



Our Brand Elements: Photography

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The goal of this document is to provide guidance on stock photography choice and usage to help ensure consistency in both application and execution.

Categories

Photography styles are split between two categories: Authentic and Overlay. All image and video selections must follow the Authentic category guidelines on page 6.

The Overlay style applies icons from the Arity icon library as an additional narrator when a photograph is unable to tell the full story. This style is created and approved by Marketing and Design for usage.

When using stock photography, make sure that the selected image is purchased at the highest resolution.

Authentic



Overlay



Photography

Authentic style

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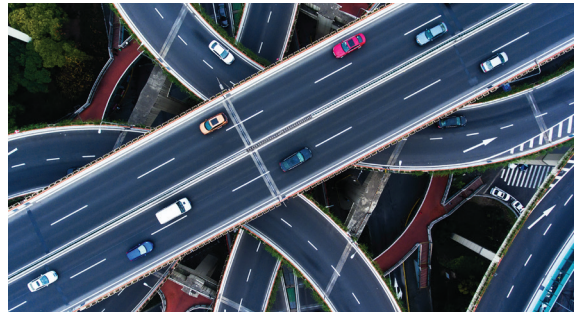
Authentic

The foundational style for all of our images is authentic, approachable, and energetic. We aim to showcase how we capture data and how we derive insights from real-life situations.

Image selections should reflect the diversity of our customers and employees, keeping our images relatable and realistic.

All image or video selections, regardless of additional design treatment, should show a realistic point-of-view that follows the specifications on the following pages.

See specifications for the components of the authentic style on pages 7-11



Content

DO:

- : Show relatable situations that showcase our data or our products.
- : Showcase the customer benefit of our data.
- : Clearly demonstrate the accompanying headline or key messaging.
- : Consider visible phone screens and the ability to add an Arity interface or product screenshot in context. Reach out to design if you are looking to add any product screens to your images.

DON'T:

- : Use cliché imagery or posed portraits.
- : Use generic technology overlays.
- : Use photos of car crashes.
- : Use unpurchased photographs.

CONSIDERATIONS:

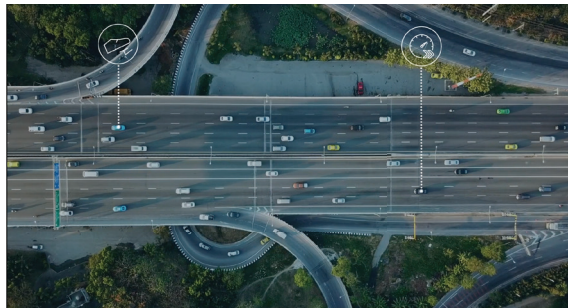
- : Consider cultural context to avoid generalizations or stereotypes.
- : See the overlay section for treatment options or consider using an illustration in lieu of a photograph for instances like car accidents.

Reach out to the [design team](#) if you have any hesitations about a selected photo.

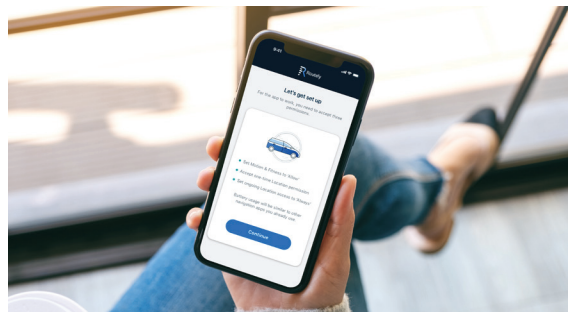
DO



✓ Do portray relatable situations



✓ Do use arity-branded overlays



✓ Do show our products in context

DON'T



✗ Don't use cliché or posed imagery



✗ Don't use generic technology overlays



✗ Don't use photos of car accidents

Composition

: Follow the "rule of thirds" where the subject is framed within 1/3rd of the photo as demonstrated in the photo below.

RULE OF THIRDS



: Consider the amount of 'negative space' for legibility if images will have text or icon overlays.

DO



✓ Do use images that follow the rule of thirds

DONT



✗ Don't use over-cropped or zoomed images



✓ Do use images that show context



✗ Don't use busy and distracting images

Perspective

Choose images that are taken from an aerial or human point-of-view. Make sure whichever perspective you chose supports the messaging it accompanies.

