



# Photography Guide

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# How to use this guide

The following guidelines aim to establish a consistent look and feel for the photography used in communicating the World Nomads brand across various channels.

Specifically, this guide has been created to:

- Understand the various photography needs of the brand
- Help unify the visual branding across the various communications & marketing channels
- Give practical directions to photographers and other content creators in order to capture the right content – both in terms of themes/categories and style
- Set out clear directions for designers and other content producers who source existing or stock photos to ensure we find images that are the right fit for our brand

This guide also includes images you should avoid. It defines the boundaries and illustrates the differences in order to guide the tone and mood even further.

As the brand evolves, this book will be continuously updated. Our vision is for our photography to be the visual expression of our people, their experiences, and a reflection of the World Nomads community.

# We are World Nomads.

We challenge travelers to harness their curiosity, to be brave enough to find their own journey, and to gain a richer understanding of themselves, others, and the world.

Travel is in our blood. It's in our DNA. We believe adventurous travel is an essential part of our lives, and our mission is to be an integral part of every adventurous traveler's journey.

Our goal is to inspire fellow nomads to explore their boundaries, stay informed, and do it as part of a connected global travel community.

The World Nomads brand is unique. It's an attitude. It's an ideal that puts our travelers at the heart of everything we create and every story we tell, because we are World Nomads, too.

## Explore your Boundaries

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Travel is about pushing limits, challenging the status quo and your own perceptions.

That's why our brand essence is "explore your boundaries". This is the spirit of our brand. It's what we offer our travelers, and each other, every day. Our values, personality, tone of voice, and visual identity all spring from our essence.

A photograph of two people sitting on the ground at night, illuminated by a campfire. The person on the left is wearing a blue jacket and a brown cap, while the person on the right is wearing a dark jacket and a grey cap. The background is dark and blurry, suggesting a natural outdoor setting.

# Our Visual Brand Style

# Our images tell a story

What makes World Nomads' photography unique is the rich and vibrant color, dynamic composition, plus a sense of mystery and emotion in every exposure.

We're looking for images that move us. They are authentic, spontaneous, and in-the-moment – our photography is captured, not planned.

Our images are split into two major categories:

## **The Traveler's Journey**

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These images focus on the traveler and include them in the frame. It captures the traveler at the start of the travel journey, how they travel, their experiences, and the people they meet along the way.

## **Inside the Destination**

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These images pull focus on the destination. They put the viewer at the heart of a place, or a unique experience, and let them see it through the eyes of the traveler.

Both categories have a common direction; to be authentic and candid.

You'll see travelers enjoying every second of their adventures, we capture the locations and moments that inspire us to travel, or offer a glimpse into a different culture or way of life.

### **Our images always:**

- Tell a story
- Feel authentic and in-the-moment
- Focus on the traveler and/or the local culture
- Feel candid, not posed
- Look dynamic and vibrant
- Portray emotion.



### **Live in the Moment**

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Bring the spirit of travel to life by uncovering authentic, real-life moments. Think like an editorial photographer.



### **Portray Emotion**

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Great images make you empathize with the subjects and take you into their world. Find the emotion in the moment.



### **Tell a story**

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Powerful images are the result of great composition and genuine emotion. Get close to your subjects and dig deeper to find the truth in the moment.



### **Be Part of the Action**

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Give your viewer a visceral connection to the moment by putting them at the heart of the action. Don't be afraid to get dirty.



### Create a Mood

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Dial up the mood of each moment. Each photo should feel like a frame in a movie. Play with classic cinematic techniques like desaturation and framing to create ambience.



### Ignite your Senses

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Travel is a sensory experience. Create images that appeal to taste, touch, smell, sight, or sound.



### Discover New Perspectives

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Don't be afraid to change perspectives to create a dynamic and vibrant image. Experiment with a GoPro or a drone style.



### Find the Light

---

We love photos captured during the Golden Hour. The color, quality and direction of the light should always enhance your subject and focus the viewer's attention on the point of interest.



01

# Our World Nomads Travelers

Creating an emotional  
connection

# Focus on our traveler

Travel is a sensory journey. We are affected by what we see, taste, feel, touch, and smell when we travel. Our photography draws energy and passion from these senses.

Our images are about people enjoying every second of their travels. We experience their joys, we share in their discoveries, and we learn a little about their personalities, too. Our photography should create an emotional connection with our World Nomads and, in turn, inspire them to travel.

**What makes our travelers unique?** World Nomads are adventurous, passionate, responsible independent travelers. They're brave, seek transformational experiences, connect with locals, they're not afraid to get their hands and clothes dirty. They are exploring their boundaries.

