices:

- 01 Do not use full colour imagery.
- 02 Do not use clichéd imagery of the London skyline.
- 03 Do not highlight colour elements of black and white imagery.
- 04 Do not use posed or contrived imagery.





BRAND ELEMENTS

PHOTOGRAPHY  
COLOR PRODUCTION

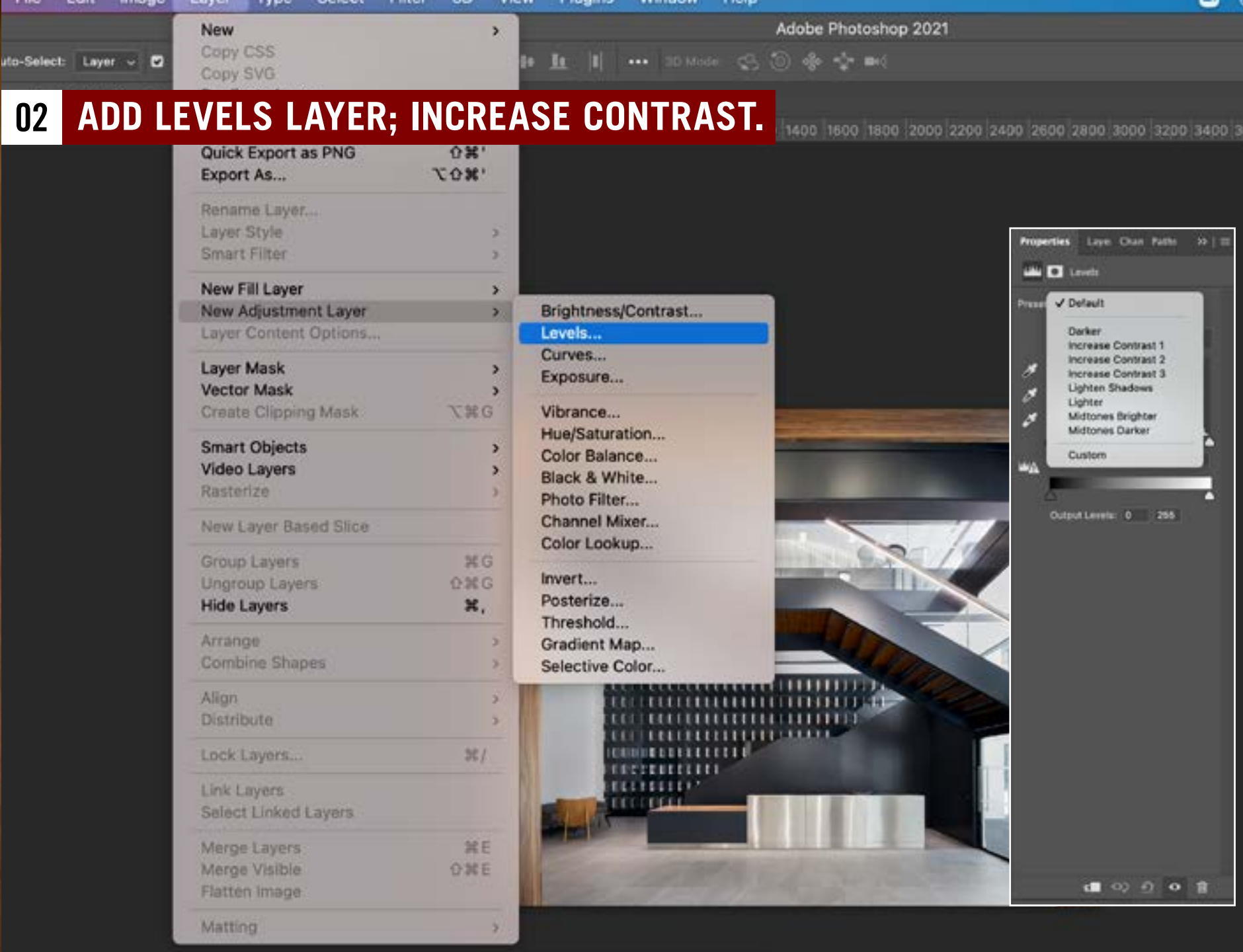
To ensure that all visual executions of the brand are consistent, please follow the steps detailed at right:



