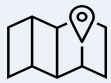


# VISUAL GUIDELINES

Recommendations on selecting high-quality and inspiring images for Brand USA campaigns.



## Please provide images that meet the following criteria:



### Have a strong sense of place.

- Visitors can go swimming anywhere. How does your swimming image differentiate your destination?
- Does the photo's location stand out as unique? Try to select photos that show iconic landmarks and places unique to your destination.



### Inspire travel and create a sense of wonder to visit the USA.

- Is it inviting and relatable?
- Does it make you want to visit? Does it spark wanderlust?
- Avoid staged or generic stock photos.



### Highlight the diversity of the USA.

- Showcase diverse communities including but not limited to a range of ages, races, ethnicities and abilities.
- Feature a variety of attractions, activities and geographical locations.



### Showcase the destination as the primary focus.

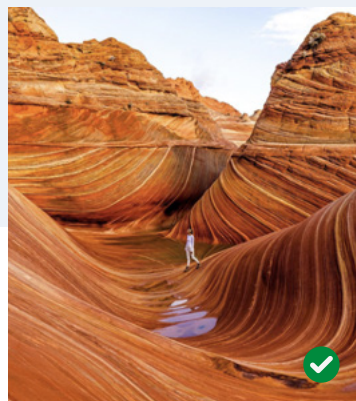
- Does it have a clear focus on the destination?
- Does it look too busy? The destination should be the star of each image; people, businesses, signs, etc., should be secondary.



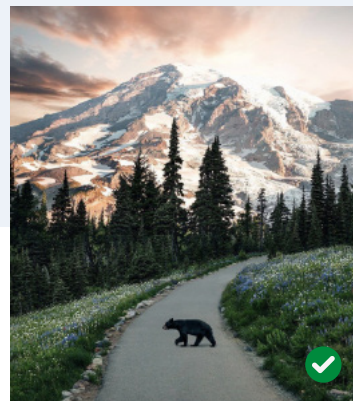
### Have vibrant and authentic colors that highlight the magnificent landscapes of the USA.

- Try to avoid images that look too cloudy or overcast.
- Is it overedited or black and white? Is it overly photoshopped or distorted?

**DO** select images with naturally vibrant colors that highlight the best of your destination.



Images should create a feeling of awe and inspire audiences to visit.



**DO** showcase wildlife in natural settings and free-roaming habitats.

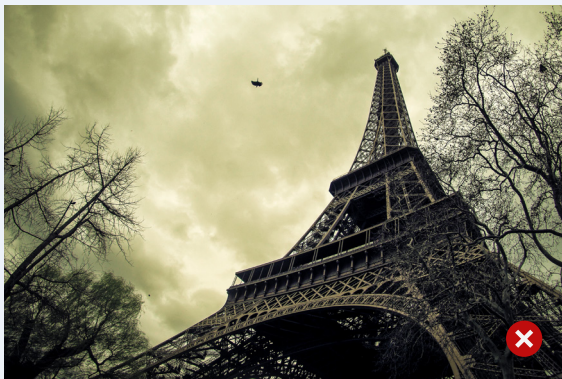
**DON'T** showcase animals obviously in captivity. Avoid cages and restraints.



**DO** select images with recognizable or inspiring locales, where people aren't the main focus but help audiences to visualize themselves in the destination.



**DO** feature diversity of people, places and activities in all submissions.



**DON'T** choose images with washed-out colors or gray skies.



**DON'T** provide photos that feel distorted and unnatural. Avoid fish-eye lenses, blurred people and oversaturated colors.



**DON'T** choose images that lack a sense of place. Avoid closely cropped plates of food, as well as generic landscapes and cityscapes.



**DON'T** "fake" images by rendering landmarks or creating a collage.

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