

**STAR ALLIANCE**  
PHOTOGRAPHY  
STYLEGUIDE

**March 2019**

General Information about this document:

Additions, changes and updates will be made if new conclusions are reached in the future.

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# PHOTOGRAPHY STYLEGUIDE

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# 1 INTRODUCTION

In our aesthetically charged world, it has become standard that both individuals and organisations use photographic images in their communication. When navigating through this sea of pictures, it is more important than ever that we as a company manage the use of imagery to make sure our images reflect and support our brand.

For this reason we have developed this photography styleguide.

## 1.1 DIFFERENT SOURCES, DIFFERENT POSSIBILITIES

Our photographs come from different sources:

### 1 WE COMMISSION A **PHOTOGRAPHER:**

Here we have the opportunity to accurately brief the photographer to produce images which are exactly to our specifications.

### 2 WE USE IMAGES FROM **IMAGE LIBRARIES**

Depending on our budget and what's available, the images may not be exactly to our specifications. Finding the "right image" which is also "on brand" can be a real challenge.

### 3 WE USE PHOTOGRAPHS FROM OUR **MEMBER CARRIERS**

In this case we are dependent on what the carriers provide us with.

It is important that all our photographic images – from all three sources – complement one another.

## 1.2 OUR AUDIENCES

Star Alliance is a network of leading international airlines. Because of its truly global footprint and nature, the alliance has always seen itself as a cosmopolitan player with strong roots in individual local cultures. Celebrating diversity and connecting people from around the world is a vital part of our business. Hence our strapline: **THE WAY THE EARTH CONNECTS**

From the outset, our target audience has been the relatively small but important group of international frequent travelers. However, we must not forget leisure travel as a growing business. For this reason, our focus is also on creating a seamless travel experience for everyone, making each journey better.

Our images should cater to both worlds, bearing in mind the interests and expectations of our focus audience. It is important that we don't alienate our target audience by showing images which they cannot, or will not relate to.

Most importantly:

**Star Alliance is a prestige brand, not a low-cost brand.**

# **2** STYLE

## 2.1 EMOTIONAL AND FUNCTIONAL QUALITIES OF PHOTOGRAPHY

The following **emotional** qualities best describe how we want our photographic images to be perceived from the outside:

cosmopolitan

lifestyle-conscious

forward looking

accessible

international / multi-cultural

passionate

people-centric

aspirational

exciting

powerful

credible

The following **functional** qualities best describe what we expect from photographs. They should be:

high quality

authentic

professional

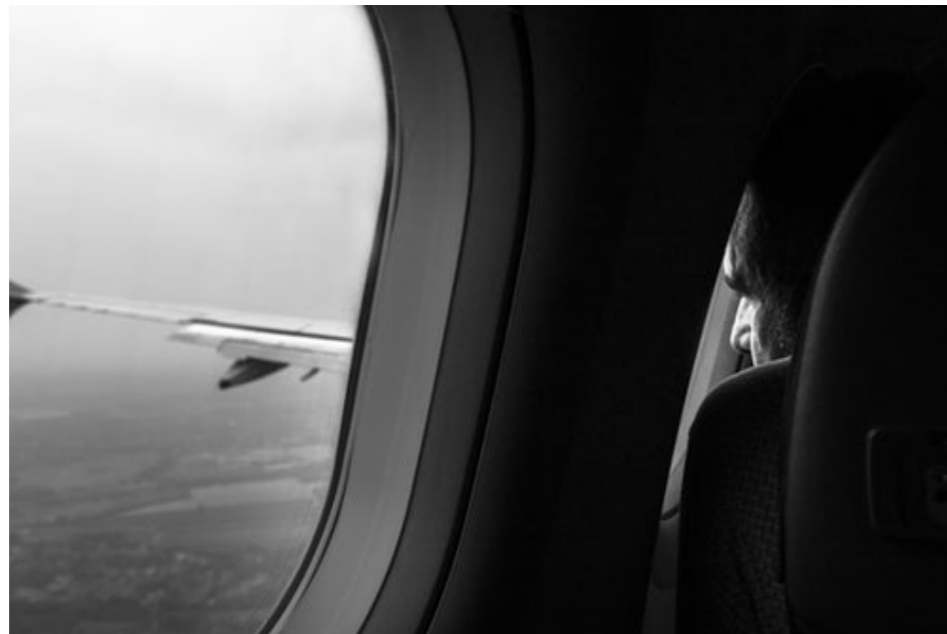
in focus



## 2.2 COLOUR

Black and white photographs can look interesting and arty, but they also feel cool and less emotional than colour photographs. For this reason Star Alliance uses only colour photography when communicating B to C.

