

# HOUSTON METHODIST VIDEO & PHOTOGRAPHY GUIDE



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# PHOTOGRAPHY

Brand

## **Houston Methodist Brand**

Houston Methodist's brand personality conveys our attitude, voice and tone in all forms of communication. It differentiates Houston Methodist from our competitors and communicates our values to patients, health care professionals and the global health community.

We use photography to express our brand through visual storytelling that conveys the essence of what is unmistakably Houston Methodist. The use of striking and authentic editorial and reportage photography in which subjects appear natural and genuinely engaged communicates our leading medicine brand message, as well as Houston Methodist's commitment to discovering new ways to set the brand apart from other medical centers.



# PHOTOGRAPHY

## Protecting Our Patients' Privacy

The Health Insurance Portability and Accountability Act (HIPAA) strictly requires we protect our patients' privacy. You must receive written consent before photographing patients or before releasing photographs in which they can be identified can be released to the public. Even with written consent, our patients' personally identifiable health information must be removed or otherwise rendered unreadable in photos of medical documents, scans, white boards. etc.

Examples of personally identifiable health information include:

- Name
- Specific dates such as birth, admission, discharge or death
- Telephone number
- Social Security number
- Medical record number
- City, ZIP code or other geographic identifiers

Email [csphotography@houstonmethodist.org](mailto:csphotography@houstonmethodist.org) to request media consent forms and instructions on their use.

# PHOTOGRAPHY

## Style Elements

All categories of Houston Methodist photos share common elements that contribute to the Houston Methodist leading medicine look

### Photos should

- Show subjects that are focused and fully engaged
- Show subjects that appear natural and authentic
- Be contemporary and modern in subject, background and technology
- Stand out and showcase the brand's commitment to excellence
- Reflect Houston landscape
- Demonstrate the diverse culture of Houston

### Photos should NOT

- Be staged, cheesy or unnatural
- Subjects looking directly into the camera smiling (except for portraits)
- Have subjects pointing
- Focus on children, unless in a family setting
- Show patients in sad, painful or uncomfortable situations
- Show subjects that some might find uncomfortable (take care when showing medical or surgical imagery for a patient audience)
- Be interpretive or metaphorical

There are also some photography style elements to consider that help contribute to the Houston Methodist leading medicine look

- Shallow depth of field, so that there are a soft foreground and background; clear focus on the main subject
- Foreground elements frame the subject and give the viewer the feeling of being in the action and the moment
- Tight cropping is often used to give the moment more intensity
- Many images, particularly those in the Expertise in Action category and other more technical categories, are color graded with cool blue tones, while maintaining warm skin tones

# PHOTOGRAPHY

## Categories

Houston Methodist's photos are organized into several general categories. Many photos span multiple categories.

- Expertise in Action
- Patients in Action
- Collaboration
- Patient Care
- Innovation
- Training and Education
- Environmental Portraits
- Studio Portraits
- Buildings and Facilities
- Historical
- Macro
- Illustration

# EXPERTISE IN ACTION

Style

Photography in the Expertise in Action category focuses on the expertise, technology and advancements that define Houston Methodist's leading medicine efforts.

These images capture real in-hospital moments of Houston Methodist physicians and researchers in action. They should feel like we are getting a glimpse of a behind-the-scenes moment of Houston Methodist expertise at work.

Expertise in Action characteristics:

- Advanced medical and surgical procedures
- Physicians and scientists interacting with technology
- Physicians and other experts focused on medical research
- Medical imaging being examined by physicians, such as MRI scans, 3-D imaging, and X-rays

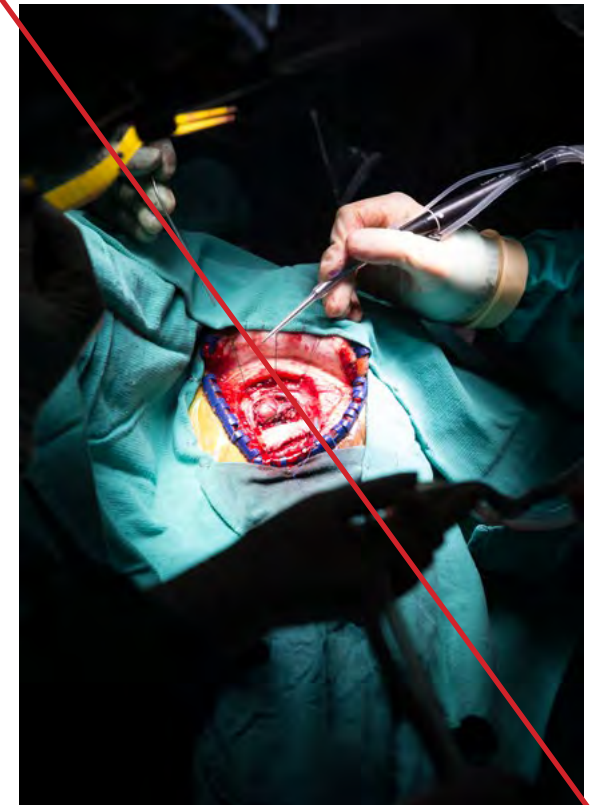
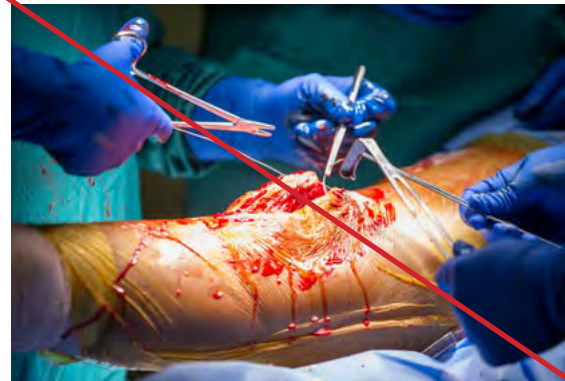


# EXPERTISE IN ACTION

Imagery to Avoid

Avoid the following characteristics in Expertise in Action photography:

- Blood
- Open wounds
- Patients faces or any distinguishing information
- Lab coats with old logos
- Blurred scenes
- Avoid showing the surgical field
- Doctors pointing





# PATIENTS IN ACTION

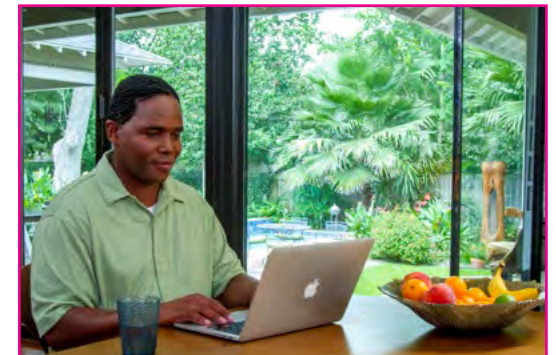
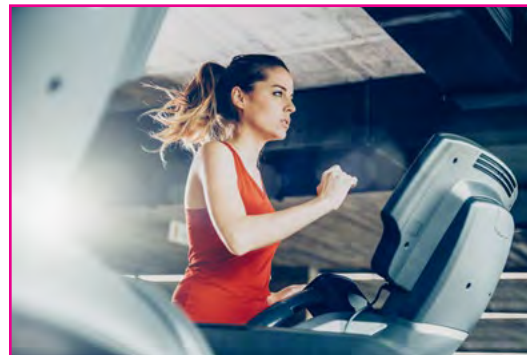
## Style

Patients in Action lifestyle photos portray patients living healthy, active lives. These photos should feel in the moment. Subjects should have energy and optimism, with natural smiles.

