



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 travellers 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

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 a grassy hill at night, looking towards 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 campfire is glowing brightly, casting a warm light on the scene. 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

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

Inside the Destination

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 they 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

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



Portray Emotion

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



Tell a story

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



Be Part of the Action

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

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



Ignite your Senses

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



Discover New Perspectives

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 make 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

01. Portraits

02. Journeys

03. Discoveries

04. Locations

05. Activities

06. Experiences

07. Opportunities

08. Connections

FOCUS ON OUR TRAVELER

Portraits

Close up and personal, portraits are a way of showing the face of our travelers.

The focus is direct and reveals their personality and mood.

We feature travelers of different ages and from various places of 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

Traveler profile
Support a personal story
About us
Ambassadors

Notes

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

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, water, or air – allowing them time to think, plan the activities in their next destination, or just enjoy the scenery.



Keywords

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

Where to Use

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

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 enjoying the moment.



Keywords

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

Viewpoint/Frame

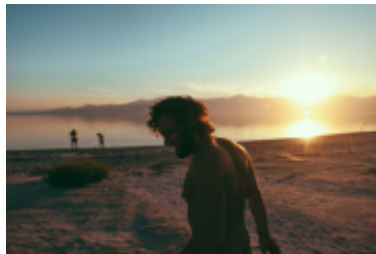
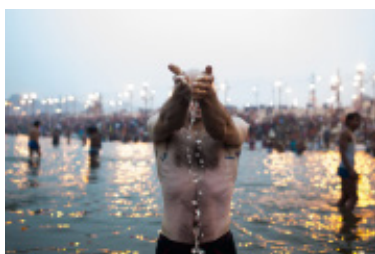
Three quarter shot (3/4) - frame a person from the knees up.
This shot is a variation between the medium and full shot, and it provides visual variety.
Full body shot.

Where to Use

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

Notes

Stay away from the traveling narcissist.



FOCUS ON OUR TRAVELER

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 within the scenery.

Photos within this category invites 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

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 you're experiencing the adventure yourself.



Keywords

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

Viewpoint/Frame

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

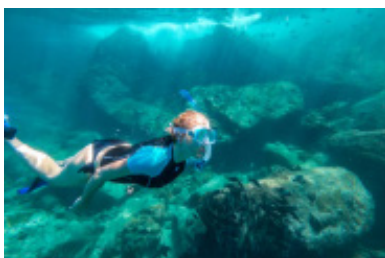
Where to Use

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.

Image Licenses Required

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



TRAVELLER

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

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

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, or even 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

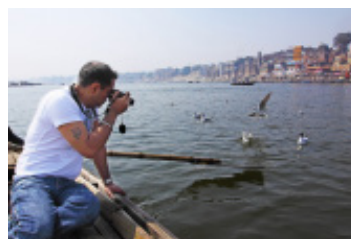
Passionaite
Learning
Mentoring
Behind the scenes
On action

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

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

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.

Where to Use

Scholarships
Explore
Make a difference
Learn
Travel guides content
Facebook campaigns

