

Arts and Creative Industries

Open Call

Engagement of Professional Photographers, Videographers and Graphic Designers

Visual Style Checklist

Our simple checklist will help you follow the British Council's photography style.



Capture the moment: emotions should be real, and the subjects, wherever possible should be authentic; focus on people and their expressions.



Reflect our brand personality Our personality is **confident, inspiring, and inclusive**. It is integral to who we are, what we do and how we do it, so our images must reflect this.



Keep it real: photograph real customers, employees, partners, and beneficiaries in places they would really be, try and find charismatic people who are comfortable and natural in front of the camera, make sure they are in authentic settings that demonstrate our work in action



Focus on colour: our images are saturated in colour, vibrant and bright; black and white and duotone images should be used very sparingly and only if they fit with the design concept and audience.

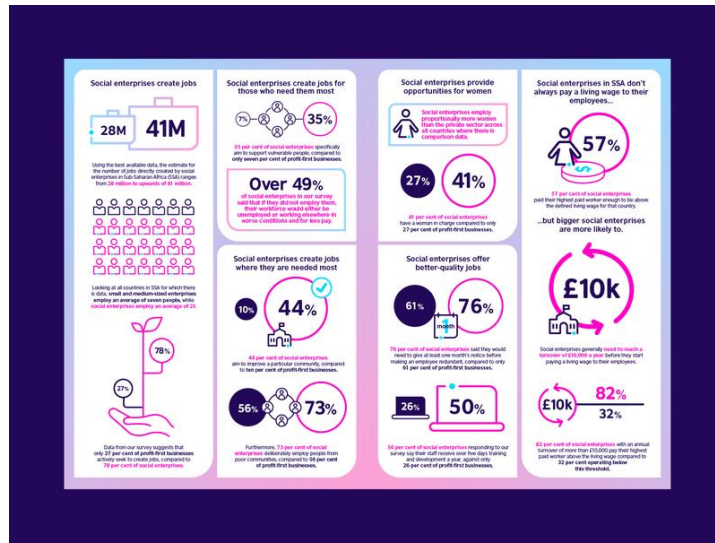


It is not all about people: most of our imagery focuses on people, but sometimes you might want to provide context and detail to help tell a story. These images support images of people and should not replace people.



Avoid the metaphorical: images that are literal metaphors, such as stairs to represent an upwards career path or signposts to represent choice, should not be used under any circumstances; it's unoriginal and not inspiring.

On this page you will see a variety of materials that we expect to work with the graphic designer.



Our work

Annually we support the development of over 132,693 teachers of English in 50 countries. We engage 1.5 million through our websites and social media platforms for teachers.

Digital impact

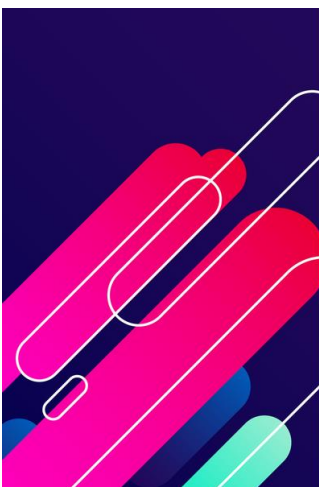
- Over 10 million teachers enhance their learning on TeachingEnglish
- 450,000 participants on the FutureLearn platform
- Over 100 million learners access our resources on LearningEnglish.org

The Covid-19 pandemic presents enormous health, economic and social challenges around the world, but perhaps even more so in Africa.

The British Council is innovatively tackling some of these challenges, through our work in English, education and culture. Across the continent we have quickly adapted our offer to the new conditions so that we continue to contribute to positioning the UK and renewing its long-term relationship with Africa.

The areas of English, education and culture are critical British foreign policy tools to build trust, establish connections between people and contribute to the global Britain agenda. Our work is cultural relations and providing deep, real-time insights into African markets and people, is more important than ever in the time of crisis and uncertainty.

Across the continent we have quickly adapted our offer to the new conditions



We're moving!

We're almost ready to open our new state-of-the-art global headquarters in Stratford, East London.

What do you need to do?
Update your records and files with our new address for future correspondence.

By when?
1 December 2020

Our new address
British Council, 1 Redman Place
Stratford, London E20 1J2, UK

Got a question?
Contact your British Council partner(s).

Our global network

Sub-Saharan Africa

Go. Educate. Inspire. Connect. Open. Innovate. Collaborate. Partner. Succeed.

www.britishcouncil.org

The following Youtube Playlist will help you understand our video style under this assignment <https://bit.ly/3BcdwaK>