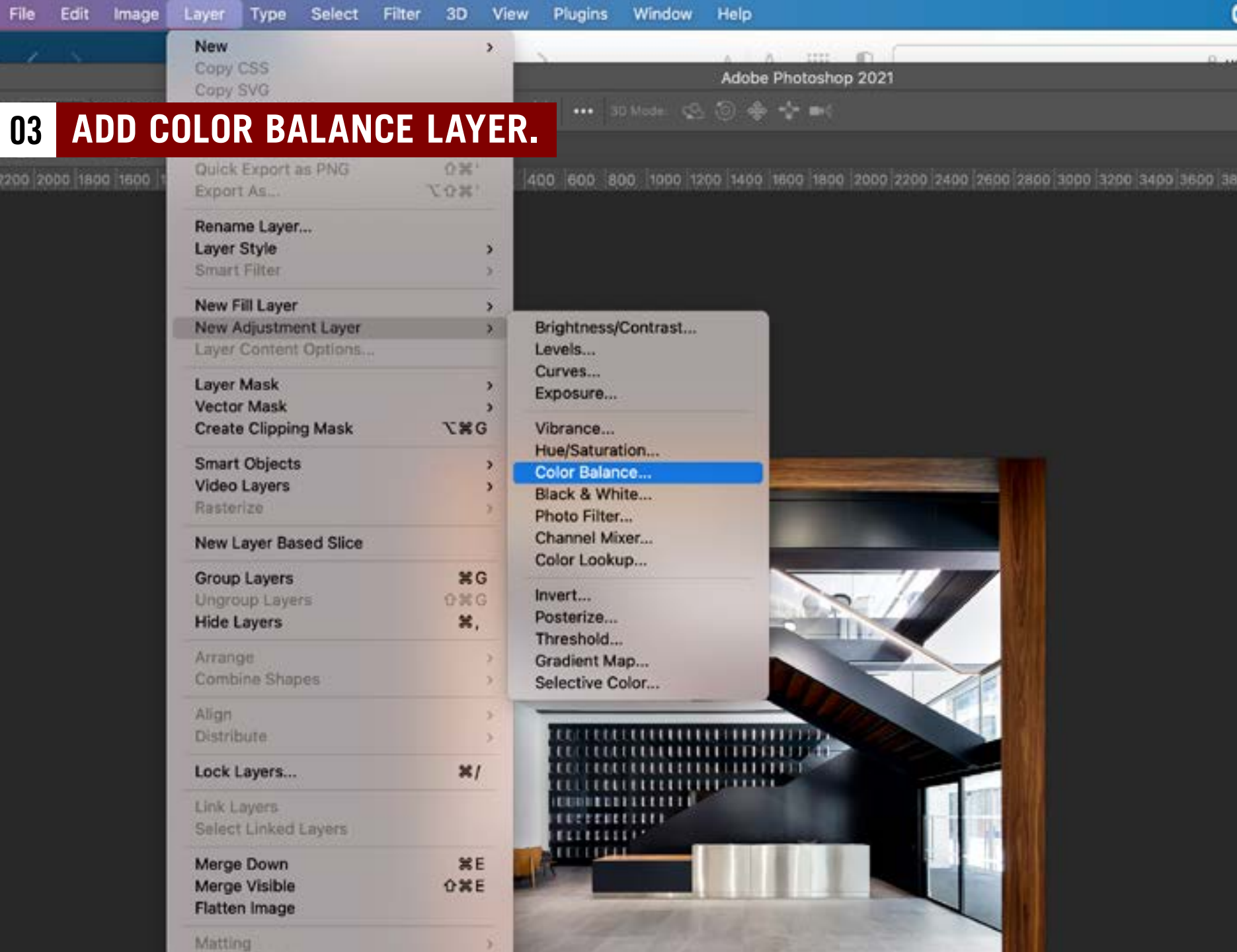
01 SELECT PHOTO



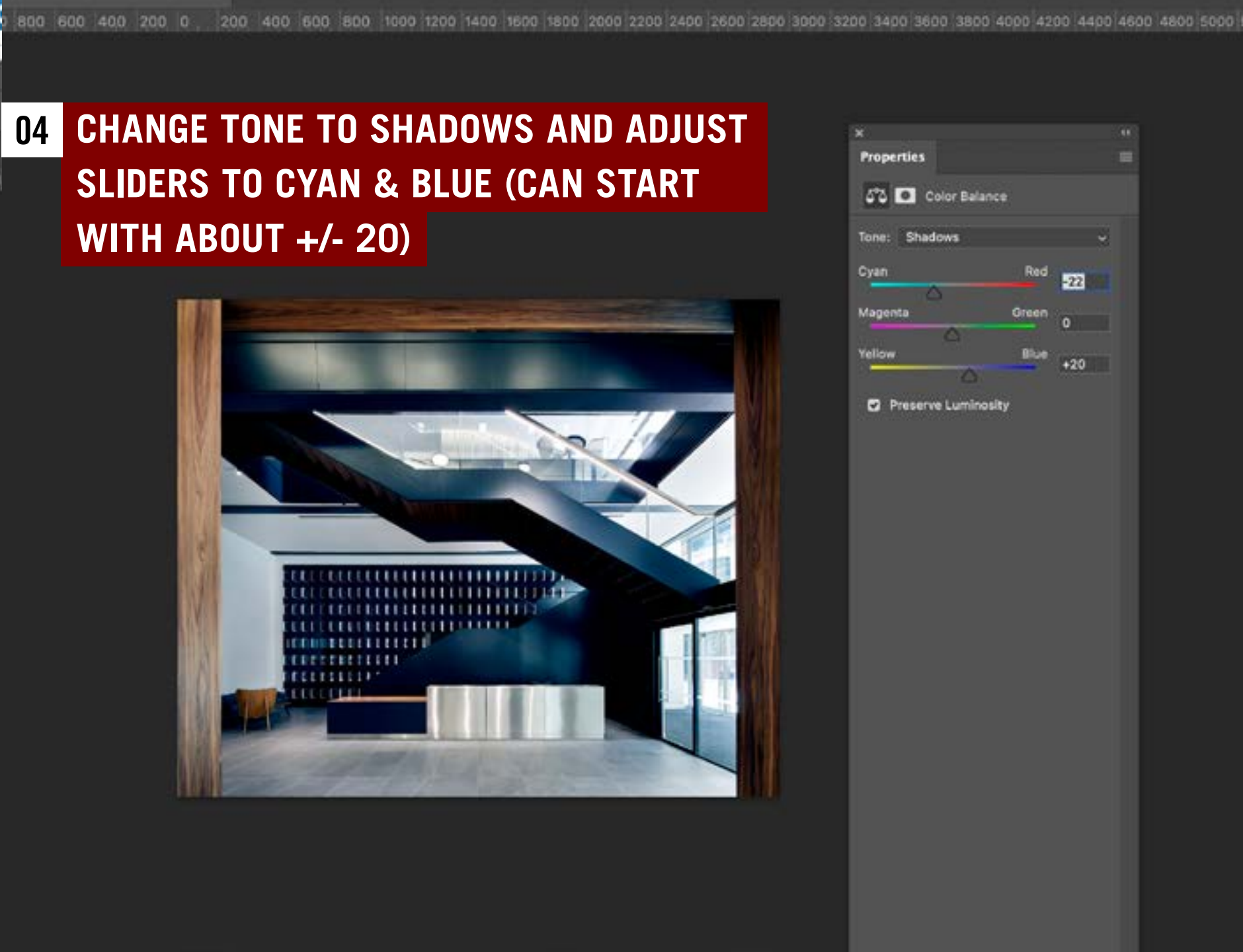
02 ADD LEVELS LAYER; INCREASE CONTRAST.



03 ADD COLOR BALANCE LAYER.



04 CHANGE TONE TO SHADOWS AND ADJUST SLIDERS TO CYAN & BLUE (CAN START WITH ABOUT +/- 20)





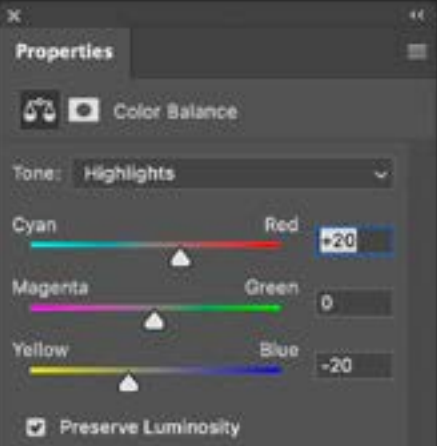

BRAND ELEMENTS

PHOTOGRAPHY  
COLOR PRODUCTION

To ensure that all visual executions of the brand are consistent, please follow the steps detailed at right:

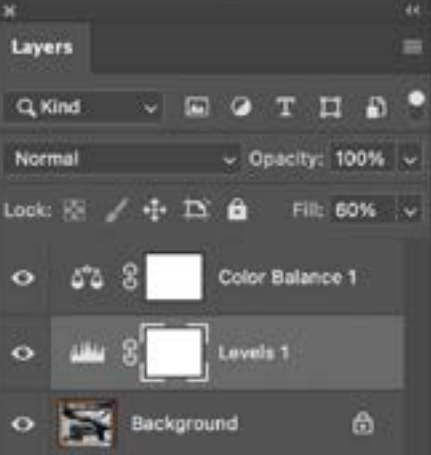

05

CHANGE TONE TO HIGHLIGHTS AND ADJUST SLIDERS TO RED & YELLOW (START WITH ABOUT +/- 15)



