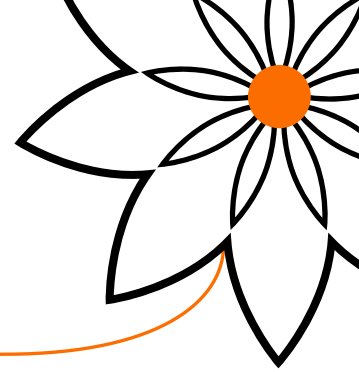


WELCOME TO A BETTER WORLD



PHOTOGRAPHY BRIEFING – MARCH 2024

Overview

Nova is a grassroots community charity operating in North Kensington – London since 1983. Our mission is to empower people regardless of background or status. We create opportunities for people to learn, grow and experience new perspectives through education, skills development, and community dialogue. Our clients include adults, children and young people, and families alike.

We are currently evolving our brand positioning to better demonstrate our impact to potential funders and supporters. As part of this, we need a fresh set of photos that authentically capture the spirit of Nova and the communities we serve.

Photo Subjects & Themes

We would like photos that cover the following core aspects of our work:

- Adult Education classes
- Information, Advice and Guidance sessions
- Family Programme activities
- Social Change initiatives (like The Great Get Together, The School of Humanity, and Dialogue events)
- Volunteering opportunities

The images should aim to convey themes like:

- The trustworthiness of an established and well-reputed organisation, as well as
- Diversity & inclusion (diverse range of ages, ethnicities and backgrounds)
- Personal growth & achievement
- Community spirit & togetherness
- Positive feelings, vibrant atmosphere, human interactions
- Making a positive difference in people's lives
- Ideal photos would feature real Nova beneficiaries engaged in activities, learning, and spending time together. We want to capture emotive moments that tell human stories and demonstrate why our work matters.



www.novanew.org.uk

2 Thorpe Close W10 5XL. Phone: 020 8960 2488. Email: reception@novanew.org.uk
Charity Registration: 1158238

Technical Requirements

- High resolution digital photos suitable for prints and web use.
- Authentic look and feel, not overly staged.
- Variety of wide shots (group photos) and close ups.
- Good use of depth of field, images with use of bokeh that can blend well with background use in graphic design applications.

Image Usage

- The photos will be used across Nova's online, print and social media channels to raise our profile and engage potential supporters. Photographer credit will be provided as defined in usage terms.

Next Steps

- Photographer to review and acknowledge [Nova's policy documents](#).
- Photographer to sign-up as an official volunteer through our portal: <https://novanew.org.uk/get-involved/volunteer>
- Photographer to review Nova's Brand Guidelines (provided upon agreement) for understanding of Nova's message tone.
- Photographer to attend a scheduled event for a trial engagement.
- Photographer to upload photos to our server, via link provided.



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