



## 2017 PHOTO PROJECT USER'S GUIDE

### BACKGROUND

This project came to life in response to the need for relevant stock photography to represent WIC and its participants. In 2016, the National WIC Association (NWA) developed a new branding campaign, which the Oregon WIC Program decided to adopt. This meant not only offering up a new logo, it offered the opportunity to rebrand WIC to more accurately represent our values as a program. The look and feel of the materials we provide sets the tone for our work. The guiding principles we put forth for our photo usage is this:

*"We use photos that are natural, real, and don't feel staged. When looking for photos, you should avoid studio photography. Try to choose photos that feature parents and children in their natural settings, such as in their homes. Be sure to include people of different ethnicities, as well as moms, dads, and grandparents."*

We at the State office decided to invest in some quality photos to help in this rebranding effort, and wanted to include the local agencies, which led to this project.

All of the photos in this collection are of actual Oregon WIC participants and their family members, and we are proud to present them to our local agencies for use in all their stock photo needs.

There are over 150 photos in this collection, all submitted from five local agencies. We would like to thank the following agencies for taking the initiative on hiring local photographers, all of whom made this project such a success! Thanks to Washington County, Jackson County, North Central Health District, Josephine County, and UCAN - Umpqua Community Action Network. You help us look good!

### HOW TO USE THIS COLLECTION

There are five different categories in this collection:

- Breastfeeding Mom & Baby
- Families
- Group Classes
- Clinic Shots
- Farmers Market

Within each category, there are three sets of photos:

**Print quality:** These photos are high resolution and intended to use in print materials only (not online or in PowerPoint slides). The file sizes are larger, 300 dpi, and use a CMYK color space. These are only to be used on products that are printed, like flyers, brochures and signage. If you are working with a graphic designer to build your products, these are the files to share with them.

**PowerPoint slides:** These are photos that are sized to use specifically in PowerPoint presentations. They are NOT intended to use for final printing, but should work OK if you are projecting them on a screen. They are set up at 96 dpi and use a RGB color space. They will also be OK to print out of PowerPoint, but they are not to be used to print final, professional-quality materials.

**FB photos:** These are files that have been specifically sized to use on Facebook, or other social media platforms. They are set up as 72 dpi (screen quality resolution) and use a RGB color space. The files that end in “\_FB” are sized to be used as a standard news feed post or as a profile pic. The files that end in “FB\_cover” are optimized to use as cover photos on FB, or any other social media application. These files can also be used on your local agencies website.

## BONUS CONTENT

We have also included some headlines, set up in the NWA signature font, which may be helpful in designing your materials. These headlines are designed to be used in conjunction with the photos to provide an overall cohesive look to your materials. They are PNG files with transparent backgrounds, so you can place the headlines right on top of the photos in any program. Here are some samples of how we have used the headlines and photos in a PowerPoint presentation:







For access to other branded materials, like logos, icons, the official brand guidelines, and other graphic elements, visit our Oregon WIC logos page on our website [here](#).

If you have any questions on how to use these materials, or just want some information on how to apply these brand standards in your local agency, please contact Barb McClendon, Publications Coordinator at the state WIC office at [barbra.a.mcclendon@dhsosha.state.or.us](mailto:barbra.a.mcclendon@dhsosha.state.or.us)