



When to use photography

Our use of photography is a powerful way to tell our brand story, differentiate ourselves from our competitors, and most importantly, create a trusted relationship with our customers.

Brand attributes

We use photography for three reasons

1. To reinforce our brand
2. To more efficiently tell a product story
3. To help users accomplish a task

Keep it real

Posed, cheesy stock images are everywhere in contemporary culture. They've become shorthand for insincerity. To avoid our customers feeling this way about Premera, we produce and choose images that look like real Premera customers, partners, and employees.

We are

Approachable vs Closed
 Unguarded vs Secretive
 Direct vs Blunt
 Quirky vs Meek
 Lively vs Dull
 Contented vs Combative
 Caring vs Ambivalent
 Passionate vs Intense

Confident vs Clinical
 Calm
 Pleasant
 Thoughtful & Caring
 Stable and Secure
 Compassionate
 Dynamic, lively, engaging

Primary use cases: Customer photography

Hero

Black and white portraits
 Journalistic and intimate in style
 Most prominent use on the homepage
 Convey a sense of joy and contentment
 Feels unguarded and authentic

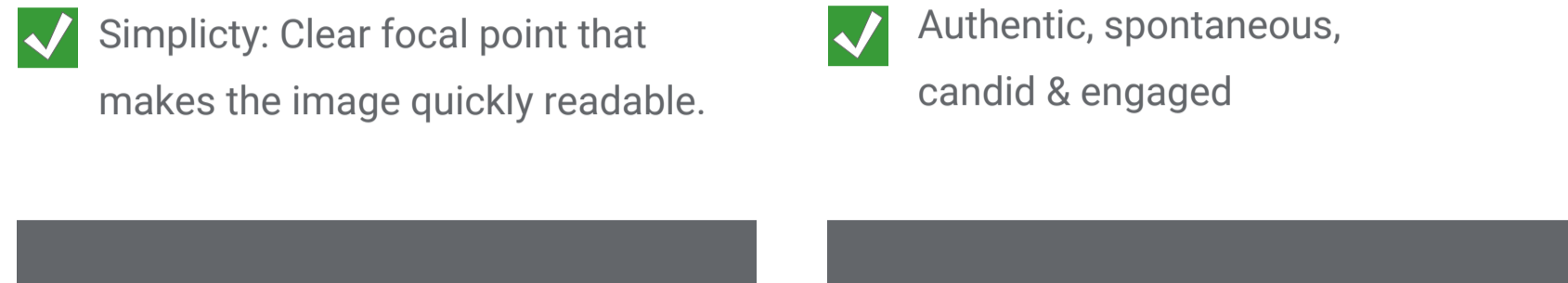
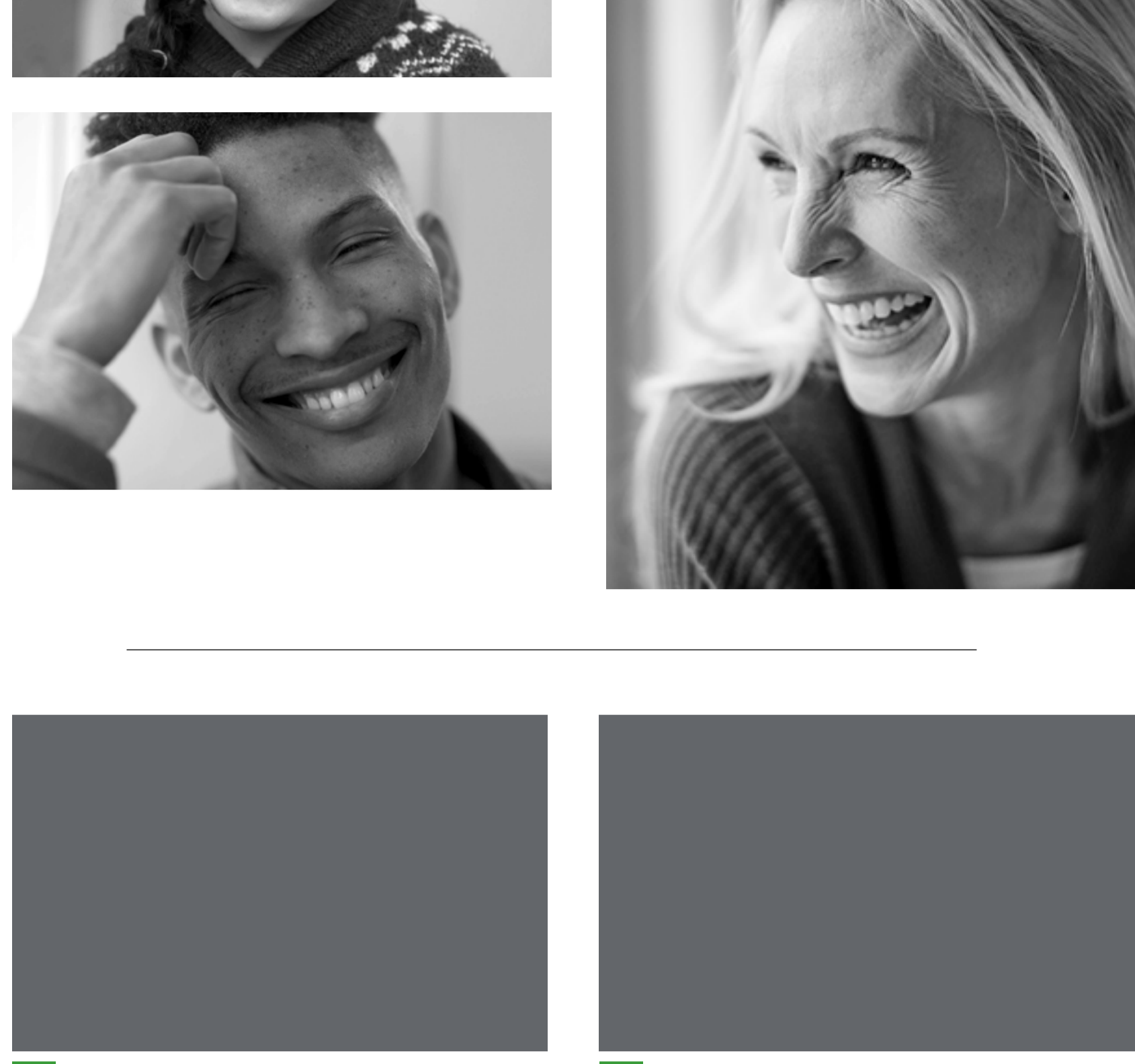
Tip: Consider proximity to color photographs on the page as it can possibly create a disjointed experience. It's best to have space between the two photography types.