However black and white / monochromatic images can be used to enhance our brand personality in our B to B communication.



Black and white photographs look interesting, but lack warmth and accessibility.



## **2.3** LOOK AND FEEL

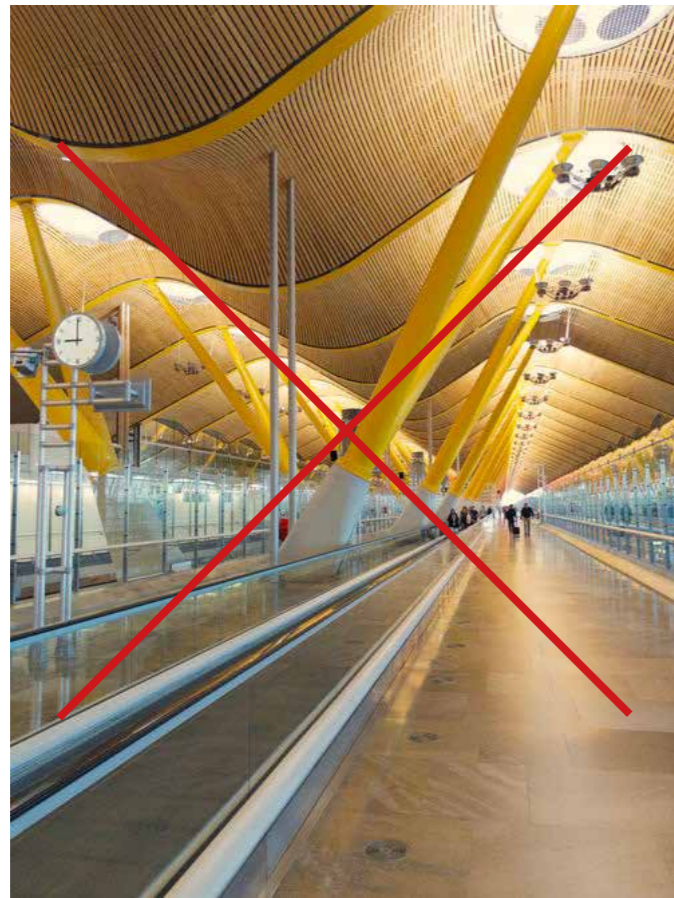
### **ALL OF OUR IMAGES SHOULD BE:**

of high quality,  
authentic,  
natural,  
engaging  
and  
tasteful.

# **3** GENERAL DON'TS

## 3.1 COMPETITORS

When selecting images, please take great care not to show competitor locations and products. Images should always show locations and airlines within the Star Alliance network.



This is a competing airline's hub.



This is a competitor's lounge.



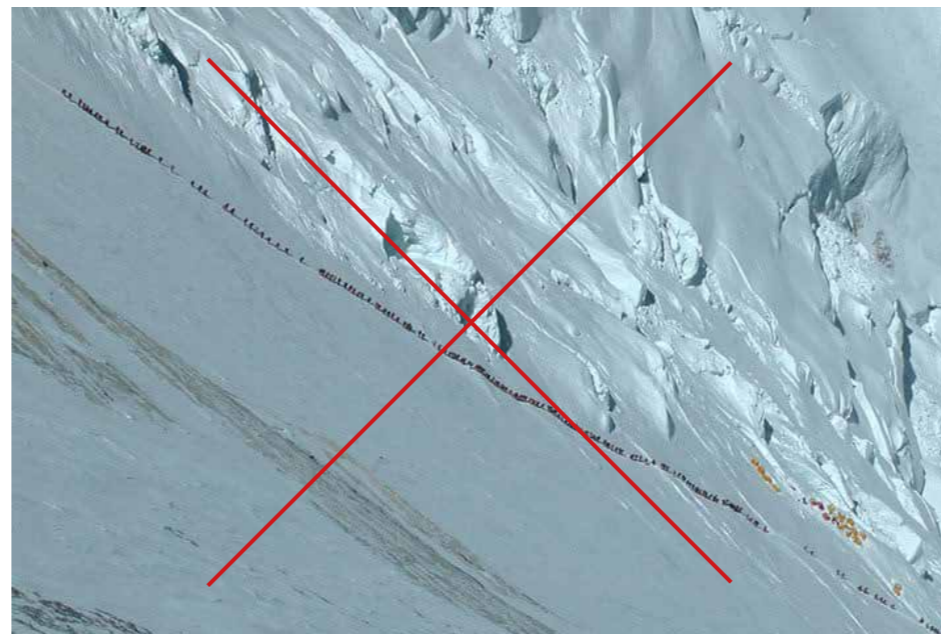
Competitor livery can be found in the background of these images.

