



The picture of kindness.

# Lions Clubs International Photography Guide

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Lions, you are doing truly good work in communities around the globe. Let's show the reach, variety and impact of your service through imagery. Use the tips and best practices in this guide to make sure your pictures are telling your story.



**Lions Clubs International**



## Picture perfect.

The elements of exposure, composition, light, subject matter, moment, and many others all come together to make a single image. For our needs, we will focus on only a few of these concepts – composition, light and subject matter.

### Quick tips for snapping photos

- 1 Take photos focused on the subject(s) in natural scenarios.
- 2 Try to shoot photos with ample, indirect lighting to avoid dark shadows.
- 3 Take photos that tell a story using who, what, when, where and how.  
**Who?** Lions, Leos and beneficiaries in your community.  
**What are they doing?** Participating in a service event.  
**Where are they?** At a monthly meeting location or within your community..
- 4 Smartphone cameras are pretty good these days. Use them!
- 5 Get Permissions - If you plan to use images for public marketing or promotional of your club, district or multiple district, you will need to get permissions from the subjects. Use the authorization form to get documented approval.
- 6 Lions International is always looking for great photos, submit original high resolution full color photos without filters or crops to [lionsbrand@lionsclubs.org](mailto:lionsbrand@lionsclubs.org). You must include a completed authorization form with the subjects permissions to use the photo.



# Composition, lighting and focus on the subject matter takes your image from good to great.

## Composition

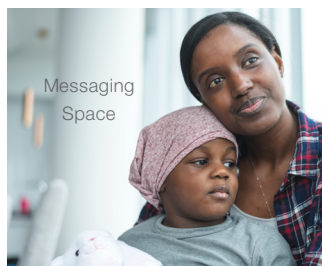
- When taking photographs, open space should be considered to ensure ample room for messaging. Centering your photo is not the only way to shoot a photo—try shooting off-center and see the results!
- Tell a story. Capture emotion. Imagery should possess a positive spirit of warmth and friendliness.
- When possible, have branding present in your composition. This can be as simple as your vest, a logo on a shirt or your club's banner in the background.
- Consider capturing moments of **Lions with beneficiaries, Lions with Leos, and with fellow Lions.**
- For group shots, avoid having all subjects posed and staring at the camera. Candid shots or action shots of larger groups are better for visual storytelling.

## Lighting

- Images should have a natural setting, nothing obviously staged.
- When shooting outdoors, avoid direct sunlight. Direct sunlight or mid-day sunlight tends to cast strong shadows.
- If you have to shoot in direct sunlight, consider finding a nice shaded area.
- When shooting indoors, try to shoot in well lit areas.

## Focus

- Always have a clear focus on what you're shooting. Trying to narrow your focus on one individual or subject makes the photo stronger because it provides greater clarity on what it is that's happening.



Off-center subjects create open space for text or messaging.



Focus on the primary individual.



Bright, natural lighting.



Natural setting and not obviously staged.



Examples of: Lions with Leos, meeting, planning



Examples of: Lions brand, with beneficiaries, serving



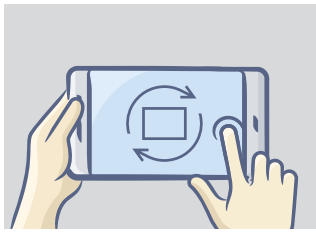
Examples of: Positive spirit, with beneficiaries, serving



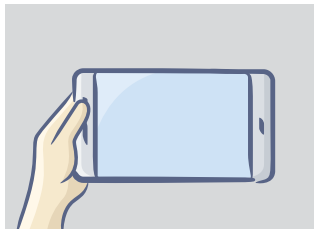
Examples of: Lions brand, positive spirit, with beneficiaries, serving

## Shooting photography on a smartphone

Chances are you have a smartphone...let's use them. These days smartphones are equipped with great cameras. Here are some tips to help you get the most from your smartphone cameras.



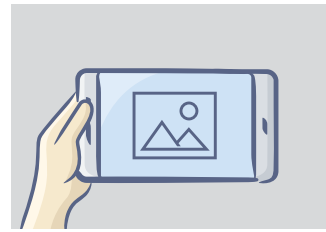
Take photography vertically or horizontally — horizontal photos are preferred.



Keep the phone steady for clear, crisp photos.



Never use the zoom feature on your phone.



Consider using your camera's portrait mode or live focus filter to create interesting depth of field.

## Submitting a photo to Lions International

Below is a list of general specifications to help you submit the best and most useful photographs.

- Quality - you can always decrease the quality and size of a photo, but you cannot increase the quality and size of a photo. For this reason, it's best to submit the highest quality and largest version of a photo.
- Color - you can always convert a photo to black and white, but you cannot convert a black and white photo to a full color photo. For this reason, it's best to submit a full color version of a photo.
- Cropping - you can always crop a photo, but you cannot uncrop a photo. For this reason, it's best to submit the uncropped version of a photo.
- Submit originals - Never submit photos downloaded from social sites or online sources. These sites or sources tend to downsize photos. It's best to submit original versions of the photos.
- Get authorization - Never submit photos for which you do not have authorization.
- Submitting a photo - please submit all photographs, along with a completed authorization form to [lionsbrand@lionsclubs.org](mailto:lionsbrand@lionsclubs.org). Authorization forms can be downloaded [here](#).
- Lions International is always looking for great photos, submit original high resolution full color photos without filters or crops to [lionsbrand@lionsclubs.org](mailto:lionsbrand@lionsclubs.org). You must include a completed authorization form with the subjects permissions to use the photo.



**Learn more about the brand at**  
**[lionsclubs.org/en/resources-for-members/brand-guidelines](https://lionsclubs.org/en/resources-for-members/brand-guidelines)**



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