

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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> Minimum of 300 dpi, more if possible, you can compress later if needed 		
5	Photo cropping		<ul style="list-style-type: none"> Store full version before cropping, then insert and crop 		
6	Photo compression		<ul style="list-style-type: none"> Store without compressing, then incorporate in docs and see if it needs compressed, you can compress each photo or all photos 		
7	Photo storing		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> Minimum of 300 dpi, more if possible, you can compress later if needed 		
11	Logo visual		<ul style="list-style-type: none"> Best with transparent / white background 		
12	Pdf original		<ul style="list-style-type: none"> If you have to create a photo from a pdf, increase the resolution when saved as .png 		
13	Photo taking		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> <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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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			EDO symbol / logo, cropped round	• For use in social media	
23			City logo	•	
24			County logo	•	
25			Workforce Development Board logo	• Occasionally need in RFI response	
26			Local school district logos	•	
27			State logos	•	
28					
Community Buildings / Iconic Structures					
29	Have	Need	Photo / Graphic	Notes	
30			Front of EDO office building	• Good on website so visitors know what to look for	
31			City hall	•	
32			County courthouse	• Usually the County has a professional photo or two	
33			Chamber of Commerce	•	
34			High School	• Entry, special view	
35			Any new schools	•	



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

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

151			Park features – pavilion, splash pad, etc.	•
152			Kids playing	•
153			Playgrounds	•
154			Lakes	• Aerials
155			Marinas	•
156			State Parks	• Entry signs, TPW lake maps
157			Lake activities	• Boating, skiing, wakeboard, camping
158			Swimming pools / natatoriums	•
159			Horses	• If that’s common in your area
160	Local & Regional Attractions			
161	Have	Need	Photo / Graphic	Notes
162			Museums	• Entries, buildings, unique photos
163			Libraries	• Entries, buildings, unique photos
164			Amusement parks	• Entries, unique photos
165			Ballparks	• Crowds
166			Zoo	• Animals
167			Botanic gardens	• Special plants
168			Farmer’s market	• People activities
169	Local & Regional Events			
170	Have	Need	Photo / Graphic	Notes
171			Flea market	• Unique items
172			Parades	• Action shots, kids
173			Rodeo	•
174			Festivals	•
175			Fireworks	• Probably need professional photos
176			Christmas	• “In the park”, Santa, kids, etc.
177			Professional sports	• Football, baseball, soccer, hockey,
178			Races	•
179	Miscellaneous			
180	Have	Need	Photo / Graphic	Notes
181			City entry portal signage	•
182			Texas images	• State outline, flag,
183	Add Your Own to the List!			
184	Have	Need	Photo / Graphic	Notes
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*Special thanks to the [Best Practices Advisory Board](#) for their contributions to this list!