Aerial images are those that you would capture from above. These images can be used to support messaging related to quantity or a general landscape of information. These images can also be used with the Arity overlay that illustrates the type and quantity of data that can be collected.

Human point of view images are relational and inviting. Used to support most messaging, these images can be used to showcase our product or the data ingested in context.

AERIAL VIEW: DO



✓ Multiple roadways from directly above

AERIAL VIEW: DON'T



✗ 45 degree vantage point

HUMAN-POINT-OF-VIEW: DO



✓ Taken from a human lens, passenger point-of-view

HUMAN-POINT-OF-VIEW: DON'T



✗ Not a relational point of view

Focus

The subject of the photograph must be clear and in-focus. Images should capture a life-like depth of field.

Chose images that have a correct depth of field:

: If the subject is far from the camera lens, the foreground would have a soft focus.

: If the subject is close to the camera, the background will have a soft focus.

FOCUS: DO



✓ Correct street focus

FOCUS: DON'T



✗ Don't use images with an arbitrary blur



✓ Correct backseat passenger focus



✗ Don't use images with no true focus

Color

The world of transportation is rich with information, and our images should mirror that. Choose images that capture natural lighting, a full color spectrum, and maintain a proper amount of saturation.

COLOR DON'TS:

- : Black and white images
- : Monochromatic images
- : Oversaturate images
- : Applied filters or noise (dust, aperture glare, etc)
- : Unpurchased stock photos
- : Low-resolution photos

COLOR: DO



COLOR: DON'T



X Don't use images that have a stylistic filter applied to them



X Don't use black and white photography or monochromatic coloring



X Don't use low-resolution (blurry, or pixelated) images



X Don't use oversaturated images

Photography

Overlay Styles

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14 Icon overlay

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Overlay

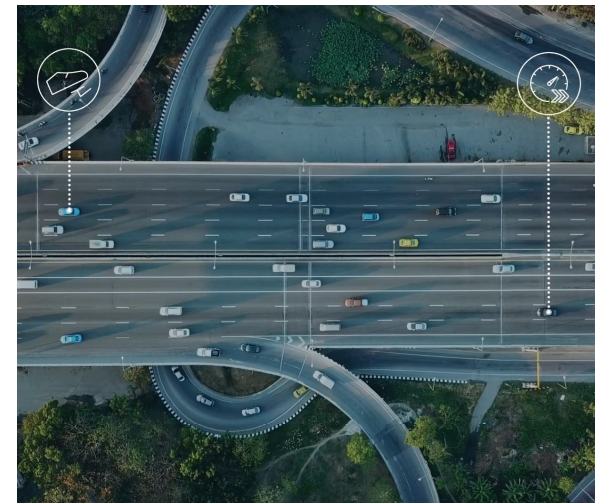
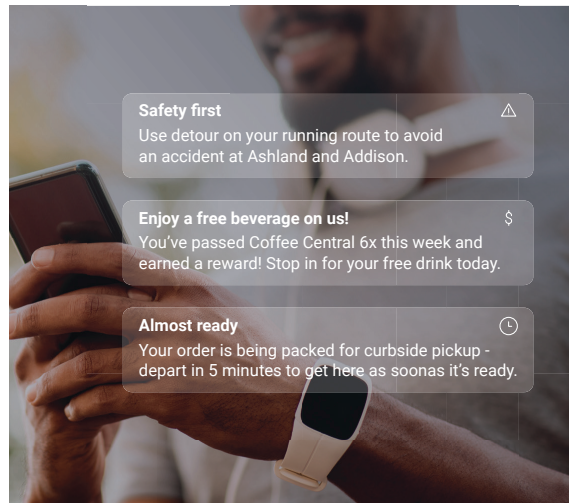
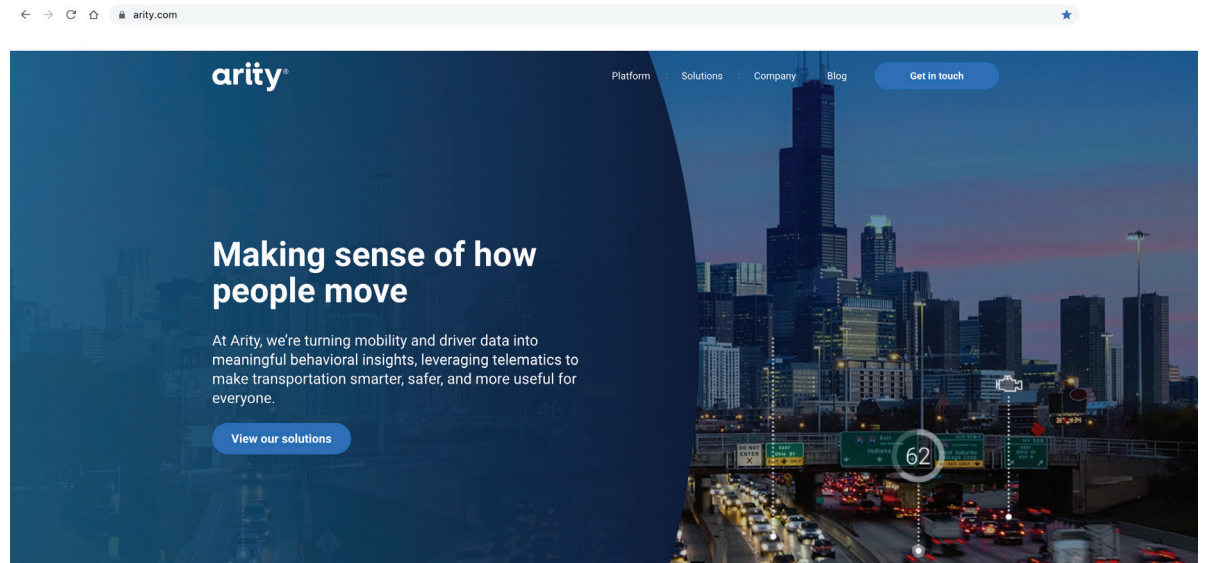
Utilizing the photography styles above, the Overlay style applies notifications, information, and/or icons from the [Arity icon library](#) as an additional narrator when a photograph is unable to tell the full story. The overlay can be applied to static images and video.

