








Photo and Video Guide for the Canine Partners Community

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Introduction to this guide

At Canine Partners we have a small Marketing Communications Team with a variety of multimedia skills, including professional photographers and social media content creators. We also have some fantastic volunteer photographers in various locations across the country. However, we always need more content, that is where you come in!

We know that photographs and videos from the Canine Partners community perform brilliantly across our digital platforms in particular, as well as in PR and promotional materials.

This guide will help you to capture this content by explaining what we need and how to get it easily, with the dogs' welfare in mind. Whether you are a partner, or a volunteer with one of our puppies or dogs in training - we always need fantastic new content of our amazing dogs, and of you too!

If you have any questions after reading this guide, please email the Marketing Communications Team on news@caninepartners.org.uk - we are always happy to help!

Please speak to your Canine Partners point of contact before taking any photos or videos of your puppy or dog, to ensure it is appropriate to do so at their stage of training or partnership.

Where to send your content

The photos and videos you take may have a large file size, so there are a few options of how you can send them to us.

Email 

Send your content to news@caninepartners.org.uk

Transfer your content to us via wetransfer.com - a free service for files up to 2GB. For the 'send to' email address, please use news@caninepartners.org.uk

WeTransfer 

Please note, WeTransfer files are only downloadable for 7 days, so please email us to flag that you are sending content to us this way to ensure we download them in time.

Cloud sharing 

Upload your content to your cloud storage provider as an album and share this with us on news@caninepartners.org.uk

Consent

We would like to use the content you send to us for promotional purposes. They may appear on our website and newsletters, in our printed materials produced for promotional purposes including leaflets, posters, and adverts, in materials sent out to the media and on social media.

By sending us your content you are giving us permission to use it for these promotional purpose. If you (or another person) are in the photo, please fill out our photo consent form by scanning this QR code with your phone camera or emailing us on news@caninepartners.org.uk

Please note: We will not include personal e-mail, postal addresses or telephone numbers on our website or in printed publications. Please note that websites and social media can be seen throughout the world, and not just in the United Kingdom, where UK law applies.



SCAN ME!



Branding

The visual assets we use the most from our photo and video libraries include strong Canine Partners branding. This is because it helps us to create a strong brand presence and visual identity. This section will guide you on what the current branding is and how to include it in your photos.



Our logo

Our logo is on our uniforms and dog bandanas and jackets. When you're taking photos or video, please ensure the logo is visible as much as possible.



It should be our current logo (below) on these items. If you have an item with our old logo please let your point of contact at Canine Partners know, as this needs to be replaced.



Clothing

If you are in a role that has Canine Partners branded clothing, please wear this in any photographs that are taken of you that you would like to submit to us.



Puppies and dogs

If your puppy or dog has been provided with a bandana or jacket, please ensure they are wearing it when you take photos or video and that it is clean. If they haven't been provided with one of these, don't worry as you can incorporate our branding in one of the other ways listed on this page!



Our brand colours

If you have any puppy or dog items, such as appropriate toys or dog beds, in these colours – they are perfect to use as props in your photos. If you're unsure if an item you'd like to use as a prop is appropriate for your puppy or dog, please speak to your Canine Partners point of contact directly for advice.



If you aren't part of our Canine Partners community that has branded clothing, you can also help give a small nod to the Canine Partners branding by wearing one of these colours – for example as a t-shirt.



Representing our brand

Don't forget, your photos and videos could be shared UK wide and may be used to represent Canine Partners. They are more likely to be used if the background is free of clutter, you and your puppy or dog look neat and tidy, and there isn't any other brands in the photo.

We aren't able to use photos that include other company branding – for example, if you're taking a photo of your puppy training in a supermarket please ensure there is no obvious branding from that supermarket or products in the photo.








Questions about branding?

Get in touch with the Marketing Communications Team on news@caninepartners.org.uk and we would be happy to help.



