Issue: 1 October 2018

Digital Photography Guidelines: AEM Components





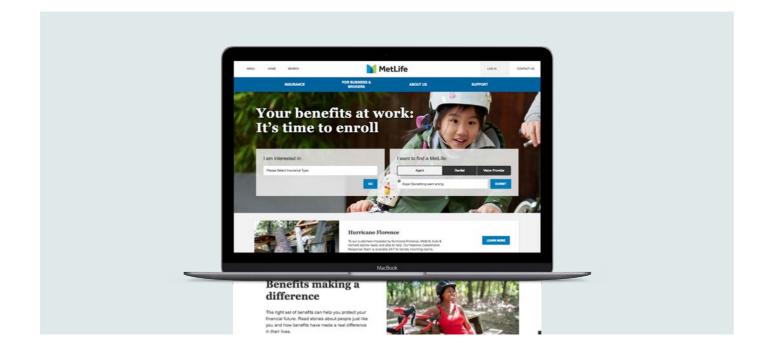
1.1	Overview
1.2	Style
1.3	Usage
1.4	Dos / Don'ts
1.5	Component specs and templates

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.

1.1

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.



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



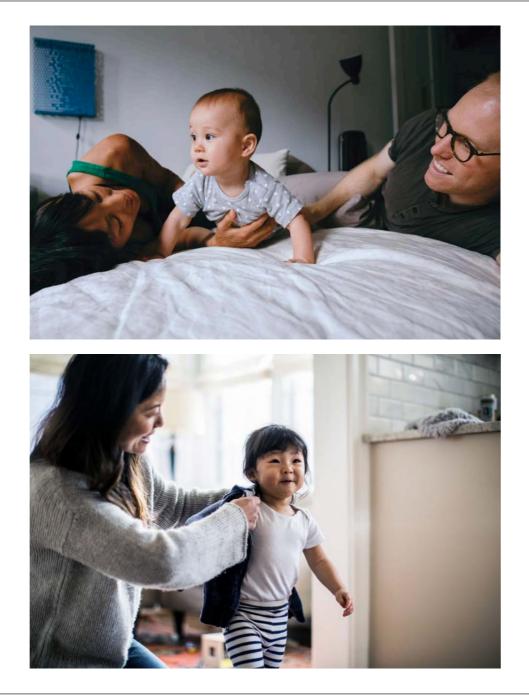
On not use imagery that references the tagline with nautical navigation metaphors.