There are three styles of overlays

- : Icon overlay
- : Notification overlay
- : Information overlay

Pages 18 - 20 have specifics on icon, line, and font styles for creating the designed overlays.

To narrate stories like distracted driving or car accidents, consider using overlays to eliminate the use of cliché imagery or images showing disaster.

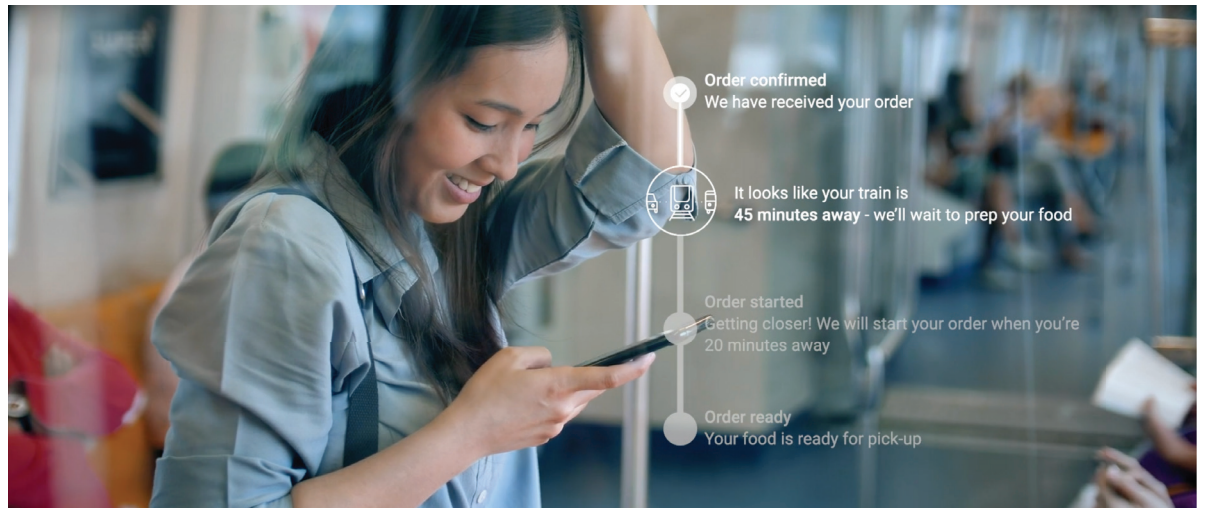


Icon overlay

The most commonly used style is the icon overlay, whose foundation is either a static or motion image that follows our Authentic photography style guidelines. This overlay style highlights insights and/or the data we capture to support the image's narrative.

