Issue: 1 October 2018

Digital Photography Guidelines: AEM Components

MetLife

1. Photography

1.1 Overview

1.2 Style

1.3 Usage

1.4 Dos / Don’ts

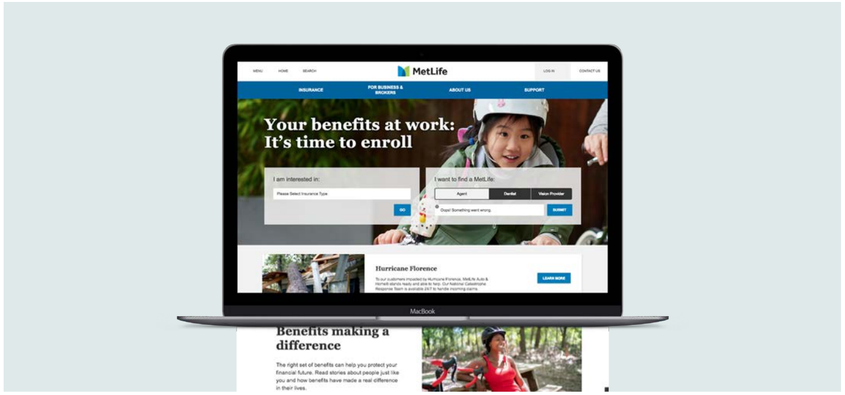
1.5 Component specs and templates

1.1 Overview

Overview

We use a standard type of imagery to reach our audience:

Single Image



Photography Style

Photographs are a vivid way to express our “Clearly human” philosophy. Our photographs candidly and intimately share real moments in the lives of real people, telling stories and carving out a connection between the human experience and partnership with MetLife.

The scenarios in our photography are culturally accurate according to their market and are never posed or insincere. From milestones to everyday affairs, the moments that we portray are personal and genuine, inviting our audience to emotionally connect with the brand. The tone is optimistic with bright, natural lighting, even exposures, and temperate saturation of full-color photography.

1.2 Style

Photography Style Guide

Subject

- Culturally appropriate families, individuals, and employees
- Scenes that capture slices of a larger story at home, at work, or in the world.

Feel

- Never staged and stock-like
- Always genuine, personal, expressive.

Appearance

- Full-color, temperate saturation, naturally cooler palette.
- Bright, natural lighting; even.

Exposure

- Simple forms, low detail, not busy.
- Ample white space.
- Standard-to-slightly narrow field of view; not too tight (to allow cropping).
- Shallow-to-standard depth of field to achieve out-of-focus planes.
- Both natural points of view and unexpected, yet controlled, angles (i.e., higher and lower perspectives and perspectives from within the action).

Portrait

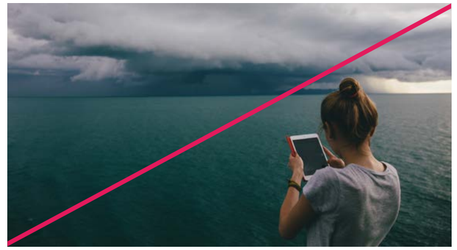
- Portrait subjects are genuine, approachable people seen in an environment that is personal to them.
- The subject is centered and shot straight on while looking honestly at the camera.
- Portraits feature a tight crop to the head and shoulders, with even, natural lighting and an out-of-focus background.

Photography Misuse

The MetLife image style is a unique aspect of our personality.
Please review the examples here for an idea of what is considered off-brand.

When choosing photographs of people, look for realistic interpretations of situations rather than images that are posed or staged. Images should connect to and involve the viewer, communicating that MetLife understands its customers. Please be conscious of the overall tone, as well as the composition of elements.

Do not use photos that are too saturated.



Do not use photos that are too dark.

Do not use photos that are too busy.

Do not use photos that are tinted or filtered.

Do not use photos that are too staged, with figures looking into the camera.

Do not use imagery that references the tagline with nautical navigation metaphors.

For illustrative purpose only. The rights belong to the photographer.

Lifestyle Photography Examples

On brand

- ✓ Genuine
- ✓ Not staged/Stock like
- ✓ Culturally appropriate
- ✓ Tells a story
- ✓ Human connection
- ✓ Full-color, temperate saturation, naturally cooler palette

Off brand

- ✕ Genuine
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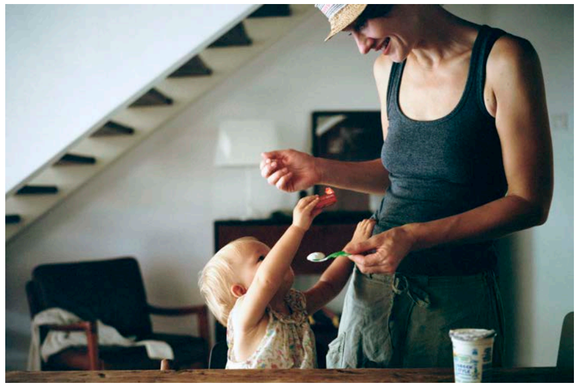