Non-homepage heroes, card and article images

Color, Lifestyle

Tip: Diversity and inclusivity (but not stereotypical) Consider all genders, ages, races, abilities and body types when choosing images. Be especially considerate of people in positions of power (doctors for example).

Reminder: Alaska is one of our main markets. Be sure to include images of Native Alaskans in your image selections for the Alaska site.



Metaphoric

Metaphoric images provide restful breaks that suggest ideas and metaphors that engage the audience on an intellectual and emotional level.

Human

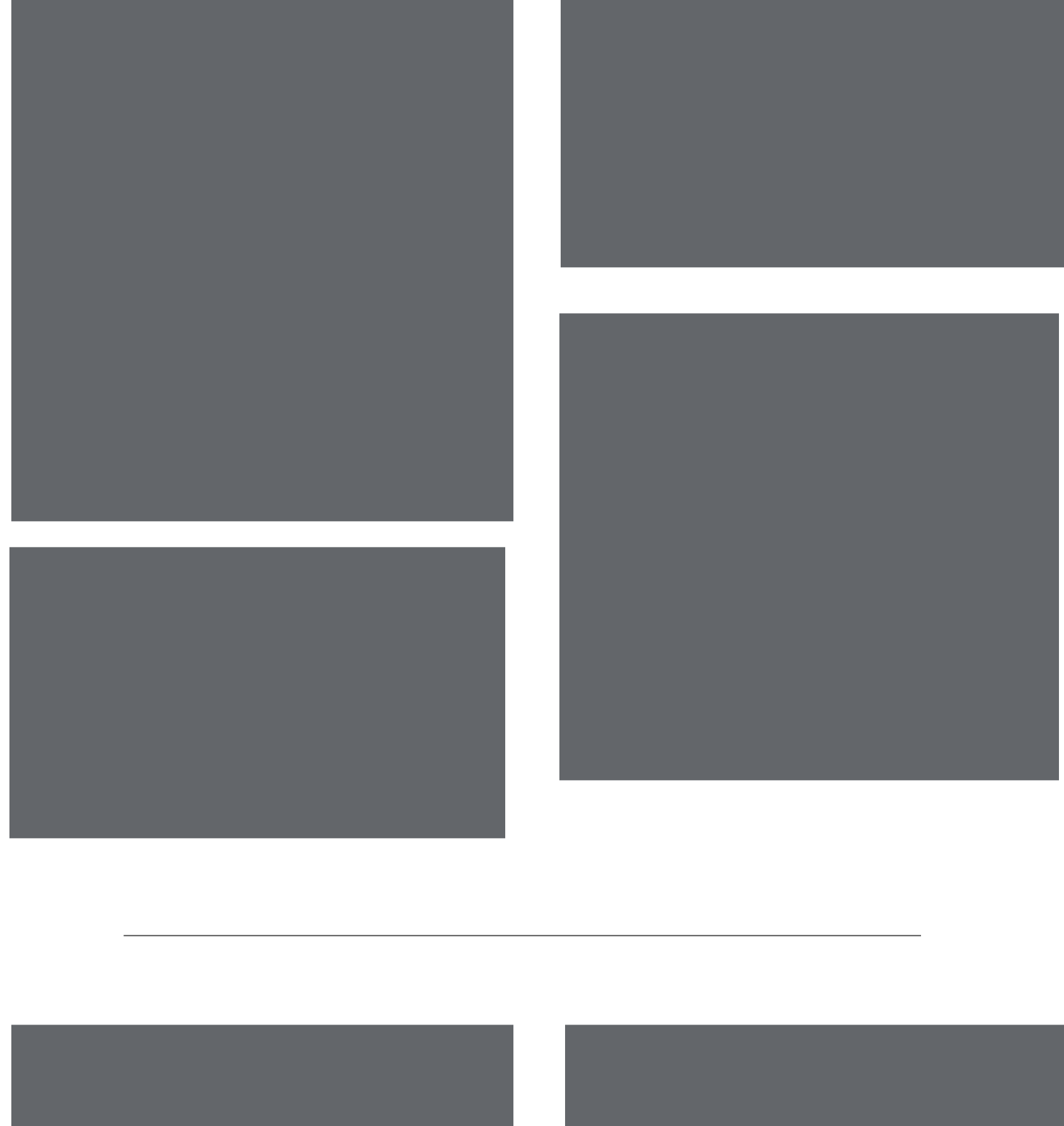
Subjects contain reference to humanity

Aspirational

Subjects reflect an aspirational moment or activity.

