

Helpful Media Photo Tips

Format for Event Photos, Headshots, and Logos

JPEG, TIFF, or EPS files

300 dpi resolution

At least 4 x 6 inches (900 x 1500 pixels) and 700KB to 1MB

Photos taken at studios or by professional photographers that require permission to be published must include a waiver to allow a third party to use the photos for media distribution and other marketing materials.

If taking your own photos with a digital camera, it is best to pass on the original digital files than to crop (assuming that you are taking the photos in at least a 300 dpi or high resolution .jpg setting).

Photo Captions and Credit

When taking a photo, try to tell a story in two to three sentences at most. Photo captions help to explain who is in the photo and what is going on. In the photo caption you can include who, what, where, when and why information. Remember to identify everyone in group photos from left to right and include titles and organization, if necessary.

Sometimes the media request to include credit with a photo before they publish it. Provide with the name of the photographer or the organization that owns the photo. Credit can be given to an individual, an organization or a company.

EXAMPLE:



“The Pan-Pacific Festival promotes cultural harmony and understanding, and celebrates the diversity of cultures by welcoming visitors and residents to present, participate in and enjoy traditional Japanese, Hawaiian and other Pacific Rim cultural performances at various locations in Honolulu and on Maui. In addition to cultural performances, exhibits and demonstrations, the festival features a Grand Parade through Waikīkī.”

Photo Credit: Pan-Pacific Festival

*Mahalo to **Bright Light Marketing** for providing these helpful tips!*