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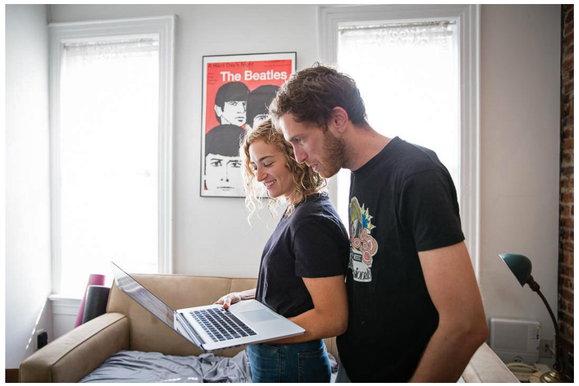

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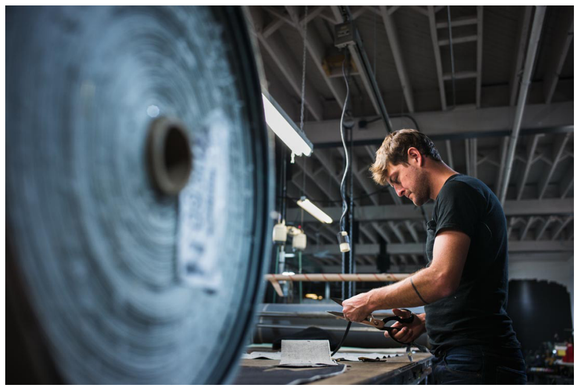

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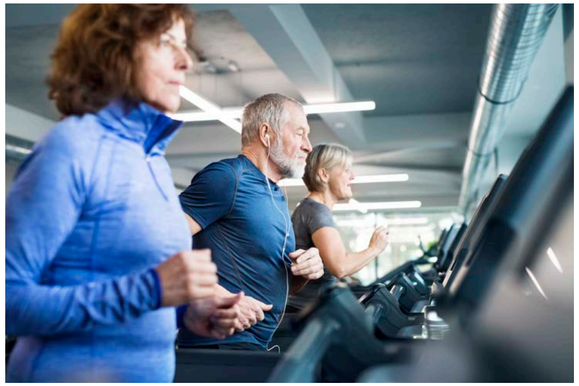

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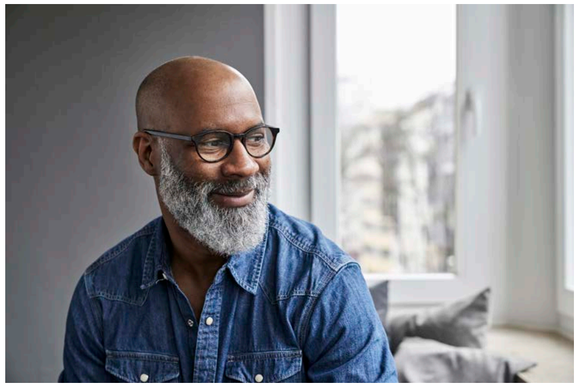

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1.3 Usage

Usage

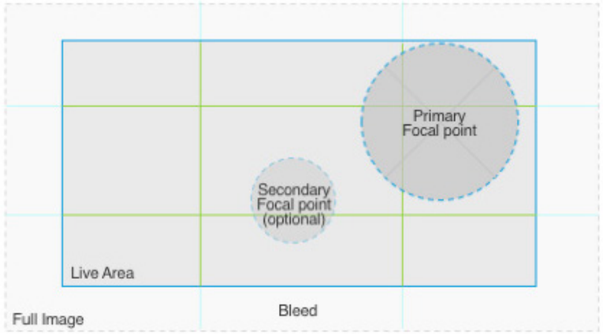
The guidelines in this section focus on optimal crops and focal points within our system of components.

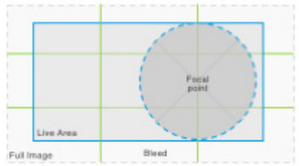
Please review the examples here for an idea of what is considered optimal composition.

Optimal Crops
Images are captured in either a close, detail point of view with a tighter crop or in a medium crop. They should never be so zoomed out that the two feel unbalanced.

Composition and Focal Points
Have a strong point of focus (focal point) to ensure a clear concept is delivered to the user in a memorable way. Image composition changes when viewed on various devices.