Simple subjects

Readily understood



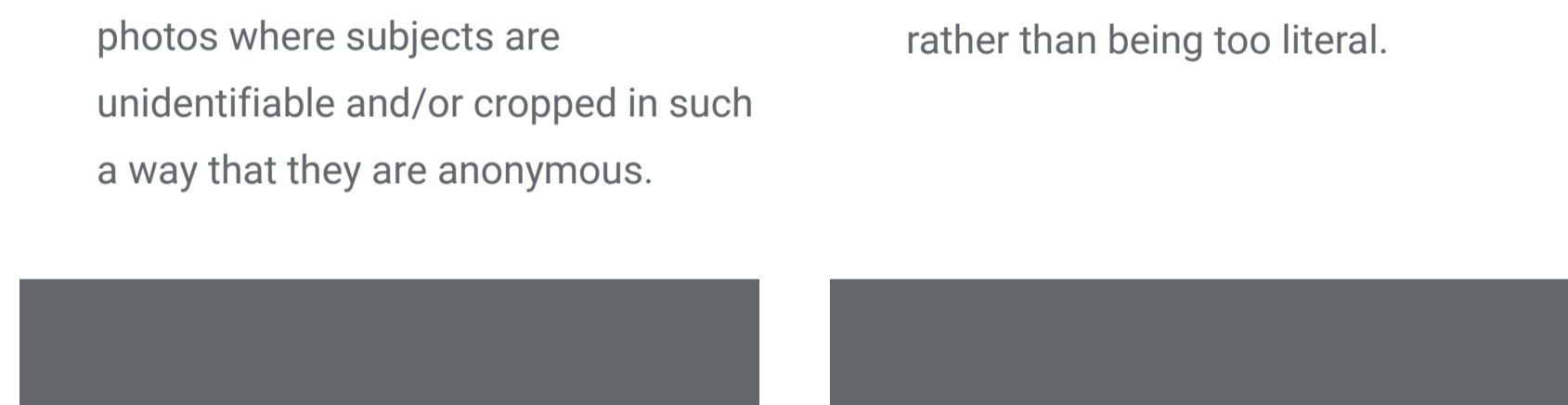
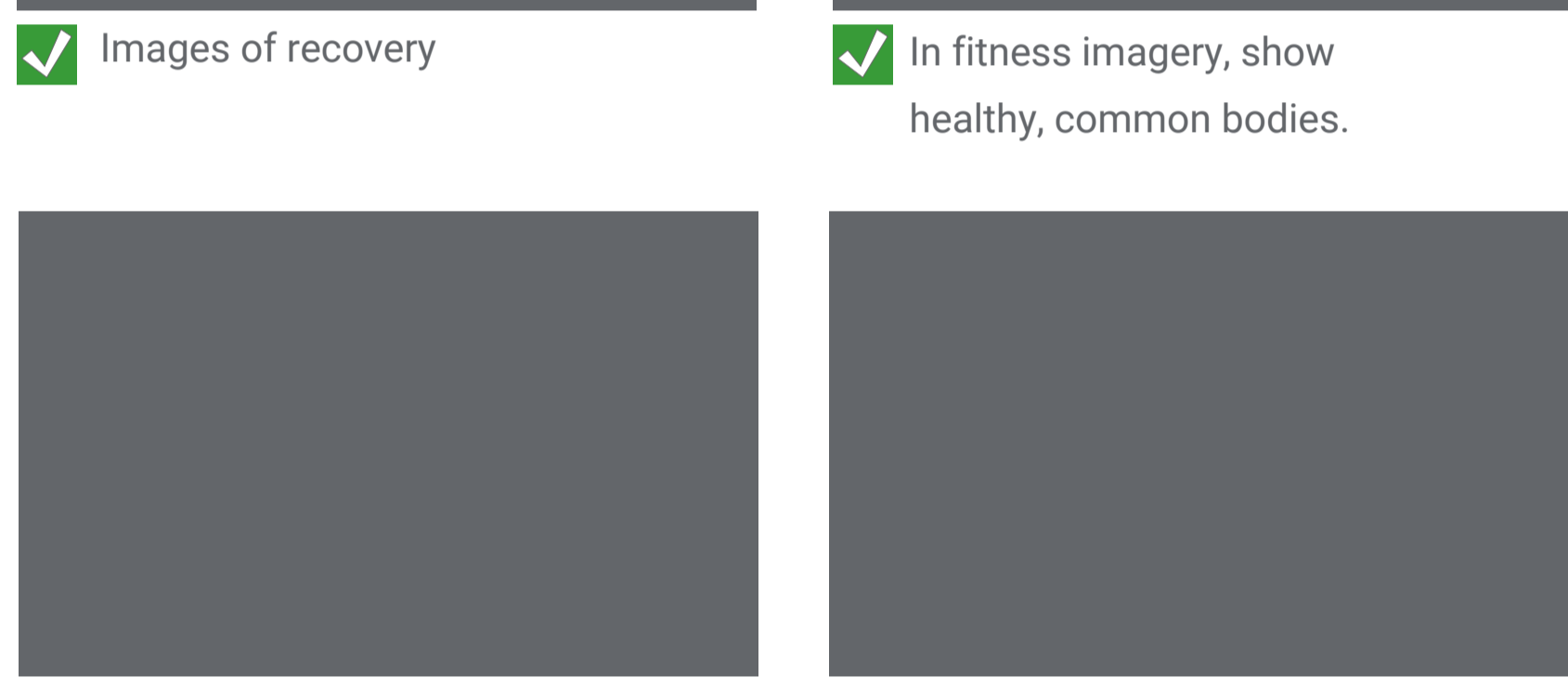
Health & recovery