Image Licenses Required

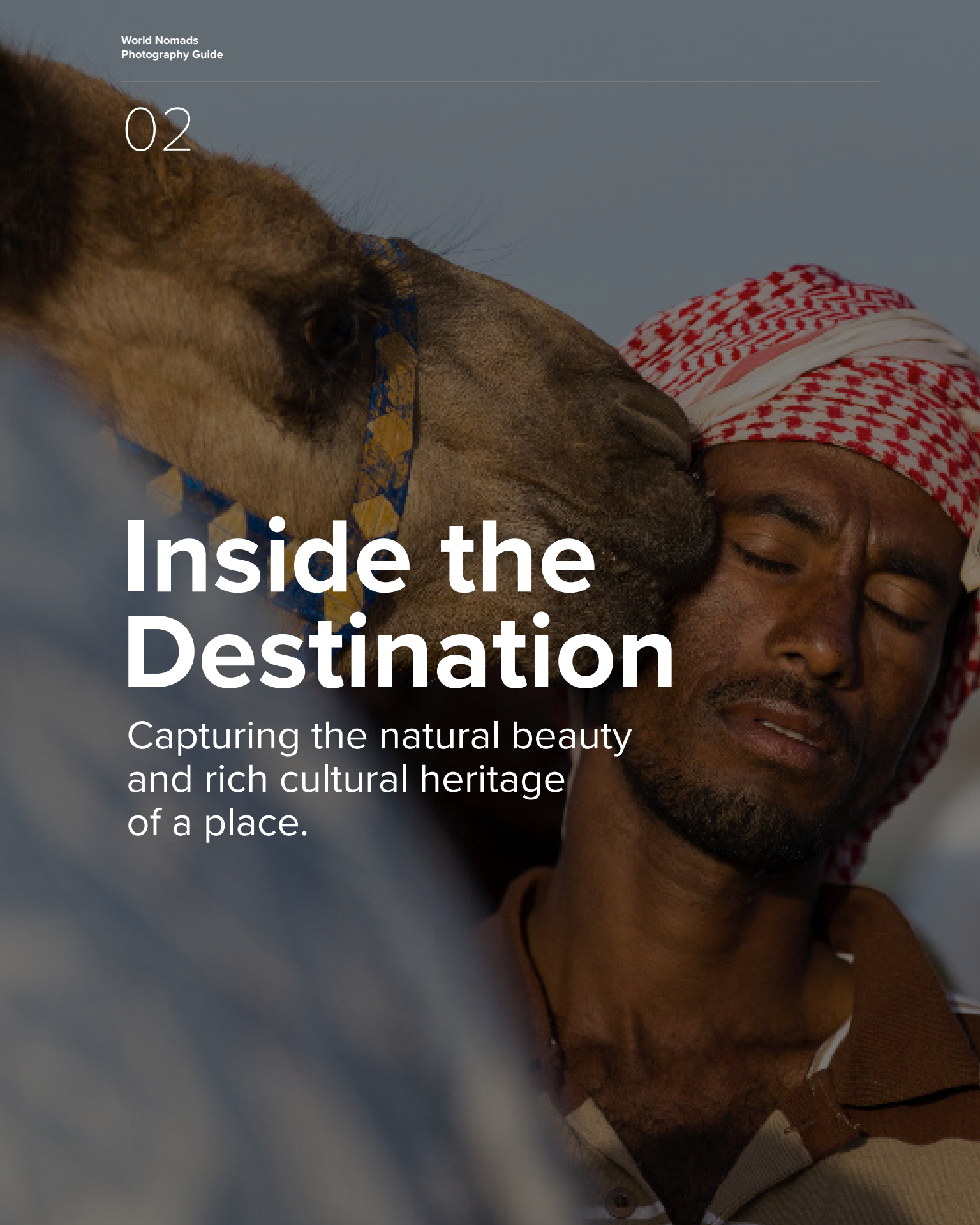
Either “commercial” or “editorial-only” licensed photos may be used.



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 Nepal, 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

01. Iconic places

02. Transportation

03. Food & Culture

04. Food & Culture

05. Local people

06. Stories

DESTINATION

Iconic Places

Images in this category bring to life a specific destination.

