

HERO IMAGE GUIDE

A hero image (also known as “promotional” or “key” image) is one of the most important elements to the success of your activation. It is one of the most vital tools in attracting an audience or reviewer’s attention. It should be striking; represent your event/project truthfully; and be taken by a skilled photographer to optimise your chances for promoting your event.



Choose a single hero image

and use it across all of your artwork: posters, flyers, advertisements, etc. This helps people become familiar with your event/project.



Keep it simple

Your image will be used in large and small formats, so often the most striking images are the most simple.



Use a professional photographer

If at all possible. After all, they are the experts.



Consider the composition

There are a few basic rules of photography to keep in mind when taking your photo such as the rule of thirds, cropping, framing, etc. Have a read of [10 Top Photography Composition Rules](#) for more information if you are shooting the image yourself.



Go for colour and contrast

Like bees to flowers, bright coloured or high contrast images are most likely to attract audiences and media.



Send JPEGS

(or other high resolution formats .EPS or .TIFF). Do not send PDF images or screenshots as these cannot be used at all. Ever.



Keep your options open

Midsumma will sometimes have the opportunity to promote your event amongst others with paid (boosted) social media posts. Please note, Facebook and Instagram will not accept nudity, coarse language or text heavy images. Journalists in the media are also unlikely to pick up poor quality photos, or images with text on them.



HERO IMAGE GUIDE



Don't include words/text on your image

including titles, dates and logos, so we can use it in several shapes and formats across the website and social media. The image should not be confused with flyer/poster artwork that you might create (which may have the image PLUS the title of your event/project, venue and dates on it).



Don't include logos on images

These can be conflicting to Midsumma and Melbourne Pride's overarching sponsors and it will reduce your chances of further promotion through Midsumma or other media channels.



Avoid taking photos on a smartphone

UNLESS it is of a really high resolution (see image specs below). And we recommend getting the image professionally edited.



Avoid images that contain lots of content

The image tile is small, so simplicity works best.



Avoid rainbow filters

We recommend you don't use a rainbow filter over an image as they do not reproduce well in print. Also, EVERY activation has a rainbow undertone, so make your event stand out.



No image borders

Don't add borders to your image as they will not be able to be resized if other promotional opportunities arise.



No PDFs

We cannot use PDF images or screenshots.



Image Specifications: Make sure you have a high quality (minimum 300 dpi) version of your image.

Image credit and copyright: Do you have permission to use your promotional image? (i.e. have you purchased the image, been given permission by the image owner to use the image or obtained the image through a 'creative commons' license)? Note that most images searched through Google are copyrighted and you will need to obtain permission. You can (and should) credit the photographer, wherever possible. The image credit you provide will appear online. If you want an image credit to appear on the event page, please include it as part of your event copy. An example of an image credit for the guide is, "Photo by Diane Arbus".