## Traveler Categories

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**01. Portraits**

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**02. Journeys**

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**03. Discoveries**

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**04. Locations**

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**05. Activities**

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**06. Experiences**

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**07. Opportunities**

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**08. Connections**

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FOCUS ON OUR TRAVELER

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# Portraits

Up-close up and personal, portraits are a way of showing the faces of our travelers.

The focus is direct and reveals their personality and mood.

We feature travelers of different ages and from various places in the world who are passionate, brave, curious, and full of life.



## How

---

Focus on the hero's face  
Age range 18-50+  
Candid  
Portrays Emotion  
Diverse  
Bravery  
Confidence  
Curiosity  
Enjoyment

## Viewpoint/Frame

---

Close-up (CU) — head shot, just above the shoulders.  
This shot is used to provide a more intimate view of a character or their expressions.  
A shallow depth-of-field can be used for a more dramatised/focused mood.

## Where to Use

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Traveler profile  
Support a personal story  
About us  
Ambassadors

## Notes

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The faces of our travelers need to look authentic; we're looking for true World Nomads travelers, not overused stock models.



FOCUS ON OUR TRAVELER

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# Journeys

We're all searching for something – and how we get there is just as important as the destination.

In this category, we're capturing life on the road. Our World Nomads spend a lot of time getting from place to place – on land, on water, or in the air – allowing them time to think, plan activities at their next destination, or just enjoy the scenery.



## Keywords

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Traveler on the go  
Traveling to a destination  
Using local transportation  
Road trip  
Writing a travel diary  
Travel preparation  
Travel like a local  
Responsible traveler

## Where to Use

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Advertising  
Travel guides  
Hero images / website / emails  
Social Media  
Stories

## Viewpoint/Frame

---

Medium shot (MS) — frame a person from the waist up.  
A medium shot is used to provide new visual information or show a closer view of the action.



FOCUS ON OUR TRAVELER

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# Discovery

Our World Nomads are looking for genuine and unique travel experiences. They seek to discover a place on a deeper, more emotional, and more personal level.

This category brings the feeling of wanderlust to life; it's a glimpse of a moment where our traveler embraces their surroundings, observes the world around them, takes in the scenery, finds a place where they belong, or just enjoys the moment.



## Keywords

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Follow the traveler  
Discovering the scenery  
Transformation  
Emotions  
Sense of curiosity  
Backpacker  
In nature or amongst other people  
Destination agnostic

## Where to Use

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Advertising  
Campaigns  
Hero images (website / emails)  
Travel guides (cover & contents)  
Inspirational Content  
Stories  
Travel Safety

## Viewpoint/Frame

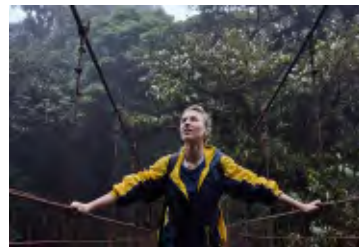
---

Three quarter shot (3/4) — frame a person from the knees up.  
This shot is a variation between the medium and full shot, and it provides visual variety.  
Full body shot.

## Notes

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Stay away from the traveling narcissist.





FOCUS ON OUR TRAVELER

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# Locations

Travel is about exploring epic, undiscovered places.

Our World Nomads want to see the true beauty of this amazing world we live in, and our images place them as the hero in the scenery.

Photos in this category invite our travelers to imagine themselves at these unique locations, and to inspire them to turn this dream into a reality.



## Keywords

---

Exploring undiscovered places  
Traveling to a place  
Focus on the destination  
Inspire travel  
Capture iconic locations  
Travelers enjoying nature  
Inspirational moments  
Tiny humans, big world

## Where to Use

---

Instagram  
Ads / Campaigns (Destination Focus)  
Travel Insurance Ads (Destination Focus)  
Explore  
Travel Guides

## Viewpoint/Frame

---

Wide shot (WS) — used to establish the location or setting, sets the stage, and can also be used to introduce action. It orientates the viewer and shows the whole scene.



FOCUS ON OUR TRAVELER

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# Activities

World Nomads live for adventure.

Adrenaline is our fuel. Whether it's trekking, skiing, or white/water rafting, we yearn to explore the landscape through physical activities, and we're not afraid to break a sweat. In fact, we crave it.

This category is all about pushing physical boundaries. These images put the audience right at the heart of the action, as if experiencing the adventure yourself.



