

Goethe-Institut Photography Guidelines

Photographers usage, style & size guidelines:

People are looking to see who and what type of people are at the event which may help them decide to attend events at Goethe Institut. Viewers/users look at who is at the event and even the brands people are wearing.

A good mix of landscape and portrait images are required that can be used as website header images (wide) and also for posts on other platforms like Instagram which are square etc.

We do not need photos of people eating food. These never turn out well / are often unflattering and we are not likely to use them in marketing.

Image requirements:

- Sharp focus of subject(s)
- Impactful images
- Correct white balance & colour-balance
- images in front of /with Goethe branding
- an overview of the people / the crowd / interactions
- Portrait style photos of people/performers/artists/people interacting.
- People interacting with each other, facilitators, event guests and engaging with/in front of the exhibition

Images that can be used on the website as header images:

- 2300 x 1000 (Landscape)
- Landscape / wide angle: the image size is wide (width) and narrow (height)

Images to be used on social media:

- Instagram:
- Facebook:
- Twitter
- LinkedIn

Goethe-Institut Visual Corporate Design: Visual Language

Our visual imagery provides insights into our diversified projects and thus continuously reflects the brand values:

initiative, culturally committed, dependable

The focus is on authentic situations and motifs.

We use exciting, high-quality pictures and photographs in all media.

VISUAL IMAGERY

The Goethe-Institut unites two visual languages. The themes and image styles we use for promoting language courses and examinations are different from the ones we use in the area of cultural and educational activities.

In the area of language we mainly opt for a stringent and commercial presentation, while cultural and educational activities focus on creativity and diversity. As an alternative to classical photography, we may also employ colour-filled spaces and monochrome images. We use this option for linguistic and cultural activities.

LANGUAGE

The most important subject matter here is the depiction of people taking part in language courses. We show them at the Goethe-Institut – for instance, with teachers during courses, in the library, in seminars and conferences, or in more urban settings, in group situations such as in cafés, on public transport, in a cultural environment or against a backdrop of interesting architecture. The language course students are shown learning, actively taking part in the courses, in discussions and working in groups and pairs. We see them in conversation, poring over books, writing or using modern media such as computers. The atmosphere is happy, friendly and informal. The essential aspect is the mutual experience – while learning and in their free time. Language students at the Goethe-Institut are an ethnic mix and embrace a wide range of ages. One important focus is on teenagers and young adults.

We particularly welcome authentic photographs shot in the classrooms of a Goethe-Institut. Viewers are given some hints as to the location by means of promotional articles placed as if by chance: pencils, jotters, mugs, etc. In fact, the mere presence of our brand colour can be sufficient to create the required connection.

CULTURAL AND EDUCATIONAL ACTIVITIES

Our cultural activities cover a wide range of content:
dance, theatre, art, music, film, exhibitions and much more.

The choice of subject matter is equally diverse:
portraits, photojournalism, works, people, architecture, etc. The subjects are appropriate to the respective projects.

MONOCHROME IMAGE MATERIAL

There is a free choice of subject matter. We use silhouetted subjects in most cases, and the images employed frequently illustrate some aspect of the title text.

VISUAL LANGUAGE FOR MARKETING CONTENT

We have a characteristic and specifically defined visual language for our marketing. The focus is on authentic situations based on linguistic activities as can be found in our Goethe-Instituts on a daily basis.

Content-wise, the focus is on motifs from language lessons. We use real teaching materials, protagonists smile happily, authentically and genuinely. Images where protagonists/students look directly into the camera may be used occasionally but not too often. Authenticity of the motifs is the highest priority.

In formal terms, our photographic material needs to have a homogenous visual style: very light backgrounds, sunny lighting and contrasting compositions for a modern, relaxed and fresh appearance.

Contrasting depths of focus, lightly increased saturation and various perspectives and particular angles produce exciting images. The best images are ones with a fore-/middle and background: these will catch the eye because of their inherent depth of focus and perspective. This style of image makes the situations being depicted appear much more real and make the viewer feel that they are also part of the action.

The bright, cheerful colour spectrum of the Goethe-Institut is reflected in the images – for example, in the clothing and in the books. The background provides a contrasting white surface. Eye-catching patterns or striking elements on clothing should be avoided so as not to have a jarring effect on our image motifs.

Signature, company name