

# Visual Communication

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## 1. Produce a quality image

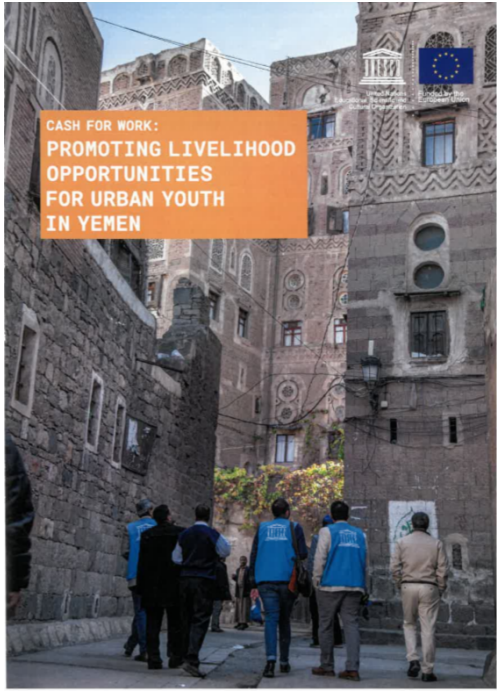

UNESCO's communication is more and more visual. Our message goes through the image and therefore making quality images is imperative. Beyond the aesthetic and technical aspects of the image (sharpness / blurring, framing, presentation of the subject, etc.), a quality image has two main characteristics for UNESCO:

- **An image of people in action** - they speak, they work, they are absorbed in their activities and are fully committed to what they do. They don't look at the camera, they don't pose.

Yes	No
	

- An image where UNESCO is visible - either by logo or by name, in the environment, clothing, walls, etc.

Yes	No
	

Yes	No
	

Yes	No
	

## 2. Prepare the photographer's work : staging

All brands and organizations, in all events, take care to ensure the visibility of their logo in all circumstances, so that photographers who take pictures of the event cannot avoid photographing the logo.

When you organize an event, you must prepare your scenography to make sure that the photographers who cover your event will be able to clearly identify UNESCO, the date and the nature of the event.

The objective is clear: if there were only one or two photos left of your event or activity left, which would make headlines in the media or a publication, UNESCO must be present in this photo.

In order to do this, make sure to respect the following simple rules:

- Multiply the logo in the background
- Repeat the logo on the lectern banner
- Check all the axes of shooting
- Check that behind the speaker of an event UNESCO is clearly visible. NEVER leave a blank wall behind a person speaking at the desk.

### The multiplication of the logo on the background of the decor (backdrop)





The repetition of the logo in the background AND on the lectern banner

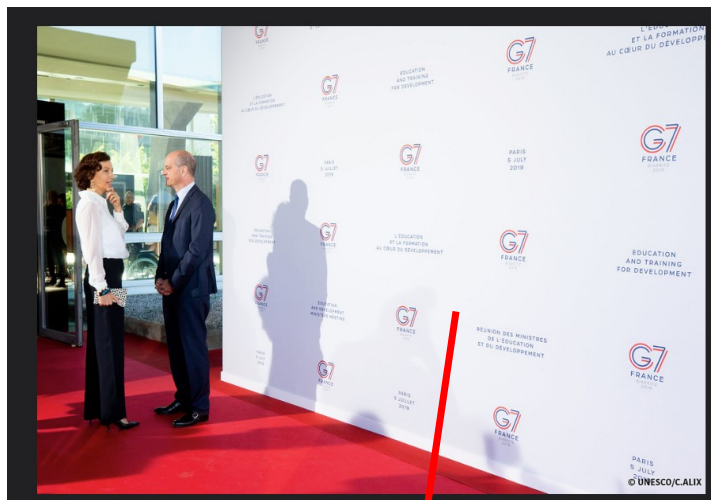


Partners' logos

Tabulations and date



Joint use of the logo and the title of the event



The logo must be visible from a distance ... regardless of the shooting axis



### 3. Prepare the photographers' work : the lectern banner

The lectern banner is a strategic space for taking pictures because it ensures the visibility of the event / brand in the event of a close-up on the speaker. It must be carefully executed, upstream and in connection with DPI.

In the examples below the logo, even name and date are clearly visible.





At the very least, UNESCO's name and logo should be clearly visible. In the following example, the title of the event and the date are not mentioned, which has the effect of constructing generic and almost interchangeable images from one event to another.



**It is important to integrate this scenographic aspect into any event preparation - leaving it to the very same day, it will be too late.**