Canine Partners Photo Guidance

The key thing to remember when taking photographs or video of a Canine Partners puppy or dog is that they shouldn't be doing anything that isn't good practice or that isn't safe for them or you.

-  Make sure the puppy and dog looks comfortable and happy
-  Use Canine Partners provided or approved equipment, such as harness, collar and lead, and ensure that it is being used correctly (e.g. lead is not tangled around dog's legs)
-  Allow them to be natural and not forced to do things like pose if they don't want to
-  Take photos in different environments that you would normally go to with them such as on walks, in public spaces or just relaxing at home
-  Only photograph skills that are at your puppy's or your dog's skill level and that they already know how to do.
-  If they're being treated or eating, please only give food that you have been advised to use by your Canine Partners point of contact
-  Items of clothing and hats are for humans in the photos only! Please don't dress up your puppy or dog, even if the clothing is made for animals, only photograph them in their Canine Partners bandana or jacket

 **The most important thing is that the dog or puppy is happy and comfortable while any photographs or videos are being taken.**



General photography tips

Helpful tips for taking photographs for Canine Partners.

Make a shot list




Make a very short shot list of the images that you would like to achieve while taking photos.

Find a location



Good light is everything in photography, especially when taking photographs of dogs with dark coats. Avoid photographing in dark rooms or on heavily overcast, grey days.



Outdoors

-  Before you start shooting, take a look around your environment and determine where the best light is.
-  Bright yet diffused light is the best for creating good photographs. When outdoors, diffused shade will eliminate distracting shadows and keep the contrast down.
-  A grassy area outside in the shade is a perfect location. Avoid harsh, bright sunlight. On cloudless days, take photos in the shade. Overcast days are perfect for outdoor photography.

Indoors

-  If you are taking photographs indoors make sure there is good light on your subject.
-  Placing them near a window or doorway is better than using flash, but don't put the light source behind them - have them facing the light so that the subject is well lit.

Background

Have a look around at your location and get rid of any clutter and objects that you don't want to appear in the photo (from plug sockets and coffee cups to vehicles and bins). Either remove them or compose your photograph to exclude them. An uncluttered environment produces more aesthetically pleasing images.



Auto Focus

Select Auto Focus (AF) for shots. This will ensure the camera refocuses on your subject if they move and also means that the image will be reasonably sharp. Selecting the sports setting, if the camera has one, will capture moving subjects, such as a dog running towards you, without blurring.



Relax and be quiet



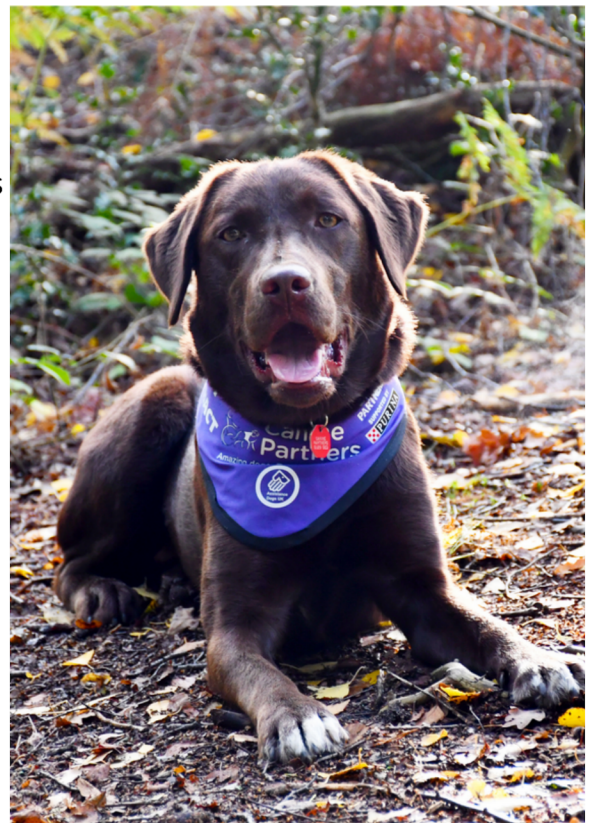
There is no quicker way to confuse a dog, than to shout commands at them repeatedly. Animals will sense if you are stressed and anxious and become stressed and anxious too. Take a deep breath and remember to enjoy it!