These generic images can include a unique landmark that is indicative of a location, such 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

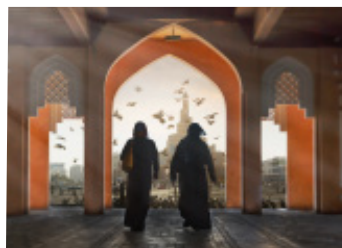
Iconic monuments with a hint of local life
City Views
Streets
Architecture details
Urban textures
Cultural features

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

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

Whether it's by camels, old trains, boats or canoes, it depicts 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

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

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
Destination guides
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

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



DESTINATION

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. It gives us a glimpse into the personalities that make 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

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 the 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

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

Where to Use

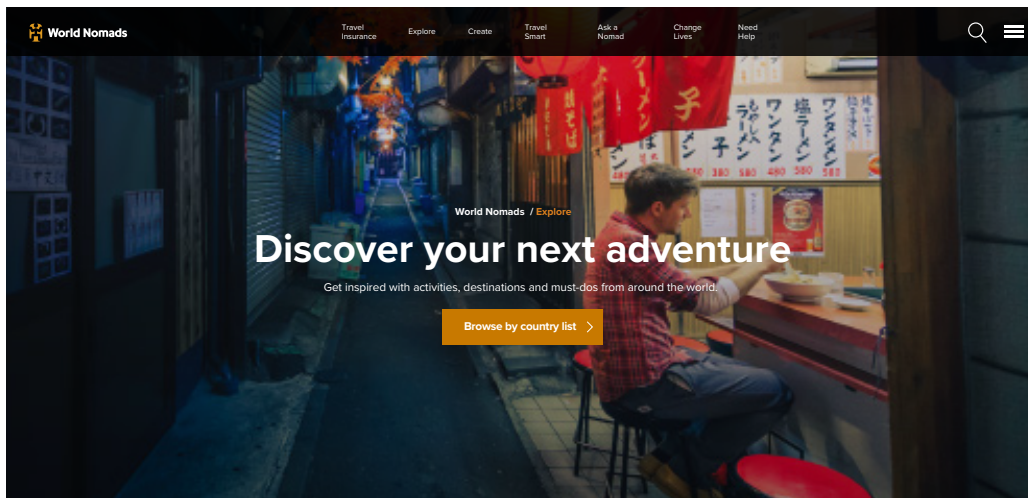
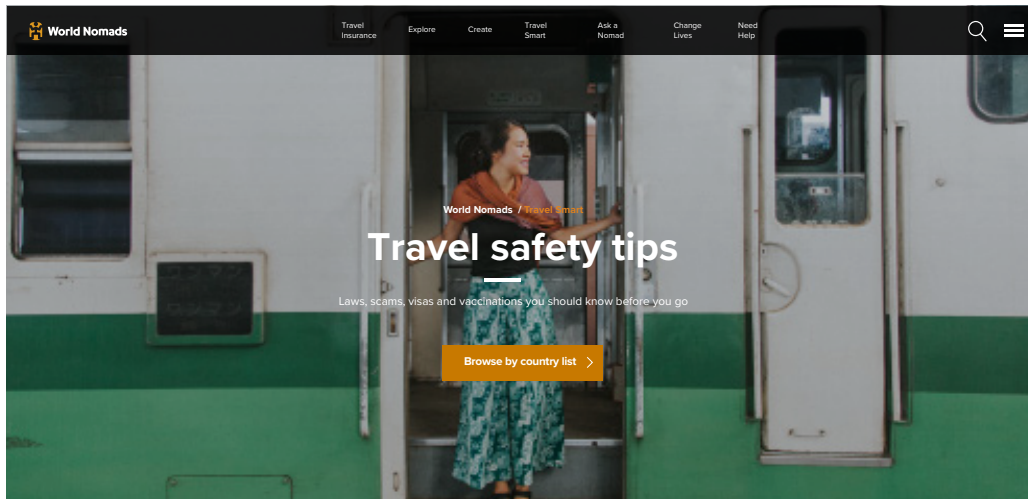
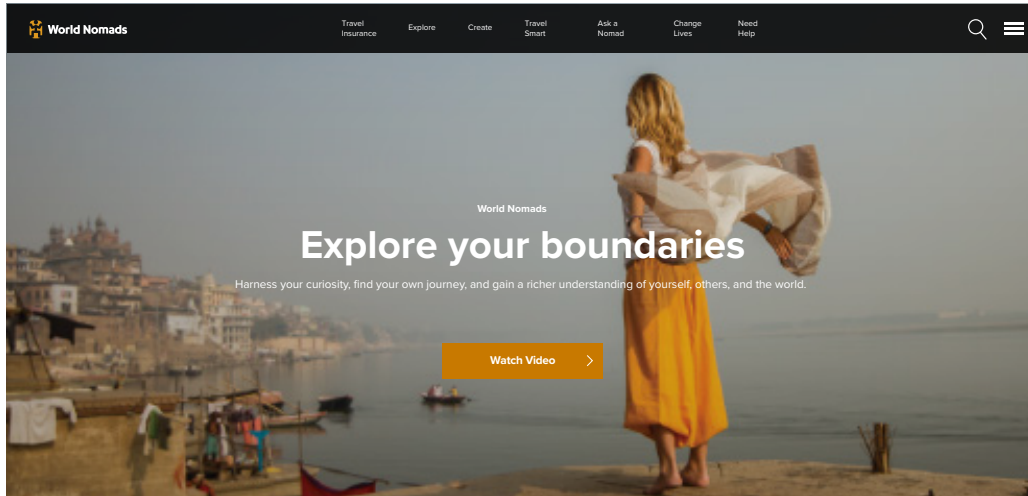
Stories
Scholarships