## Keywords

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Outdoor recreation  
Hiking, swimming etc.  
Being active  
Compliant / low-risk local activities  
Preparation  
Pushing the limits  
Adrenaline

## Where to Use

---

Travel Insurance  
Specialized photography to communicate a specific type of activity, safety, or a category of insurance coverage  
Advertising

*Compliance team should be advised when using these images to adhere to safety regulations around the type of activity shown.*

## Viewpoint/Frame

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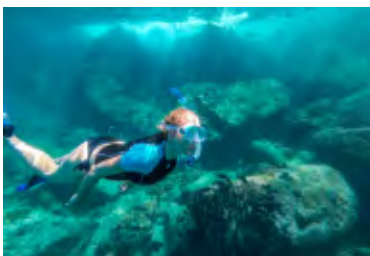
Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or to show a closer view of the action. It also adds visual variety in editing.

Use Extreme Angles — GoPro style

## Image Licenses Required

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Either “commercial” or “editorial-only” licensed photos may be used.



TRAVELLER

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# Experiences

When traveling, our World Nomads want to feel immersed in different worlds.

Images in this category are about creating a gateway to different cultures or one-of-a-kind experiences. We want to make travelers feel the energy in the scene and get a glimpse of a different way of life.

Whether it's participating in a local festival, tasting a new type of food for the first time, or surrendering to the intoxicating rhythm of a street party, each of these photos are a snapshot of an unforgettable experience.



## Keywords

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Feeling the moment  
Experience a local event  
Enjoyment  
Exploring boundaries  
Getting your hands / clothes dirty  
Try something new  
Learn something new  
Life-changing experiences

## Where to Use

---

Stories  
Explore  
Hero images  
Travel Guide content

## Viewpoint/Frame

---

Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or show a closer view of the action.

Wide-shots, full body.



TRAVELER

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# Opportunities

Travel ignites creativity. It gives us a chance to escape the mundane, explore our passions, and develop new skills.

This category shows our travelers fully-immersed in new learning opportunities. These travelers are either honing their craft, engaged in the creative process while on the road, or reflecting on their own creations.

Whether they're writing, photographing, or filming their travel adventures, learning to prepare cook local dishes or make traditional music, these images inspire our World Nomads to go out and create their own stories.



## Keywords

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Passionaire  
Learning  
Mentoring  
Behind the scenes  
On action

## Where to Use

---

Scholarships  
Create  
Explore

## Viewpoint/Frame

---

Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or show a closer view of the action.





TRAVELER

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# Connections

World Nomads travel to seek truly meaningful experiences.

More than just checking off a list, they want to feel inspired by the places they visit, and to meet local people who can give them an insight into a different culture.

Images in this category show our travelers making genuine connections through shared interests, experiencing a different way of life, or enjoying the hospitality of the local people. It captures a moment of shared respect and friendship between people of different backgrounds.



## Keywords

---

Trust / humility / respect / acceptance  
Diversity  
Friendship  
Travelers learning the local culture  
Deep listening  
Giving back  
Experiences that tie into local culture  
Local accommodation / hospitality  
Responsible travel

## Where to Use

---

Scholarships  
Explore  
Make a difference  
Learn  
Travel Guides content  
Facebook campaigns

## Viewpoint/Frame

---

Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or show a closer view of the action. It also adds visual variety in editing.