In contrast to the blue tones of Expertise in Action, the color treatment for Patients in Action is warmer. Skin tones are natural. Ideally, they include a pop of saturated color, usually in the wardrobe.

Patients in Action characteristics:

- Genuine, natural expression
- Energy and optimism
- Modern lifestyles
- Geographically relevant
- Family friendly

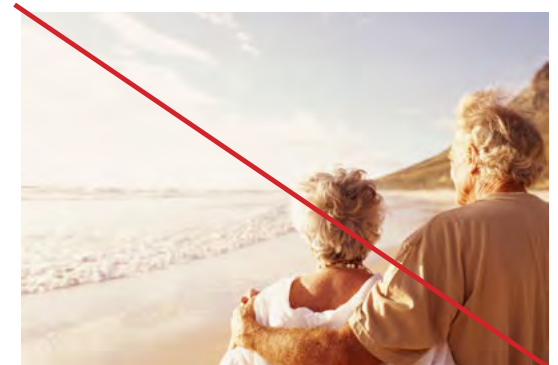
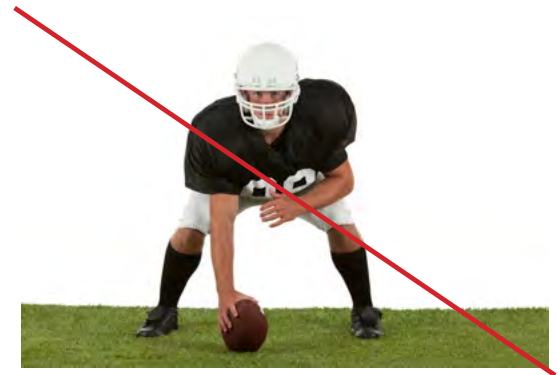


# PATIENTS IN ACTION

## Imagery to Avoid

Avoid the following characteristics in Patients in Action photography:

- Looking directly at the camera
- Outdated technology
- Children (only acceptable when shown with family)
- Cheesy or silly expressions
- Logos on casual clothing
- Overly posed or staged scenes
- Stereotypes
- Any showing cleavage
- Geography not found in Houston (beaches, mountains, waterfalls, etc.)



# PATIENTS IN ACTION

## Professional Athletes

Patients in Action photography also features Houston Methodist's sponsorship partners: the Houston Texans, Houston Astros, Rice Athletics, RodeoHouston®, Houston Ballet, Houston Symphony and Houston Grand Opera.

In contrast to the relaxed and optimistic feel of lifestyle photos, these images portray the intensity of professional athletes and artists pushing their bodies to the limit — in practice, game or performance.

NOTE: The sponsorship activation manager must provide permission to use these photos. Please submit the piece for creative approval and ask if you can use a photo of professional athletes or artists. Include information about the use of the photo and accompanying creative, including how and where they will be used.



# COLLABORATION

Style

Collaboration is a category of photos that portray Houston Methodist physicians, scientists, nurses and staff working together on behalf of our patients.

To the extent possible, avoid having subjects smiling excessively. Subjects should not appear somber either, so a balance must be struck that communicates health and professionalism.



# COLLABORATION

## Imagery to Avoid

Avoid the following characteristics in Collaboration photography:

- Grip and grin photos (people shaking hands and smiling)
- Doctors should wear scrubs or lab coats
- Photos in which people are pointing (open handed gestures are allowed)
- Off angle photography
- Photos that may be seen as silly or distasteful
- Photos that do not position providers in a highly professional manner (i.e. slacking, sad, eating)



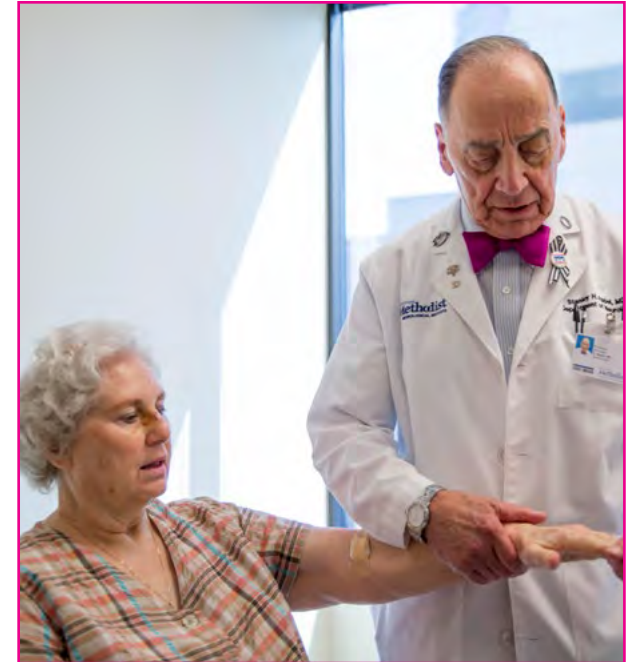
# PATIENT CARE

Style

Patient Care photos portray Houston Methodist caregivers interacting with patients.

Patients Care characteristics:

- Photos should convey a sense of comfort and modest optimism
- Genuine interaction



# PATIENT CARE

## Imagery to Avoid

Avoid the following characteristics in Patient Care photography:

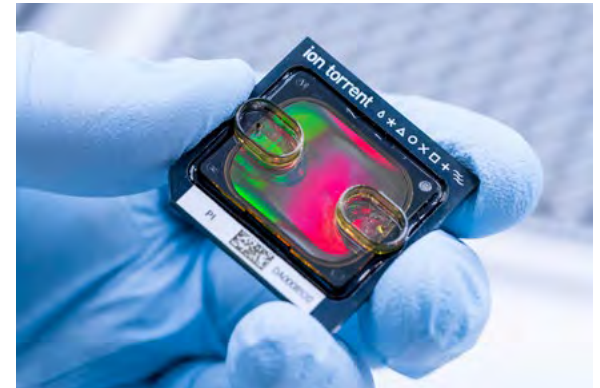
- Photos in which the patient is sick or uncomfortable
- Photos that identify the patient
- Photos that can be jarring or uncomfortable to consumers
- Overly posed imagery
- Photos with close ups of hands should be avoided since these are typically associated with Baylor College of Medicine



# INNOVATION

Style

Innovation is most often conveyed through interactions with imaging and other technologies used in research and patient care, and technologies resulting from translational research.