## 3.2 CULTURAL SENSITIVITIES

When selecting images, we must take the greatest of care to consider the cultural sensitivities of our global audience. Images should never be disrespectful, or uncourteous to any culture, group of people or location.



Photos displaying alcohol should be used sparingly. Always consider the customs and culture of the target audience when selecting images.



No images of environmentally controversial travel locations.



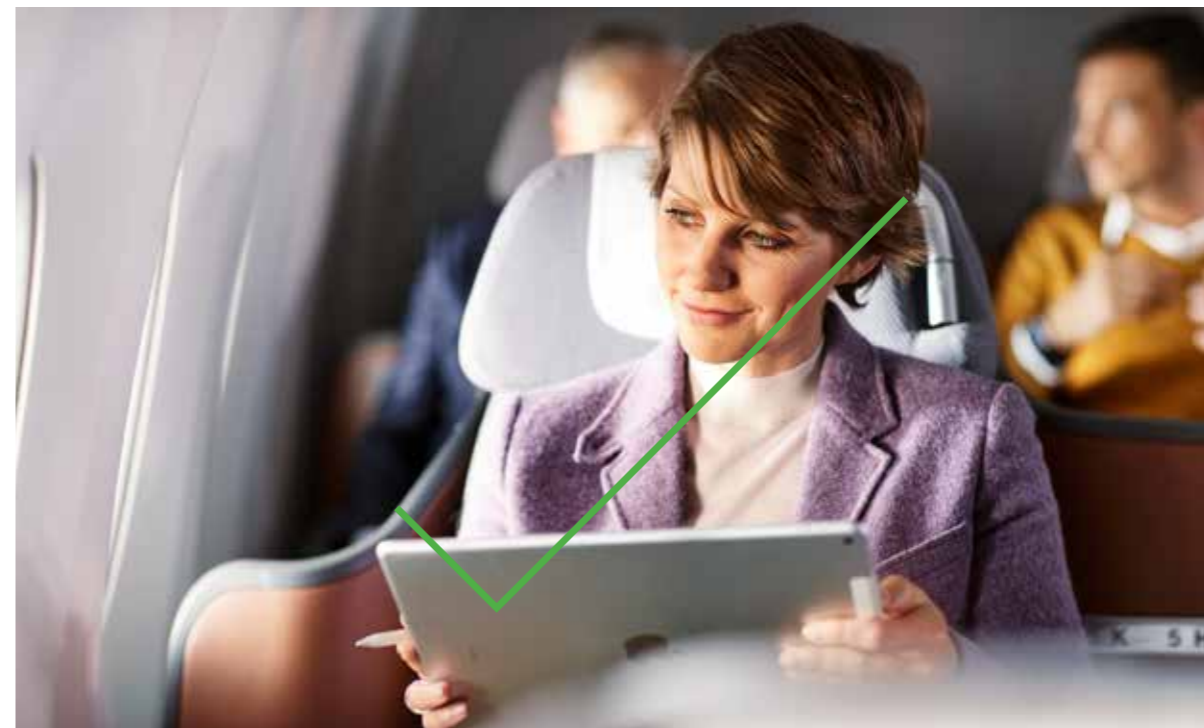
No images of cultural traditions and customs removed from their original context.



No disrespectful behaviour.  
Above: Holocaust Memorial Berlin  
Below: Temple in Bali

### 3.3 IMAGES SOURCED FROM MEMBER CARRIERS

Images sourced from member carriers should be brand-neutral.



Member carrier branding is visible.

Member carrier branding is not immediately visible.

# **4** BRAND IMAGES

## 4.1 EARTH IMAGE

The photograph of planet Earth has been and still is our most frequently used corporate image.





