

SOUTH AUSTRALIAN  
TOURISM COMMISSION

# PHOTOGRAPHY STYLE GUIDE







1	Vale Fermina (SA) 4.6% TROPICAL GIN Sour \$7/10	9	Prancing Pony Lead 8% Sauce (New) 6.5% Mango & Oak
2	Young Henny (NSW) 5.2% DARK SOUR OF THE MOON \$7/11	10	Loch Ness 6.4% THUNDER
3	Garrison Lett (SA) 7.3% NEW WORLD Pilsner \$7/10	11	Urwidla (SA) 8.7% SINGSTAR EYE
4	Dire's (SA) 4.7% PILSNER \$7/10	12	Vanilla (SA) 5.5% PARANORIK
5	3 Ravens (VIC) 4.2% TROPICAL \$7/10	13	Iceberg (VIC) 5% Creme Brulee
6	Shapelster (SA) 5.5% Double TIME \$7/10	14	Sage (NSW) 11% STARWARD
7	Mafisto (SA) 4.5% GRETCHEN \$7/10	15	Ruby B&E (SA) 6.1% Prickly Pear
8	Coastal (SA) 6% BROWN ALE \$7/10	16	

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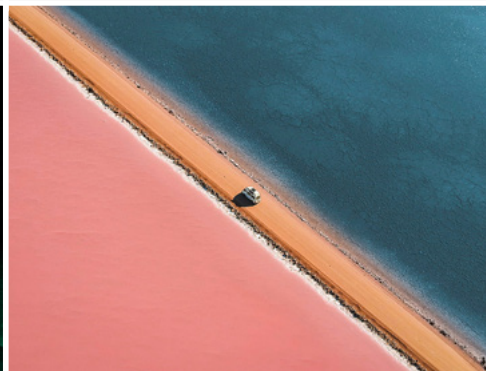
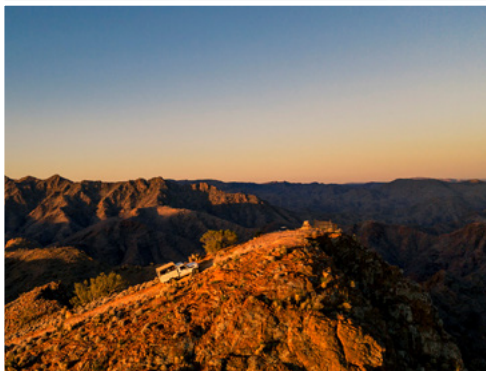
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Cover Cape Willoughby, Kangaroo Island

Opposite NOLA Craft Beer & Whiskey, Adelaide

IMAGERY





- RAISES QUESTIONS
- INTRIGUING
- UNEXPECTED
- CURIOUS
- ARTISTIC
- EDITORIAL
- UNIQUE PERSONALITY
- ELEMENT OF 'THEATRE'
- UNUSUAL POINT OF VIEW
- EMBRACES NEGATIVE SPACE





- ANSWERS QUESTIONS
- BUILDS THE STORY
- 'DOABLE' EXPERIENCES
- INSPIRATIONAL
- HUMAN ELEMENT
- DESCRIPTIVE
- FUNCTIONAL
- EMBRACES NEGATIVE SPACE

WHAT WE ARE NOT LOOKING FOR



WHAT WE ARE NOT LOOKING FOR



- POSED
- CHEESY
- CONTRIVED
- STAGED
- PEOPLE FOCUSED
- FAKE
- LOOKING TO CAMERA
- BLUR
- FLASH
- DIRECT SUNLIGHT
- OVER SATURATED
- EXTREME FILTERS
- ROMANTIC POSING
- MOBILE PHONES
- CLUTTERED BACKGROUNDS