1.2

Lifestyle Photography Examples

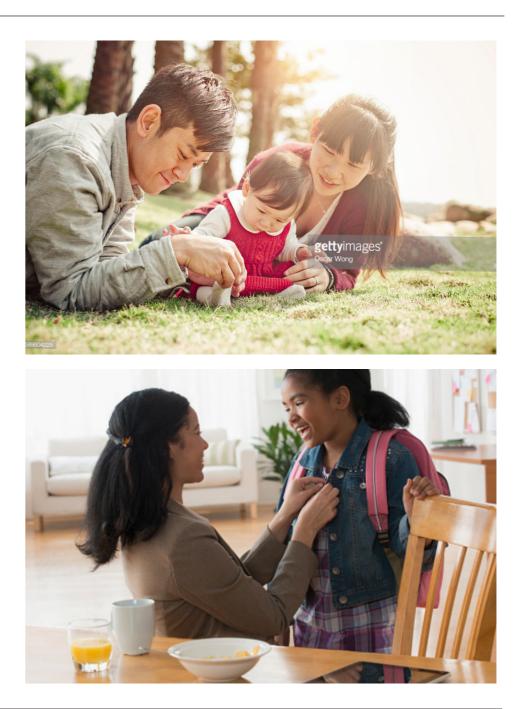
On brand





✓ Genuine

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



Off brand



\checkmark Tells a story

✓ Human connection

× Full-color, temperate saturation, naturally cooler palette

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

X Genuine

X Not staged/Stock like

X Culturally appropriate

Photography

Lifestyle Photography Examples

On brand







✓ Genuine

- ✓ Not staged/Stock like

- \checkmark Culturally appropriate
- ✓ Human connection

✓ Tells a story

✓ Full-color, temperate saturation, naturally cooler palette

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



Off brand





X Genuine

X Not staged/Stock like

X Culturally appropriate

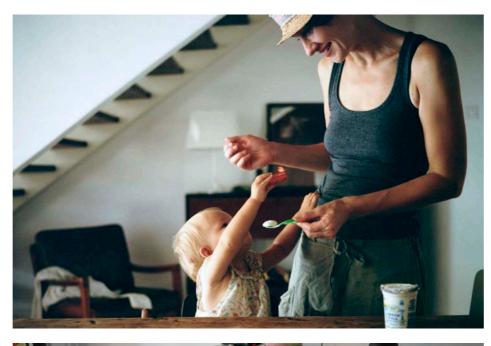
- ✓ Tells a story
- ✓ Human connection

× Full-color, temperate saturation, naturally cooler palette

Lifestyle Photography Examples









✓ Genuine

- ✓ Tells a story
- ✓ Not staged/Stock like
- ✓ Culturally appropriate

✓ Human connection

✓ Full-color, temperate saturation, naturally cooler palette

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







X Genuine

✓ Tells a story

✓ Human connection

X Not staged/Stock like

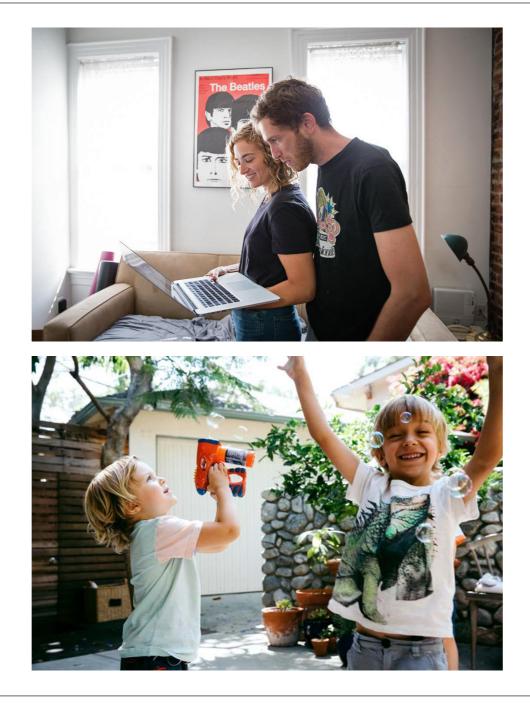
X Culturally appropriate

× Full-color, temperate saturation, naturally cooler palette

Lifestyle Photography Examples







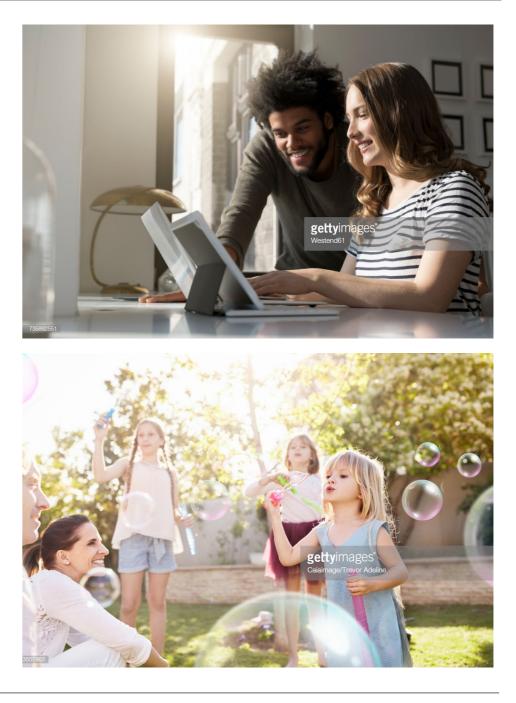
✓ Genuine

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

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

Off brand





X Genuine

 \checkmark Tells a story

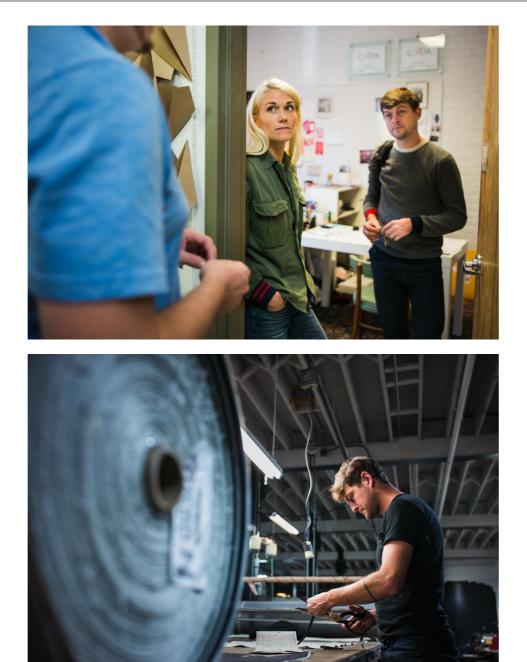
X Culturally appropriate

× Full-color, temperate saturation, naturally cooler palette

Lifestyle Photography Examples