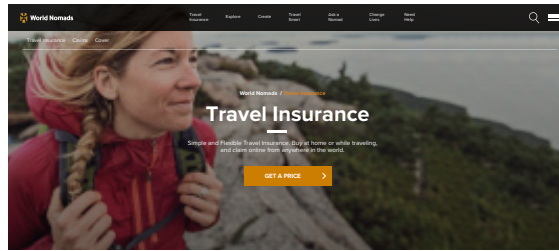
Viewpoint/Frame

Photo story across
different angles

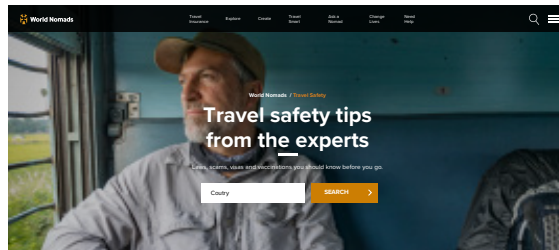


Applications

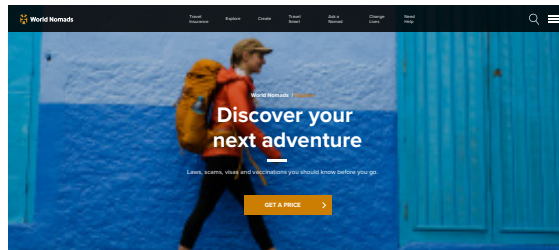




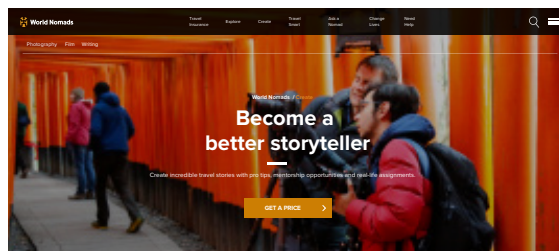
Travel Insurance



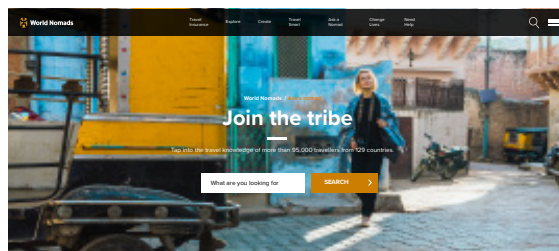
Travel Safety



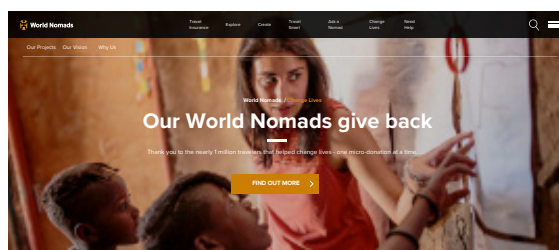
Explore



Create



Ask a nomad



Make a difference

Scholarships

World Nomads

Travel Insurance | Travel Smart | Create | Community | Change Lives | Help Desk | Sign In