## Image Licenses Required

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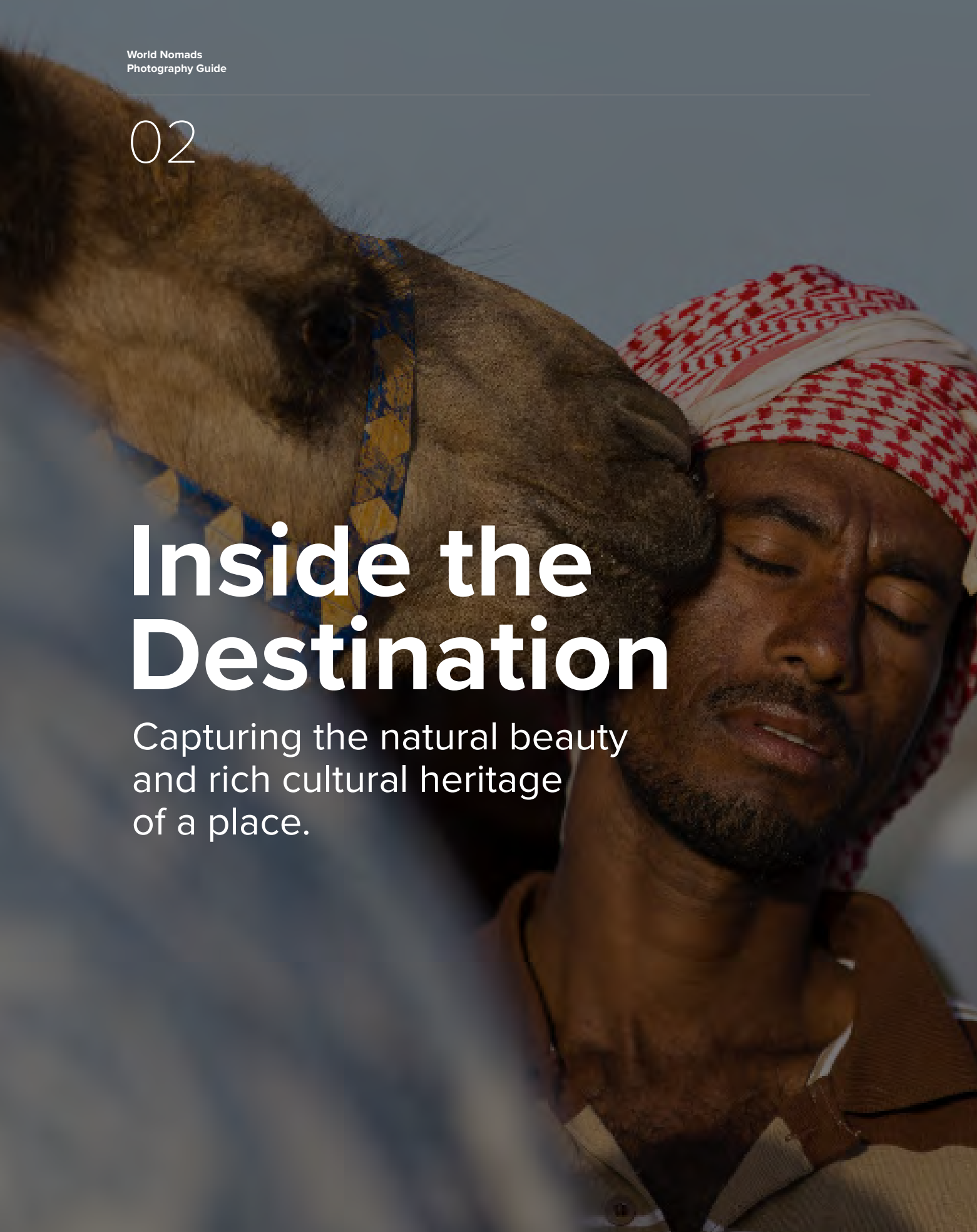
Either “commercial” or “editorial-only” licensed photos may be used.



02

# Inside the Destination

Capturing the natural beauty  
and rich cultural heritage  
of a place.



# Focus on destinations

Travel is about uncovering unique, undiscovered locations or one-of-a-kind experiences. Whether it's the fjords of Iceland, or the awe-inspiring vistas of Patagonia, World Nomads are inspired by the natural beauty of a place.

Our travelers have an unquenchable curiosity about humanity. We're fascinated by other cultures and different ways of life, and we love to meet people from different backgrounds.

What makes a place unique? Colors, urban textures, local festivals, local portraits, parades, market, religious events, food & culture.

## Destinations Categories

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**01. Iconic places**

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**02. Transportation**

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**03. Food & Culture**

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**04. Food & Culture**

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**05. Local people**

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**06. Stories**

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DESTINATION

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# Iconic Places

Images in this category bring a specific destination to life.

These generic images can include a unique landmark that is indicative of a location, such as an iconic monument or an easily-recognized cityscape or landscape.

These images help provide the context of a location and, where possible, should show a local in their environment (from a distance).

This type of imagery may be for commercial use, for covers of our Travel Guides, or content that intends to communicate travel destinations.



## Keywords

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Iconic monuments with a hint of local life  
City Views  
Streets  
Architecture details  
Urban textures  
Cultural features

## Where to Use

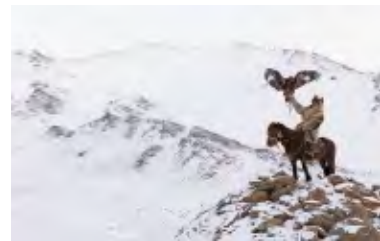
---

Best for Instagram  
Travel Guides  
Destination Hero  
Explore  
Scholarships

## Viewpoint/Frame

---

Wide shot (WS) — used to establish the location or setting, sets the stage, and can also be used to introduce action, shows the whole scene, or orientates the viewer.