# TRAINING AND EDUCATION

Style

Training and education photos highlight Houston Methodist's comprehensive residency program, and its many continuing medical education symposia held at the Houston Methodist Institute for Technology, Innovation and Education (MITIE<sup>SM</sup>).



# ENVIRONMENTAL PORTRAITS

## Style

Environmental portraits are taken in live environments throughout Houston Methodist facilities:

- Environments should be appropriate for the subject
- Graphic compositions, both symmetrical and asymmetrical, that take advantage of architectural elements are encouraged
- Lighting should feel natural and, for the most part, single sourced
- Badges are removed since they are distracting
- If an appropriate live environment is not available, then the background should be abstract without feeling contrived
- Lab coats should show the current Houston Methodist logo



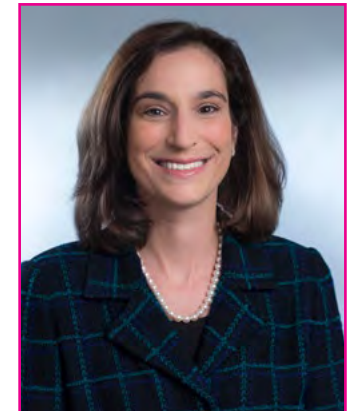
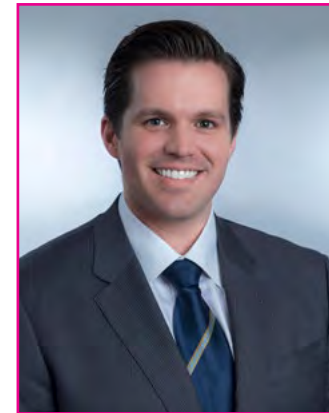
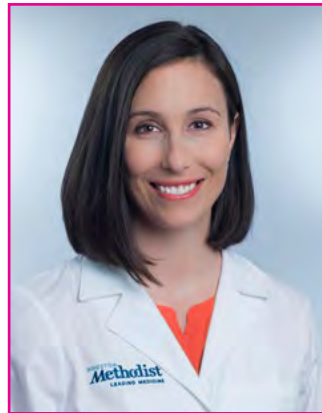
# STUDIO PORTRAITS

## Style

Studio portraits should look professional, ideally taken by a professional photographer using a backdrop. Photos should be sharp and clear, not grainy or blurry and should be retouched and/or color corrected, if needed. Portraits should also include the following qualities:

- Professional attire, including lab coats
- Only one subject, who should have a composed demeanor
- Use printed portrait backdrop provided to Marketing teams
- Badges are removed since they are distracting
- Lab coats should show the current Houston Methodist logo
- Photos should not crop into the head or face, but the composition should include the entire head, including the face, and shoulders
- Final cropped image for the web should be at least 440 pixels wide by 500 pixels tall at 72 dpi

Photos that do not meet these guidelines will not be approved for use.

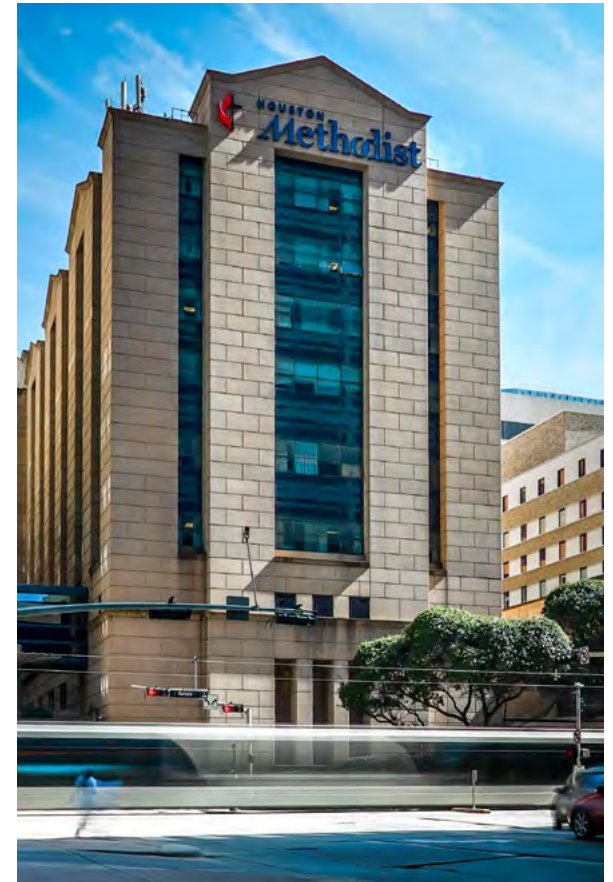


# BUILDINGS AND FACILITIES

## Style

This category showcases Houston Methodist buildings and facilities.

- All signage must be current
- Environments should be clear of clutter

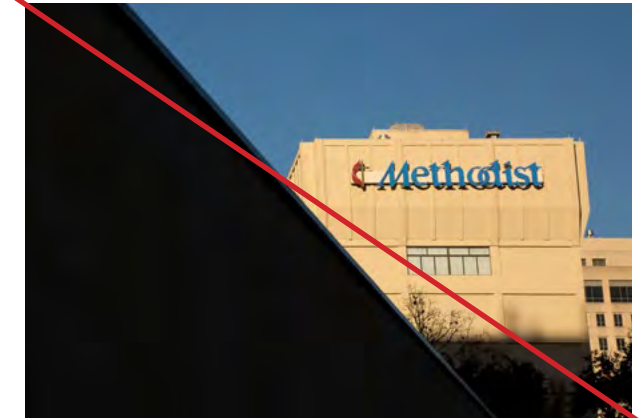


# BUILDINGS AND FACILITIES

## Imagery to Avoid

Avoid the following characteristics in Buildings and Facilities photography:

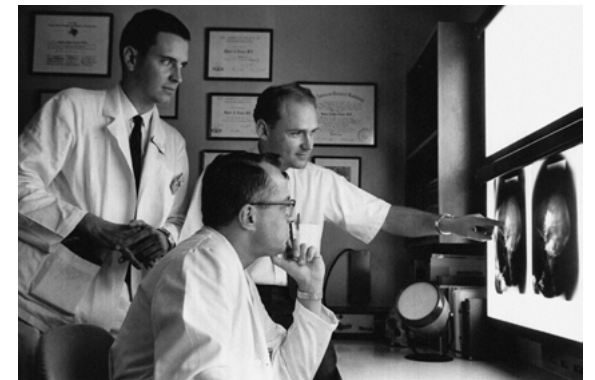
- Outdated signage
- Architectural renderings of completed facilities



# HISTORICAL

Style

Houston Methodist's rich history is portrayed in historical photos.