Shoot at the dog's level

While a few shots looking down at the dog or puppy may work – you'll need to get down to their level to create the really engaging images. To make your photos interesting, try getting down on your knees or on your stomach and get a dog's eye view.

Focus on the eyes

If you want to create a really engaging 'portrait' shot, focus on the eyes and facial expressions. A well-timed high pitched noise will focus a puppy or curious dog, and have them staring straight at the camera. Waving a toy or brightly coloured object or whistling will also attract a dog's attention.





Move slowly

If you need to move, and you don't want your subject to move, do so very slowly without making any eye contact. Move slowly and calmly around them while taking photos.

Keep it brief

The thing to remember with animal photography is to keep the session brief. Dogs will get bored, and if you haven't got a good shot in the first few minutes of shooting, move on to the next shot on your list. Try to limit photo sessions to a maximum of just 15 minutes.

Take lots of photographs!

The more you take, the better your chances of getting a few amazing shots. Sometimes your best photo will be one you haven't planned. Only keep the best images and send those to us. Delete the rest.



Filming tips

Helpful tips for filming for Canine Partners.



Orientation

Always film portrait (Unless the footage is for YouTube, which needs to be landscape.)

Length

Content should be short and sweet (20 seconds is the recommendation from Facebook), but longer form video content is on the rise as long as it's engaging. If you're unsure, send over what you get and it can always be cut down in editing.

Speak slowly

If you are speaking to the camera please speak slowly and clearly, as this helps when adding subtitles and captions. Prepare what you are going to say beforehand and try not to look down at a script, as this makes the video more natural.

Blank space

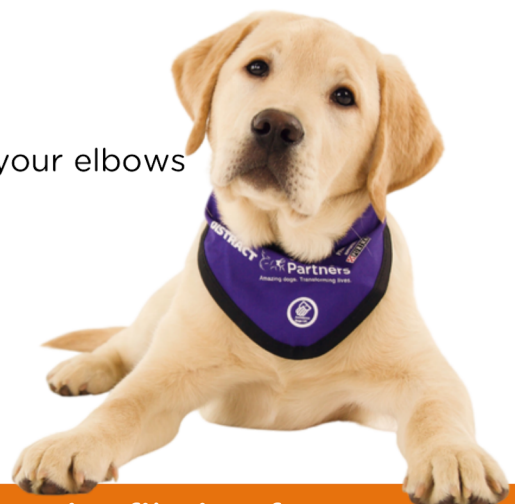
Allow time after you press record and before you end recording as 'blank space', this helps with the editing process. If it helps, press record and then count to three in your head before you speak, then count to three again before you end the recording.

Keep it steady

Use both hands or steady your arms by putting your elbows on your hips. This will enable a steady frame.

Smile!

Videos are meant to be fun, nothing too serious. Make sure you smile!



If the Marketing Communications Team require filming from you for a specific project, you will be given more detailed guidance on filming and timeframes for sending the footage.



Lastly, a huge thank you for sharing your photos and videos with Canine Partners to help raise awareness of the vital work of the charity.

Photographs are the lifeblood of any charity, particularly when it comes to marketing and PR. Really good photos will determine whether an article is used in a magazine or not, whether someone clicks on a social media post, or takes a moment to look at an event poster.

Thank you to all of you who regularly send us updates and pictures, we always love to see and hear what you have been up to! We appreciate everyone uses different devices, so if you have any questions we will try and help as best as possible.

If you have any questions after reading this guide, please email the Marketing Communications Team on news@caninepartners.org.uk - we are always happy to help!



**Canine
Partners**

Amazing dogs. Transforming lives.

