

## ASSOCIATION OF CORPORATE COUNSEL Photographer Guidelines

### Art Direction:

- Photographs of individuals and/or groups should be reflective of ACC's more than 35,000 members on six out of seven continents around the world. Photography should be captured in documentary style, maintain consistency in tone and style and adhere to ACC brand standards.
- Images should be candid, objective and truthful photographs of subjects, including peer-to-peer and small group interactions and engagement, as well as close-in shots of select individuals, including images of:
  - Attendees seated at events or meetings as well as standing and conversing with each other
  - Groups of three or more in workshop or discussion settings (seated or standing)
  - Distance shots of larger groups to suggest the breadth of attendees/members
  - Panelists speaking amongst themselves, not just sitting on a stage
  - Individuals, groups or crowds attentively listening and focused
  - Movement and energy, walking and active shots of attendees
  - Meaningful interactions between ACC staff and attendees
- Some photographs should convey the architecture of the venue to suggest a specific sense of place. Photographs of the location should include:
  - Exhibit floor shots to suggest networking, including expansive images showing crowds; close-ups of individuals and small group interactions, suggesting the networking benefit; and individual members or attendees engaged and speaking with ACC booths
  - ACC collateral, registration booths, signage, sponsor items/areas or other environmental design
  - Abstract patterns/viewpoints that can be used as background images
- Images will be used as corporate stock photography in ACC materials. Therefore images should:
  - Include minor retouching in post-production to clean up any issues with skin blemishes, clothing and/or hair (for select images)
  - Avoid shooting attendees with obstructions, e.g. lanyards/badges, food or beverages, if possible
  - Avoid over-dramatic, unnatural or excessively moody lighting

**Image/file type specifications:** ACC expects all images to be captured digitally with a professional quality digital camera. The images should be edited, reformatted, organized into files and delivered to ACC along with contact sheets for easy identification. When possible, names and event titles of subjects should be obtained and embedded as captions into the metadata of images. Please submit photo files as either .jpeg or .tiff. Include both high resolution and low resolution sizes for print and web use.

**Delivery:** Images may be burned to DVDs, placed on a hard drive or posted to a password-protected e-gallery for downloading. Image files should be delivered between 2-5 days of the event.

**Event/Meeting Attire:** ACC events and meetings are for in-house counsel and legal professionals. Attire should be business casual. No jeans or jean material. Comfortable shoes or sneakers are permitted.

**On-site Identification:** Sessions at ACC meetings are accessible only with ACC name badges. Events are accessible to invited guests only. At ACC meetings, all photographers are expected to wear an ACC name badge that will be provided upon check-in with an ACC staff member or chapter contact.

**About ACC:** The Association of Corporate Counsel (ACC) is a global legal association that promotes the common professional and business interests of in-house counsel who work for corporations, associations and other private-sector organizations through [information](#), [education](#), [networking](#) opportunities and [advocacy](#) initiatives. With more than 35,000 members in 85 countries, employed by over 10,000 organizations, ACC connects its members to the people and resources necessary for both personal and professional growth. By in-house counsel, for in-house counsel.® For more information, visit [www.acc.com](http://www.acc.com) and follow ACC on Twitter: [@ACCinhouse](#).