

Cheley Colorado Camps

Our story, brand guidelines, and creative assets.



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Welcome to Cheley

These brand guidelines exist to provide a shared understanding of our foundations and vision. With each page, we embark on a journey to uphold our rich traditions and craft new adventures, all while nurturing a vibrant community.

Every detail, from the stories we tell to the experiences we offer, is a chance to extend a warm invitation into the Cheley Experience.

Together, we strive to epitomize the essence of Cheley—forging lasting bonds with our campers, staff, and families, wherever their paths may lead.

Our Story

Our Belief

We believe in the transformative power of the camp experience.

Founded in 1921 by Frank H. Cheley amidst the pristine wilderness of the Colorado Rockies, Cheley has been a beacon of outdoor education and character development for over a century.

Built upon the belief that nature holds the key to personal growth and spiritual awakening, our legacy is steeped in tradition, innovation, and a commitment to fostering connections, independence, and gratitude. From our humble beginnings on the shores of Bear Lake, Cheley has provided invaluable

experiences to over fifty-thousand campers, marked by a dedication to safety, leadership, and environmental stewardship. As we continue into our second century, we remain steadfast in our mission to empower youth and inspire a lifelong love for the great outdoors.



Our Purpose

The reason we exist. Our why.

To inculcate in young people that spirit of honesty, purity, unselfishness, love, alertness, determination and grit.

We aim to help young people cultivate the ability to act spontaneously in the right, and by doing this contribute definitely to the creation of a better world.



Our Mission

What we do. Our how.

We build the lasting character and resiliency of young people, creating unique life experiences in a challenging and nurturing natural environment.

How we do it

Our first priority is the camper experience.

Exceptional staff are vital to providing an exceptional Cheley Experience. We think first about our campers' needs. We provide a fun and positive camper experience.



How we do it

We all create the Cheley community.

We expect kindness toward one another. We embrace and respect diversity. We value and seek to understand different viewpoints. We find strength in our history and traditions.



THE HILLS
ARE ALIVE

Don't forget to say
TO TEA

Don't forget to say
TO TEA

Don't forget to say
TO TEA

How we do it

We are committed to learning and personal development.

We seek to build confidence and resilience in our community by learning from mistakes and overcoming challenges. Our continuous learning helps prepare us all for the leadership challenges of today and the future. We embrace navigating uncertainty.



How we do it.

We find spirituality in nature.

Nature provides rare outdoor opportunities to find and experience meaning in our lives. Nature is delicate and we need to protect our outdoor environment. We utilize and honor our beautiful public lands, including Rocky Mountain National Park.



Our Vision

What we strive to create. Our where.

To preserve, for future generations, the Cheley legacy of educating young people.

Brand Elements

Our logo

Master Brand Logo

The Cheley Colorado Camps logo underscores our organization and what we deliver.

The rearing horse silhouette, an iconic depiction of Trigger Bill, has been the hallmark of the Cheley brand for more than 100 years. Our logo reflects a modern and bold look while continuing to capture our rich brand heritage.

It reflects who we are today and symbolizes our future.

A) Primary Logo

The Logomark

The illustrated part of the logo. The horse references the historic Cheley logos with modern refinements that make it feel more youthful and active while making reproduction easier.

The Logotype

The type portion of the logo. The fonts were chosen for their mix of modern characteristics and vintage styling. The feel is bold and youthful while still maintaining an air of sophistication.

Marketing

The logos are located in Cheley Colorado Camps>General>Logos and Assets>01_Detailed>Main Logo

Recommended formats:

.eps | .ai | .png | .jpg | .tiff



Logo, detailed

Should be used whenever possible

Master Brand Logo

The Cheley Colorado Camps logo is a registered trademark.

There are two versions of our registered logo, one for primary use and one for horizontal use when the stacked version will not work.

The stacked version of the primary logo may include a tagline.

B) Horizontal Logo

This version is only to be used when the Master Brand Logo (A) will not work in a given space and makes the logo or type too small to read.

C) Tagline Logo

The full logo with tagline is to be used for apparel and products where identifying the location is important. The Tagline uses editable type so that the words can be changed out for different uses.

Marketing

The logos are located in Cheley Colorado Camps>General>Logos and Assets>01_Detailed



Logo, detailed, horizontal use



Logo, detailed, tagline

Master Brand Logo

Not all logos work in all applications. Because of this we create alternate versions for use where a simplified version is required or where space is conducive to using circular versions.

Follow the size guidelines when selecting the appropriate logo for your application.