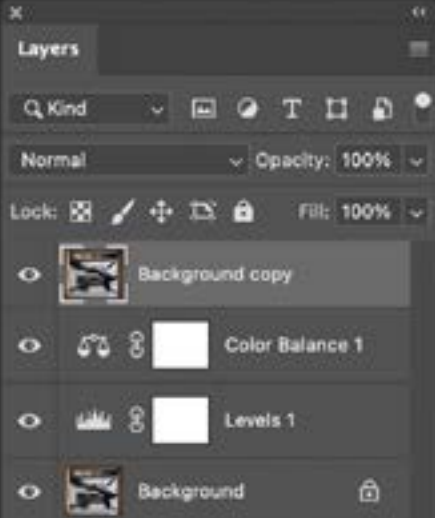


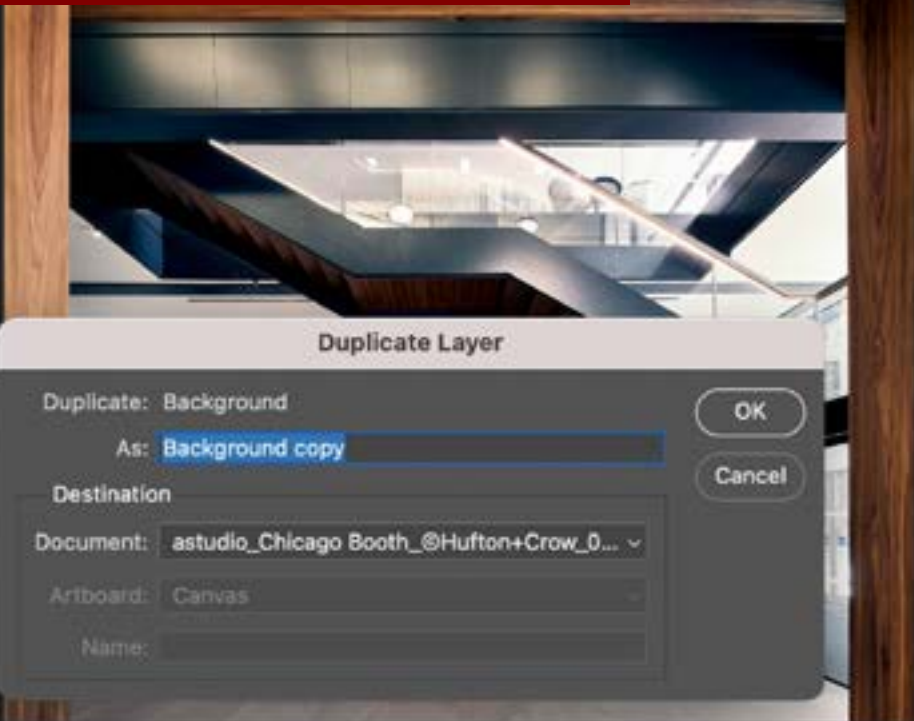
06

ADJUST COLOR BALANCE AND LEVELS LAYERS TO 50-70% OPACITY TO TONE DOWN COLOR SHIFTS.



07

MAKE A DUPLICATE OF THE IMAGE LAYER AND BRING IT TO THE TOP. CHOSE A HIGH PASS FOLDER (UNDER FILTER > OTHER). CHANGE TO 1.0 PIXELS.