DESTINATION

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# Transportation

Using public transport when traveling lets our World Nomads experience a place like a local.

By using local transport, travelers help boost the local economy and minimize our environmental footprint – values that we aspire to as responsible travelers.

Photos in this category depicts how our travelers might get around in a specific location, its surrounding environment, and everything that goes with it.

Whether it's by camel, old train, boat or canoe, these images depict the ways people go from place to place – shot from a distance.



## Keywords

---

Local transportation  
Sharing the moment of traveling  
Showing the real journey  
Traveler “point of view”

## Where to Use

---

Explore  
Stories  
Ads  
Social Media  
Travel Safety

## Viewpoint/Frame

---

Wide shot (WS) — used to establish the location or setting, sets the stage, and can also be used to introduce action, shows the whole scene, or orientates the viewer.





DESTINATION

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# Food & Culture

Many of the most memorable travel experiences come from being immersed in the unique flavors and customs of a destination.

Images in this category brings to life scenes from the neighborhood street markets, local shops, a traveler's first taste of a traditional dish, or resting their head for the night at a local homestay.

We want to bring our travelers closer to everyday life at the destination and make them feel as if they were there.



## Keywords

---

Everyday life  
Street markets  
Local cuisine  
Street food  
Traditional dishes  
Architectural details  
Traditional clothing

## Where to Use

---

Explore  
Travel Guides  
Stories  
Travel Safety

## Viewpoint/Frame

---

Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or show a closer view of the action. It also adds visual variety in editing.



DESTINATION

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# Festivals

Shown from the point of view of the traveler, images in this category captures the spirit and traditions of a local festival.

These images have energy, culture, music, and a pulse of its own. These scenes offer a glimpse into a different world and invite travelers to be a part of the action.

These photos can be used as part of a story to emotionally engage the audience.



## Keywords

---

Traditional festivals,  
Parades / floats or festive details  
Crowded places  
Action  
Celebration  
Community  
Cultural events

## Where to Use

---

Explore  
Travel Guides content  
Social Media  
Local culture  
Stories

## Viewpoint/Frame

---

Wide shot (WS) — used to establish the location or setting, sets the stage, and can also be used to introduce action, shows the whole scene, or orientates the viewer.

## Notes

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Due to legal restrictions, editorial-only images are not for commercial/promotional use.



DESTINATION

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# Locals

Our travelers are fascinated with other cultures and different lifestyles, and love meeting people from all walks of life.

There's no better way to bring a culture to life than through portraits of its people.

Images in this category are portraits of our hosts, our guides, or the locals we meet along our journey. They give us a glimpse into the personalities that make up a place, and an insight into a different way of life.



## Keywords

---

Traditional wear  
Cultural apparel  
Locals at work  
Bring them closer  
Urban landscape  
Accommodation  
Local insiders

## Where to Use

---

Explore content  
Travel Guides  
Social Media  
Destination content  
Scholarships  
Stories

## Viewpoint/Frame

---

Close-up (CU) — head shot, just above the shoulders. This shot is used to provide a more intimate view of a character or their expressions. A shallow depth-of-field can be used for a more dramatised/focused mood.

Medium shot (MS) — frame a person from the waist up. A medium shot is used to provide new visual information or show a closer view of the action.



DESTINATION

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# Stories

Images in this category are a series of photos that tell a specific story. These stories are either personal travel experiences of our nomads, or are a glimpse into a culture or destination.

The traveler may or may not be present in the photo series, and they should be used to describe a specific topic that is unique to the destination, such as local tribes, tattoos, or something they experienced or participated in.

This type of photography can be used for the Stories section of our website. It can also be used to guide our scholarship winners to understand the type of stories to uncover while on assignment.



## Keywords

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Editorial / documentary  
Sharing the culture  
Life-changing experience  
Inspire others to learn and travel  
Make it memorable