On brand





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Off brand



✓ Tells a story

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× Full-color, temperate saturation, naturally cooler palette

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

X Genuine

X Not staged/Stock like

X Culturally appropriate

Lifestyle Photography Examples

On brand

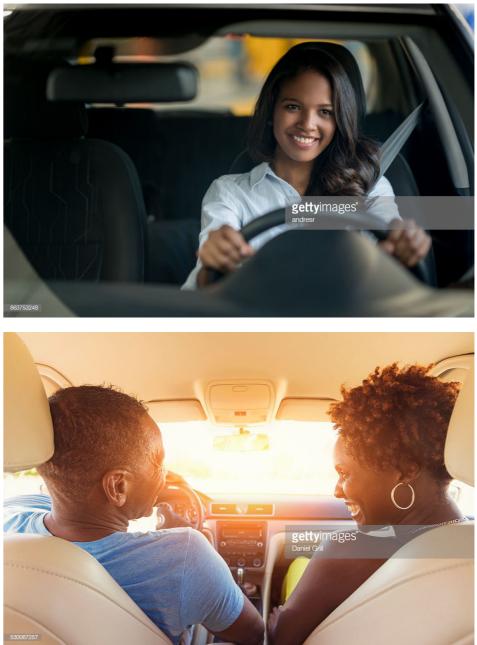






✓ Genuine

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- ✓ Full-color, temperate saturation, naturally cooler palette



Off brand





 \checkmark Tells a story

✓ Human connection

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

X Genuine

X Not staged/Stock like

X Culturally appropriate

Photography

Lifestyle Photography Examples

On brand





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✓ Tells a story

✓ Human connection

- ✓ Not staged/Stock like
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- ✓ Full-color, temperate saturation, naturally cooler palette



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

Off brand





X Genuine

X Not staged/Stock like

X Culturally appropriate

✓ Tells a story

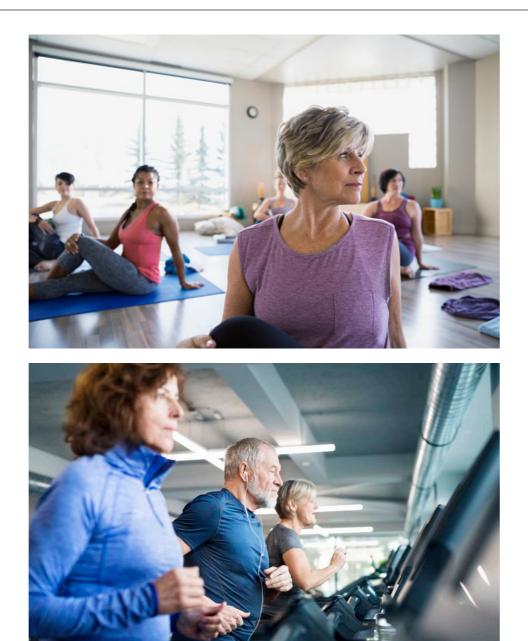
✓ Human connection

× Full-color, temperate saturation, naturally cooler palette

Lifestyle Photography Examples







✓ Genuine

- ✓ Tells a story
- ✓ Not staged/Stock like
- \checkmark Culturally appropriate

✓ Human connection

✓ Full-color, temperate saturation, naturally cooler palette



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

Off brand





X Genuine

✓ Tells a story

✓ Human connection

X Culturally appropriate

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× Full-color, temperate saturation, naturally cooler palette

