

# GREAT Britain

Our destination brand guidelines:  
**Photography**

VERSION 1.0





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# Photography

Photography is one of the most powerful tools we have to express our vision of Britain. Our imagery should reflect the essence of the 'See Things Differently' brand platform – portraying a nation that is welcoming, dynamic, and diverse.

We favour vibrant imagery with bright colours, and we aim to capture fresh perspectives that go beyond the expected. This means...

- Featuring people who radiate warmth and energy
- Celebrating the variety and richness of Britain – its people, places, and experiences
- Avoiding over-reliance on familiar sights in favour of the new, surprising, and familiar with a twist

While our communications should feel distinctively British, this doesn't mean every image or video must showcase a landmark. Britishness can be conveyed through:

- Visual cues - props, architecture, design, landscapes, lighting
- Fashion and style – traditional or modern, craft or street style
- Storytelling that reflects our culture and character





# Image & Footage Principles

All our images should reflect our brand objectives, to represent a welcoming, dynamic and diverse vision of Britain. For 'hero' images – those used for high profile campaigns and events that aim to sell Britain in just one shot – we're also looking for an extra level of energy and uniqueness to really grab audience attention.

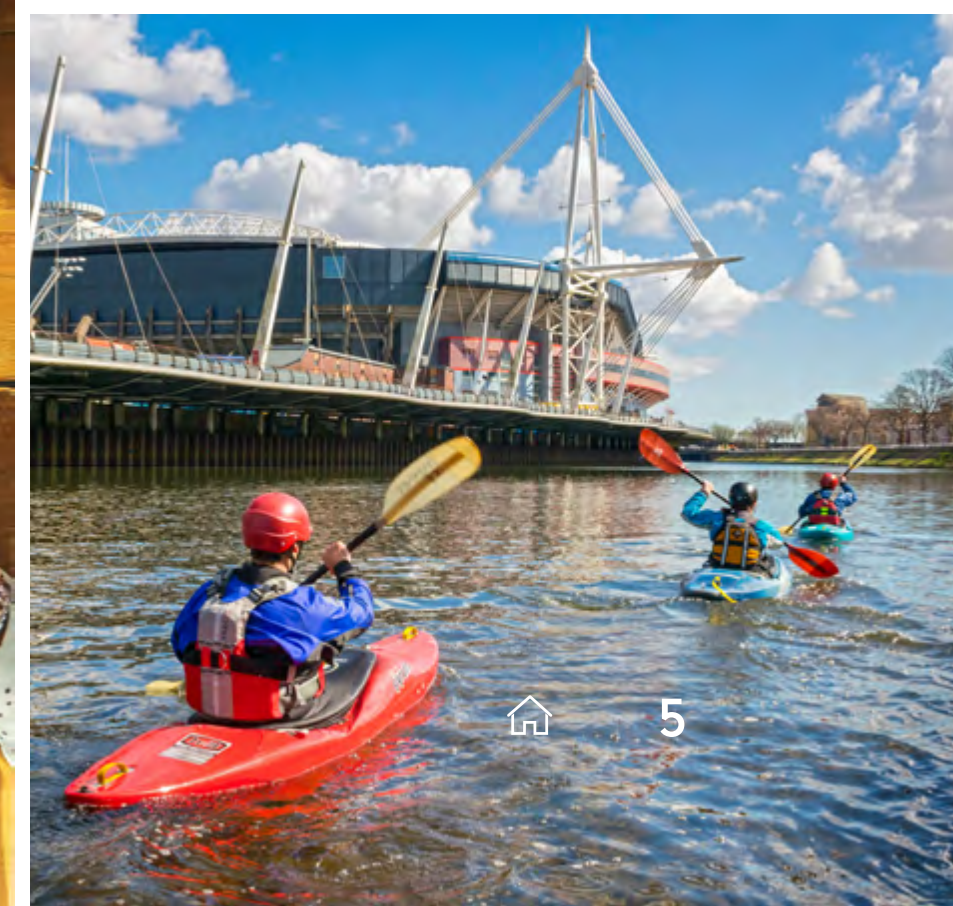
What we're looking for?	How to achieve it?	In each shot?	In a collection
<b>See Things Differently</b> - avoiding the predictable and conventional, in style and / or content.	Does the image present Britain in a fresh or surprising way? Does it feel like a spontaneous, Instagram-worthy moment rather than a traditional, staged tourist board photo?	Y	Y
<b>Welcoming</b> - including people and smiling faces.	Hero shots must show people or signs of life. While not every image needs a smiling face to camera, we prioritise them for new assets whether close-up or distant.	N	Y
<b>Dynamic</b> - usually achieved by people being actively immersed in an experience or landscape.	Conveying energy and excitement, capturing a moment of fun or exhilaration. Active poses (hiking, biking etc), dynamic framing and lighting all contribute.	Y	Y
<b>Diverse</b> - in people featured and selections made (regional, urban vs rural, brand experience buckets).	Casting diversity is always important in individual images, with diversity of experience and location best demonstrated across a set of images / event / campaign.	N	Y
<b>Authentic, natural</b> - not obviously staged or 'modelly'. Is this a picture you might take when travelling with friends or family?	<p>Body language and expressions should be natural and reflective of the experience shown.</p> <p><b>YES:</b> People immersed in and enjoying an experience</p> <p><b>YES:</b> People posing in fun ways for a photo they or a friend might take (e.g. a photo that looks like a selfie)</p> <p><b>NO:</b> Fashion-shoot style posing (unsmiling, stiff)</p> <p><b>NO:</b> Pictures of someone taking a selfie, with phone in hand</p> <p><b>NO:</b> People pointing at things (looks artificial)</p>	Y	Y
<b>Vibrant</b> - bright colours, 'shot on an iPhone' aesthetic (sharp, bright, deep depth of field).	We're always looking for strong, primary colours, although not necessarily blue skies. Avoid lots of grey / beige in sky, buildings, ground. Including red (a key brand colour) is a bonus, particularly in clothing.	Y	Y
<b>Distinctively or uniquely British</b> - 'lands the destination'.	Wherever possible, we're looking for scenes that are distinctly and appealingly British – scenery, buildings, experiences, signs, clothing, objects.	N	Y



