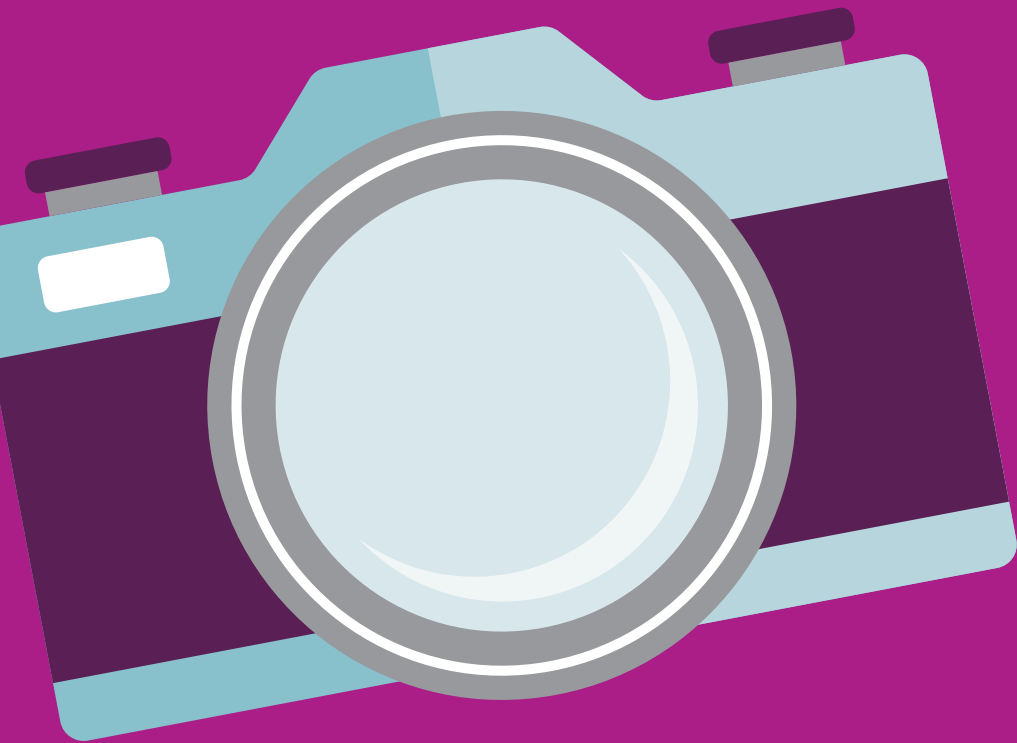


Photography tips





What these tips are for

Thank you for your contribution to The Royal Marsden Cancer Charity.

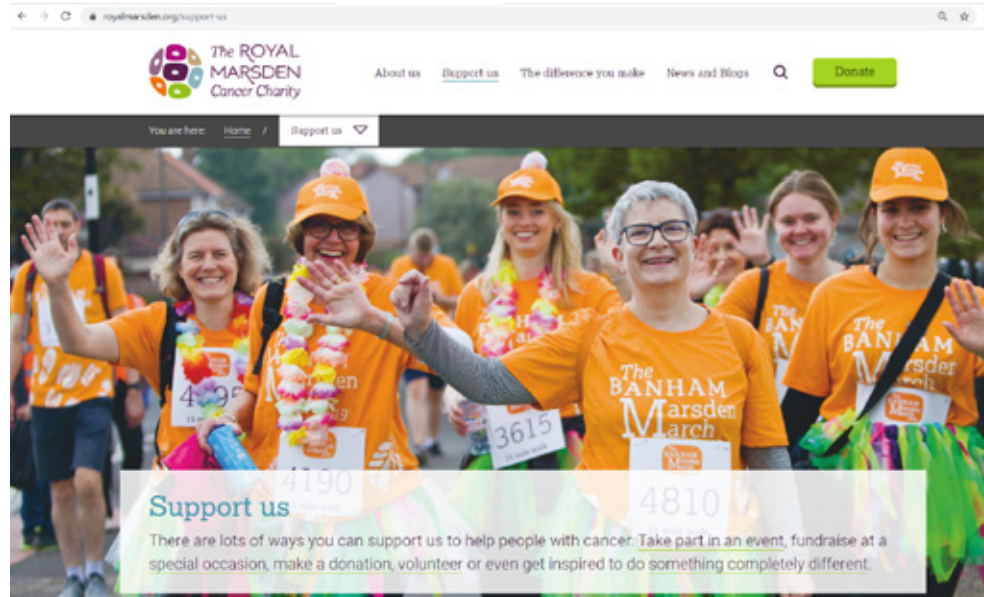
We rely on your images to share the amazing stories of your support which help us inspire others to get involved as well as raise awareness of the Charity.