Lifestyle Photography Examples









✓ Genuine

✓ Tells a story

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- ✓ Culturally appropriate

✓ Human connection

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Off brand





X Genuine

X Not staged/Stock like

X Culturally appropriate

\checkmark Tells a story

✓ Human connection

× Full-color, temperate saturation, naturally cooler palette

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

1.3 Usage

Usage

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

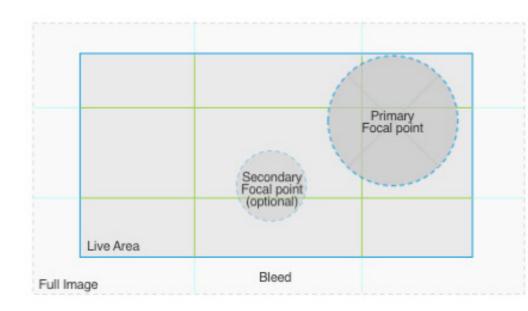
Please review the examples here for an idea of what is considered optimal composition.

Optimal Crops

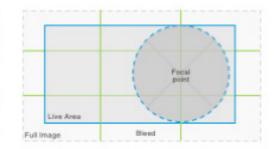
Images are captured in either a close, detail point of view with a tighter crop or in a medium crop. They should never be so zoomed out that the two feel unbalanced.

Composition and Focal Points

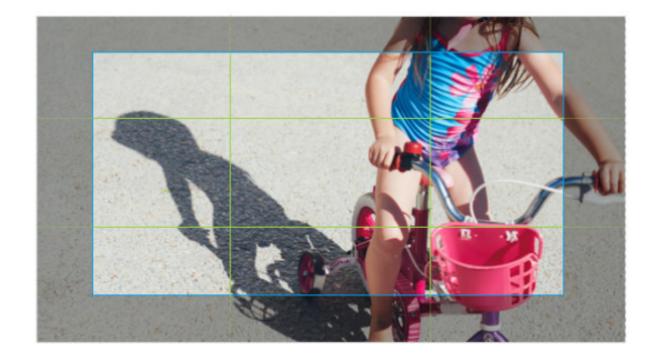
Have a strong point of focus (focal point) to ensure a clear concept is delivered to the user in a memorable way. Image composition changes when viewed on various devices.



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

Type on photography:



🕙 Use photos with enough space and contrast for legible text.



😵 Do not use type on busy photos with disruptive contrast.

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#



😵 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

1.3

1.4 Dos / Don'ts

Photography

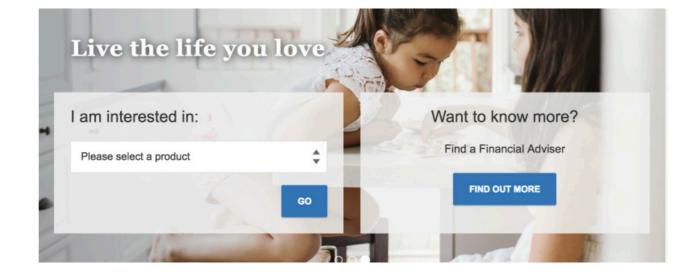
Dos and Don'ts

Homepage Hero Component DO 🤣

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

Desktop

Live the life you love Want to know more? I am interested in: Find a Financial Adviser Please select a product FIND OUT MORE GO



Focal point is considered for desktop, tablet, and mobile breakpoints.

The positioning of the focal point in the top right is correct.

- 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.