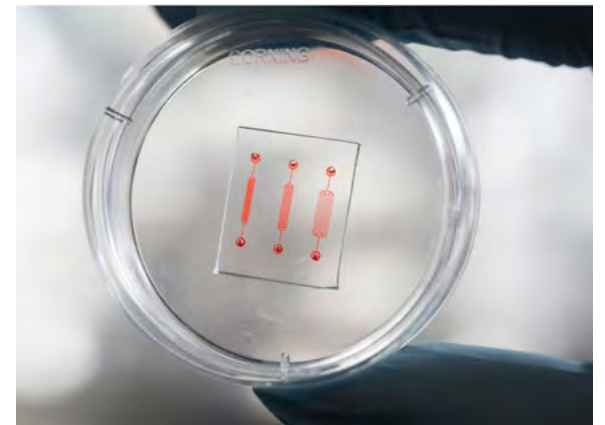
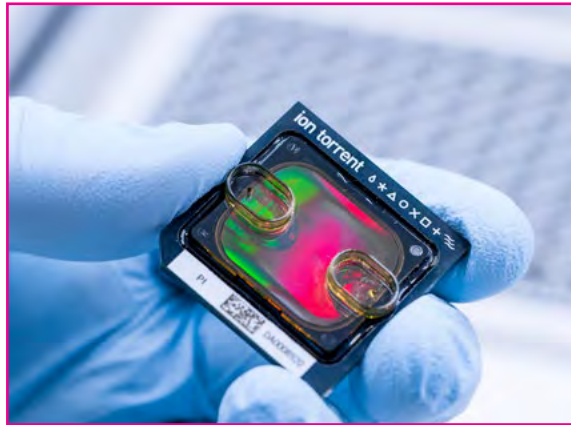


# MACRO

## Style

Macro photography should be used to capture extreme close ups of medical subject matter — gene splices, petri dishes, surgical tools, etc. These can also be human elements — hands, faces, eyes, etc. Additionally, abstract textural elements can be used.

Macro imagery should be directly relevant to the subject matter, medically correct and clearly communicate leading medicine.

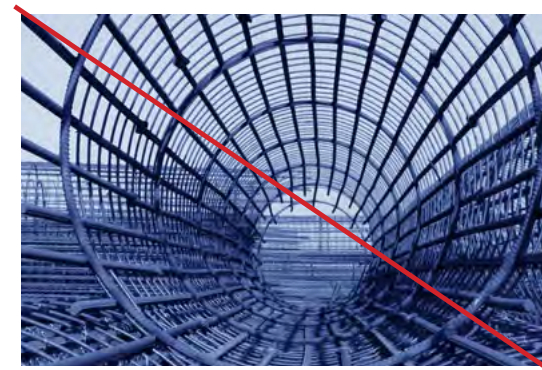


# MACRO

## Imagery to Avoid

Avoid the following characteristics in Macro photography:

- Abstract imagery, or imagery where the subject matter is unidentifiable
- Metaphorical imagery or any imagery that requires interpretation
- Staged or unnatural scenes
- Blood or any imagery that may be jarring to patients and consumers





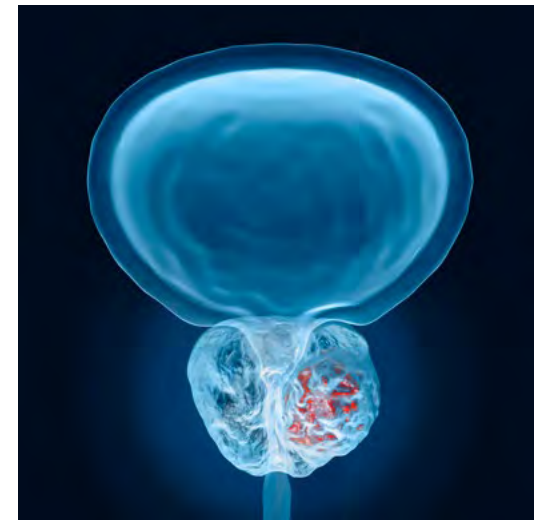
# ANATOMICAL RENDERINGS

## Style

Anatomical renderings should be professional and simple, and also reflect the expertise of the institution. Use of renderings should be minimal, but they may be used within the appropriate context.

Anatomical renderings should be modern in style and reflect health and life. Images of organs or other body parts should be attractive graphic renderings, not photography of real organs or body parts.

Take care when selecting the colors for these images, as most stock photography organs will need to be adjusted to remove any unnatural colors.

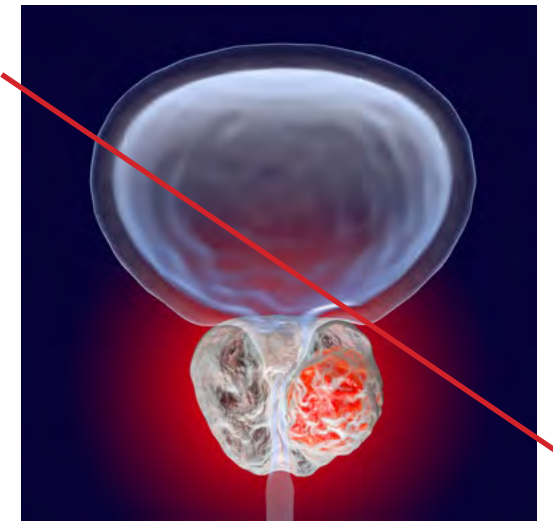
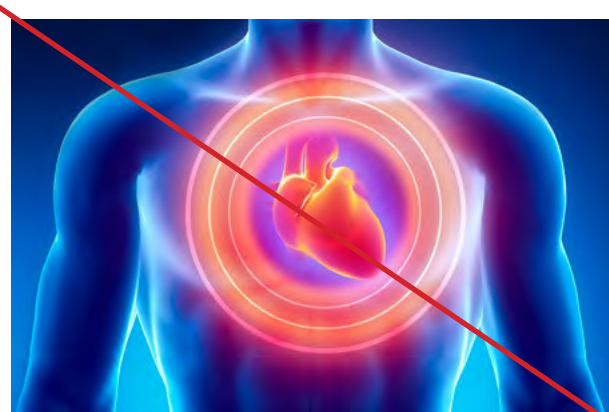
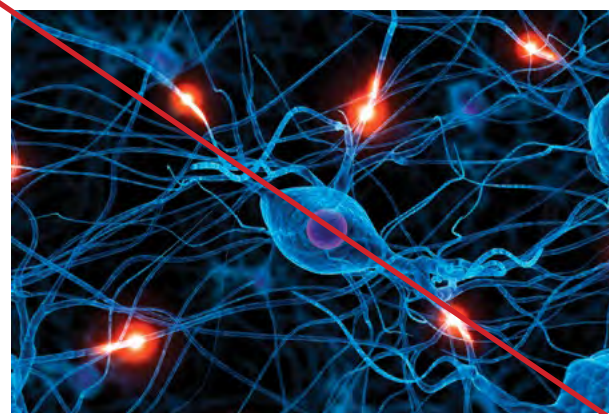