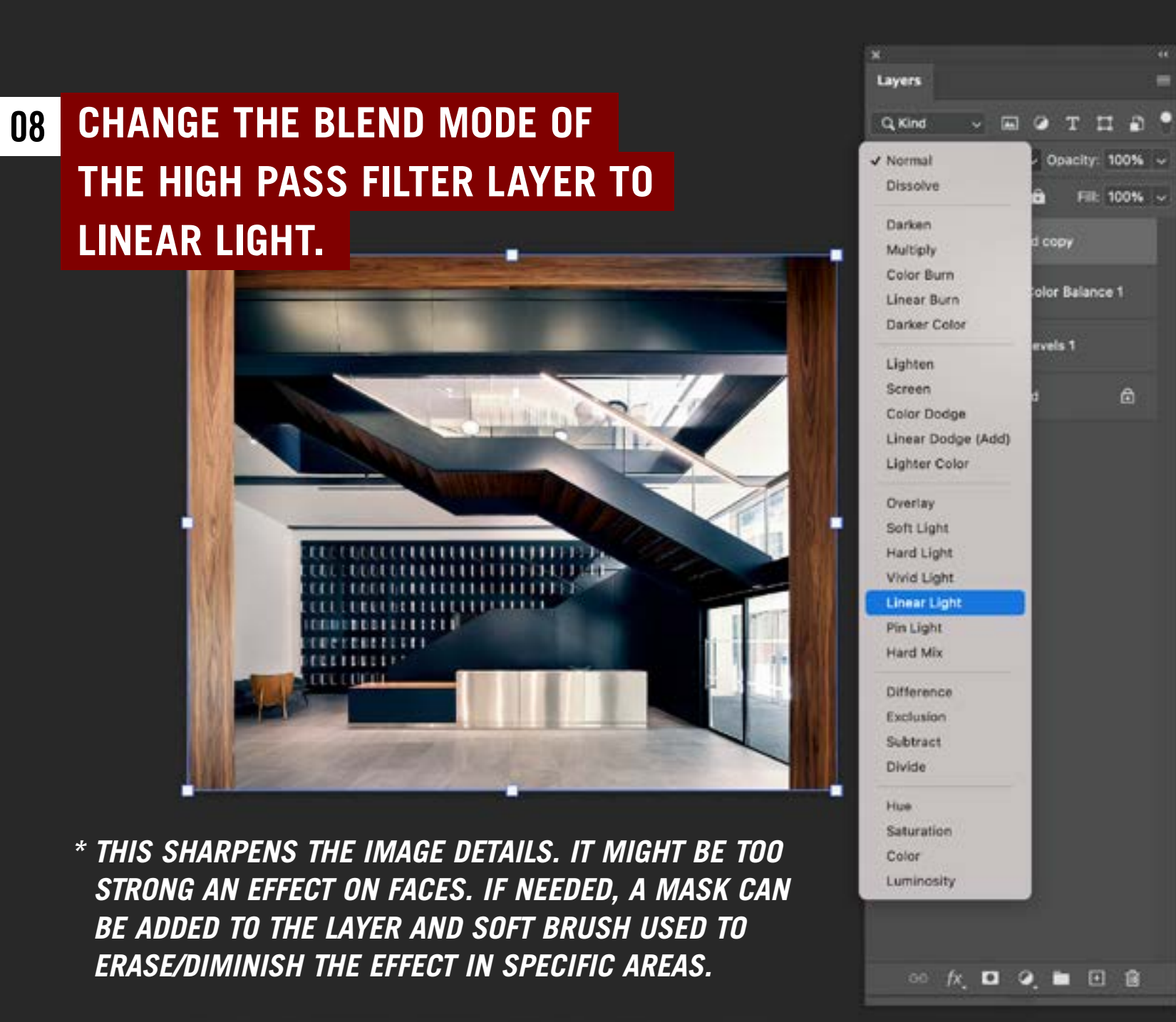
BRAND ELEMENTS

PHOTOGRAPHY  
COLOR PRODUCTION

To ensure that all visual executions of the brand are consistent, please follow the steps detailed at right:

08

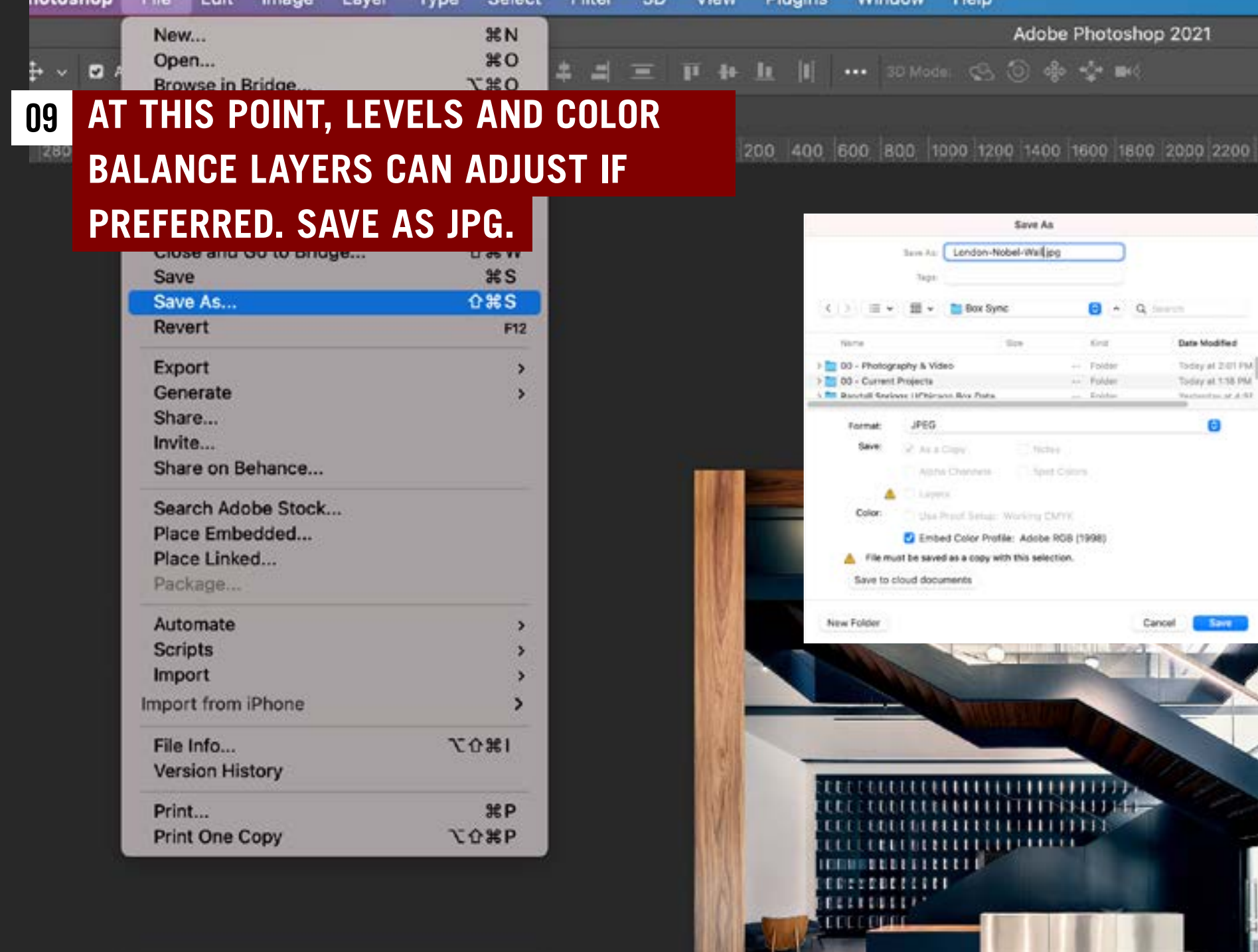
CHANGE THE BLEND MODE OF THE HIGH PASS FILTER LAYER TO LINEAR LIGHT.