Focal point example (hero):



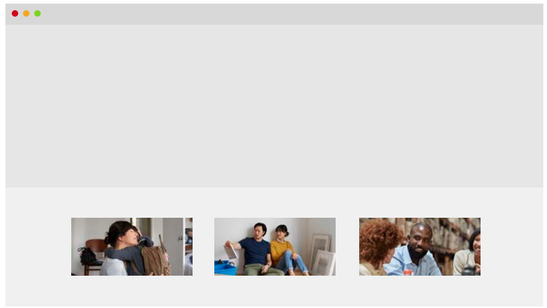


Visit the Digital Asset Management (DAM) system for Photography Assets https://dam.metlife.com

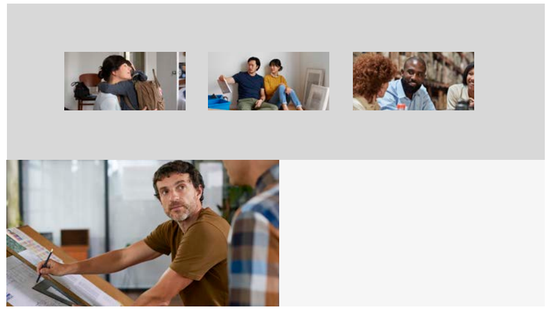
Usage

Component composition
Images are thoughtfully placed into the available components. Carefully positioning images properly for the best viewing at all viewports.

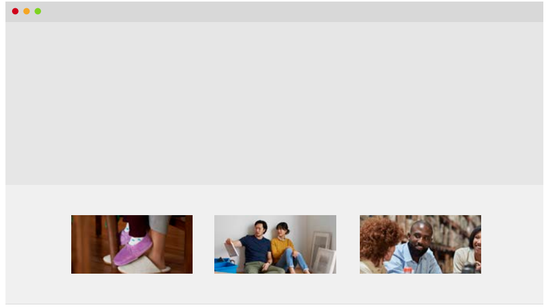
Component composition:



People images should face towards the inside of the browser



Properly positioned in components



Not be cut off unless intentional

Type on photography
When placing type on photography, use photographs with enough negative space to accommodate legible black or white text without adding any elements.

Accessibility
When placing type on photography, please note it always needs to be level AA compliant. For more information, please review our accessibility guidelines: http://ux.metlife.com/accessibility.html#

Type on photography:

Use photos with enough space and contrast for legible text.

Do not use type on busy photos with disruptive contrast.

Do not use type on busy photos with disruptive contrast.

Do not use gradients to accommodate text.

Usage

Single Image and Portrait
We tell dynamic stories with contextual images, feature images and portraits.

The contextual image establishes our setting, subjects and story narrative. These are captured in natural to broad point of view.

The feature image hones in on an important detail moment of the story. It sharpens the story's focus and provides deeper understanding. These images are captured in a close, detail point of view with a tighter crop.

Single Image
Single images are either contextual or feature images.

For location-specific messaging, there is the option of using a relevant landscape or cityscape photograph that follows our photography style guide.

Portrait
We use portraiture only when it accompanies customer quotations in order to humanize and give vitality to the voice of the customer.

Single Image

Real-World Workplace

Emotional Milestone

Dental Insurance

Location-Specific Messaging

Portrait

Usage

File Size Limitations for Images
Standard best practices for asset file sizes should be followed for all images. As a general rule, at the largest asset (i.e. hero images) should not be over 300kb. Standard file sizes are outlined for the top components and what they approximately will export at.

Hero	350kb
Superhero	350kb
Full Width Promo	150kb
50/50	150kb
Skinny Promo	50kb
Product Cards	50kb

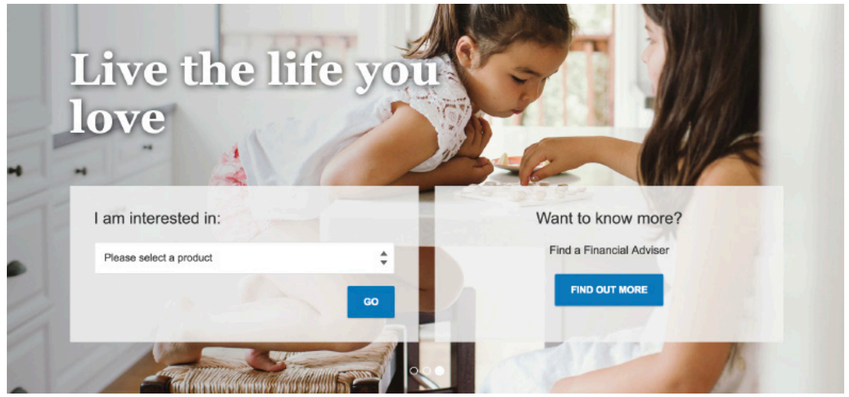
1.4 Dos / Don’ts

Dos and Don’ts

Homepage Hero Component DO

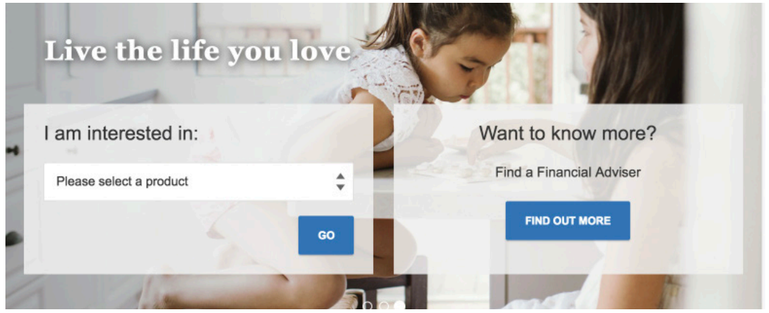
Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop



- Focal point is considered for desktop, tablet, and mobile breakpoints.
- The positioning of the focal point in the top right is correct.