## 4.1 EARTH IMAGE



We mainly use the Earth image in its natural colours but there is a gold version which we use in the context of Gold benefits (e.g. lounges).



# **5** DESTINATIONS

## 5.1 DESTINATIONS: LANDSCAPES

Photos of landscapes should be calm, focused, have clear imagery and use natural atmospheric light. Perspectives should be similar to that of the human eye and have a stable horizon.

The photos should convey a general mood of epic, inspirational moments of beauty.



## 5.1 LANDSCAPES: WHAT NOT TO DO

We want to show places in their natural beauty.

Photographs with special effects, like those taken with fish-eye lenses, those with out-of-focus effects, extreme perspectives or lighting, etc. should be avoided. None of these unnatural effects sit comfortably with our values and qualities.



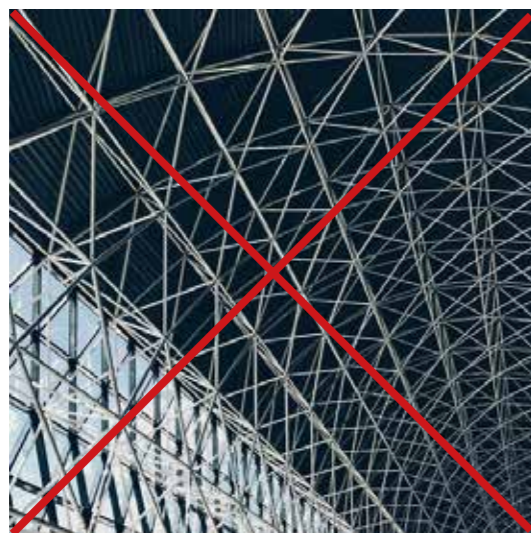
This image was blurred in post production and feels “fake.”



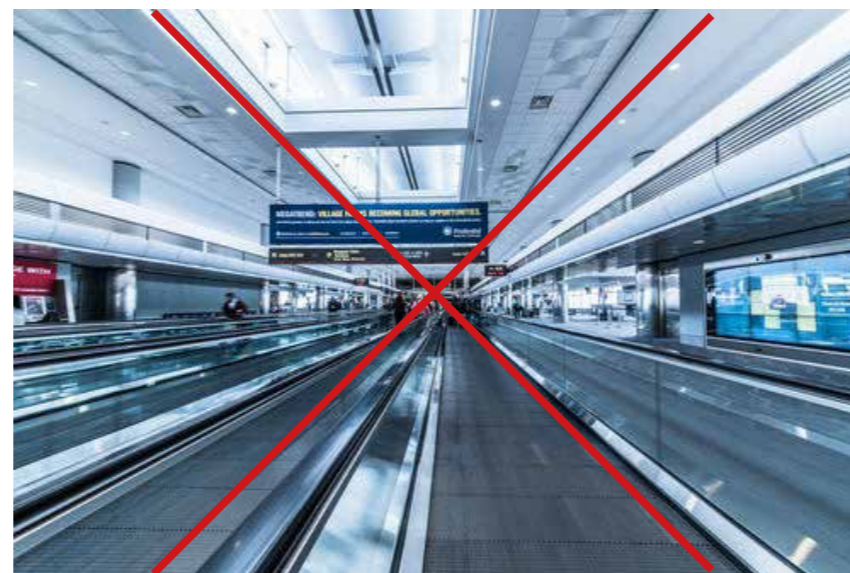
Lens distortion feels unnatural.



This image was taken from an unusual angle and lacks a human perspective.



This image is too abstract and cold.



This image shows a cold and unfriendly situation. It feels too hostile.



Extreme colouring and grading feels unnatural.

## 5.2 DESTINATIONS: OBJECTS AND DETAILS

We like to show things as they are, photographed professionally, using good equipment and with good light conditions. Details and objects should be straight forward and honest views from a traveller's perspective – product shots, tasty looking dishes, moments of interest, small indulgences, etc.



Always consider the situation being shown. Which images connect more with business travel, which with personal travel?

## 5.2 OBJECTS AND DETAILS: WHAT NOT TO DO

Do not use images which have been modified using photoshop, composite shots, seem amateurish, or photographs that use special effects.



This photo uses a strange angle and out-of-focus effect.



Photos displaying alcohol should be used sparingly. Always consider the customs and culture of the target audience when selecting images.