# ANATOMICAL RENDERINGS

## Imagery to Avoid

Avoid the following characteristics when using anatomical renderings:

- Any anatomy that is “hot” or “glowing”
- Overly detailed renderings



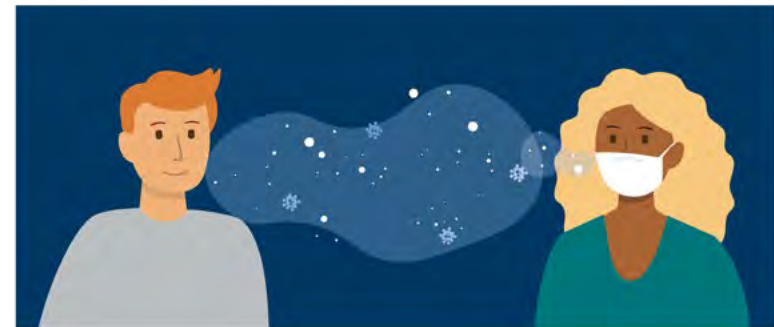
# ILLUSTRATIONS: CHARACTERS

## Style

Illustrated characters can be used instead of photography to represent human actions and behaviors in a simplified way. They should appear natural, authentic and have a proportional human form.

Illustrated characters are acceptable to use alongside content that is lighter in tone and has the following purposes:

- Patient education (e.g. stretches, exercises)
- Visualizing a concept that is difficult to explain with only text
- Engagement/Infotainment



Additional guidelines for designers are available upon request. Please contact [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) for assistance.



# ILLUSTRATIONS: OBJECTS & ENVIRONMENTS

## Style

Illustrated objects and environments depict everyday and real world scenarios in a simplified manner. They should appear natural, true to form and proportional.

Illustrated objects and environments are often used alongside content that is lighter in tone and has the following purposes:

- When the illustration is telling more of the story than the supporting text
- Visualizing a concept that is difficult to explain with only text
- Engagement/Infotainment

NOTE: these illustrations should use the Houston Methodist color palette, but if a color outside of the palette is needed (e.g. purple for eggplant) the color should be natural/realistic.



Additional guidelines for designers are available upon request. Please contact [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) for assistance.

# ILLUSTRATIONS: ICONS

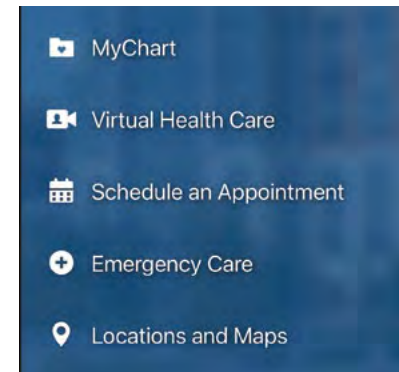
## Style

Icons are simplified vector illustrations of a single idea or concept. They provide the reader with visual cues to the content and add additional interest. There are two types of icons in the Houston Methodist illustration library — filled and line.

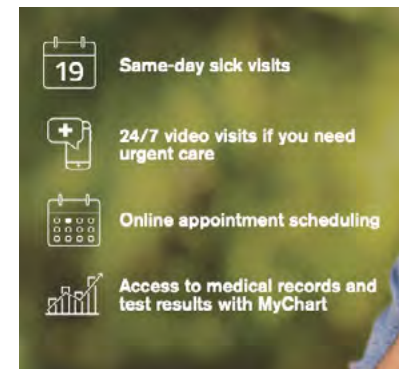
**Filled icons** are “solid” or filled in. They should be slightly less detailed and use negative space to create form. Filled icons are better used in smaller applications where visibility is needed, such as websites, social media and phone apps.

**Line icons** are lighter in feeling and use a stroke or outline. They are recommended for collateral that have photographic backgrounds, or when the icon is not the primary visual, such as in an infographic with numbers and/or facts.

### FILLED ICONS



### LINE ICONS



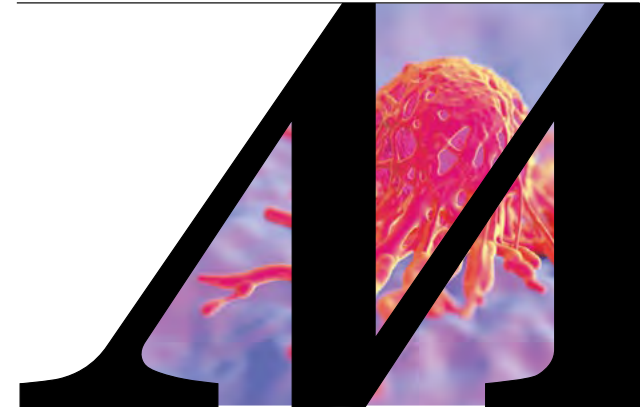
Additional guidelines for designers are available upon request. Please contact [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) for assistance.

# PHOTOGRAPHY

## Behind the M

The use of an image behind the M should be abstract. Photos of people, including close-ups of face and hands should not be used. However, you can place images of people to the left of the M.

Care should be taken to ensure that the M stands out from the background. All parts of the M should be visible in front of the photograph. Thus, brighter images without a lot of black in them tend to work best.



# PHOTO SHOOTS

## Wardrobe

Consider the following when planning wardrobe for a photo shoot:

- It is preferred that Houston Methodist employees wear badges when being photographed in scenes portraying them in action at work, unless the badge is deemed overly distracting. Badges should be removed for formal environmental and studio portraits
- Badges and lab coats should have the current Houston Methodist logo on them
- Doctors should wear lab coats and/or scrubs
- Jewelry should be kept to a minimum
- If a makeup artist is not available, the photographer or an assistant should powder subjects who are shiny. Women who wear makeup should keep it light
- Bright colors in solids or bold patterns look best on camera. Avoid black and white clothing (except lab coats), if possible
- Avoid shooting logos other than Houston Methodist's on clothing, hats, etc.

# PHOTO SHOOTS

## Notes for Photographers

### **Style and Tone**

Houston Methodist photography should reflect the professional quality and expertise of the institution. The photos should be artistic, authentic, contemporary, distinctive and professional. Subjects should appear natural and genuinely engaged.

To the extent possible, photos should employ a soft, natural, single source, high-key look, without overexposing faces. We want an overall feeling of freshness and natural light. Low-key photos are also acceptable, particularly in those portraying physicians and staff interacting with medical imagery.