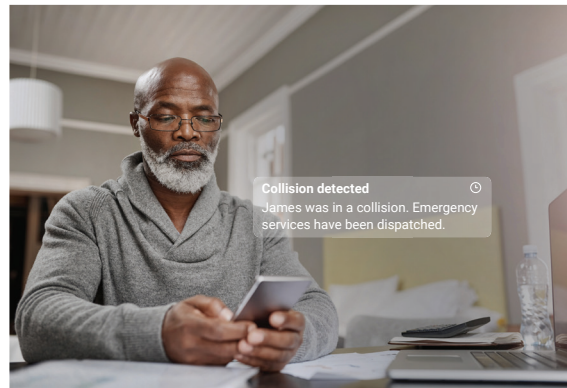
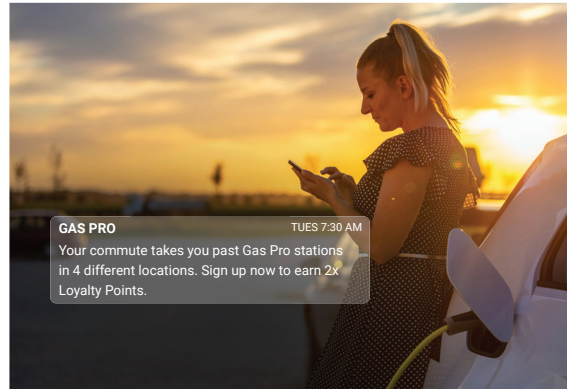
[See our brand video for example of the icon overlay in use.](#)

The icon overlay images are created in-house by the design team, using our Arity-branded icons. [Please fill out a creative request form](#) if you would like to use this style in any of your materials.



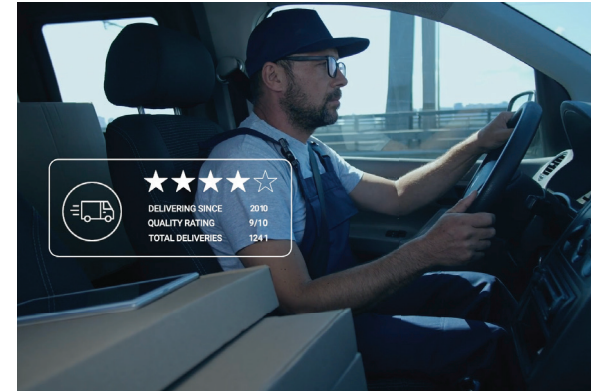
Notification overlay

Notification overlays portray the end-user's experience within an app. This style illustrates how our data can be used to add to our customer's user experience.



Information overlay

Information overlays also share more context within the scene. These overlays add an additional narrative or a visual explanation of the types of data we ingest. Consider using an information overlay if you need to show distracted driving or a car accident.



Photography

Overlay specifications

18 Icon overlay

19 Notification overlay

20 Information overlay

Icon overlay specifications

For optimized legibility when creating an overlay image, ensure that:

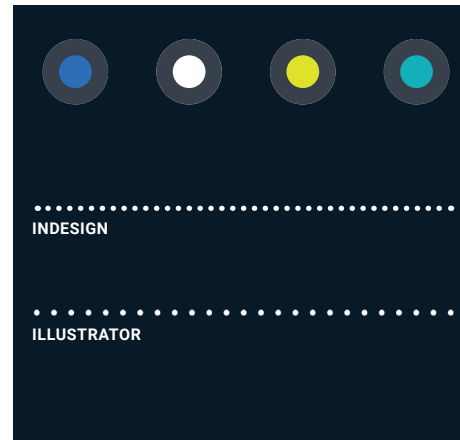
- : There is enough negative space around the icon
- : The image is dark enough for the white outline to stand out

If you need to darken the image, don't add a gradient overlay. Instead, use Photoshop to adjust the highlights or contrast of the image.