This is obviously a photoshopped situation that does not exist.



This food is too glossy and appears artificial.

# 6 PEOPLE

# 6 PEOPLE

People, be it customers or employees, are the most important aspect of the Star Alliance network.

Photographs of people can convey many different emotions and messages – they can elicit empathy and speak to the viewer, but also have the power to alienate an audience.

When dealing with photographs of people, we have to be the most careful and exact. In addition to the image rights of the photographer, we must also consider the individual rights of the people shown within the image, especially when photographing at the airport.



## 6.1 PEOPLE: BUSINESS CUSTOMERS

Our customers are the heart of our business. They are primarily professional business travellers and HVITs – not low budget travellers. We show our clients in an authentic, unstaged, natural way, using natural lighting.

They should be wearing official attire or casual business clothes, and be at ease with themselves. Customers should be shown mainly in airport and flight-related settings. Additional environments could include offices, restaurants, or other areas common to business travel.



## 6.1 BUSINESS CUSTOMERS: WHAT NOT TO DO

Photos should always depict relatable situations. Obviously staged photos, and photos with bad perspectives and lighting cause the observer to remove themselves from the situation shown.



Too dark and gloomy. Strange angles.

Staged and negative.



Staged setting, unnatural situation.



Unnatural, staged, obvious use of models.

## 6.2 PEOPLE: LEISURE TRAVELLERS

Our customers are the heart of our business. They are primarily professional business travellers and HVITs – not low budget travellers. This should be reflected when portraying leisure travellers.

We show our clients in an authentic, unstaged, natural way, using natural lighting.



These images show tourists / travellers who could be members of our target audience enjoying a holiday.

## 6.2 LEISURE TRAVELLERS: WHAT NOT TO DO

Photos should always depict relatable situations. Obviously staged photos, and photos with bad perspectives and lighting cause the observer to remove themselves from the situation shown. Especially when showing leisure travellers, it is important to remember the target audience. Images of backpackers and low-budget travellers should not be used.



Staged photo and dramatic lighting.



Avoid alcohol.



No selfies.



No comedy shots.



Too emotional and cheesy.



Strange unnatural colouring. Low budget traveller.



Not good: We should not show images of „low-cost“ tourists and travellers who do not match the profile of our target audience. The same goes for overtly staged photographs which look fake and unnatural.

## 6.3 PEOPLE: AIRLINE STAFF

This will most probably be photographs given to us by our member carriers. The images should show staff in action, delivering services, looking after passengers. The situations depicted should look natural and authentic, without forced smiles and staged actions.



## 6.3 AIRLINE STAFF: WHAT NOT TO DO

Staged, unauthentic photos of airline staff should be avoided.



Staged: photo studio, models looking directly into the camera.  
Not in action.



Staged: models looking directly into the camera.  
Not in action.

## 6.4 PEOPLE: CORPORATE PORTRAITS

Corporate portraits should consist of a natural, out-of-focus background, natural smile, natural light, and relaxed business attire.