Soft foreground elements and soft, textured backgrounds should be employed whenever possible. Graphically asymmetrical compositions are encouraged, though intentionally symmetrical compositions that take advantage of architectural elements may also be used. Efforts should be made to direct the eye to the primary point of interest through composition and lighting.

### **Camera and Format**

Photos should be taken in RAW format with a large-sensor digital camera (full-frame 35 mm or larger). We want to take full advantage of the shallow depth of field these cameras offer as well as the maximum contrast range offered by the RAW format. All images should be retouched to conform with the Houston Methodist brand. Final images should be delivered as 16-bit TIFFs for print and 8-bit JPEGs for display use.



# VIDEO

## Usage and Genre

Videos produced by and for Houston Methodist reflect the leading medicine brand, projecting an image of professional expertise and leadership to internal and external audiences. Whatever the purpose of the videos — advertising, marketing, public relations, employee communication, documentation or education — they should embody the caring professionalism of our staff, the importance of our mission, and the dignity of our patients, as well as further our brand promise of leading medicine.

### **Usage**

Video is best used to tell stories, convey emotion, profile personalities, visually illustrate processes, document events, and communicate general policy intentions and directives.

Video is less effective in communicating detailed abstract information that would be better communicated with text on the web or in print.

### **Genre**

The video genre should be chosen to match the type of message to be communicated. Advertising and marketing videos should privilege features, benefits, stories and emotion over information. Conversely, employee communication and educational videos should emphasize information, and public relations videos should emphasize news.

Houston Methodist does not and should not produce videos purely for the purpose of entertainment. Similarly, entertainment is ineffective for conveying information and thus should not be used to do so.

# VIDEO

## Quality, Tone and Style

All videos produced by and for Houston Methodist should be of the highest possible professional quality, befitting a renowned institution of healing, medical leadership and excellence.

They should be:

- Engaging, clear and informative, and reflective of Houston Methodist's I CARE values of integrity, compassion, accountability, respect and excellence
- Produced in a serious and sophisticated style that respects the intelligence and integrity of the audience
- Understated, keeping superlatives to a minimum (there are legal limits as to what can be said in the hospital's promotional media), and not overly promotional or commercial
- Produced in a documentary style that communicates authenticity whenever possible
- Videos should not be overproduced, particularly those for social media

Whenever possible, Houston Methodist videos should strive to make an emotional connection with the audience using story. They should have a clear beginning, middle and end, and a central character who is trying to overcome obstacles.

Under no circumstances should videos produced by or for Houston Methodist be undignified, insensitive or silly.

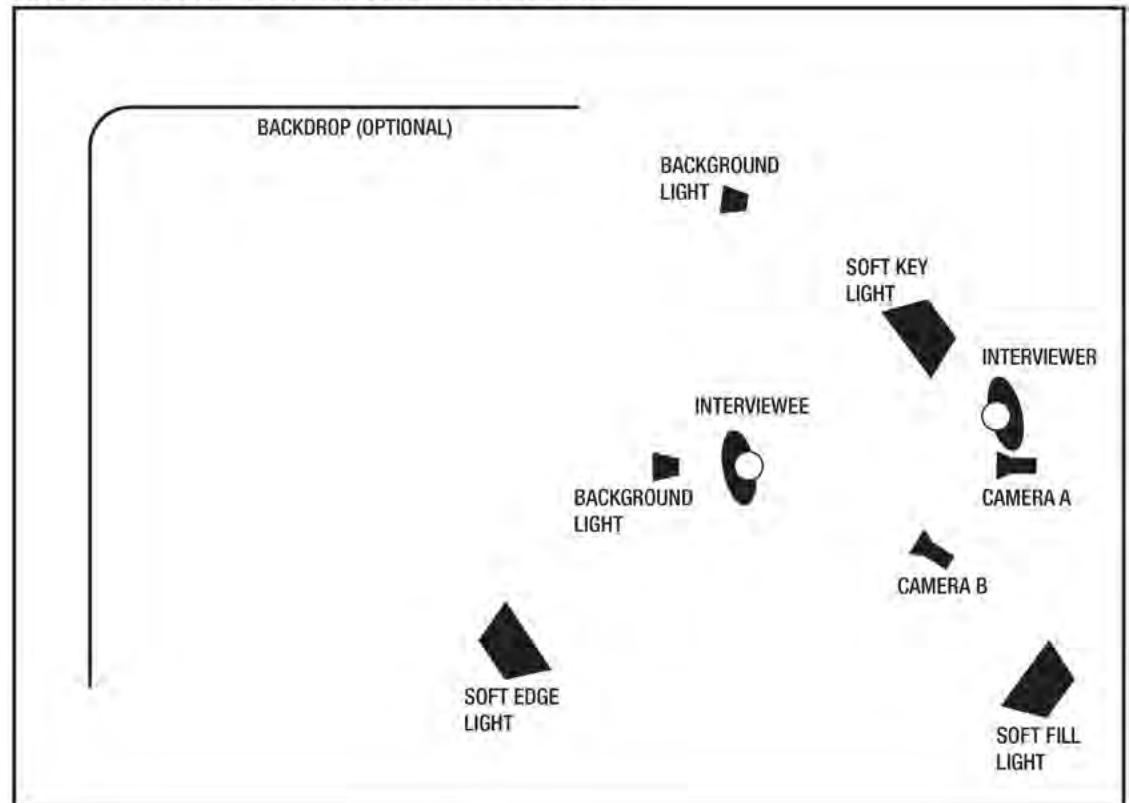
# VIDEO

## Shooting Style – Interviews

Videographers should follow Houston Methodist's photography guidelines and approach subjects with a consideration for framing and composition. Large sensor cameras are preferred for their shallow depth of field. Videos should be shot at 23.98 frames per second, unless shooting specifically for broadcast, in which case 29.97 or 59.94 frames per second may be used.

All interviews should be shot on a tripod. Whenever possible, use two cameras, with the second camera roughly 45 degrees from the first camera, opposite the key light. Typically the A camera closest to the interviewer should be a tighter focal length, and the B camera should be wider. This can be reversed at the discretion of the cinematographer. The second camera should be able to clearly see both eyes of the subject. Both cameras should avoid zooming while the subject is talking, and avoid using a stylized “shaky cam” approach. Interview subjects should be placed as far from the background as possible and should be lit to enhance separation from the background.

