

THE **YORK** NARRATIVE

How to support the York Narrative:
Image guidelines

York's rich and unique history has created many incredible stories. To do our best for the city, and help York stand out from the competition, we need to describe the stories about York in the same way. This will help people remember York the way we want to be remembered; attracting investment, funding, business and talent to make York an even better place to live, work, study, visit for everyone.

The York Narrative is a story and set of values about York which residents, visitors and businesses have told us are what York means to them. The York Narrative is York's place brand which we can use to help tell our stories and shape our actions.

Actions speak louder than words – but both matter. These value-based stories of York shouldn't be told explicitly, but be woven into what we do, what we organise, and what we say about our city. It's up to you to make this happen. These guidelines are designed to help you put the narrative into action.

Please take the time to familiarise yourself with the story behind the narrative at [The York Narrative website](#). This will help to explain why it matters, how the narrative was developed and what difference it can make to our city.

On the following page you'll find a reminder of the core values.

Making History Every Day

York is abundant with cultural history and beautiful built heritage and has learnt from its past how to build better futures. When we make plans for our city, we reflect and build on these stories and are always driven to consider how today's actions will impact future generations.

Prioritising Human Experience

York is a city on a human scale; large enough to have ambitious goals and provide opportunities for everyone and intimate enough that every person can make their mark. We are working together to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.

Pioneering With Purpose

In York we lead the way, innovate and experiment with a common purpose – to make lives better at home and around the world. We have bold ideas and form local, national and international partnerships to help bring these human-centred ambitions to life.

Photography is a powerful asset in communicating York's values and personality. Now more than ever, opinions about a place are formed in a matter of seconds with the flick of a thumb scrolling through a news feed. Audiences have a short attention span and photography needs to capture attention and actively engage in order to have an impact on perception.

It's time to move away from photographing heritage assets in isolation and focus on what York is really about – people. To support the narrative, photography should as much as possible aim to show people enjoying and interacting with the city. Shots should primarily have a person/group as the focal point, with careful attention to the background.

York has a huge variety of beautiful architecture, unusual spaces, public realm and natural features. To support the narrative, it's important to show the modern side of York as well as the history; and to explore the juxtaposition of the two.

A diverse yet honest audience spanning ages, styles and backgrounds. York is a place that offers something for everyone, and the imagery should reflect this. Candid shots should be preferred over posed portraits. People photographed should look happy, healthy and full of life. When shooting the public, include a variety of clothing styles but avoid prominent branding.

Images should cover a variety of different times of day and types of light. Honesty is key so photos don't all need to be in beautiful blue skies – neither York's pioneering spirit nor its beauty are weather-dependent. Include images that represent independent thinking and spirit. When talking about research or work, show research and work not posed shots at desks.

- Reportage style – candid and unobtrusive; photography should look natural and not staged
- Soft focus and shallow depth of field
- No overt / obvious filters – it's important to communicate with honesty
- Variety of positioning within the frame, differentiation between shots and orientations
- Close ups, wide panoramic shots, action shots – a variety of everything