Positive

Imagery focuses on the positive side of healthcare, recovery, never on moments of negativity or uncertainty.

Genuine

Subjects are candid and unposed, captured in genuine moments and settings.



Employee & partners

Employees, producers and professionals are engaged with the viewer. The moment feels unguarded and authentic. The photography evokes a sense of thoughtfulness and purpose.



Design

Composition

Photos should have lots of background surrounding the focal point. This allows the greatest flexibility for horizontal or vertical cropping, and for placement of elements such as headlines, copy, and logos.



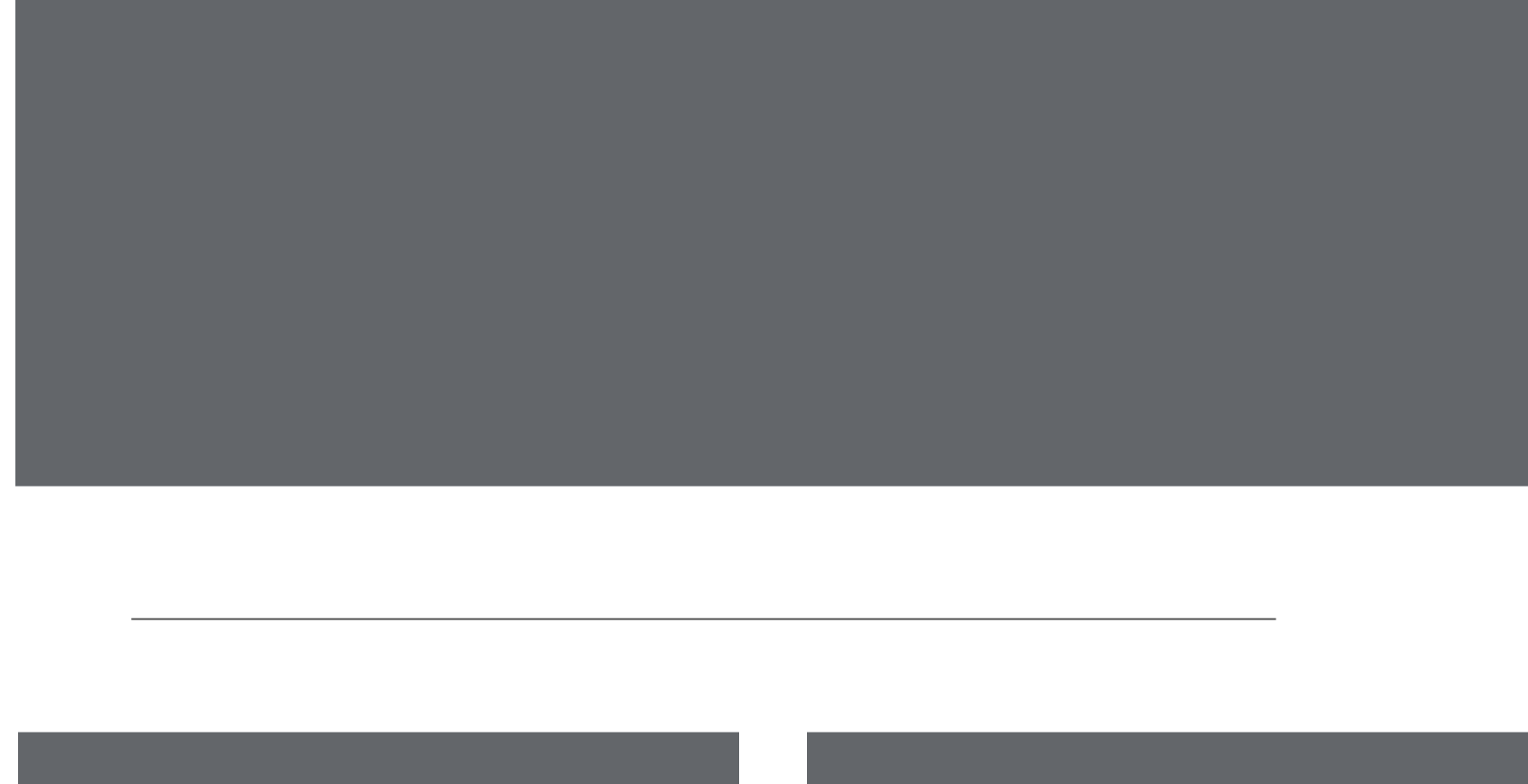
Framing device

One of the key brand elements is a framing device. For the time being the use will be limited on the web. It should only be implemented as a coded page element to ensure proper performance when the site is responsive on various devices.



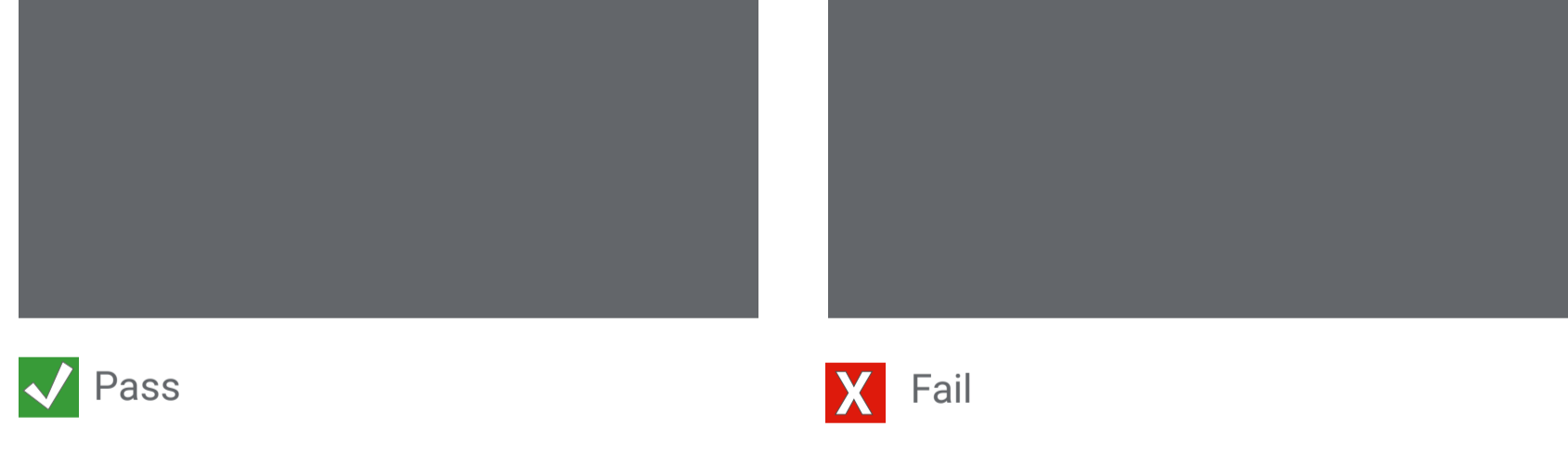
Look here!