**HOUSTON METHODIST 2-CAMERA VIDEO INTERVIEW SETUP**



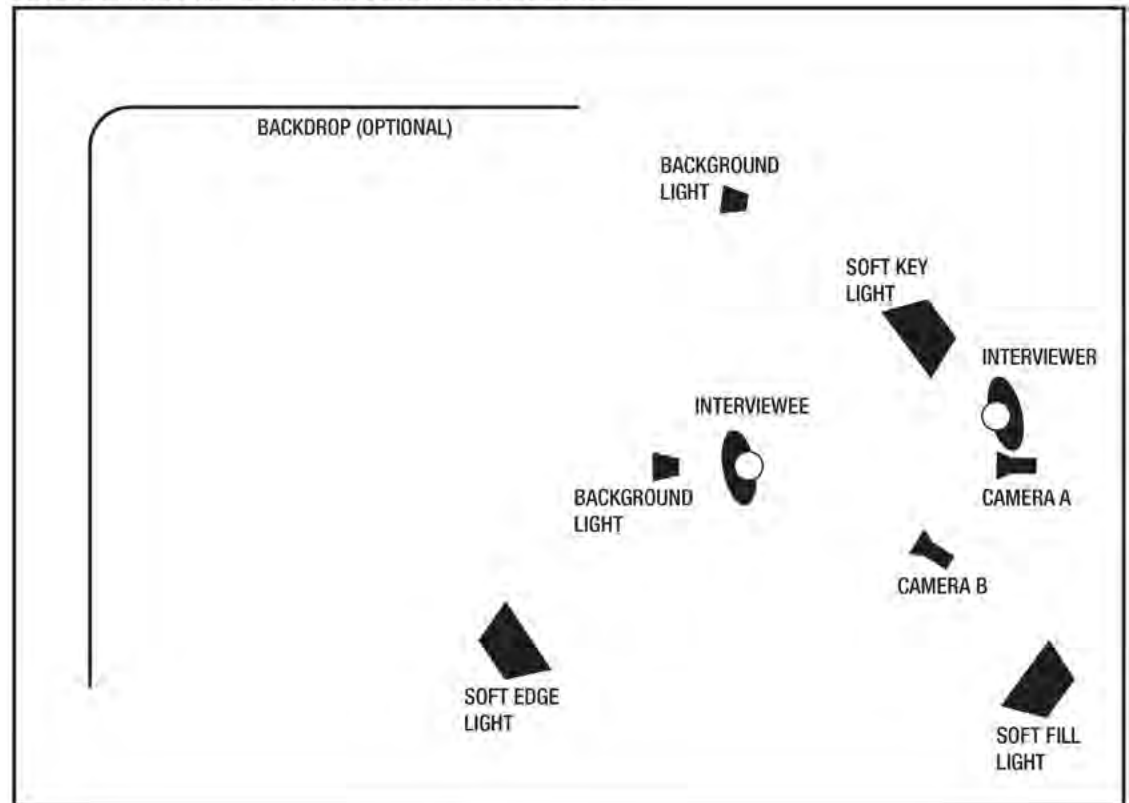
# VIDEO

## Shooting Style – Interviews continued

Subjects may be videotaped in a live environment appropriate for the subject, on a contemporary studio set, or against a white photo studio backdrop. Placing the subjects on a backless stool will help prevent them from leaning back and slouching, and will instead cause subjects to lean forward slightly and seem more engaged. For the best sound, use an overhead boom mic plugged into a digital audio recorder.

Interview lighting should be modeled but relatively bright, reflecting a sense of optimism. Typically interviews should be shot with the subject looking just off camera. You may also choose to have the subject look directly at the A camera. This is particularly effective when the subject is directly addressing an audience. The key light should be placed to the side of the camera at which the subject is looking.

**HOUSTON METHODIST 2-CAMERA VIDEO INTERVIEW SETUP**



# VIDEO

## Interview Examples

This is an example of a two-camera interview shot on a studio set, with the subject looking just off camera A. Note that the subject is looking toward the right side of the frame, toward his key light.

In some cases, interviews may be shot with the subject looking directly into the camera. This is particularly effective in helping the subject make a direct connection to the audience.



# VIDEO

## Interview Examples

This is an example of two-camera interview shot in a live environment. Since this was shot for a tribute video wherein the subjects spoke directly to the honoree, the subjects were asked to look directly into camera A. The interviewer sat directly behind camera A to help the subjects feel like they were having a conversation with another person.

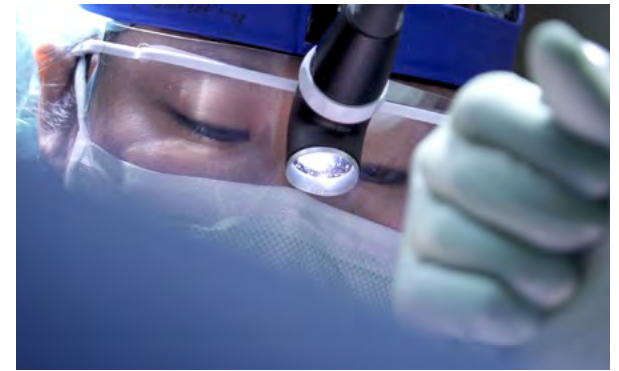
For consistency's sake, all interviews in a particular video should be shot the same way, either in a live environment or against a backdrop, and with the subject either looking just off camera or directly into the camera.



# VIDEO

## B-roll

B-roll should be shot using a documentary approach, with natural or available lighting, or with minimal fill lit. Scenes should be covered so that a sequence may be edited, with a variety of angles and focal lengths. Shooting with a documentary approach lends the footage a feeling of authenticity, while keep the shooting footprint within the hospital to a minimum.



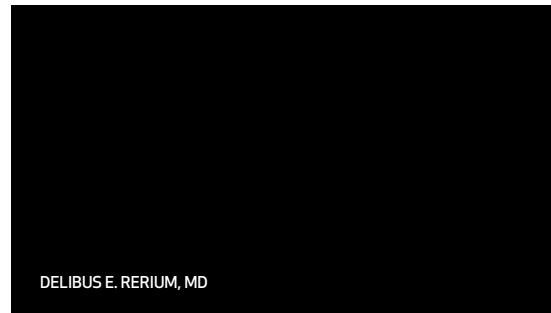
# VIDEO

## Video Graphics and Title Cards

We can achieve stylistic consistency by adhering to rules associated with end graphics, treatments, and/or supers that treat elements the same to serve as building blocks that add to the Houston Methodist brand image.

Houston Methodist brand fonts should be used in title graphics, lower third and other graphics within videos. Apex New is preferred; Berthold Akzidenz Grotesk may be used as a secondary font.

Simple dissolves should be used between the intro title card and first video, and between last video and the end logo card.