Tablet



- There is a simple background where text can be positioned in the top left.
- Most of the subject can be seen on Desktop, Tablet, and Mobile breakpoints.

Mobile

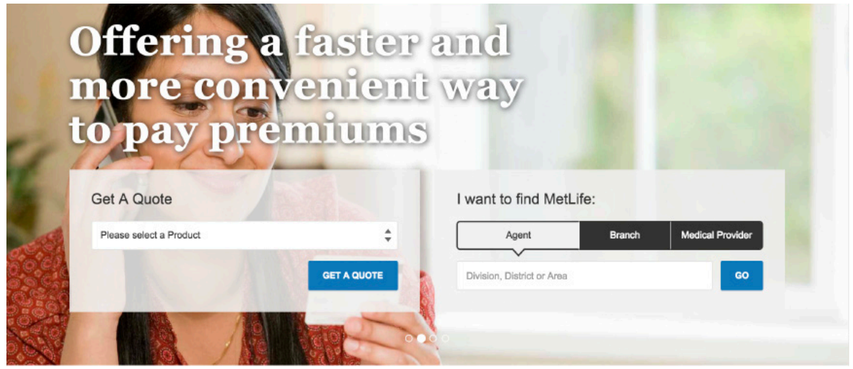
- The concept of the image is still understandable if part of the image is obstructed.

Dos and Don'ts

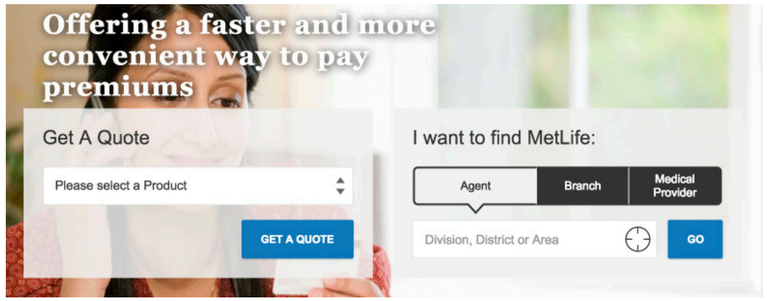
Homepage Hero Component DON'T

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop



Tablet



Mobile

Focal point is positioned on the left side of the image - the text is hard to read because it is positioned over the focal point.

Most of the subject is hidden under the modules on Tablet and Mobile breakpoints.

Concept of the image is unclear when part of image is obstructed.

Dos and Don’ts

Homepage Hero Component DO

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop Ex 1

Desktop Ex 2

- **The positioning of the focal point in the right is correct.**
- **Focal point is considered for desktop, tablet, and mobile breakpoints.**
- **The blue box with text is overlaying on top of a simple background.**
- **The blue box does not obstruct the focal point.**

Dos and Don’ts

Homepage Hero Component DON’T

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop Ex 1

Desktop Ex 2

The positioning of the focal point is not contained to the right part of the container.

The blue box with text is overlaying on top of the focal point, or partially obstructing it.

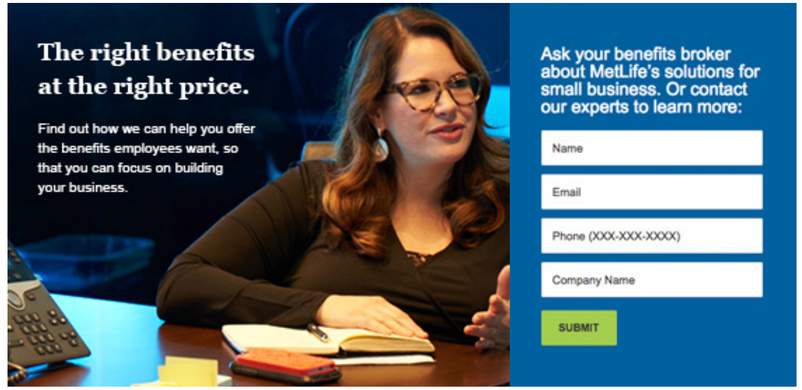
Dos and Don’ts

Footer Lead form Component DO

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop Ex

Tablet Ex



- **The positioning of the focal point in the right is correct.**
- **Focal point is considered for desktop, tablet, and mobile breakpoints.**
- **The text is overlaying on top of a simple background with correct contrast ratio (see ADA guidelines)**