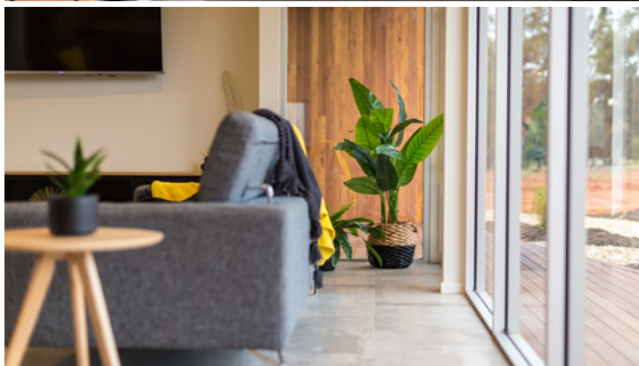
# PHOTOGRAPHY EXAMPLES

PHOTOGRAPHY EXAMPLES | ACCOMMODATION: EXTERIOR

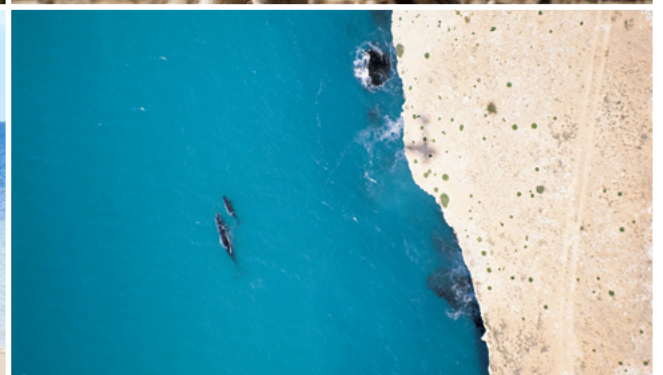
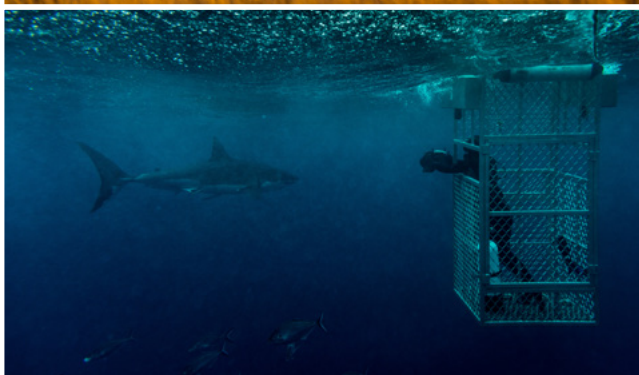




PHOTOGRAPHY EXAMPLES | ACCOMMODATION: INTERIOR





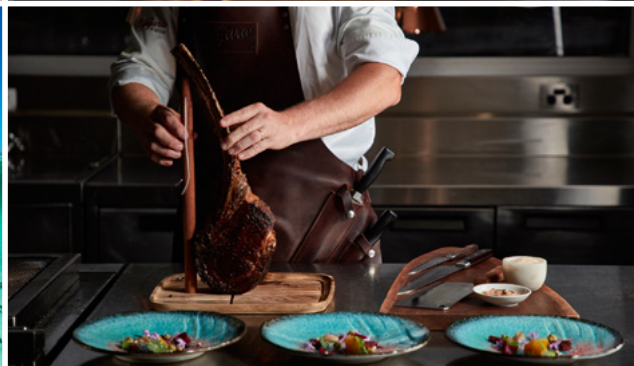




PHOTOGRAPHY EXAMPLES | OUTDOOR ACTIVITIES

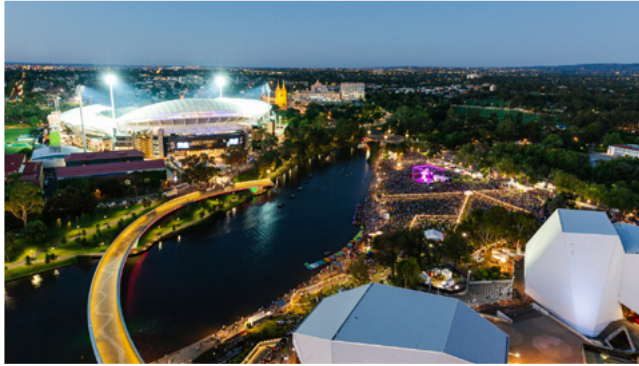








PHOTOGRAPHY EXAMPLES | VIBRANT ADELAIDE









PHOTOGRAPHY IN USE





HOMEPAGE TAKEOVER (FIREPLACE)