A) Simplified Small Use

The simplified version is good for small or low resolution applications where the detail in the primary logo may get lost.

B) Ultra simplified/Silhouette

The silhouette version is good for the smallest applications or where production methods don't allow for detail—for instance, small embroidery or silk-screens.

C) Circular V1

This is the circular version of the logo lockup that can be used as a tag on apparel or for use in social media. It can be used anywhere a square logo would be used.

D) Circular V2

This simplified horse mark can be used in square or circular applications like social media profiles or on the breast pocket of a shirt.

Marketing

The logos are located in Cheley Colorado Camps> General>Logos and Assets



Logo, ultra simplified, horizontal use



Logo, circular v1



Logo, circular v2

Master Brand Logo

Clear Space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Logo Clear Space

Maintain a clear space surrounding the logo that is at least the height of the "H" in CHELEY (if not more) on all sides.



Master Brand Logo

Color Applications

When creating materials that represent Cheley, our logo may be used in full color or one color.

A) Full Color (CMYK & RGB)

For use in most print and digital applications.

B) Full Color (Pantone)

For use in apparel applications (e.g., screen printing) and other applications when exact color matching is important. This version is similar to the Full Color (CMYK & RGB) version, but uses 2 Pantone PMS spot colors (PMS 7701C & 7579C).

C) Black

For use in black and white print application.

D) Reverse

For use in print and digital applications where other logos will not give enough contrast (on dark backgrounds).

E) One Spot Color

For use in apparel applications (e.g., screen printing). This version uses one Pantone PMS spot color (PMS 7701C).



Black
Also known as one color



Reverse
Also known as white



Reverse
Also known as white



Full Color
Also known as 4-color process

Master Brand Logo

Color Applications

When creating materials that represent Cheley, our logo may be used in full color or one color.

On a Solid Color Application

Use Full Color logo on light colored solid backgrounds that do not compete with the logo—no more than the equivalent of 15% black. Use Reverse logo on darker backgrounds. Full Color logo may not be used on dark colors or full screens of brand colors where there is little contrast.

On an Image Application

Use One Color logo on photos. Use only in situations where the image is not too busy and there is enough contrast, such as using a color overlay. Full Color logo may not be used on images of any kind. One Color logos may not be used on a busy background or in situations where there is not enough contrast to be legible.



Master Brand Logo

Placement

The placement of the Cheley logo varies depending on the layout.

Vertically Dominant

With a longer vertical dimension, the primary Cheley logo is preferred. It looks best centered.

Horizontally Dominant

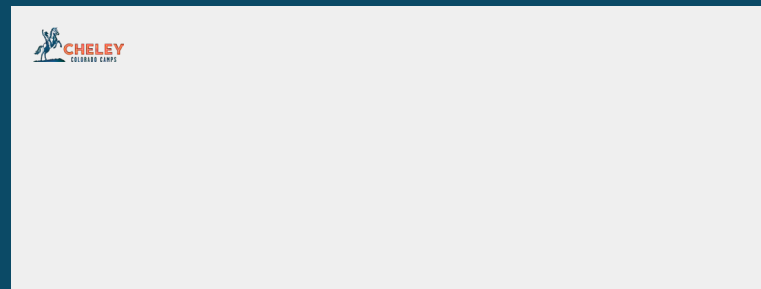
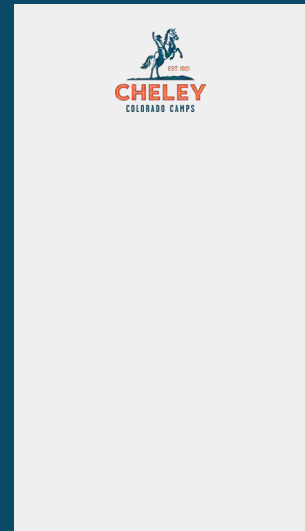
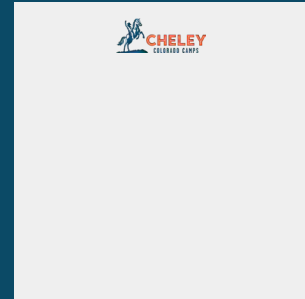
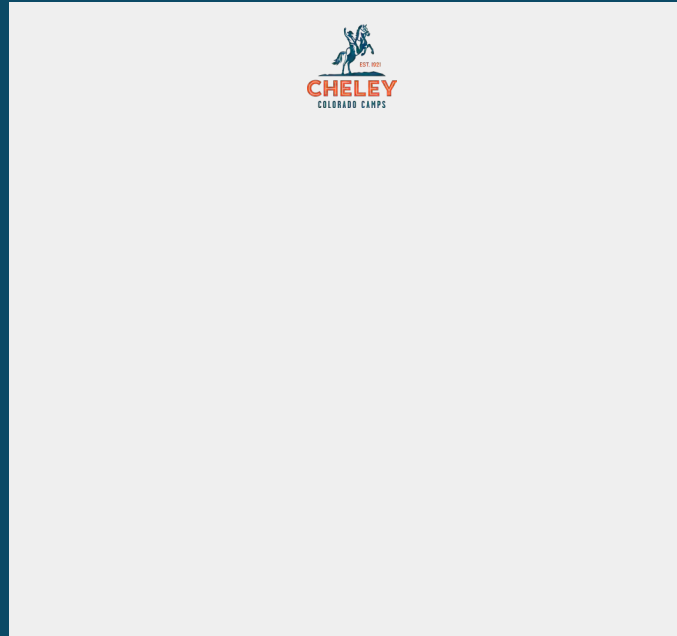
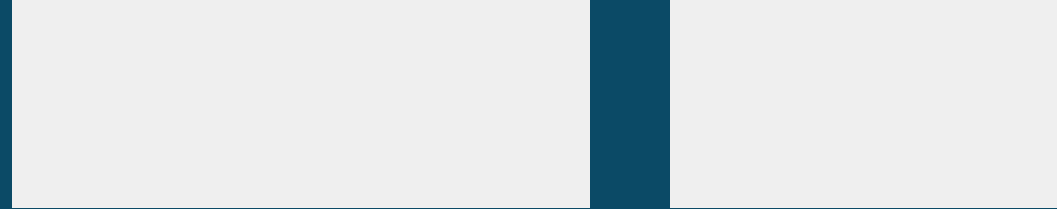
With a longer horizontal dimension, the horizontal Cheley logo is preferred. It looks best placed in the upper left-hand corner.