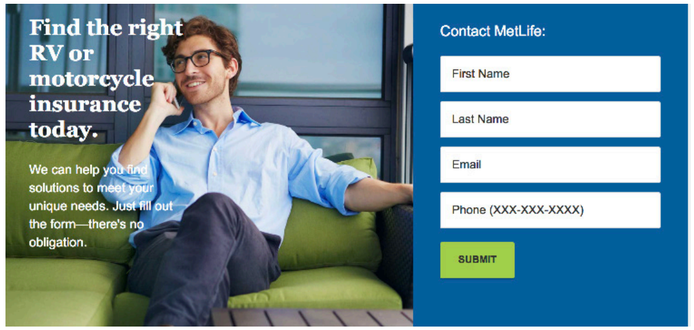
Dos and Don’ts

Footer Lead form Component DON’T

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop Ex

Tablet Ex



The positioning of the focal point is too centered.

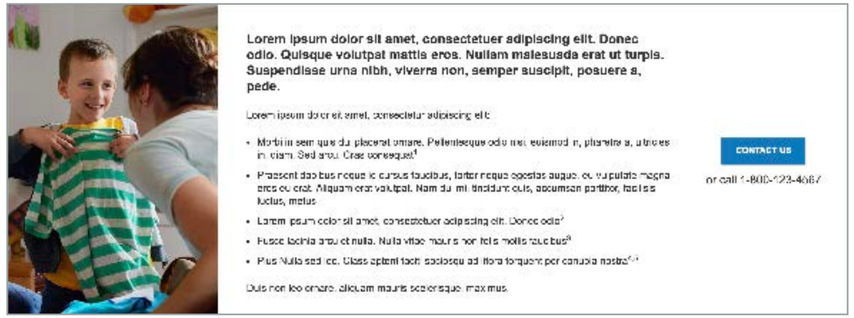
The text is overlaying on top of the focal point with and does not pass color contrast ratio in certain areas that are too light (see ADA guidelines).

Dos and Don’ts

Product Card Component DO

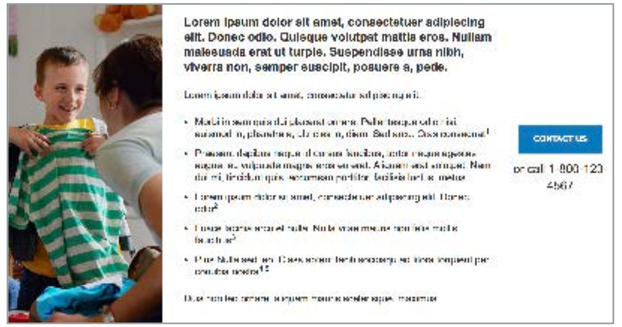
Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop



The positioning of the focal point in the center is correct.

Tablet



Focal point and ratio is considered for desktop and tablet breakpoints, and a separate asset is used for mobile.

Mobile

Dos and Don’ts

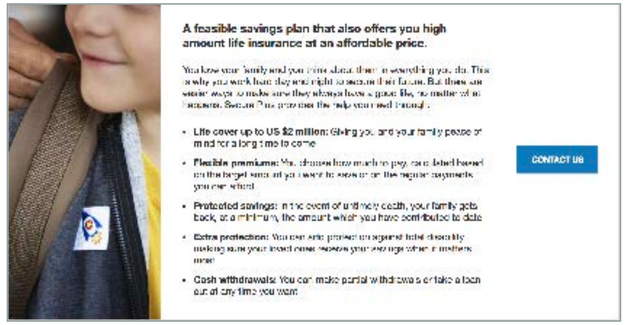
Product Card Component DON’T

Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop

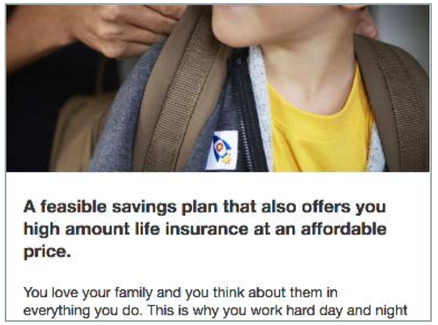
The positioning of the focal point is not centered, and is too zoomed in.

Tablet



Separate image assets were not provided for mobile.