Tablet

Mobile





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

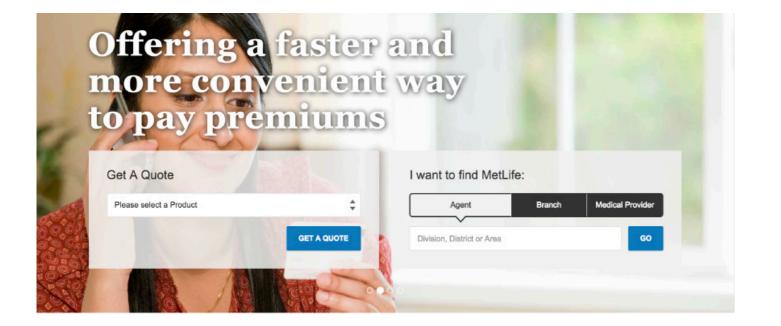
Photography

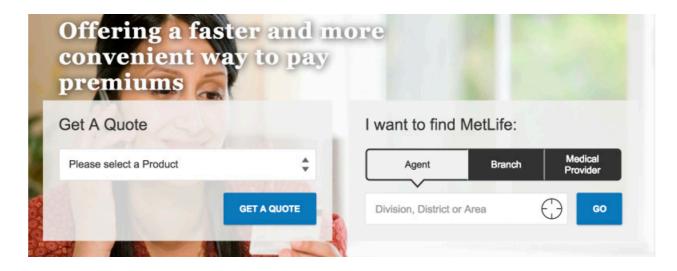
Dos and Don'ts

Homepage Hero Component DON'T 😵

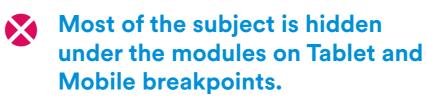
Screen sizes should be considered when selecting images to ensure they are correctly displayed across platforms.

Desktop









Tablet

Mobile





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

Photography

Dos and Don'ts

Homepage Hero Component DO 🤣

desktop, tablet, and mobile

breakpoints.

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

Desktop Ex 1

MetLife





Desktop Ex 2



the focal point.

Photography

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.

<text><text><text><text>

Desktop Ex 1





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

Desktop Ex 2



Photography

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

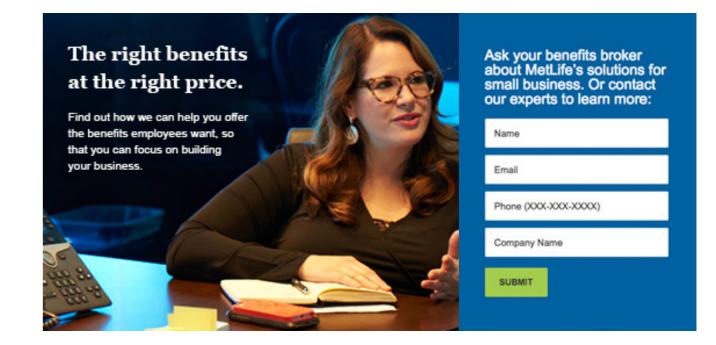


\checkmark

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

Focal point is considered for desktop, tablet, and mobile breakpoints.

Tablet Ex



$\mathbf{\tilde{\mathbf{v}}}$	

The text is overlaying on top of a simple background with correct contrast ratio (see ADA guidelines)

Photography

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

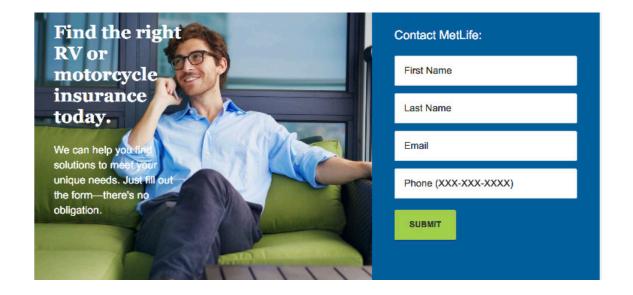




The positioning of the focal point is too centered.

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).

Tablet Ex



Photography

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



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or call 1-800-123-4667





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 Lusia lacata arc fauctura² Pus Mula and a const. dote renedites⁴

Due non leo omare



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

Tablet

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Mobile



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Photography

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



A feasible savings plan that also offers you high amount life insurance at an affordable price. Morelowe your family and you think spoul them in everything you co. This is why you work hand day and high to accure their future. But there are easier weys to make sure they sloweys have a good tile, no matter what happens. Secure Physical state help you need through: Life cover up to US S2 million: Civing your and your femily peece of mind for a long time to come.

- Flexible premiume: You choose how much to pey, calourated beased on the terget emount you went to save or on the regular payments you can allord
- Protected sewings: In the event of untimely death, your family gets becauld a minimum, the amount which you have contributed to date.
- Extre protection: You can add protection sgainet total diseoilily making everyour loved ones receive your savings when it metters most
- Ceeh withdrawak: You can make par ist withdrawak or take a loan out at any lime you want





- you can whend
- (IE)M
- out at any time you want





Tablet



Mobile



high amount life insurance at an affordable price.