We have put together some brief tips on the photos that work well for promoting your stories and how they are used. We hope you find this resource helpful.

How we use your images

On this page you can see examples of how we use your images across a whole range of our communication platforms from our website, social media and in our print publications.

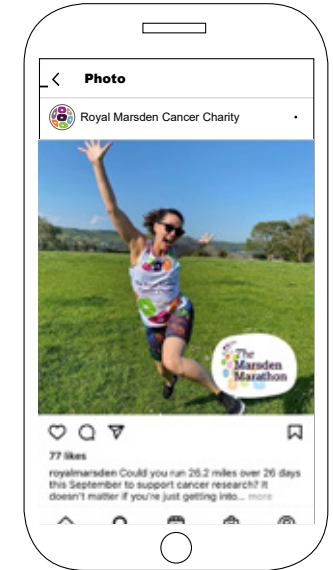
Your images are vital to helping us tell your fundraising stories.



Website banners



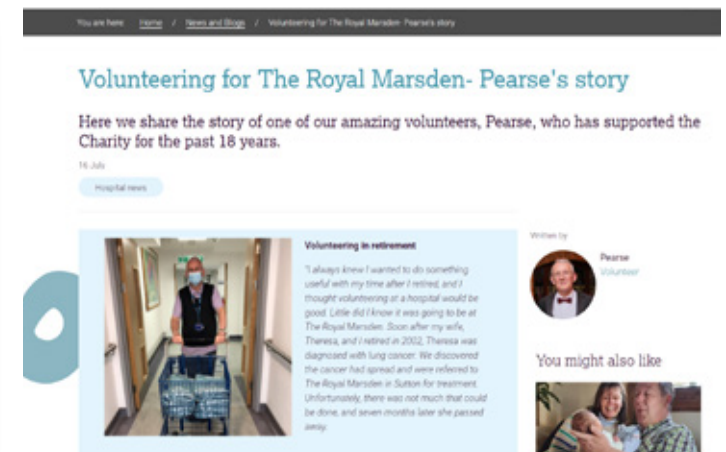
Email banner



Social media



Print



Website blog

Things to remember

1. Landscape composition

Ideally photos should be taken landscape (horizontal). These provide us with the most flexible shape of photo to use across multiple communication platforms, as shared on the previous page.

2. Space around the subject

If you can, please take photos with some space around the subject. Some clear space around the subject allows us to incorporate text or logos on top of the image.



1.

3. High resolution images

Please send in images as high resolution as possible. This allows us to use them across both print and digital communications. If using a phone camera, try not to zoom in on the subject as this can make the photo more pixelated.

4. Consent

Remember to make sure everyone visible in your photo is happy to be in it. If submitting photos which include young people or children aged 15 years or below, please complete the online consent form: [Parent/guardian photo consent form](#)



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5. Have fun and smile!

Don't forget to smile and have fun taking photos of your events and activities.



2.



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Any questions?

If you have any questions about our photography tips, please do not hesitate to contact us, please email:

marketing@rmh.nhs.uk

Thank you for your support.

