

Economic Development Organization
Recommended Photo & Graphic Inventory



*A recommended inventory of photos and graphics to use for economic development marketing, as well as bond-rating presentations, website enhancements, RFI-RFP responses, etc. **

1	General Recommendations			
2	End user requirements		Before taking your first photo, find out if the end-user you plan to use the photos with has any particular or unique requirements (format, resolution, etc.) E.g. State of Texas, advertising / travel publications, professional / regional associations	
3	Photo format		My understanding is that .png formats have better long-term resolution than .jpg, work on a website and support transparency, if you receive as .jpg you can still store as .png	
4	Photo resolution		Minimum of 300 dpi, more if possible, you can compress later if needed	
5	Photo cropping		Store full version before cropping, then insert and crop	
6	Photo compression		Store without compressing, then incorporate in docs and see if it needs compressed, you can compress each photo or all photos	
7	Photo storing		Store your photos as originals with full resolution. I like to use a file naming format so I know what they are, e.g.: City-Hall-1-Orig-png, City-Hall-2-Crop-1	
8	Photo remembering		If you have a photo with a lot of people, you might store it as pdf and label people's names on the photo, time taken, etc.	
9	Logo format		- Vector formats are clearest and can be resized if your software can incorporate them - Otherwise, I think getting to a .png file is best.	
10	Logo resolution		Minimum of 300 dpi, more if possible, you can compress later if needed	
11	Logo visual		Best with transparent / white background	
12	Pdf original		If you have to create a photo from a pdf, increase the resolution when saved as .png	
13	Photo taking		Have the sun to your back and on the face of your target, pay attention to your framing background, generally no people unless they are target, sunny days / blue skies / white clouds / wait for "The Simpsons" kind of clouds, places photo better if wet if possible	
14	Photo manipulating		<u>Microsoft Paint</u>: Comes w MS Office Suite, easily crops, cleans up backgrounds, minor recoloring, pretty easy to do 90% of what I need <u>Adobe Photoshop</u>: Many photo manipulation capabilities, more complicated <u>Canva</u>: Online graphic design software; ton of templates and in sizes for social media, presentations, brochures, etc. Paid version includes some stock photography	
15	Permission / Release		If you include people in any way, either hire them to pose or get permission to take their photo, but try to always get a "Release" or "Permission" form signed by them	
16	Photo sources		Alternatives to taking them yourself, might be acquiring them from: CVB, COC, historical society, museum, realtors/brokers, school admin, local businesses, local pilots let you take aerials, student programs (also have drone capabilities)	
17	Credits		- Always try to show where you got the photo / graphic (small box in corner) - Also, add to end of file name when stored so you can remember source	
18	Logos			
19	Have	Need	Photo / Graphic	Notes
20			EDO logo,	
21			EDO symbol, cropped close	Maybe a first letter or symbol, looks great in footers
22			City logo	
23			County logo	
24			Workforce Development Board logo	Occasionally need in RFI response
25			Local school district logos	
26			State logos	
27	Community Buildings / Iconic Structures			
28	Have	Need	Photo / Graphic	Notes
29			Front of EDO office building	Good on website so visitors know what to look for
30			City hall	
31			County courthouse	Usually the County has a professional photo or two
32			Chamber of Commerce	
33			High School	Entry, special view
34			Any new schools	
35			Colleges / Universities	



36			Historic photos	• Downtown, iconic buildings
37			Library	• Entry, book stalls, kids in programs
38			Iconic structures	• Sculptures (e.g. St. Louis Arch)
39	People			
40	Have	Need	Photo / Graphic	Notes
41			EDO staff	• Should have on website
42			EDO Board individually	• Should have on website, pay attention to background
43			EDO Board collectively	• Professional dress
44			People you frequently have in prospect meetings or on EDO related phone calls	• Prepare meeting attendees document ahead of time with photos, titles, contact info
45			Mayor	• Generally don't use for political / change reasons
46			City Council collectively	• Ditto
47			Community diversity	•
48			Ribbon cutting ceremony	• Chamber should have
49			County Judge / Commissioners	•
50			Veterans	•
51	EDO Business Parks			
52	Have	Need	Photo / Graphic	Notes
53			Entry sign	• During green season,
54			Plan graphic	• Showing available lots, acres etc.
55			Location graphic	•
56			Aerial view	• Proximity to City / highways
57			Photos of existing tenant buildings	•
58			Rail spur if available	•
59			Technical plans / location graphics	• Water, sewer, floodplain, electric, gas, topo, soils, etc
60			Spec buildings	•
61			Vicinity map showing support services	• Restaurants, medical, emergency, hotel, retail, etc.
62	Downtown			
63	Have	Need	Photo / Graphic	Notes
64			Downtown square / gathering place	•
65			Seasonal decorations	• Christmas lights, pole banners,
66			Local unique businesses	•
67			"Downtown" building facades	•
68			Any improvements	• Walks, seating, lighting, etc.
69			Downtown events	• Parades, Santa, Easter, etc.
70			Maps showing traffic / pedestrian counts	•
71			Maps showing common / public parking	•
72	Businesses			
73	Have	Need	Photo / Graphic	Notes
74			Manufacturing	•
75			Distribution Center	•
76			Headquarters	•
77			Ground breaking ceremonies	• Facing the sun
78			Ribbon cuttings	•
79			Restaurants	• People dining, exotic dishes
80			Machinery while new	•
81			Business Incubators / Accelerators	•
82			Major business owners / managers	• Use for testimonials
83	Lodging / Hotels			
84	Have	Need	Photo / Graphic	Notes
85			Local hotels	• They should have professional photos
86			Local B&B	•
87			Local RV Parks	•
88			Residences at various price points, styles	•
89			Local Sr. Living facility	•
90			Multi-family	•
91			Regional hotels	•
92			Regional B&B	•

