

# EXPLORE #YYC DOWNTOWN

MASTER BRAND IDENTITY & STYLE GUIDE

## PHOTOGRAPHY

## 3.1 – OUR LIFESTYLE PHOTOGRAPHY

Lifestyle imagery is central to Explore Downtown’s storytelling approach. We take a human-centered approach to draw the viewer in, inviting them to visualize the experience of downtown living.

We highlight students, couples, families, seniors, pet owners, and individuals with disabilities in candid, everyday moments that reflect movement, connection, and community.

Lifestyle photography captures the moment—a snapshot of a resident’s daily life, their family, their friends, and their home.

Our visual style balances people and place, using a mix of wide, mid-range, and first-person point-of-view shots. This composition shifts between broad cityscapes and street-level detail, offering depth and variety while showcasing the vibrancy of downtown life.

Scenes should feel natural and relatable, capturing authentic experiences such as walking, biking, commuting, grabbing coffee, or enjoying patios and public spaces.





## 3.2 – OUR FESTIVALS & EVENTS PHOTOGRAPHY

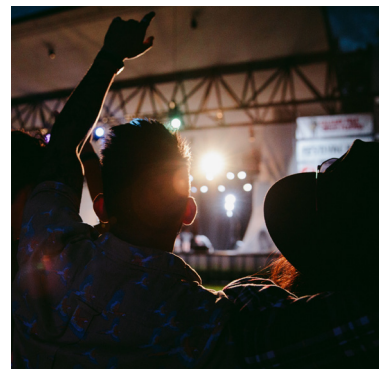
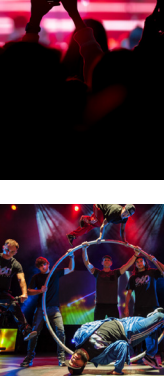
Festival and event photography captures the energy, emotion, and cultural vibrancy of downtown life. These images showcase performers, artists, organizers, and engaged audiences in dynamic, candid moments that reflect the spirit of celebration, creativity, and shared experience.

Composition should balance wide shots to establish setting with closer frames that capture performance details, helping viewers feel part of the experience. Images should convey a sense of movement and atmosphere, using a mix of wide shots to establish setting, mid-range shots to show interaction, and close-ups to capture emotion.

This layered approach helps tell a complete story—one that invites viewers to imagine themselves in the moment.

The environment plays a key role in storytelling. Photography should highlight distinctive venues, vibrant streetscapes, and recognizable landmarks, while also capturing the textures and details that make each event unique.

From large-scale festivals to intimate pop-ups, the goal is to reflect the diversity and richness of downtown's cultural offerings.





## 3.3 – OUR COMMUNITY SPACES PHOTOGRAPHY

Community spaces are a vital part of the downtown experience. Photography showcases how residents actively engage with outdoor shared spaces, emphasizing connection, activity, and a sense of belonging.

We focus on authentic participation—talent is shown interacting with their environment, whether relaxing, socializing, playing, or attending community events. These moments should feel genuine and spontaneous, reflecting the diversity and vibrancy of downtown life.

The environments featured must represent safe, inclusive, and communal spaces that support a wide range of activities—from quiet reflection to energetic gatherings. These help reinforce the brand's values of accessibility, openness, and urban wellness. Natural lighting is essential.

The goal is to create imagery that feels warm, inviting, and grounded in reality.