HALFPAGE

300 x 600px

LEADERBOARD

728 x 90px

WIDE SKYSCRAPER

160 x 600px



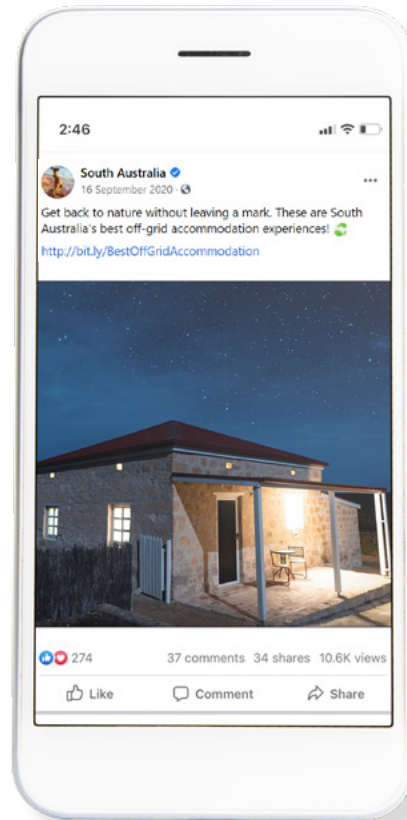
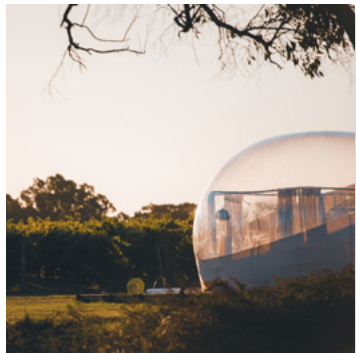
MREC

300 x 250px



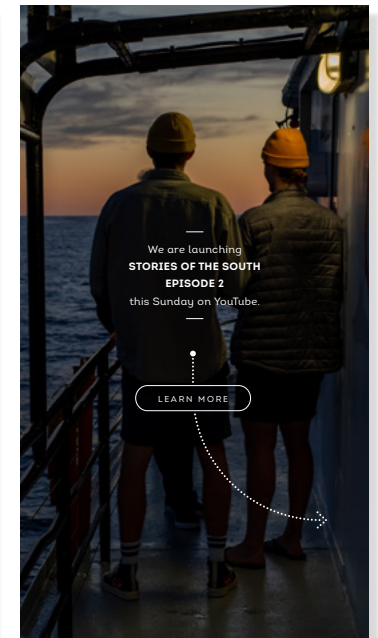
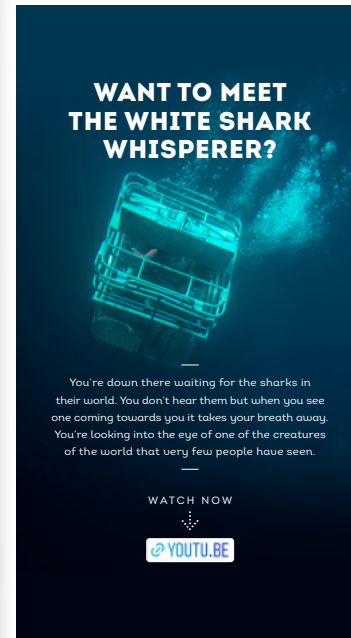
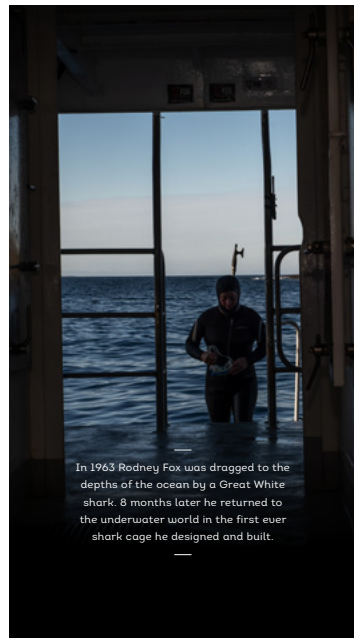
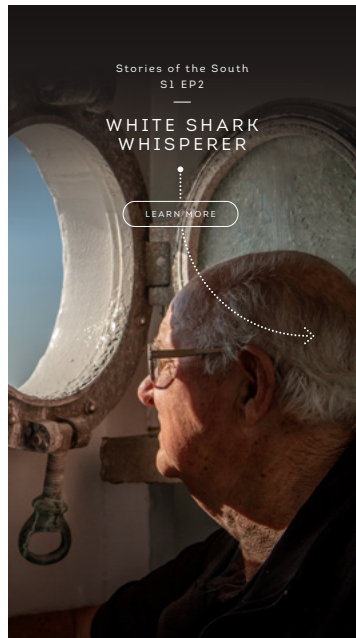
FACEBOOK CAROUSEL & LINK ADS

1080 x 1080px



INSTAGRAM STORIES

1080 x 1920px





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Government  
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South Australian  
Tourism Commission