



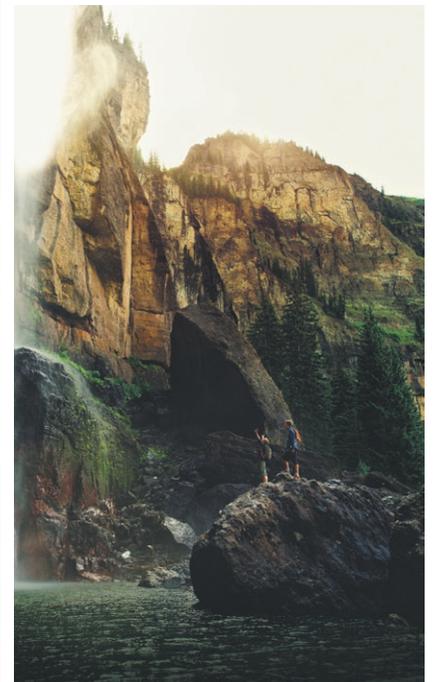
Photography

Photography

We seek to inspire.

Colorado isn't a place you drive through, it's a place you drive to—it's a destination. And with our imagery, we visually prove time and time again why there's no place you'd rather travel.

Mixing beauty with emotion, we can capture genuine and authentic moments of visitors coming to life so that the Colorado Tourism brand can continue to come to life as well.

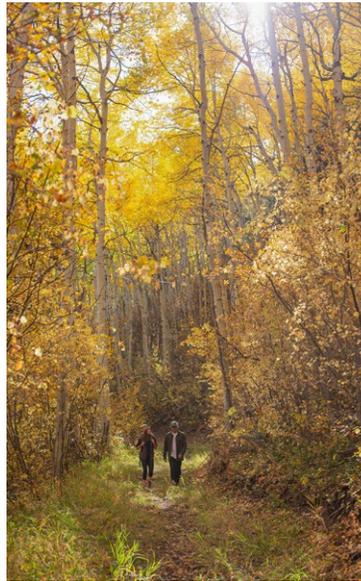


Natural Beauty

It's not hard to make Colorado look beautiful, because there are so many breathtaking views.

Through our wide variety of imagery, we can show visitors the best sights from across the state—from city art to the places only the adventurous will be able to explore.

And whatever shot we show, we ALWAYS include people in it so they can imagine being there and seeing it for themselves.



Emotion

Reaching the summit of a big hike, discovering your new favorite hidden gem, letting your child play in the snow for the first time—these moments are what make Colorado so special.

We seek to capture these moments in the most authentic way. We never use photography that is overly staged or fake. We feature only the real deal.



Diversity

As a leader in the travel industry, it's our responsibility to ensure that all people feel welcome to travel to our state.

Throughout our imagery, we prioritize capturing the wide range of travelers who visit Colorado. This includes ethnic diversity, age diversity, skill level diversity, disabilities, families, etc.

No matter who visits Colorado, there's something for everyone willing to explore.



Range of Activities

While Colorado is jam-packed with incredible hikes, biking trails, camping spots, and scenic views, we are only scratching the surface of all of the activities that makes Colorado special.

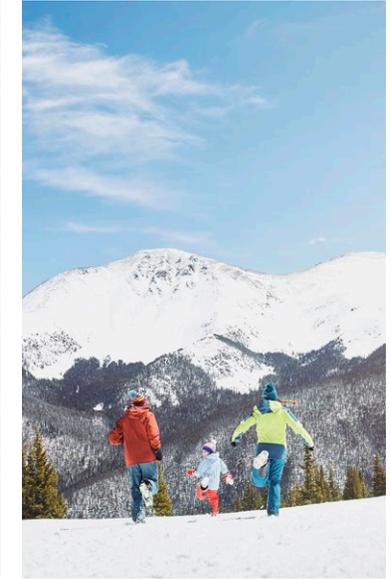
From mountains to plains to rural to urban, we make it a point to feature a large range of activities across all corners of our state that are perfect for couples, families, solo-adventurers, and everyone in between.



Motion

No one comes to Colorado to enjoy it from their hotel room—they're actively searching for the best this state has to offer. And no matter where that is, they're on-the-go.

So when it comes to our photography, we seek to capture that experience with active motion, highlighting the pinnacle moment of every experience.



Composition

Our images are used on a variety of deliverables, so we need to ensure that images in our library can be used both vertically and horizontally for different executions.

Consider the placement of your subjects, relation of the beauty of the scene, and extreme crops when framing your shot.



Photography Don'ts

Here is what to avoid:

Black and white photography



Photos without a sense of place



Photos with logos / graphic clothing



Staged photos



Photos that aren't unique or ownable to Colorado



Photos that don't allow for cropping



Unnatural & cliché poses



Photos without a clear subject matter



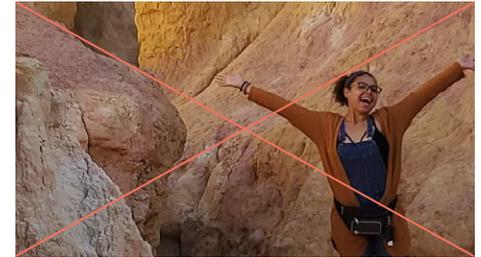
Cluttered / distracting elements



Technical Considerations

Lighting

Photos should be well lit, and take advantage of natural lighting. Avoid overly bright, dark or silhouetted subject matter. Avoid photos that feel unnaturally lit for their environment.



Angles

Avoid extreme angles, very tight crops, and photos where the subject is obscured.



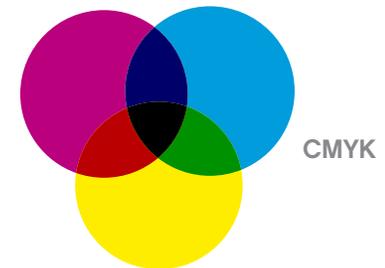
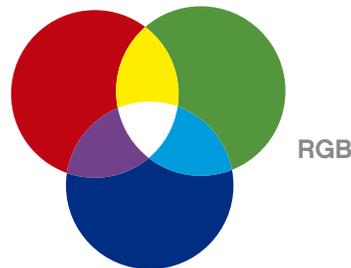
Quality

Images should all be high resolution, with a DPI of at least 300. Avoid small, grainy, or unfocused imagery. Make sure to use professional equipment.



Print vs. Web

When an image is intended for screens, use an RGB color space. When destined for print, use a CMYK color space. Make sure colors stay true and vibrant when converting images from web to print and vice versa.



Product Photography

Try to use product photography that feels ownable to Colorado. When the product is shown in situation, it tells a bigger story. Make sure the product name and logo is legible and clear when referencing a specific product. When applicable, use lifestyle imagery to show people using and interacting with the product.