You love your family and you think about them in everything you do. This is why you work hard day and night

Separate image assets were not

1.5 Component Specs and Templates



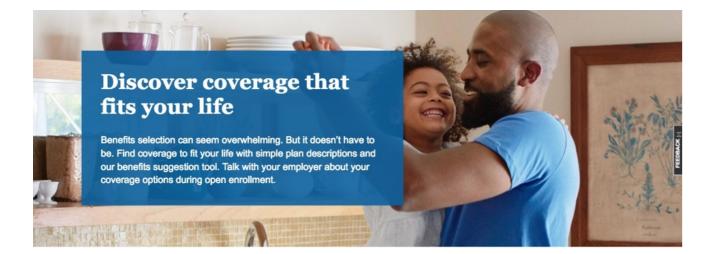
Photography

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.

Photography

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.

ver.3: 2-column (video) ver.3: 2-column (image) Two Column -Two Column -Video Image Sub-litle copy Max length 245 characters Sub-title copy Max length 245 characters LEARN MORE LEARN MORE https://basicref.metlife.com/new-components/suhttps://basicref.metlife.com/new-components/superhero/superhero-two-column-image/ perhero/superhero-two-column-image/

File asset size: 100kb or less.

File asset size: 100kb or less

Content Banner 50/50



Making benefits a priority

Your employer benefits might not always be top of mind, but they should be. After all, you want to do everything in your power to protect the life you've built for you and your family, and having the right set of benefits can help you protect your financial future. Read stories about people just like you who've made benefits a priority.



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

File asset size: 100kb or less

Photography

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.

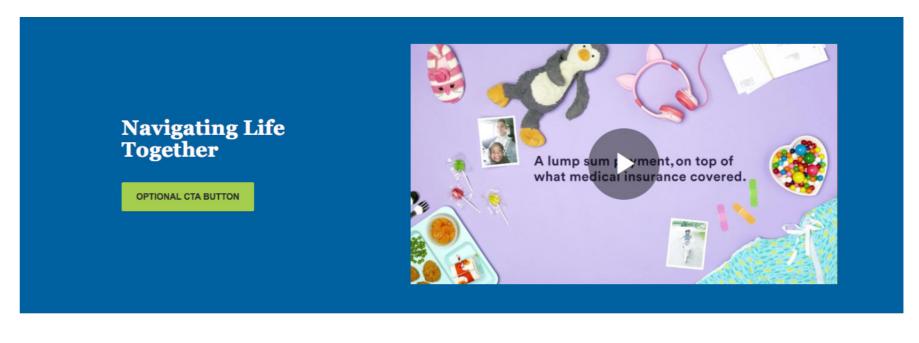
Content Banner 50/50

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READ ARTICLES





File asset size: 100kb or less.

Content Banner 60/40

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

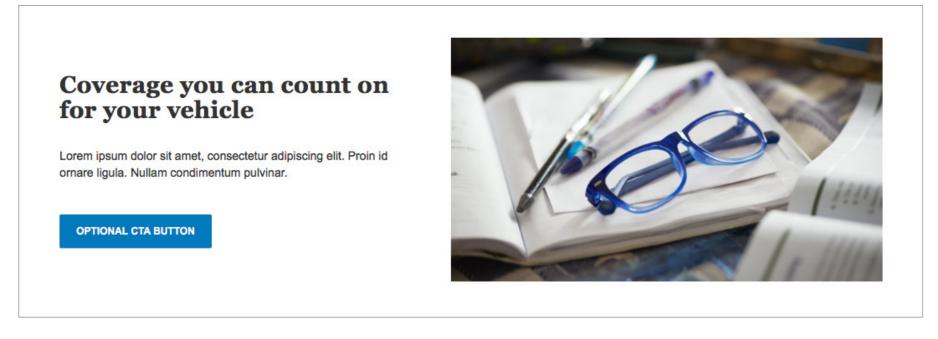
Photography

Component Specs and Templates

AEM Component Library

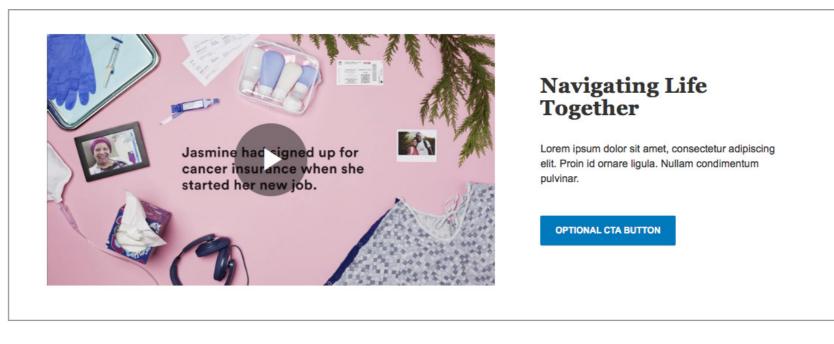
Below is the full library of components. Image rules, text character count if applicable, acceptable size, & image specs can be found in the Reference Site.