Do not add drop shadows to the icons or lines when placing above an image.

ICON SPECIFICATIONS

- : Single line stroke contained within an outlined circle
- : Rounded corner and rounded stroke edge
- : Color should be white
- : Line weight should be either 1 or 2pt (depending on image size)
- : Reference the [icon guidelines](#) document if creating a new icon



BEACON

- : Center circle is 50% smaller scale
- : Outer circle is 25% opacity
- : Beacon + Line should be the same color

DOTTED LINE

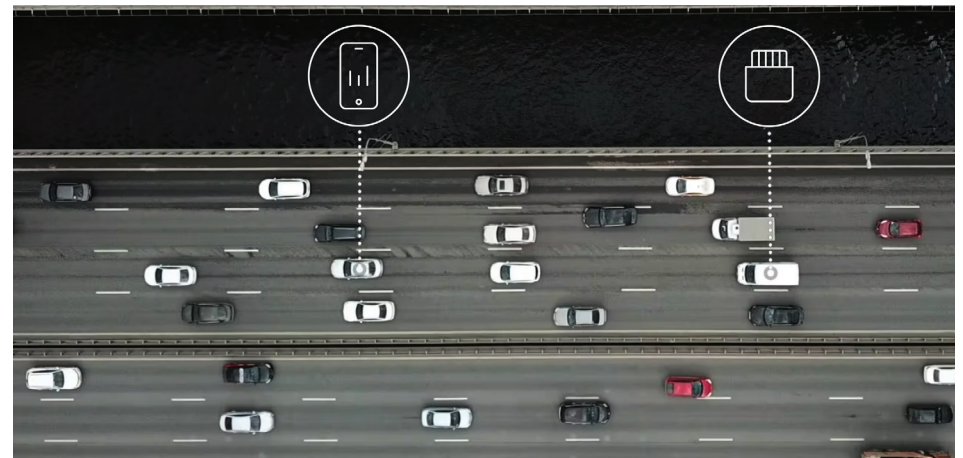
INDESIGN

- : Use "Japanese Dots" dotted line, 2 pt.

ILLUSTRATOR

- : Rounded cap and corner
- : Check "Dashed Line" - 0 dash, 6 pt gap
- : Line weight should match the weight of the icon (typically 1-2pt)

EXAMPLE



Notification overlay specifications

When creating a notification overlay, make sure the background is clear for legibility of messaging.

Do not add drop shadows to the notification box when placing above an image.

If you need to darken the image, don't add a gradient overlay. Instead, use Photoshop to adjust the highlights or contrast of the image.

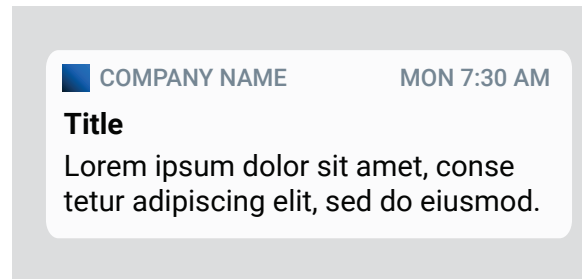
LIGHT MODE

Light mode is typically used in PowerPoint presentations, and/or when the image is too light for a transparent notification.

DARK MODE

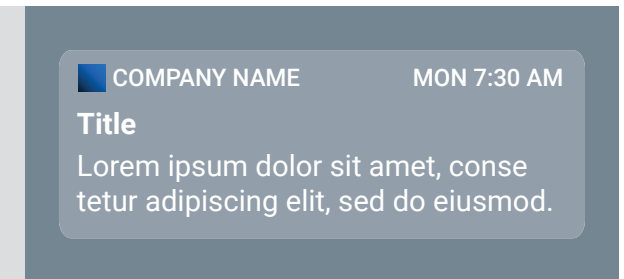
Dark mode is typically used for marketing materials (sell sheets, etc), and when the image is dark enough to lend itself to a transparent white box.