93			Regional RV Parks	•
94	Healthcare			
95	Have	Need	Photo / Graphic	Notes
96			Local hospitals	•
97			Emergency clinics	•
98			Regional facilities	•
99			Any local specialties	•
100	Airports			
101	Have	Need	Photo / Graphic	Notes
102			Local airport facilities	• Control towers, landing strip, hangers
103			Regional airport facilities	• Control towers, landing strip, hangers
104			Planes	• Taxiway, in-flight
105	Rail / Intermodal			
106	Have	Need	Photo / Graphic	Notes
107			Rail provider logo	•
108			Rail spur location	•
109			Locomotive, intermodal action, etc.	•
110			Cargo containers / trucks	•
111			Commodities handled locally	•
112	Workforce			
113	Have	Need	Photo / Graphic	Notes
114			Workforce Board logo	•
115			Workers in action - industry, hi-tech, etc.	•
116			Workers – white collar	•
117			Vocational school	•
118			High school technical programs	• Students training on machinery in a classroom setting
119	Public Works – Water / Sewer / Streets			
120	Have	Need	Photo / Graphic	Notes
121			Elevated storage tanks	• Make sure it doesn't look like it is leaning
122			Ground storage tanks	•
123			Water treatment plant	•
124			Water construction photos	•
125			Graphic of water rating	• "Superior Water System" sign or similar
126			Sewer treatment plant	•
127			Sewer construction photos	•
128			New street / blvd completed	•
129			Street construction photos	•
130			Any planned highway intersections	• From TxDOT plans, shows on/off ramps, access, etc.
131			Future highway locations map	• May just be excerpt from Master Thoroughfare Plan
132	Fire Services			
133	Have	Need	Photo / Graphic	Notes
134			Fire dept. logo	•
135			Fire dept. "patch"	•
136			Professional pic of fire vehicles	•
137			Fire staff engaging kids	• Fun visit
138			Fire staff engaging businesses	• Inspections, safety training
139			Fire staff collectively	• Wearing uniforms, in front of big ladder truck, etc.
140	Police Services			
141	Have	Need	Photo / Graphic	Notes
142			Police dept. logo	•
143			Police dept. "patch"	•
144			Professional pic of police vehicles	•
145			Police staff engaging kids	•
146			Police staff engaging businesses	• Business outreach event
147			Police staff collectively	• Wearing uniforms
148	Parks – Lakes – Open Space			
149	Have	Need	Photo / Graphic	Notes
150			Park features – pavilion, splash pad, etc.	•

151			Kids playing	•
152			Playgrounds	•
153			Lakes	• Aerials
154			Marinas	•
155			State Parks	• Entry signs, TPW lake maps
156			Lake activities	• Boating, skiing, wakeboard, camping
157			Swimming pools / natatoriums	•
158			Horses	• If that's common in your area
159	Local & Regional Attractions			
160	Have	Need	Photo / Graphic	Notes
161			Museums	• Entries, buildings, unique photos
162			Libraries	• Entries, buildings, unique photos
163			Amusement parks	• Entries, unique photos
164			Ballparks	• Crowds
165			Zoo	• Animals
166			Botanic gardens	• Special plants
167			Farmer's market	• People activities
168	Local & Regional Events			
169	Have	Need	Photo / Graphic	Notes
170			Flea market	• Unique items
171			Parades	• Action shots, kids
172			Rodeo	•
173			Festivals	•
174			Fireworks	• Probably need professional photos
175			Christmas	• "In the park", Santa, kids, etc.
176			Professional sports	• Football, baseball, soccer, hockey,
177			Races	•
178	Miscellaneous			
179	Have	Need	Photo / Graphic	Notes
180			City entry portal signage	•
181			Texas images	• State outline, flag,
182	Add Your Own to the List!			
183	Have	Need	Photo / Graphic	Notes
184				•
185				•
186				•
187				•
188				•
189				•
190				•
191				•
192				•
193				•
194				•
195				•
196				•
197				•
198				•
199				•
200				•
201				•
202				•
203				•
204				•
205				•

*Special thanks to the [Best Practices Advisory Board](#) for their contributions to this list!

