



# IMAGERY GUIDELINES FOR PHOTOGRAPHY & VIDEO



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# “ EVERY IMAGE TELLS A STORY

It's important that the stories we tell communicate our brand principles—that's a given.

Additionally, they should also:

- Show diversity of age, gender, and ethnicity
- Engage the viewer as a participant, not an observer
- Depict real people, living real moments — avoid staged scenes or stiff poses

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# KEY PRACTICES

- Shoot in natural light whenever possible.
- Create depth through foreground-middle-background relationship.
- Capture a wide variety of angles and views, both vertically and horizontally.
- Capture scope, but also draw attention to details.
- Include shots containing empty space for text.
- Use video to show action or anticipation—not just scenery.

# SHOOTING SERVICES IN THE AUDITORIUM

Goal: Convey the spectacle of the environment, complemented by intimate, personal moments.



Leverage the extreme contrast of light and shadows. Show the expanse of the experience - use the room.

When focusing on one subject, capture the emotion (faces, not hands).

Capture the moment in action.

Keep the focus on celebration.

Shoot a hero angle of the speaker.

Capture a variety of gestures and expressions—happy, relaxed, or intense, but never angry.

Place in context with stage and auditorium.

No fisheye lens.



# WORSHIP – WIDE



During the worship set, capture wide angles of the stage with musicians and vocalists, as well as worshipers in the room.

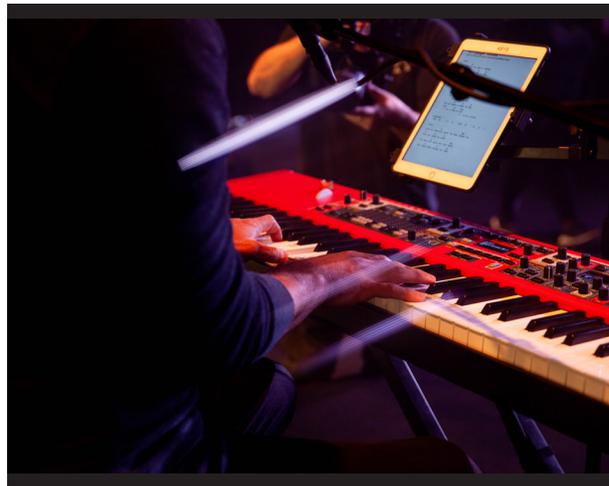
These can be captured from the floor and stadium seats.

# WORSHIP - CLOSE



Also, capture close angles of the vocalists and musicians on stage. Use a variety of angles to show the stage and depth without capturing too much floor space.

# WORSHIP - CLOSE



In addition to the vocalists and worship leaders, capture each musician on stage.

- Drums
- Bass
- Electric & Acoustic Guitar
- Keys

# BAPTISMS



Capture the celebration of the moment while shooting each stage of the event: Testimony sign, prayer, and submersion.

# REFUGE KIDS



During each Sunday morning service, take a few minutes to jump into the Refuge Kids spaces and capture fun moments. Both high energy and moments of worship.

# SHOOTING LOBBIES

Goal: It's all about relationships. Capture authentic moments of connection between people.



Use eye contact and gestures to show connection between people.



Capture outbursts of emotion—laughter, surprise, joy.

Include recognizable architecture, even if it's just a hint.

Show relationship through action.

Strong use of foreground elements to put the subject in context.

# SERVE + PRODUCTION TEAMS



When shooting services, make sure to capture BTS shots of production teams as well as any Serve team members wearing the red Serve shirts.

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TELLS A STORY**



**THE  
REFUGE  
CHURCH**