Lower third name-only text, left aligned



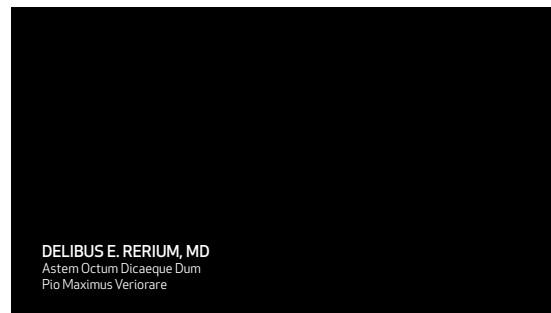
Lower third name-only text, right aligned



Lower third name and title text, left aligned



Lower third name and title text, right aligned



Lower third name, title and department text, left aligned



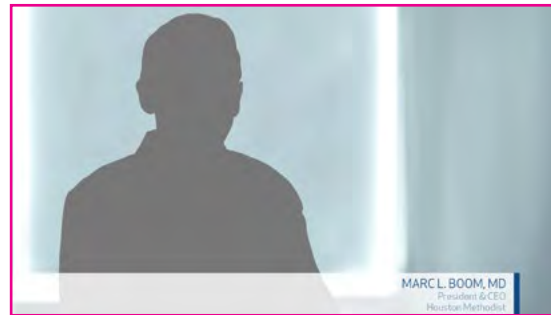
Lower third name, title and department text, right aligned



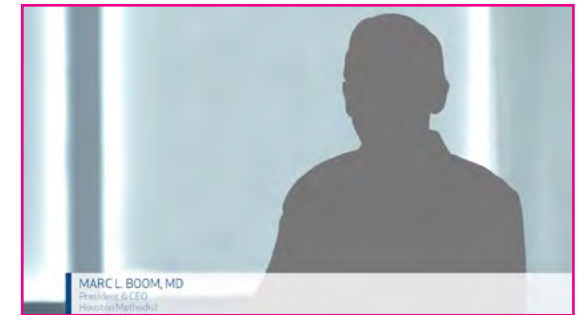
# VIDEO

## Video Graphics and Title Cards

Another option for lower thirds is illustrated here. This option works well on backgrounds that are light or high contrast. You can use either style, but the same style must be used throughout any given video or series of videos.



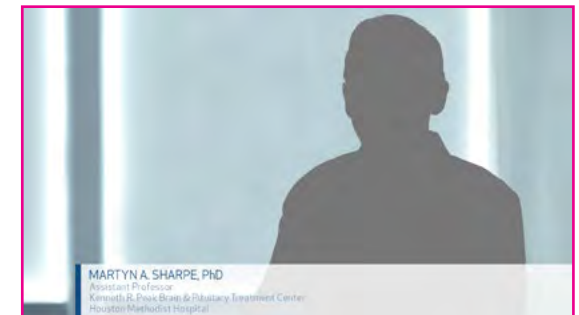
Lower third name, title and entity, right aligned



Lower third name, title and entity, left aligned



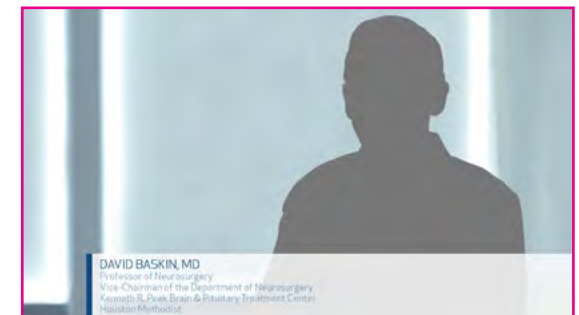
Lower third name, titles and entity, right aligned (4 lines)



Lower third name, titles and entity, left aligned (4 lines)



Lower third name, titles and entity, right aligned (5 lines)



Lower third name, titles and entity, left aligned (5 lines)

# VIDEO

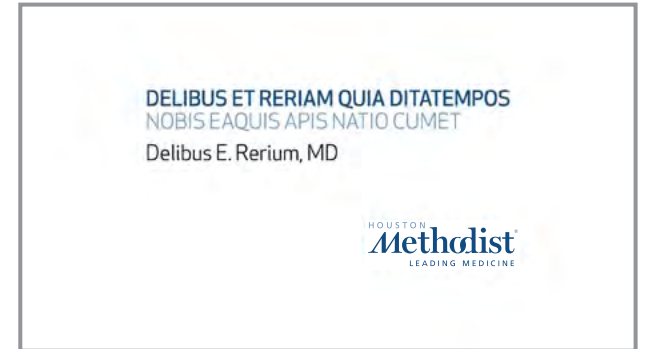
## Title Cards



Intro title card, one line



Intro title card, two line



Intro title card, three line



End logo card, no URL



End logo card, with URL

# VIDEO

## Video Technical Specifications and Contact Information

**Media:** QuickTime

**CODEC:** Uncompressed H264 (.mov)

**Audio:** Uncompressed Stereo

**Pixel Dimensions:** 1280x720

**Frame Rate:** 23.98 or 29.97

Prefer video shot with a Super35 or full-frame sensor.

Houston Methodist can provide an account for uploading large files. Email creative services at

**csvideo@houstonmethodist.org** to get a link.

### **Contact**

Email creative services at **csvideo@houstonmethodist.org** for questions and any additional information needed, including a list of Houston Methodist-approved vendors.

**Video/Photography Approval** – For prevideo consultation, video approval, questions and any additional information needed, including a list of Houston Methodist approved vendors, email the creative services at [csvideo@houstonmethodist.org](mailto:csvideo@houstonmethodist.org).

**Creative Approvals** – Visit [hmcreative.robohead.com](http://hmcreative.robohead.com) for all brand reviews of design, writing, proofing, video, etc. of various projects for final approval before project is printed or distributed to the public.

**Graphic Standards Web Page** – From the Houston Methodist intranet home page, under frequently accessed pages, select “Graphic Standards.” From this link you can find assets for download such as logos, graphics and templates. This webpage will be updated periodically. It does not require additional access to use. A direct link is [marketing.houstonmethodist.org/brand](http://marketing.houstonmethodist.org/brand), which can also be accessed by vendors and external users.

**Houston Methodist Editorial Style Guide** – The standards manual for language usage and stylistic questions related to writing, publications and web content produced across Houston Methodist. Visit [marketing.houstonmethodist.org/brand](http://marketing.houstonmethodist.org/brand) to access the guide from the Graphics Standards webpage.

**Houston Methodist Signage Guide** – The standards manual provides guidance for developing both interior and exterior signs. This guide is available on the Graphics Standards webpage at [marketing.houstonmethodist.org/brand](http://marketing.houstonmethodist.org/brand). All signage must be approved by marketing. Email [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) to request approval for facility signage.

**Houston Methodist BrandMaker** – Access Houston Methodist-branded resources, including a brand approved image library and customizable templates, which allows you to create projects using this online tool. Email [hmbrandmaker@houstonmethodist.org](mailto:hmbrandmaker@houstonmethodist.org) with your network ID (Houston Methodist user name) to request access. Visit [hm.brandmakerinc.com](http://hm.brandmakerinc.com) to access the site.

**Marketing and PR Guidelines for Physicians** – the standards manual for private and PO physicians regarding marketing, ads, sponsorships, websites and public relations.