Users tend to look in the same direction as the gaze of a photo subject. Choose images that point users in the right direction.



Text over images

Contrast must pass AA accessibility requirements

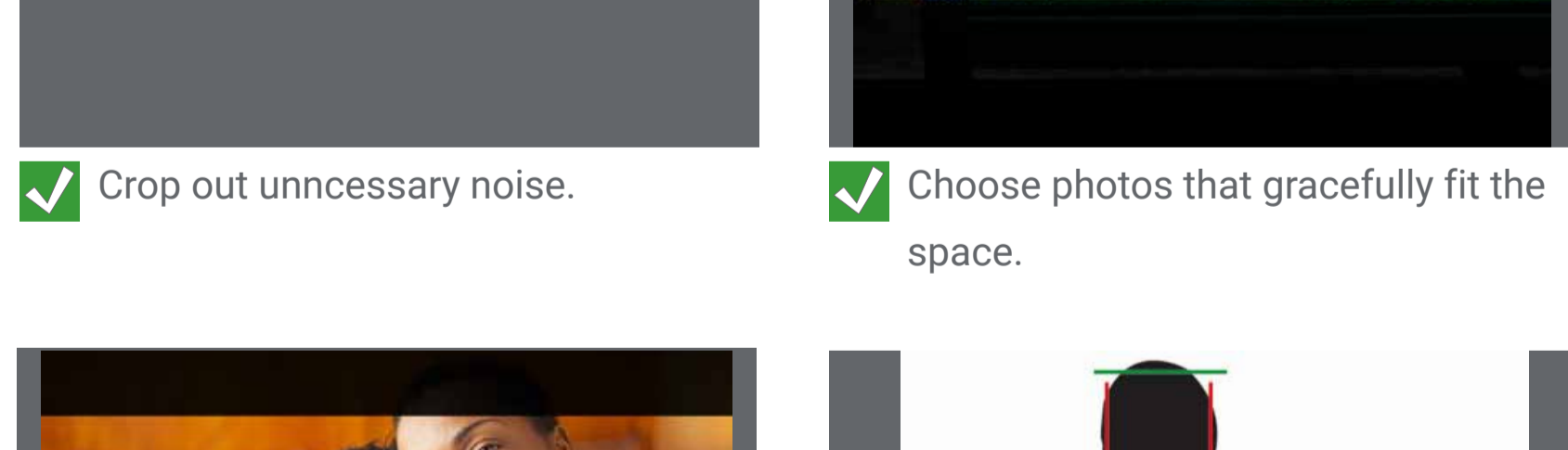
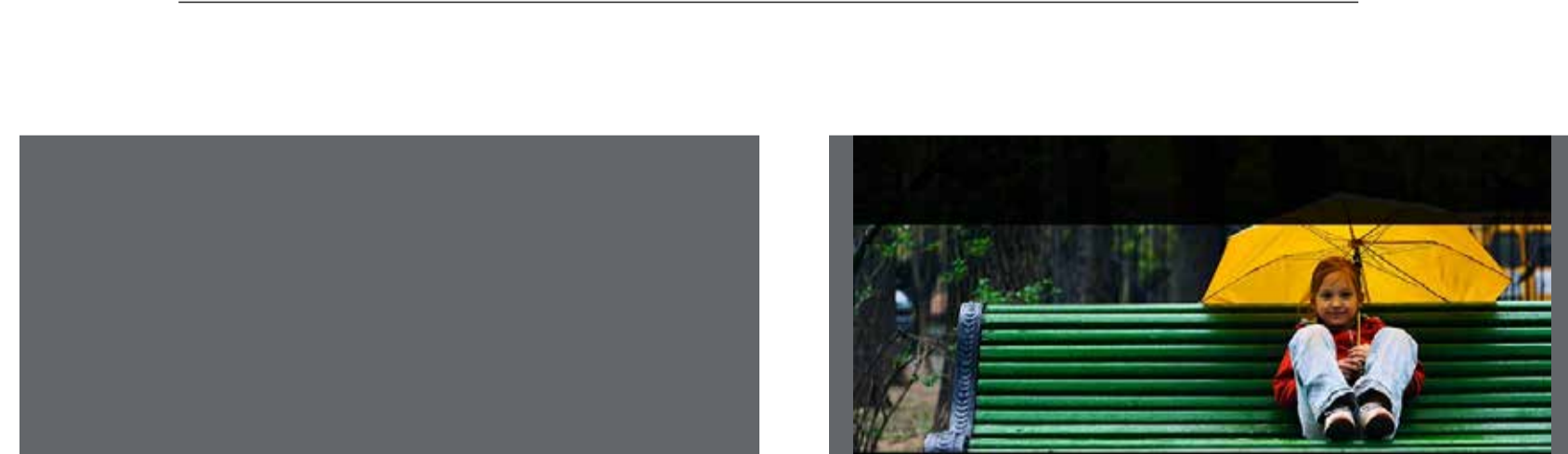