## Where to Use

---

Stories  
Scholarships

## Viewpoint/Frame

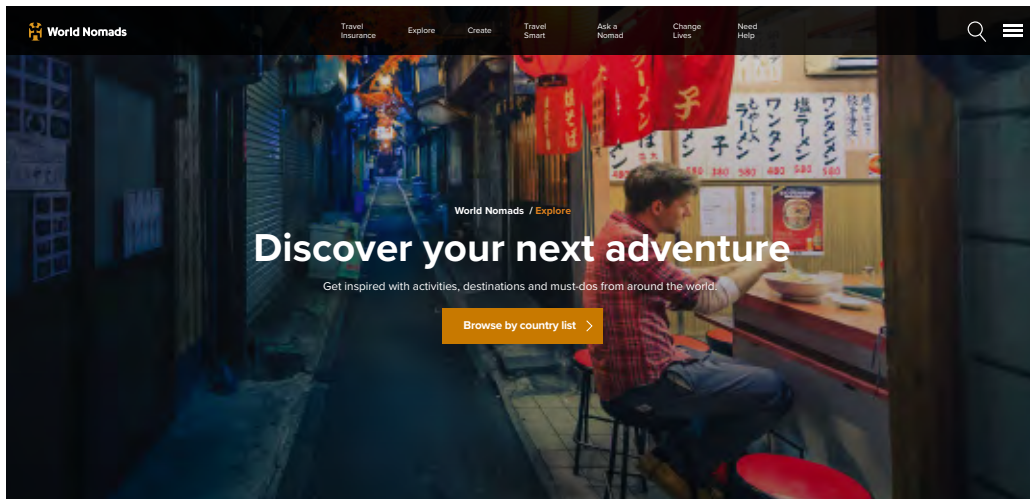
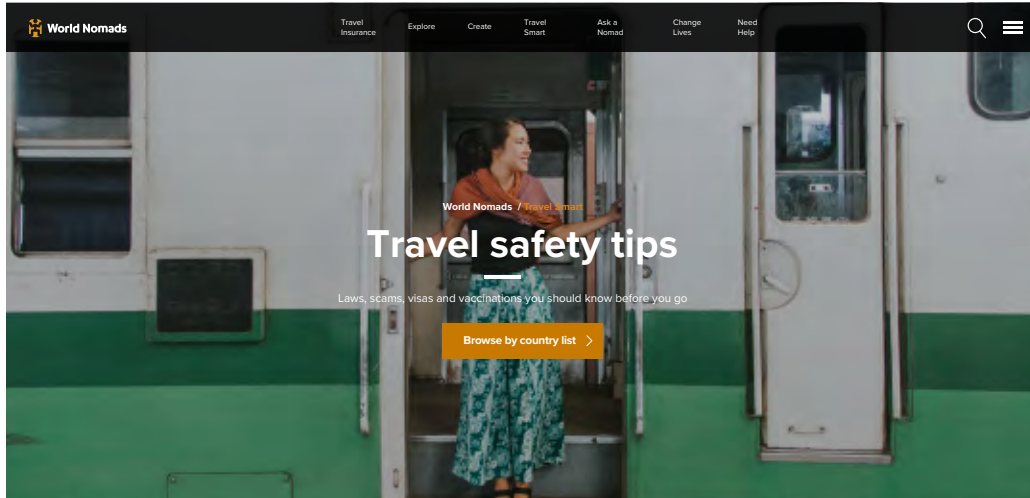
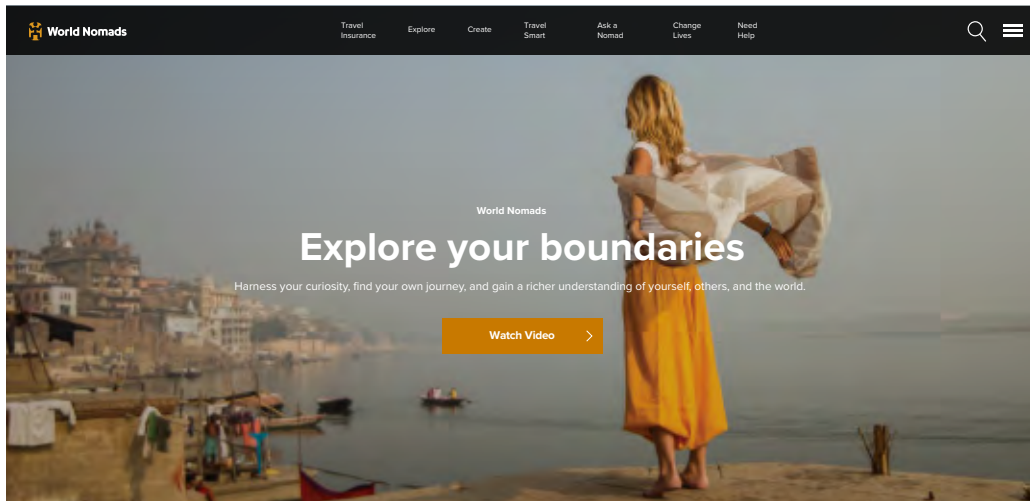
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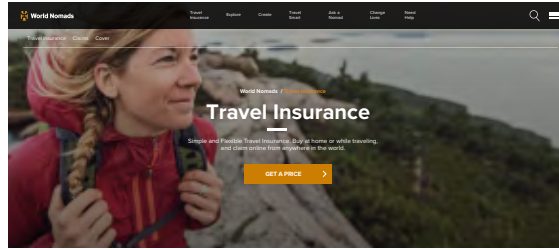
Photo story across  
different angles