## 6.4 CORPORATE PORTRAITS: WHAT NOT TO DO



Not good:  
background too busy, exaggerated smile



Not good:  
uni-colour background, direct  
flashlight



Not good:  
uni-colour background,  
looking too corporate



# 7 CUSTOMER JOURNEY

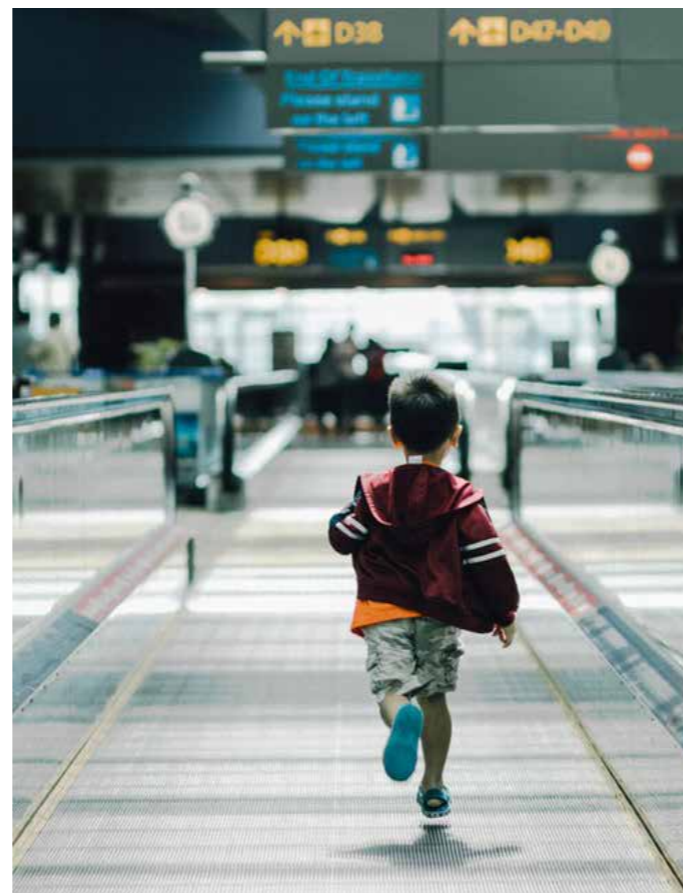
## 7.1 ON GROUND

Images of the customer journey on ground should follow the previously set guidelines. Locations can include airports, lounges, or natural settings. Architectural details, interesting angles and out-of-focus backgrounds can add drama.

Passengers (Travellers / Business / HVITs) should be preferably airside, in relaxed, stress-free situations.

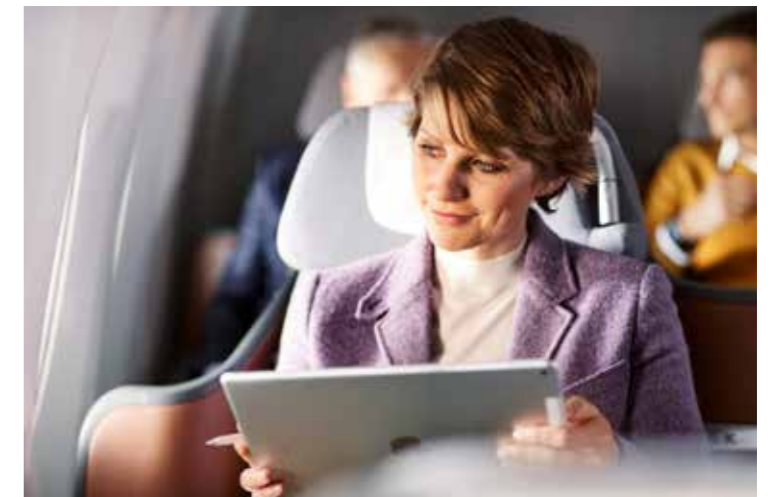


We can show images of people or details of airports. Natural settings, interesting angles and out-of-focus background can add drama.



## 7.2 ON BOARD

Images of the customer journey on board should follow the previously set guidelines. Photos can include airplanes, people boarding, passengers on board, on-board services, stunning views from window, stress-free situations, showing the beauty and excitement of flying.



# 8 PRODUCTS/SERVICES

## 8.1 LOUNGES

All lounges have different layouts, styles and light conditions. Professional photographers should recommend the perfect time for shooting. Images should show people enjoying the lounges and architectural details, similar to architectural lifestyle magazines.



## 8.2 RTW / TRAVEL INSPIRATION

When creating and selecting images for Round The World or similar campaigns, the focus should be on touristic imagery of venues from around the world and people enjoying travel and discovery. Images should be emotional and show exciting sceneries and situations.



## 8.3 SERVICES

When creating images for our services, such as Gold Track or Connection Service, the main purpose should be to show the branding of our products and services, with or without people. If the budget allows for photomodels, they should be photographed using and enjoying our products and services.



# 9 AIRCRAFT



## 9.1 STAR LIVERY

Photographs of airplanes and livery will most likely be supplied by our member carriers. We should only use images which look authentic and atmospheric.



## 9.3 PLANES: WHAT NOT TO DO

Photographs of airplanes and livery will most likely be supplied by our member carriers. We should only use images which look authentic and atmospheric.



This image is cropped in an extreme way and the colours look unnatural.



This image looks gloomy as it has strangely muted colours, and the wings of the airplane are cropped.



This image shows an airplane close to a road which feels uncomfortable.



This looks threatening and gloomy.



The industrial look of this image is not attractive and does not convey our values of simple, streamlined travel.



There is too much happening here.



Plane over fence – this not a positive image.

Pentagram Design Ltd.  
March 2019