

# Images

## Photography

Images play a vital role in shaping the NAEYC Affiliate brand. Photos can be a mix of meaningful objects, portraiture, and classroom interactions. Choose photos that have a clear focal point and are bright and crisp.

Pay close attention to the content of the image. It's important that photos accurately portray early childhood education classrooms and scenes that demonstrate developmentally appropriate practices.

When selecting a photo,

- Avoid distracting or cluttered backgrounds
- Don't use photos that have logos, cartoon characters, inappropriate sayings, or elements that date the photo
- Watch for overexposed images or shadows caused by camera flash
- Remember that great photos are sharp, balanced, and naturally lit
- Stay away from dark, low-contrast images
- Make sure your image isn't blurry

For more help in selecting photographs, visit [NAEYC.org/photos](http://NAEYC.org/photos).



## Illustration

**For most applications, photography is the preferred method of imagery.**

There may be times when photos are not appropriate—for example, for

- Infographics
- Digital and website elements such as banners, buttons and badges
- Diagrams, maps, or other technical pieces
- Animation

**Choose** illustrations that are:

- Bright, simple, and bold
- In the NAEYC colors, when possible
- Flat, with sharp, crisp lines

**Avoid** illustrations that are

- Overly ornate, too detailed, cluttered, or busy
- Soft, muted, or pastel in color
- Embellished or use unnecessary design effects such as drop shadow, feathering, gradients, or

beveled edges