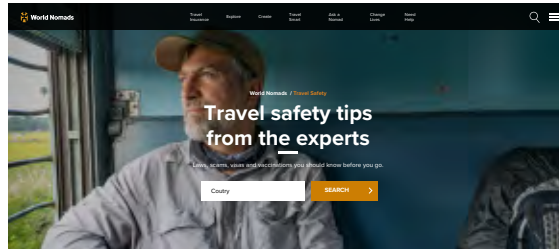


# Applications

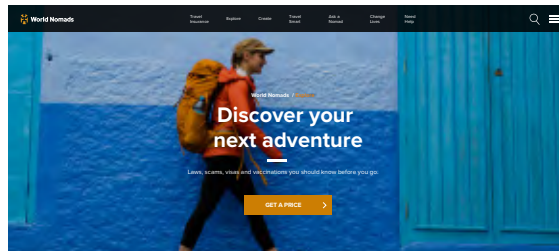




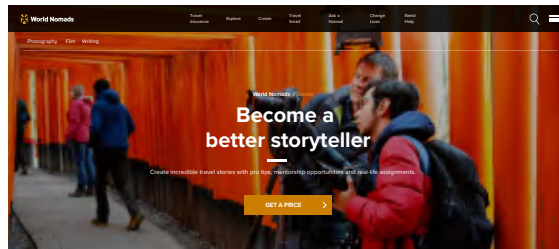
Travel Insurance



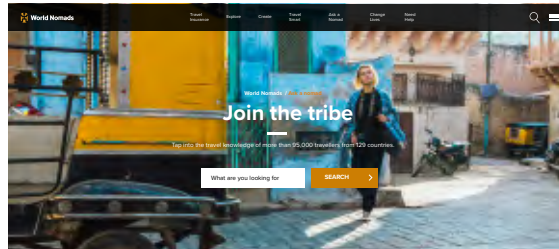
Travel Safety



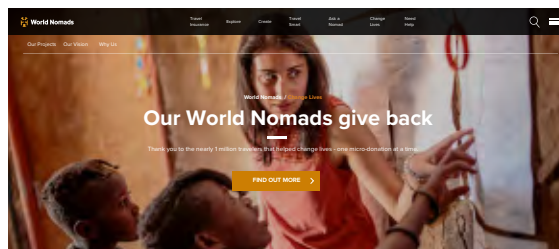
Explore



Create



Ask a nomad



Make a difference

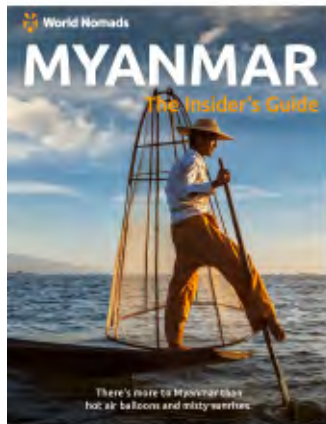
## Scholarships

The screenshot shows a banner for a "Win a 12-day Travel Filmmaking Trip to Tanzania!" promotion. The background image shows a person in a vehicle holding a professional video camera, with an elephant visible in the background. The text includes the World Nomads logo, navigation links (Travel Insurance, Travel Smart, Create, Community, Change Lives, Help Desk, Sign In), and a "Find out more" button. A small photo credit "Photo © Alan Williams" is visible in the bottom right corner.

The screenshot shows a banner for a "Win a 14-day travel writing trip to Argentina!" promotion. The background image shows a woman with a backpack sitting and writing in a notebook, with a waterfall in the background. The text includes the World Nomads logo, navigation links, and a "Find out more" button. A notice states: "This opportunity is now closed. Stay tuned for the winner announcement on April 4, 2018." A small photo credit "Photo © Sergio R. Mayo" is visible in the bottom right corner.

The screenshot shows a banner for a "Win a 10-day Travel Photography Trip to Morocco!" promotion. The background image shows a person in a blue hooded garment standing in an ornate, patterned interior. The text includes the World Nomads logo, navigation links, and a "Find out more" button. A notice states: "This opportunity is now closed. Stay tuned for the winner announcement on 27 November, 2018."

