

# Helpful Media Photo Tips

## Format for Event Photos and Headshots

JPEG or TIFF

7950 x 5300 pixels (minimum of 5100 x 3400 pixels)

Provide largest file size available, avoid down-sampling

## Format for Event Logos

Provide as a vector file. EPS, AI, and PDF are all acceptable file types.

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 a 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 requests 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