Solution: Making sure the background is simple and when needed apply scrim to provide sufficient contrast.



Solution: Test the image

Cropping



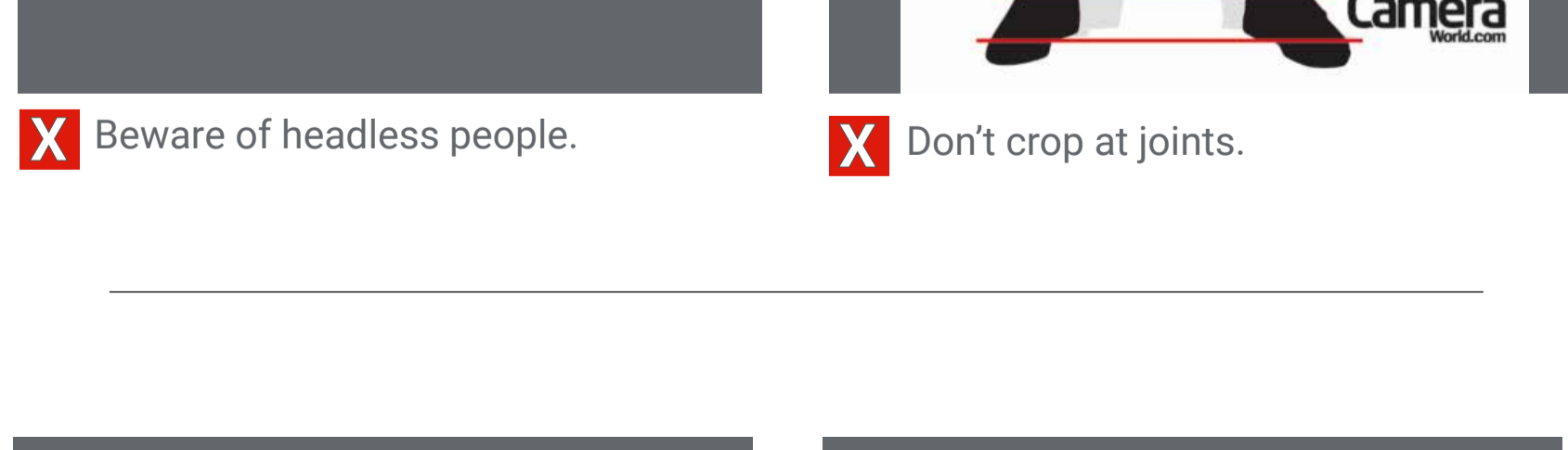
Visual continuity

When using an image in featured placements, ensure the image is treated equally for continuity.



When not to use photography

Photography should not add to unnecessary visual noise on the page. Be principled in your choice to use it.



Or nothing at all. Rely on white space, color and other design elements to emphasize important text.