Destination



Traveler



**Images to  
avoid**

## Travel lifestyle



Commercial lifestyle travel



Posed traveler & thumbs up



Staged group shots



Luxury travel lifestyle



Overexcitement



Dreamy / Relaxing



Staged emotions



Artificial lighting & dreamy



Instagram trends



Selfies / narcissism



Sexy poses



Having fun with places & cultures



Photo manipulation



Staged scenes



Studio travel style

## Responsible travel



Interact / interfere with wild animals



Orphanage tours or children photos



Treat people as a tourist attraction



Voyeurism (sex tourism)



Buying mass produced souvenirs



Cultural appropriation

## Travel safety / Insurance



Drugs & alcohol



Exaggerating a story



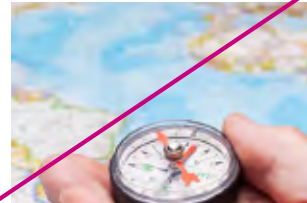
High risk activities



Poor quality imagery



Staged scenes



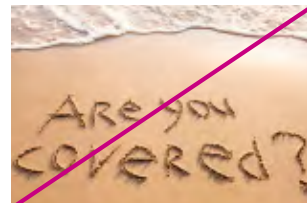
Conceptual stock photos



Fake mockups



Insurance images

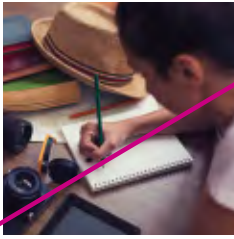


Text-focused imagery



**Before you use it,  
think as a nomad.**

## Planning



Avoid posed style scenes



Real traveler in action

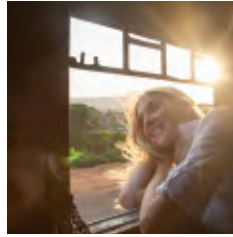


or traveler planning

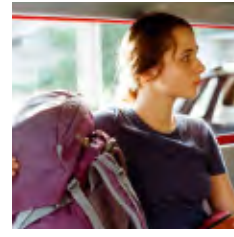
## Traveler



Avoid shiny commercial generic traveler stock images

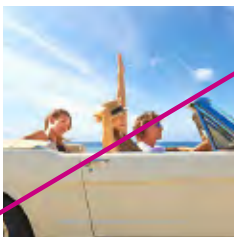


Use travelers in real moment



or traveler using local transportation

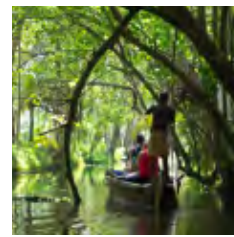
## Journey



Avoid hands in the air



Traveling as local



or destination scenes

## Travel safety / traveler



Avoid commercial looking



Use authentic travel moments



or look at destinations

## Travel safety / medical



Avoid focus on cause / symptom



Focus on the traveler



Contextual or preventative measures

## Activities



Avoid photos without safety



Traveler in the moment



or riding with safety

## Traveler on the go



Avoid commercial style travelers

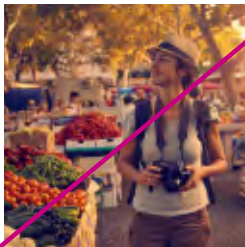


Real travelers in a unique moment



or travel in beautiful places

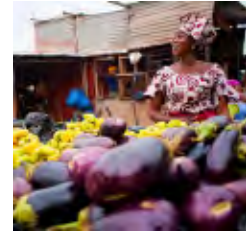
## Markets



Commercial style on markets



Use real markets enjoyment



or photos from locals

## Kids



Avoid photos of children on the street, orphanages



Children with their family

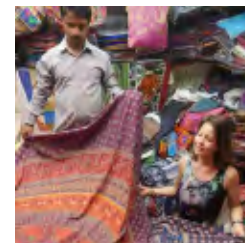


or photos of kids as part of their community

## Responsible travel



Avoid commercial fake scenes

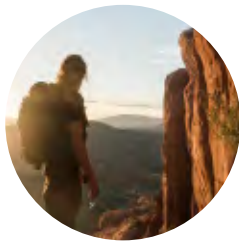


Real traveler in discovery



or voluntourism opportunities

# Licenses



## Commercial

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Advertising/Campaigns  
Scholarships  
Social Media Ads  
Travel Guides (cover)  
Hero Images / Website / Email  
Presentations



## Editorial

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Travel Guides  
Social Media posts  
Email content  
Website articles (Explore, Safety, etc)  
Stories  
Presentations



**World Nomads**