Mobile



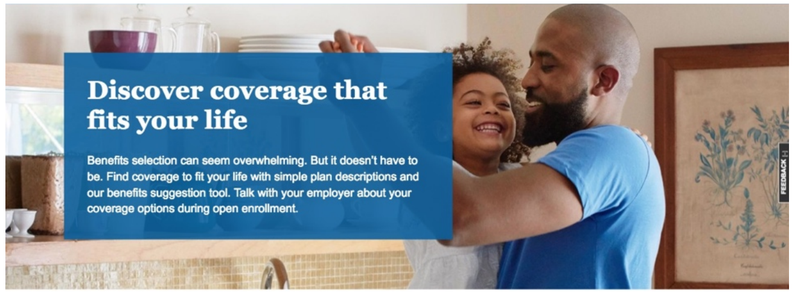
1.5 Component Specs and Templates

Component Specs and Templates

AEM Component Library

Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

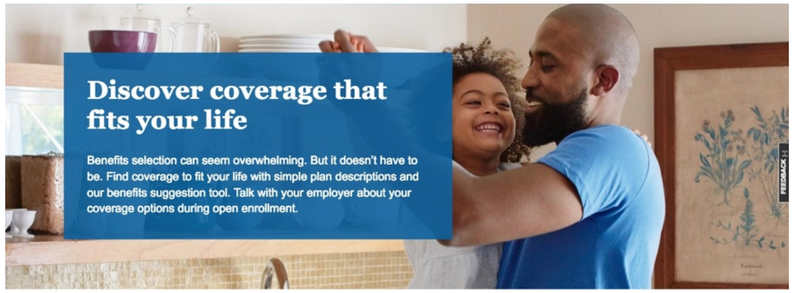
ver1: Superhero text container



https://basicref.metlife.com/new-components/superhero/superhero-text-container-image/

File asset size: 350kb or less.

ver.1: Superhero text container Video



https://basicref.metlife.com/new-components/superhero/superhero-text-container-video/

File asset size: 350kb or less.

ver.2: centered - banner, no banner & pictogram

https://basicref.metlife.com/new-components/superhero/superhero-centered-no-banner/

File asset size: 100kb or less.

Component Specs and Templates

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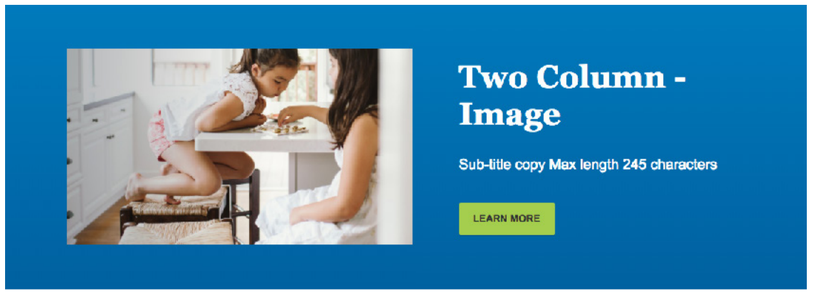
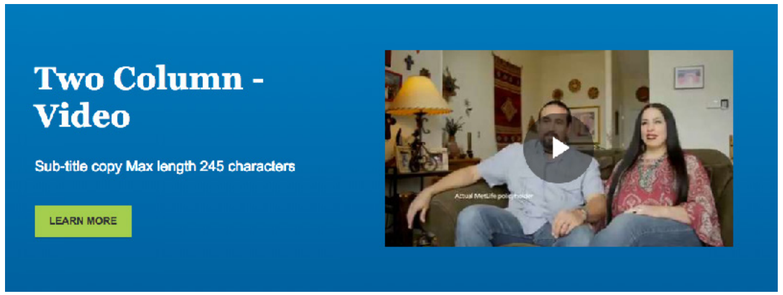
ver.3: 2-column (image)



https://basicref.metlife.com/new-components/superhero/superhero-two-column-image/

File asset size: 100kb or less.

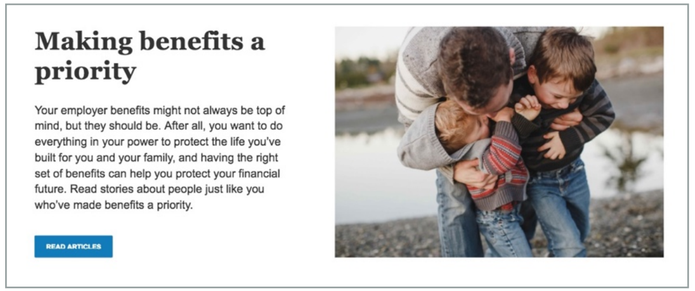
ver.3: 2-column (video)



https://basicref.metlife.com/new-components/superhero/superhero-two-column-image/