World Nomads | Create | Scholarships | Blog | 2018

Win a 12-day Travel Filmmaking Trip to Tanzania!

Plus be mentored by a professional filmmaker

[Find out more >](#)

Photo © Alan Williams

This banner features a background image of a person operating a professional video camera in a vehicle, with an elephant visible in the background. The text is overlaid in white and orange.

World Nomads

Travel Insurance | Travel Smart | Create | Community | Change Lives | Help Desk | Sign In

World Nomads | Create | Scholarships | Blog | 2018

Win a 14-day travel writing trip to Argentina!

This opportunity is now closed. Stay tuned for the winner announcement on April 4, 2018.

[Find out more >](#)

Photo © George J. Elmer

This banner features a background image of a woman with a backpack sitting on a ledge and writing in a notebook. The background also shows a scenic view of a waterfall. The text is overlaid in white and orange.

World Nomads

Travel Insurance | Travel Smart | Create | Community | Change Lives | Help Desk | Sign In

World Nomads | Create | Scholarships | Blog | 2018

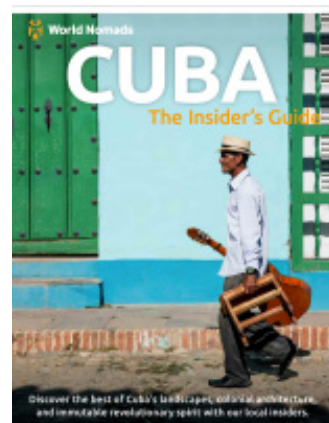
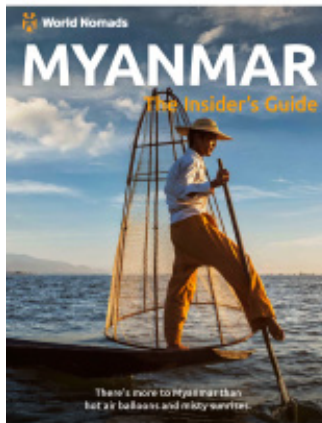
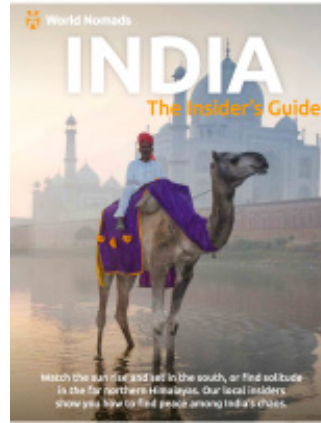
Win a 10-day Travel Photography Trip to Morocco!

This opportunity is now closed. Stay tuned for the winner announcement on 27 November, 2018.

[Find out more >](#)

This banner features a background image of a person in a blue hooded garment standing in front of ornate, patterned architectural columns. The text is overlaid in white and orange.

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



Avoid sexual photos



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



Avoid drugs & alcohol



Exaggerating a story



High risk activities



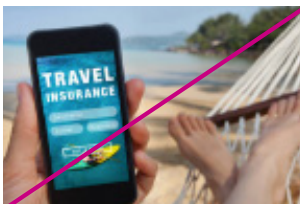
Poor quality imagery



Staged scenes



Conceptual stock photos



Fake mockups



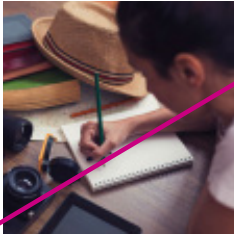
Insurance images



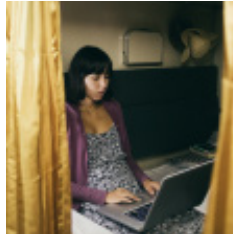
Text-focused imagery

Before you use it, think as a nomad.

