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 are

Approachable vs Closed Unguarded vs Secretive Direct vs Blunt Quirky vs Meek

Lively vs Dull Caring vs Ambivalent

Thoughtful & Caring Stable and Secure Compassionate Dynamic, lively, engaging

Confident vs Clinical

Calm

Pleasant

Contented vs Combative Passionate vs Intense

We use photography for three reasons

2. To more efficiently tell a product story

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,

3. To help users accomplish a task

1. To reinforce our brand

partners, and employees.

Keep it real

Hero Black and white portraits Journalistic and intimate in style Most prominent use on the homepage

Customer photography

Primary use cases:

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 dis-

jointed 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.

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

Be especially considerate of people in positions

of power (doctors for example).

Natural light, real settings

Simplicty: Clear focal point that makes the image quickly readable.

No special effects (filters, gradients,

special colorization)

Over-the-top expressions and

unrealistic poses

Do not show other brands on X Avoid clear views of technology in clothing, hats, kayaks, etc. images. They can easily make an image look dated.

Aspirational Subjects reflect an aspirational moment or activity.

Simple subjects

Readily understood

Human

Metaphoric

Metaphoric images provide restful

intellectual and emotional level.

breaks that suggest ideas and meta-

phors that engage the audience on an

Subjects contain reference to humanity

Health & recovery

Positive Imagery focuses on the positive side of healthcare, recovery; never on moments

Genuine

settings.

of negativity or uncertainty.

Subjects are candid and unposed,

captured in genuine moments and

Employee & partners

Employees, producers and professionals

are engaged with the viewer. The moment

feels unguarded and authentic. The

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

photography evokes a sense of

thoughtfulness and purpose.

Design

Composition

logos.

Sensitive subjects: When depicting a sensitive subject, such as mental illness, obesity, use photos where subjects are unidentifiable and/or cropped in such

a way that they are anonymous.

Images of recovery

Don't show specific pills or medications.

Use well-produced images of real Whenever possible, do not use stock people in real roles. images to represent employees and partners.

Framing device

Look here!

direction.

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.

Users tend to look in the same direction

as the gaze of a photo subject. Choose

images that point users in the right

accessbility requirements

Text over images

Contrast must pass AA

Cropping

X Beware of headless people. Visual continuity When using an image in featured placements, ensure the image is treated equally for continuity.

principled in your choice to use it.

When not to use photography

unncessary visual noise on the page. Be

Photography should not add to

✓ Pass

provide sufficient contrast.

Solution: Test the image

Crop out unncessary noise. X Don't crop at chins.

emphasize important text.

Illustration: Some topics are too complicated to illustrate with a photograph. Instead an illustration can be used to convey a concept or metaphor.

Express feelings of sharing

and collaboration

Authentic, spontaneous,

Not artificial, manipulated, overly

posed or stylized

candid & engaged

Season appropriate

✓ In fitness imagery, show

healthy, common bodies.

Sex and nudity, contraception, breast

illustrate the spirit of the content

rather than being too literal.

exams, colonoscopy: Use images to

X In fitness images, don't show hyper-idealized bodies.

X When the layout is responsive, it never, ever goes over the focal point of the image, especially faces.

Choose photos that gracefully fit the

space.



When juxtaposed with other illustration or logos in similar page components

X

X Fail

Solution: Making sure the background is simple and when needed apply scrims to

X Don't crop at joints.