*\* THIS SHARPENS THE IMAGE DETAILS. IT MIGHT BE TOO STRONG AN EFFECT ON FACES. IF NEEDED, A MASK CAN BE ADDED TO THE LAYER AND SOFT BRUSH USED TO ERASE/DIMINISH THE EFFECT IN SPECIFIC AREAS.*


09

AT THIS POINT, LEVELS AND COLOR BALANCE LAYERS CAN ADJUST IF PREFERRED. SAVE AS JPG.



10

RETOUCHED FILE







BRAND ELEMENTS

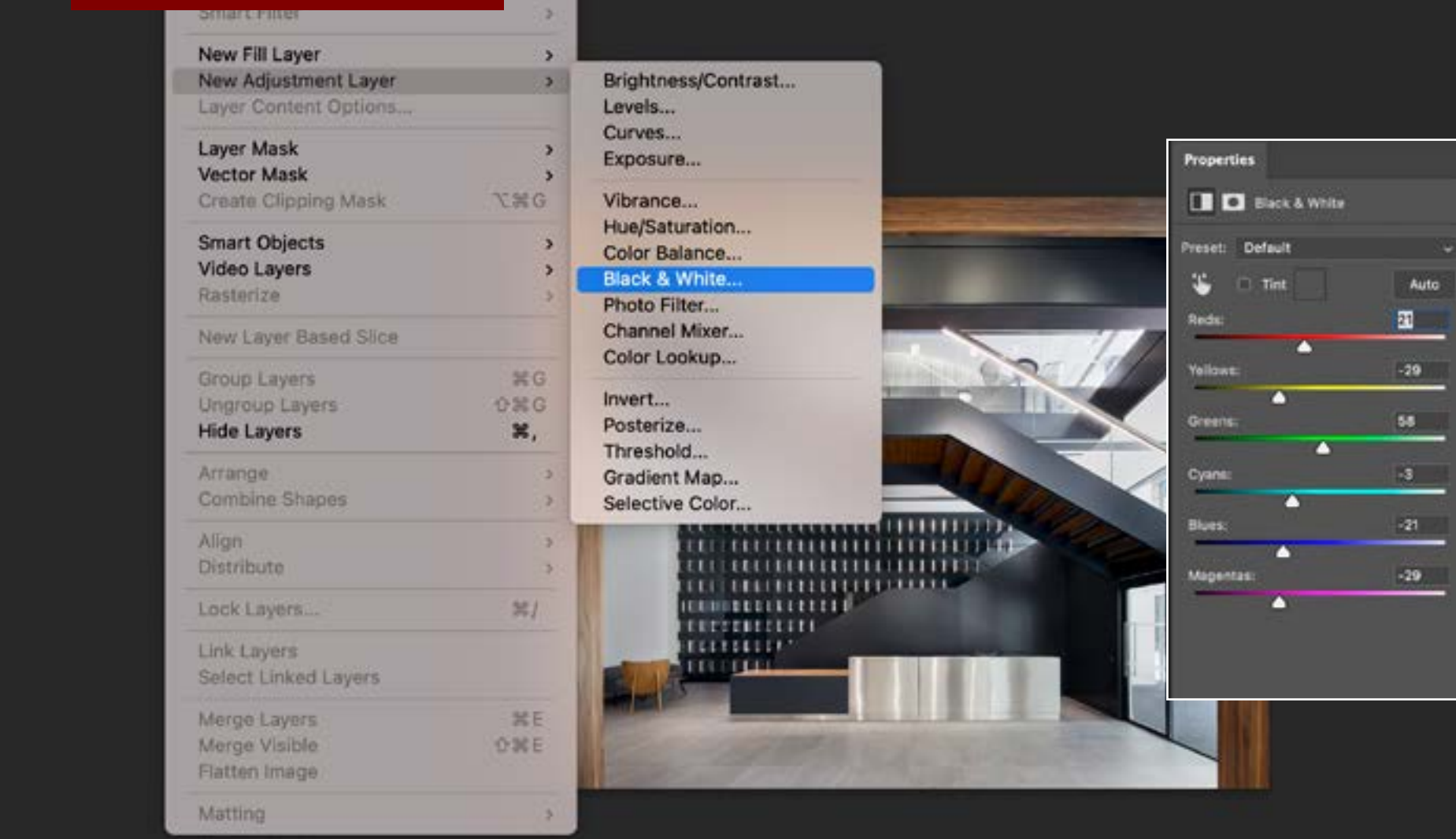
PHOTOGRAPHY  
BLACK AND WHITE  
PRODUCTION