File asset size: 100kb or less

Content Banner 50/50



https://basicref.metlife.com/new-components/content-banner/

File asset size: 100kb or less

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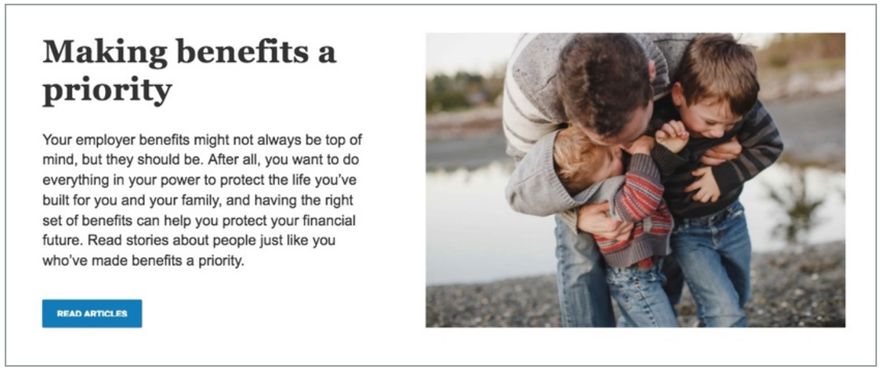
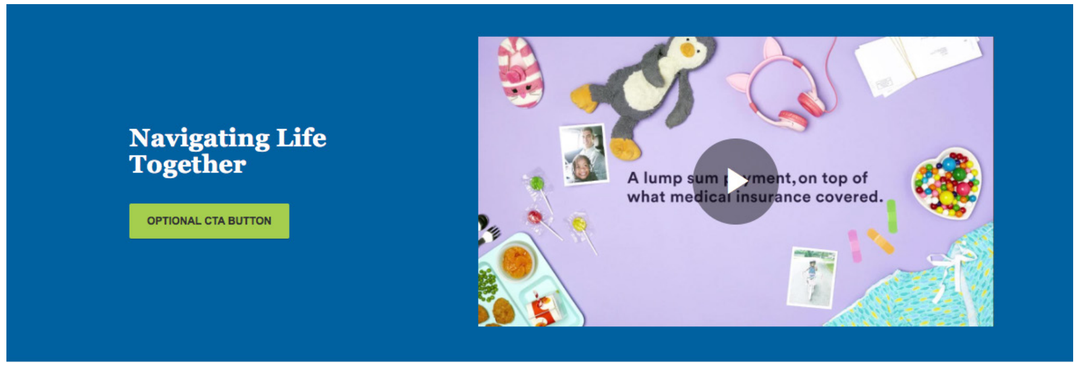
Content Banner 50/50



Content Banner 60/40



https://basicref.metlife.com/new-components/content-banner/

File asset size: 100kb or less.

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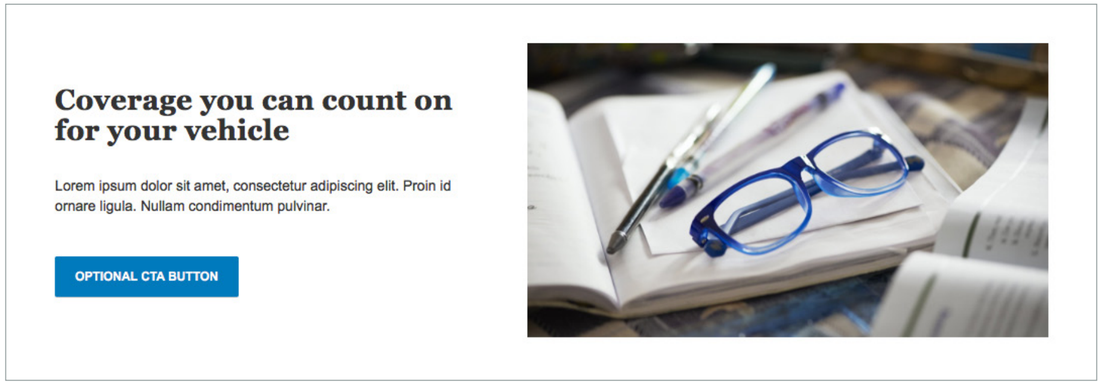
Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

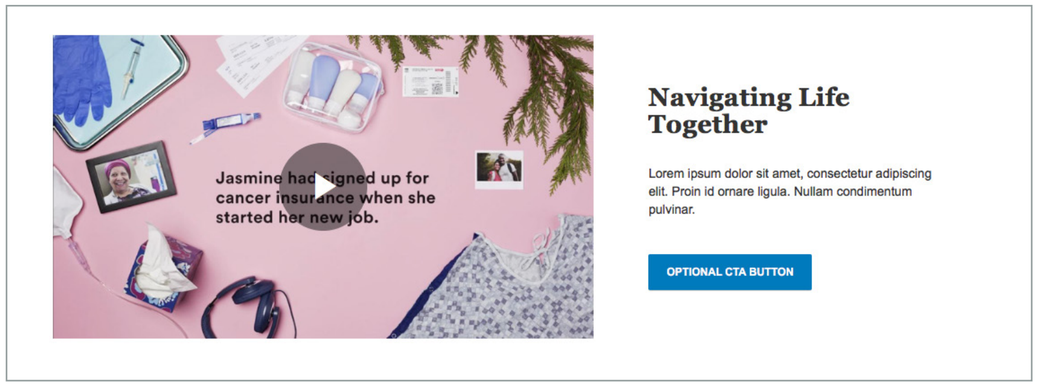
Content Banner Story Canvas 50/50



https://basicref.metlife.com/new-components/content-banner/

File asset size: 100kb or less.

