



# NewcastleGateshead

## Photography / Imagery Guidelines

We all know that old saying about what a picture is worth.

But for a place like NewcastleGateshead it's doubly true.

How we present ourselves visually is vital if we want people to see the kind of place we really are. How alive and vibrant our community is. How our architecture combines elegant history with cutting edge modernity. And how innovative and inspiring our businesses, universities and hospitals are.

So we've put together considerably less than 1000 words to help you create the right picture of NewcastleGateshead.

Nothing too prescriptive, just some guidelines to getting our image spot on.

# Bringing out our values and personality

NewcastleGateshead is genuinely inspiring. So our photography should show this.

That means being genuine in what we portray. Use real people, not staged models and avoid too much Photoshopping or manipulation of images. Our good qualities speak for themselves.

At the same time, we should avoid too many clichés. This is an inspiring place, and we want to challenge peoples' perceptions of what is here. Try to find an interesting perspective or show some of our hidden gems. The Tyne Bridge is something we're rightly proud of, but Armstrong Bridge and Jesmond Dene are just as beautiful. And while the Quayside is very easy on the eye, Grey Street is one of the most elegant streets in the whole country.

Our place is alive, vibrant and energetic, so why not try and get a sense of this into your imagery? It could be as simple as adding people, or movement, or light. But it will make a big difference.

Finally, don't be afraid to mix our proud past with our bright future. NewcastleGateshead has always been a place of contrasts – where else could an iconic mill from the industrial age become one of the country's finest contemporary art spaces?

