








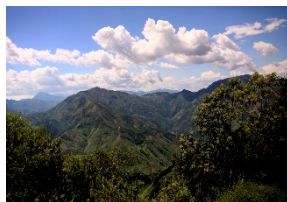


**Photo Guidelines**









We require high quality media content (photographs, drone footage, audio and videos) of project sites, species, communities and surrounding areas to promote fundraising.

High resolution images should be uncropped and a minimum of 250 ppi (pixels per inch). If you are able to shoot in RAW, please send the RAW image. We need a minimum of three (3) high resolution images from each of the following categories:

- **Biodiversity** – images of wildlife found in the project area, particularly threatened and endangered species (including camera trap images)
- **Challenges** – images of large scale environmental destruction, logging, mining, agriculture, plantations, erosion, etc.
- **Communities** – villages, indigenous people, smiling kids, communities getting together
- **Landscapes** – striking images of pristine forests, habitats, mountains, rivers, forest interiors, etc.
- **Solutions** – forest rangers, patrols, conservationists, communities working together, researchers in the field, seized illegal logs, animal snares, etc.
  - **Signs** – protected area signs with Rainforest Trust logo (as well as on buildings, etc.)
  - **Team** – a photo of the team in the field
  - **Events** – photos of events that have taken place (declarations, signings, etc.)

**Examples of Strong Visuals:**

<b>Needs Improvement</b>	<b>Ideal</b>	<b>Needs Improvement</b>	<b>Ideal</b>
 <p>To prevent blurred images, try to keep the camera as steady as possible.</p>	 <p>While this is underexposed, we can work with this. It's a dramatic point of view and we can see the forest.</p>	 <p>Pay close attention to the framing of images and try to avoid any distracting objects that interrupt the flow of the photo.</p>	 <p>The subjects are clear and fill the frame. <b>Added bonus:</b> Rainforest Trust logos are clear and present.</p>
 <p>For landscapes, framing and exposure are key.</p>	 <p>The landscape is clear and the sky isn't blown out.</p>	 <p>Make sure you are at the right angle to see what the activity/subject of the photo is.</p>	 <p>The subjects are facing the camera and see them engaged. <b>Added bonus:</b> Our logo is visible.</p>

			
<p>With drones, if you are too close to the forest it can be difficult to see the overall landscape.</p>	<p>The drone is high enough to see the full landscape.</p>	<p>If possible, aim to photograph species from the front and to capture their full bodies.</p>	<p>If you can get close, make sure to fill the frame.</p>
			
<p>The sign is obstructed to the point you cannot read the text. Also, there is no Rainforest Trust logo presence on the sign.</p>	<p>The sign information is in focus and is clear to read. Added bonus: there is a Rainforest Trust logo on the sign.</p>	<p>Aim to take pictures of communities as close to the reserves as possible.</p>	<p>The greenery in the background helps make it clear this community member is near nature, and likely near the reserve.</p>

### Video Guidelines

We need a minimum of three (3) HD (1080p at 30 and 60 frames per second) videos. This can include the following:

- 360 camera shots - footage of landscapes, forest interiors
- Drone - footage of landscapes (20-30 second continuous shot minimum), species, communities, signs, etc.
- Camera trap - footage of species

If you would like to take a look at some of our appeal pages (<https://www.rainforesttrust.org/projects/>), you can see the quality of photos we are looking for. The programs we recommend for transferring photos or videos are WeTransfer or DropBox.

### Photo and Video Labeling

- Species name - if applicable (common name or scientific name)
- Location/reserve name
- Country
- Partner name or photographer
- Series # (if applicable)

An example of how it will look with the species name: **species\_location-reserve\_country\_partner-photographer.(jpg/png/raw)**

An example of how a photo of a species in a series of the same location at the same reserve will look: **species\_location-reserve\_country\_partner-photographer\_00.(jpg/png/raw)**

An example of how it will look without a species: **location-reserve\_country\_partner-photographer.(jpg/png/raw)**

An example of how a photo without a species in a series of the same location at the same reserve will look:

**location-reserve\_country\_partner-photographer\_00.(jpg/png/raw)**

**Please write a one sentence caption per photo/video (with reference to the photo/video name) in a Word document to include when transferring the files.**

### **Logo Guidelines**

The ideal logo file will be in vector format. This includes files with the suffix ai, eps, svg and pdf. If none of these are available the next best option is the highest resolution raster file on hand, such as a jpg or png.