Content Banner Story Canvas 60/40



https://basicref.metlife.com/new-components/content-banner/

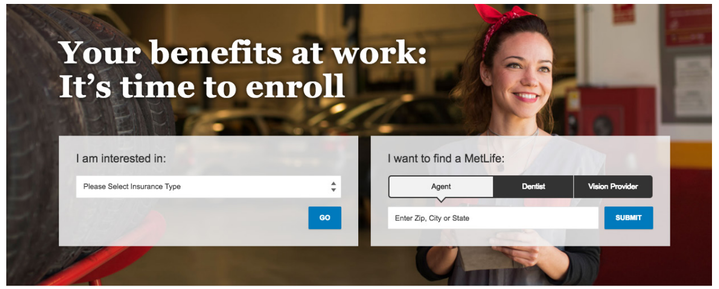
File asset size: 100kb or less.

Component Specs and Templates

AEM Component Library

Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

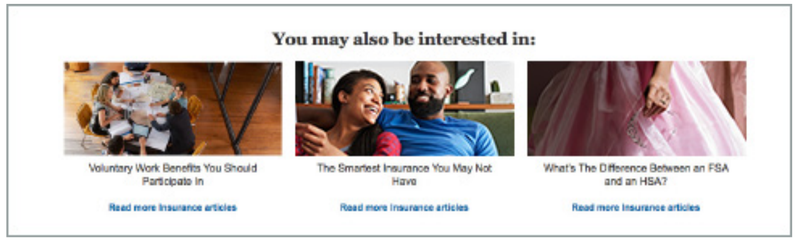
Homepage Hero



https://basicref.metlife.com/

File asset size: 350kb or less.

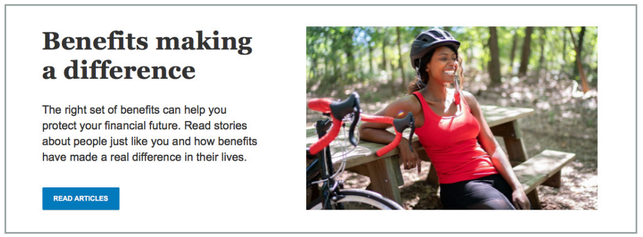
Helpful Articles



https://basicref.metlife.com/

File asset size: 60kb or less.

Large Promo



https://basicref.metlife.com/

File asset size: 150kb or less.

Component Specs and Templates

AEM Component Library

Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

Category Product Card

https://basicref.metlife.com/health/

File asset size: 60kb or less.

Footer Lead Form

https://basicref.metlife.com/health/

File asset size: 150kb or less.

Tile Promo Double

https://basicref.metlife.com/health/accident-insurance/

File asset size: 60kb or less.

Component Specs and Templates

AEM Component Library

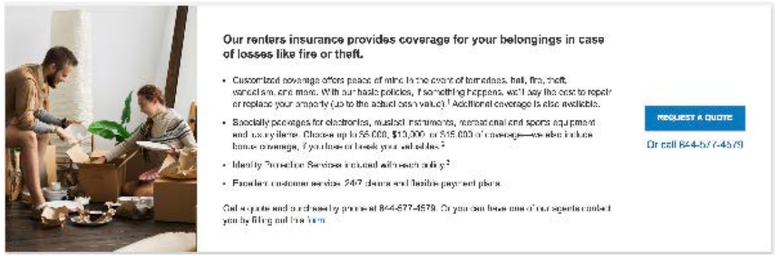
Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

Skinny Promo

https://basicref.metlife.com/health/health-insurance/

File asset size: 40kb or less.

Product Card (button)



https://basicref.metlife.com/health/health-insurance/product-one/

File asset size: 100kb or less.

Product Card (no button)

https://basicref.metlife.com/health/accident-insurance/product-two/

File asset size: 100kb or less.

Component Specs and Templates

AEM Component Library

Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

Related Content

https://basicref.metlife.com/health/accident-insurance/product-two/

File asset size: 40kb or less.

Carousel Square Hero Banner

TBD

File asset size: 100kb or less.

Component Specs and Templates

PSD templates are available for download on components that have text on top.

Superhero PSD	https://metlife.box.com/s/fmejj7z9gypk1szpw50aesnxbykotx9l
Hero PSD	https://metlife.box.com/s/jheb9l8w2l425fyezgp4skq3lfenj0qd
Footer Lead form w/ Promo PSD	https://metlife.box.com/s/j8lbhejs3kv1cm1a8kdbqdukdbftwmhe