# Yes please!

When purchasing, creating or selecting assets, you will find it hard (almost impossible!) to find an image that ticks every box. So consider all the assets you will use across the activity and ensure that the collection as a whole shows Britain is:

- A place bursting with new and surprising experiences
- A place full of warm and welcoming people to meet
- Full of movement and energy
- Bright and full of colour
- Not a reflection of Britain from the past, it's Britain today!
- Made up of so many great cities, coastal destinations and countryside to explore
- Balances the icons and recognisable Britain with the new and surprising





# No thanks!



Pictures of someone taking a selfie, with phone in hand.



Doesn't feel welcoming (no smiles) or dynamic (passive body language).



Not dynamic enough – doesn't convey energy or excitement.



Not welcoming (no people) and lacks vibrant colours.



People pointing at things looks artificial.



Trying to be natural, but feels staged and flat.



Not welcoming or dynamic – no people included, no fresh perspective.



Not natural – a staged setup obviously using models.



# Shoot wide

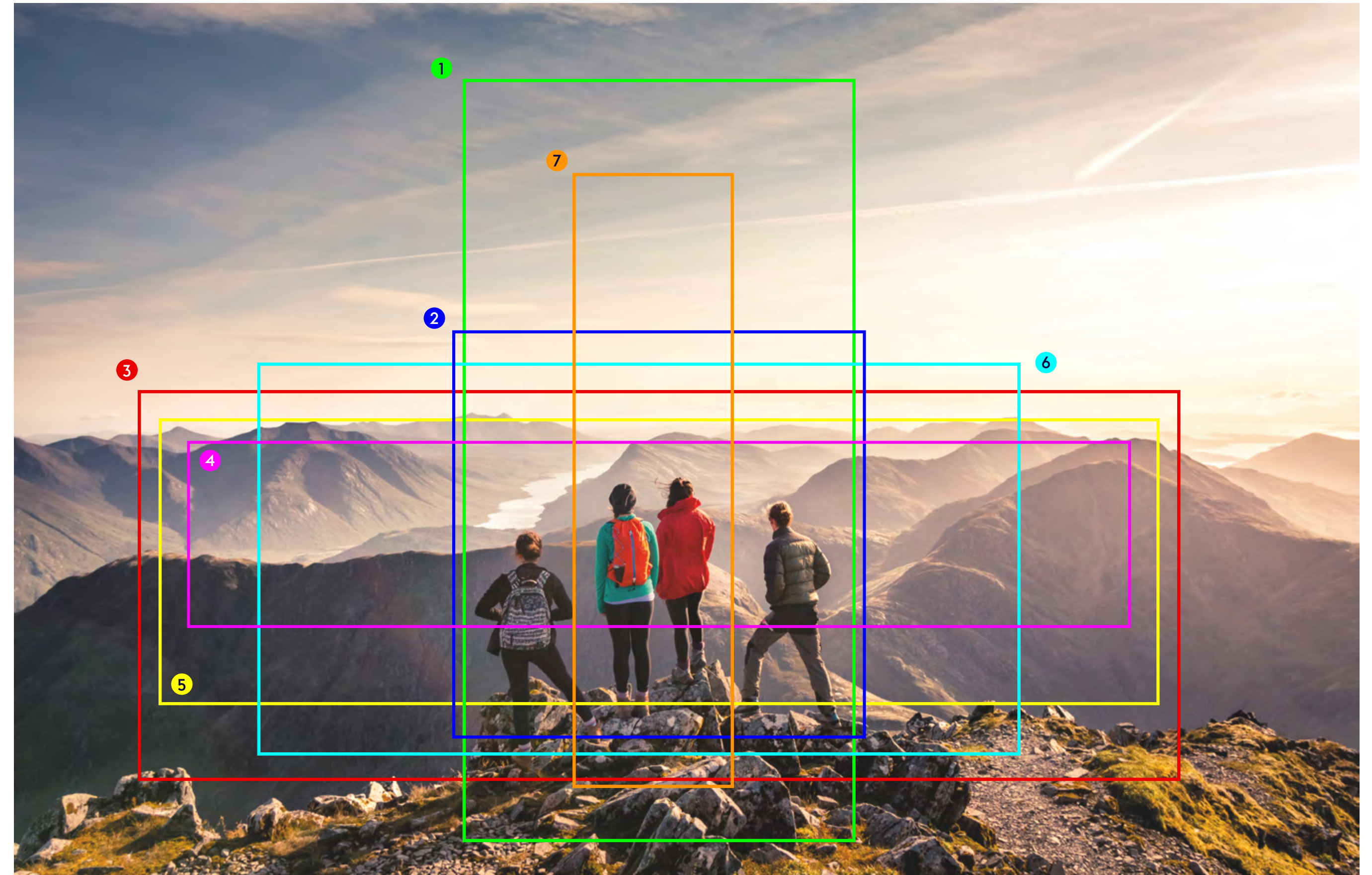
Where possible, shoot wide. As long as they are shot at high resolution, images with a wide field of view can be cropped in a variety of ways to meet different format requirements.

## Practically

It allows us to use imagery across a range of touchpoints from 9:16 social stories all the way through to billboards and website headers.

## Creatively

It allows us to show destination and experience epic vistas with the people enjoying them.



### Multi-format cropping guide

- 1** 9:16 - Vertical story  
Instagram stories, tiktok, reels
- 2** 1:1 / 3:4 - Social media feed  
Instagram feed, carousel, mobile ads
- 3** Ooh - Square promo  
Social ads, billboards, promo tiles
- 4** Leaderboard banner  
Website headers, display ads (728x90px)
- 5** Web leaderboard ad  
Web hero sections, landing page visuals
- 6** 16:9 - Standard video / widescreen  
Youtube, presentations, wide social posts
- 7** Web skyscraper ad  
Sidebar banners on websites (160x600px)



# Asset library

## What is an asset?

An asset is an image, video or artwork used in VisitBritain and VisitEngland's (VB/VE) marketing.

## Where to find assets

The asset library is the online image and video library owned by VisitBritain. The library holds assets owned by VB/VE and assets licensed to VB/VE. The library is available to staff, trade and media for the positive promotion of Britain with different user groups only permitted to see assets licensed for their use.

## Asset rights

Before working with assets please ensure your VisitBritain project lead explains our [IP policy](#).

