

VISUAL GUIDELINES

VisitTheUSA & GoUSA IMAGERY

We use photography and video to capture the essence of the United States and the attitude of reinvention that the VisitTheUSA & GoUSA campaign bears, which includes both off-the-beaten-path and iconic imagery of the USA. Regardless of the medium in which it is featured, all imagery associated with VisitTheUSA & GoUSA should inspire travel.

Our editorial voice then, should encourage those who wish to travel to the USA to tell stories of their own, and we should always inspire them to do so with stories of our own.

Photographic Approach

Photography for VisitTheUSA & GoUSA showcases the USA in ways that evoke and imply a story behind the image — giving the viewer a sense of wonder, and a curiosity to discover more through travel to the USA. Photographs should display some sort of activity, possibly from a first person point of view, rather than large sweeping landscapes.

By using photography to suggest a story, we allow our audience to imagine the storyline in a way that is relevant and meaningful to them. All photography has a sense of spontaneity and is never posed or static.

We focus on the diversity of experiences available while traveling in the USA, which includes our geography, but also extends to a variety of ages, races/ethnicities, attractions and activities.

Things to Avoid

- Public transportation
- Generic everyday shots like people walking their dogs etc.
- Close up shots of people or too much people
- Fast food
- Generic looking buildings or scenes without a sense of place
- Things that paint the USA in a poor light
- Towns that are too small or too far flung that an international tourist might not ever go there
- Overly patriotic images
- Highly edited or filtered content

- Back-of-house photos i.e.) food preparation, unless the city/state is popularly known for that activity.
- Signs

All Photography and Imagery should be:

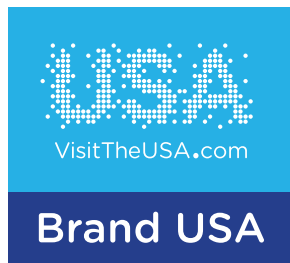
- Experiential images with a **sense of place**
- Images that help us sell America as a premier tourism destination
- Balance of images in topics, locations, experiences and styles
- Images that inspire viewers to travel across oceans to visit the United States
- Images that are vibrant and in color
- Iconic images of the USA. Photos should focus on subjects that are uniquely American

It's important that the photos of events, landscapes, bodies of water, etc. that you submit are identifiable. Exceptions can be made for images that evoke a strong emotional response from the viewer.

Photos of People

If you contribute photos wherein people's faces are identifiable, you must submit a model release form that acknowledges you have the legal rights to use and distribute the image. If you need a copy of this form, please email alacson@thebranusa.com

When incorporating people in imagery, avoid "posed" shots. Photos should feel genuine and capture the viewer's attention. Point-of-view perspectives and candid shots are more engaging. They give viewers the impression that they could be taking the photo, or draw viewers into the scene.



Questions? Please contact Alex Lacson at DAM@thebrandusa.com