Planning



Avoid posed style scenes



Real traveler in action

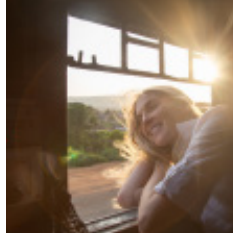


or traveler planning

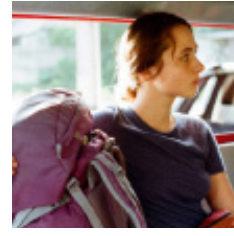
Traveler



Avoid shiny commercial generic traveler stock images

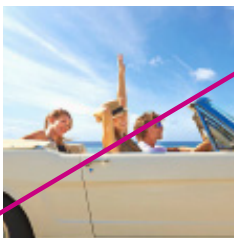


Use travelers in real moment



or traveler using local transportation

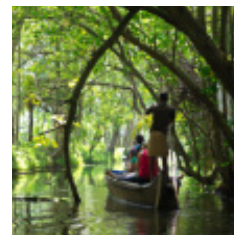
Journey



Avoid hands in the air



Traveling as local

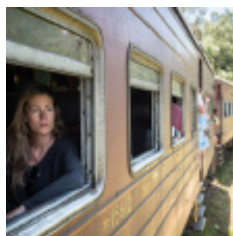


or destination scenes

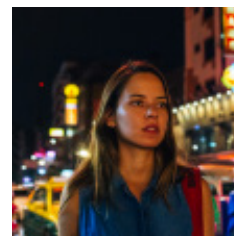
Travel safety / traveler



Avoid commercial looking



Use authentic travel moments



or look at destinations

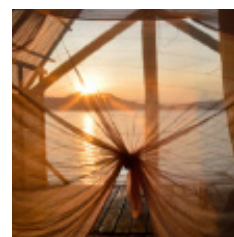
Travel safety / medical



Avoid focus on cause / symptom



Focus on the traveler



Contextual or preventative measures

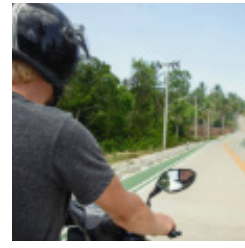
Activities



Avoid photos without safety



Traveler in the moment

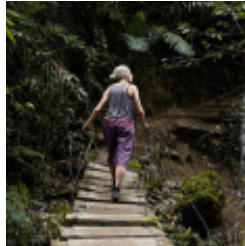


or riding with safety

Traveller on the go



Avoid commercial style travelers



Real travelers in a unique moment



or travel in beautiful places

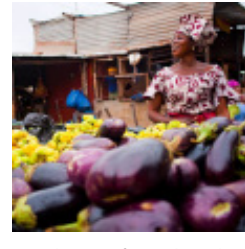
Markets



Commercial style on markets



Use real markets enjoyment

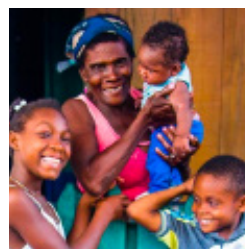


or photos from locals

Kids



Avoid photos of children on the street, orphanages



Children with their family

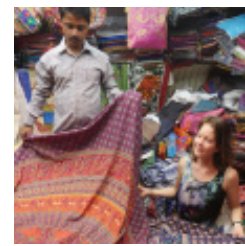


or photos of kids as part of their community

Responsible travel



Avoid commercial fake scenes



Real traveler in discovery



or voluntourism opportunities

Licenses



Commercial

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



Editorial

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



World Nomads