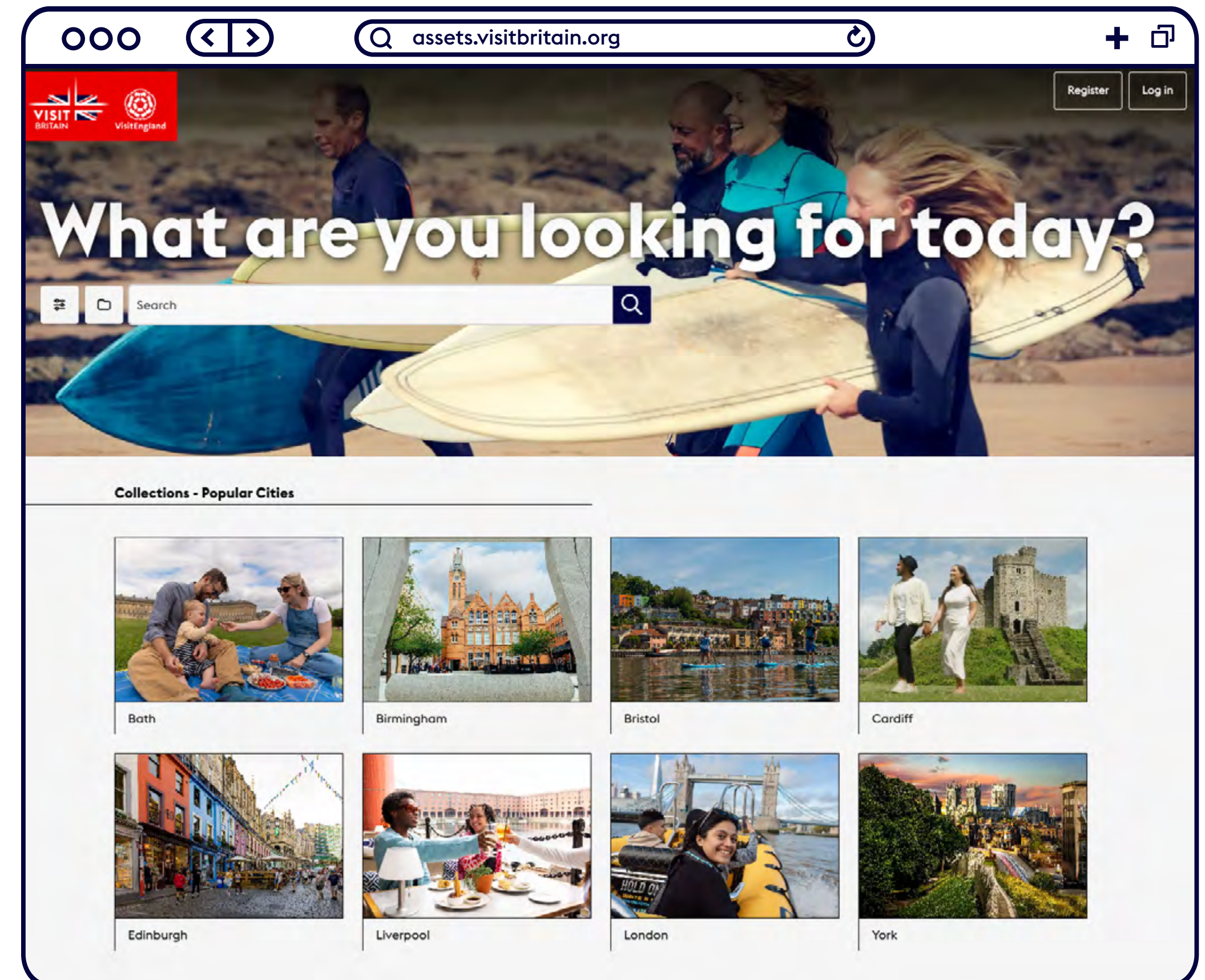
## Selecting assets and asset rights

Please note the Permitted Usages listed with each asset. Which indicate who can use it and how:

- A credit must be included whenever a library asset is used, including by third parties. Credit lines are shown in the image metadata alongside each asset
- Some assets have restrictions eg not for use with flight promotions, or for use in certain regions. These are always noted in "restrictions" under metadata.
- Some require approval from the asset library team before use.

## For support

- In creating an account, giving access to third parties or creating special collections please contact [assetlibrary@visitbritain.org](mailto:assetlibrary@visitbritain.org) (Digital Team)
- In purchasing new assets, shoots or licensing imagery from partners please contact [assetdesk@visitbritain.org](mailto:assetdesk@visitbritain.org) (Brand and Content Team)





## Creative checklist

# As you review your image selection, ask yourself:



Does Britain come across as a place full of surprising and exciting experiences?



Are we showing warm, welcoming people?



Is there a sense of movement and energy?



Are the visuals bright, colourful, and vibrant?



Do we highlight the breadth of Britain — its cities, coastlines, and countryside — not just the famous landmarks?





[Brand@visitbritain.org](mailto:Brand@visitbritain.org)