IOS NOTIFICATION: LIGHT MODE



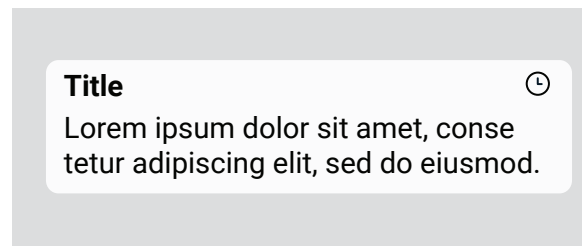
- : Rounded rectangle, radius: 0.1667 in, 85% opacity
- : Icon: 10x10px (either a real company icon, or color gradient if fictional company)
- : Company name + timestamp: Roboto Medium, text color: grey (#768693)
- : Notification text color: black (#000000)
- : Notification title: Roboto bold, sentence case.
- : Notification copy: Roboto regular, sentence case.

IOS NOTIFICATION: DARK MODE



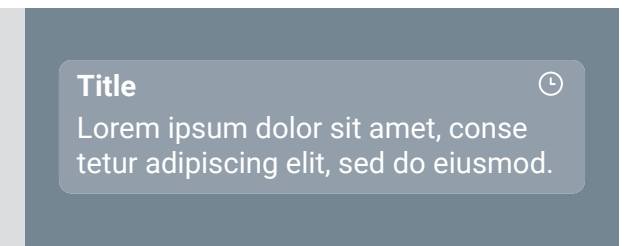
- : Rounded rectangle, radius: 0.1667 in, 85% opacity
- : Icon: 10x10 (either a real company icon, or color gradient if fictional company)
- : Company name + timestamp: Roboto Medium, text color: white (FFFFFF)
- : Notification text color: white (FFFFFF)
- : Notification title: Roboto bold, sentence case.
- : Notification copy: Roboto regular, sentence case.

STYLIZED NOTIFICATION: LIGHT MODE



- : Rounded rectangle, radius: 0.1667 in, 85% opacity
- : Icon: 9x9px that relates to the title/theme of notification message
- : Notification text color: black (#000000)
- : Notification title: Roboto bold, sentence case.
- : Notification copy: Roboto regular, sentence case.

STYLIZED NOTIFICATION: DARK MODE



- : Rounded rectangle, radius: 0.1667 in, 85% opacity
- : Icon: 9x9px that relates to the title/theme of notification message, color: white (FFFFFF)
- : Notification text color: white (FFFFFF)
- : Notification title: Roboto bold, sentence case.
- : Notification copy: Roboto regular, sentence case.

Information overlay specifications

Information overlays can add to an image's narrative, showcase a product screen, or be a playful typographic element that gives more purpose or meaning to the scene.

For optimized legibility when creating an overlay image, ensure that:

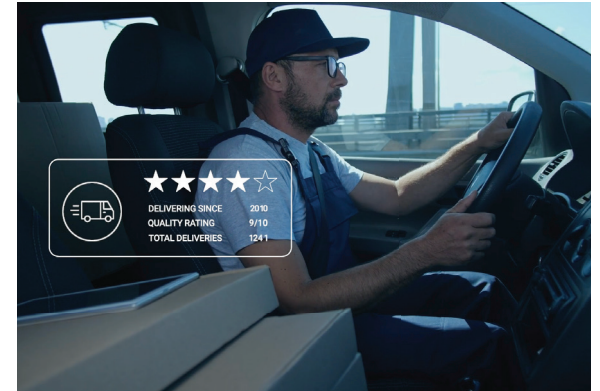
- : There is enough negative space around the overlay
- : The image is dark enough for the notification and/or icons to stand out

If you need to darken the image, don't add a gradient overlay. Instead, use Photoshop to adjust the highlights or contrast of the image.

Do not add drop shadows to the icons or lines when placing above an image.

Because this overlay style is truly dependent on scene and additional narrative, follow the recommended guidelines:

- : Line color: white (#FFFFFF)
- : Line weight: between 1-3pt
- : Transparency: between 25% - 50%





Visit our [Brand Guidelines](#) page more information on brand guidelines, illustration, or to download Arity assets.

Contact the Arity design team if you have any questions:

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