Content Banner Story Canvas 50/50





File asset size: 100kb or less.



File asset size: 100kb or less.

Content Banner Story Canvas 60/40

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

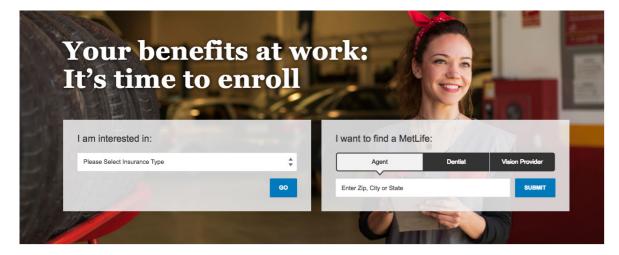
Photography

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.

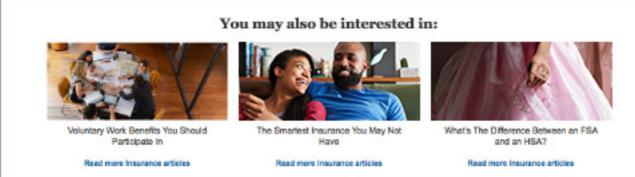
Homepage Hero



https://basicref.metlife.com/

File asset size: 350kb or less.

Helpful Articles



https://basicref.metlife.com/

File asset size: 60kb or less.

Large Promo



The right set of benefits can help you protect your financial future. Read stories about people just like you and how benefits have made a real difference in their lives.

EAD ARTICLE



https://basicref.metlife.com/

File asset size: 150kb or less.

Photography

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.

Photography

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



Explore the benefits of custom coverage We'll walk you through the different benefits available to you and what ro ney can play in your life

XPLORE COVERAG

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

File asset size: 40kb or less.

of losses like fire or theft.

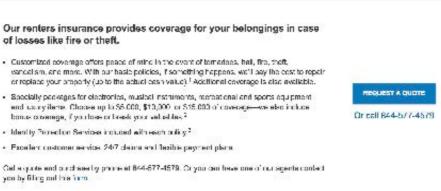
- Customized coverage offers peace of mind in the event of termadees, hall, fire, theft, vancelism, and more. With our basic policies, if something happens, we'll say the cost to repair er replace your property (up to the actual cash value).¹ Adottional coverage is also available
- Specially provides for electronics, musical instruments, metaational and sports equipment and using items. Choose up to 55 000, \$10,000 or 515 000 of coverage—we also include bonus coverege, if you loss or break your vehicles ²
- Identity Protection Services included with each policy²
- Faceler: customeraervice: 24/7 claims and fazible payment plans.

Cell a quote and our drase by prione at 844-577-4579. Or you can have one of our agents contact you by filling cut this form

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

File asset size: 100kb or less.

Product Card (button)





Let's build a plan for your business that you and your employees can feel confident about. Service. Are you spending more time harr you'd like with the si Setiefaction. Are employees estafied with their banefits cackade? What other banefits are on their wish is? Value. Are you getting the most value for your monkey? Would you like to offer costs? Ask your barrefite broker shout MelLife's solutions for small business. Or pactso par experts to les-the right benefits for your pastness and your budget. Complete the form below and we'll ger in low b Are you's broker? Click here

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

Product Card (no button)

File asset size: 100kb or less.

Photography

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

Product Introducing MetLife **Bundle & Save** Bundle and Save Six Things to Consider When Service and Claims Buying a Camper Home - car + boat + more...buncle and get multi policy Need more information on claims and repairs? Get started discounts' here. Find an RV that meets your current and future camping

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

neecs.

File asset size: 40kb or less.

TBD

PLAN BROCHURE

Carousel Square Hero Banner

Exclusively for State of Florida Employees

Features of this plan include: Freedom of choice, a large network of dentists that participate in the Indemnity with PPO, Standard PPO and Preventive PPO plans under the PDP Plus Network, and competitive premiums.

File asset size: 100kb or less.

Photography

Component Specs and Templates

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

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