To ensure that all visual executions of the brand are consistent, please follow the steps detailed at right:

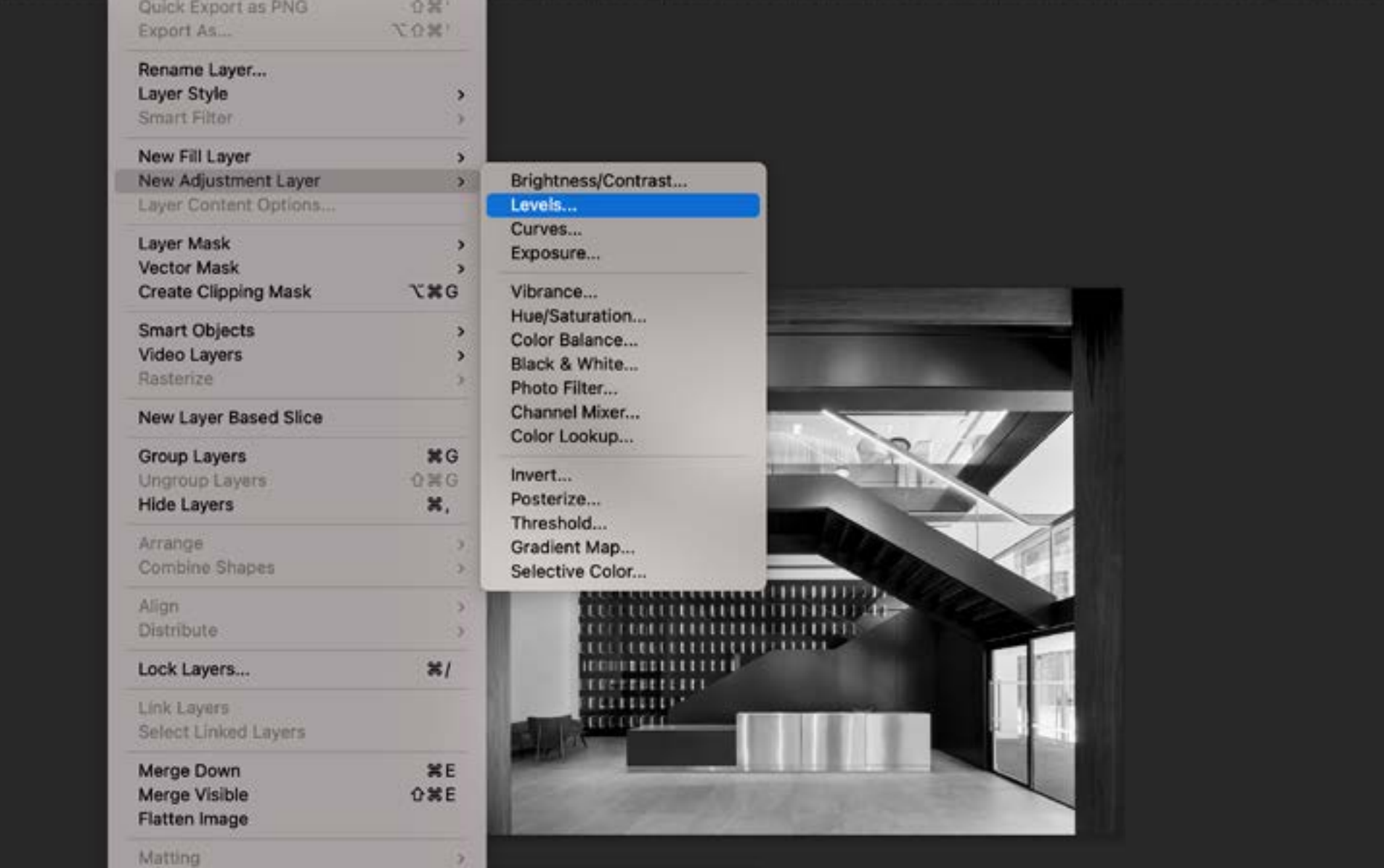
01 SELECT PHOTO



02 ADD BLACK AND WHITE LAYER AND ADJUST SLIDERS TO ACCENT AREAS OF INTEREST.



03 ADD LEVEL LAYER. ADJUST TO HIGH CONTRAST.

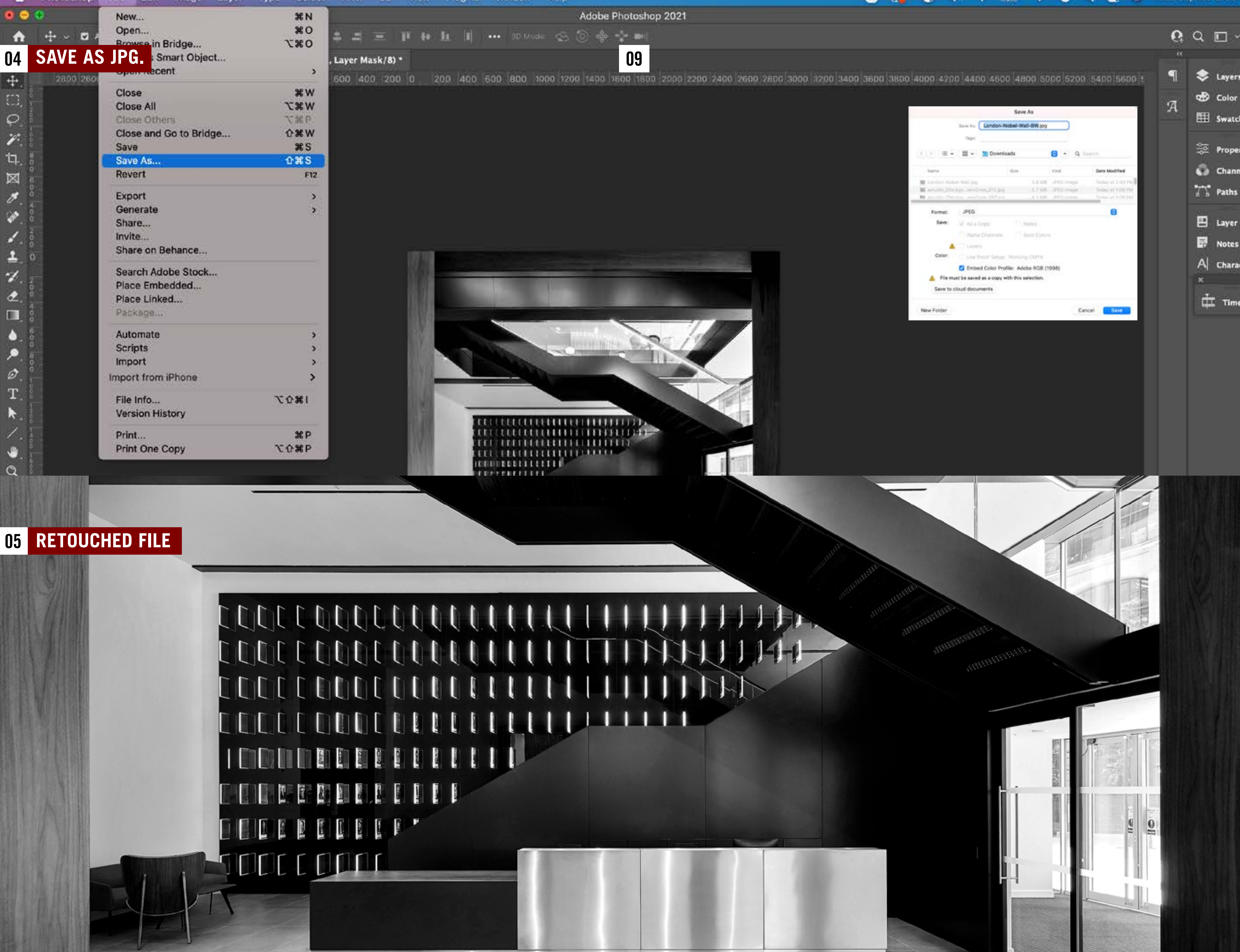




BRAND ELEMENTS

PHOTOGRAPHY  
BLACK AND WHITE  
PRODUCTION

To ensure that all visual executions of the brand are consistent, please follow the steps detailed at right:





# CONTACT

## CHICAGO

**Zach Johnson, PMP**

Associate Director, Project Management  
Marketing

[zach.johnson@chicagobooth.edu](mailto:zach.johnson@chicagobooth.edu)  
(1) 773-702-5806

## LONDON

**Rachel Waites**

Director of Recruitment and Admissions  
Executive MBA

[rachel.waites@chicagobooth.edu](mailto:rachel.waites@chicagobooth.edu)  
+44 (0) 20 7070 2219