Square

With equal dimensions, either logo can be utilized. It looks best centered.

Marketing

Position here whenever possible. Website logo placements may differ to adhere to digital best practices.



Master Brand Logo

Placement

Sometimes an alternative Cheley logo is preferred.

Social Media

Platforms often require visually centered design. For the greatest visibility, the Cheley logo is preferred on a white background with a slight border.

Film and Video

Film and video often require visually centered design. For the greatest visibility, the Cheley logo is preferred with a slight border.



Recommended formats

.png (whenever possible)

Secondary marks

Secondary Marks

Not for general use.

A) Horse brand

The Cheley horse brand is a symbol of ownership and the trademark of operation for Cheley Colorado Camps. The brand, the letter "C" enclosed by a shield, is often found on the hip of a horse.

B) TE brand

The TE brand is a symbol of the Trail's End Ranches. The brand is the combined letters "T" and "E."

Marketing

The logos are located in Cheley Colorado Camps> General>Logos and Assets



Horse brand



TE brand

Historical Marks

Not for general use.

The Cheley logo has evolved over the years.

While these historical marks hold sentimental value and are occasionally use for apparel or decorative purposes, they should be sparingly used in official communications. It's essential to accompany them with the current Cheley logo.



1924 – 1927



1937 – 1996



COLORADO CAMPS

1996 – 2020



100th Anniversary

Brand color

Philosophy of Color

Cheley has two official colors:
Blue and Orange.

Blue

signifies trust and loyalty

a calming and reassuring color
that gives us peace and inspires
confidence and security

Orange

signifies enthusiasm and
optimism

a youthful color that exudes
warmth and energy

Primary Palette

These colors create a neutral canvas to support our vibrant brand. Our logo should always be used in one of the colors from the primary palette.

Monochrome Colors – used to present information that’s easy to read and understand



Official Colors – used to emphasize who we are



Our Palette – Digital values

Use the following values when designing materials to be reviewed or experienced on screen. Follow guidance on previous pages for application guidance and usage.



Horizon

HEX #104A66

RGB: R16 G74 B102



Amberglow

HEX #E2512A

RGB: R226 G81 B42

Website Color Palette – selected for brand consistency, aligns with WCAG 2.1 AA Accessibility Criteria to ensure readability and usability for all



Ridgeline

HEX #024959

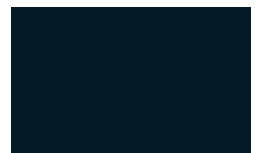


Stream

HEX #377F97

Amberglow

HEX #CC4A28



Text Black

HEX #021B27

Our Palette – Print values

Use the following values on printed materials.
Follow guidance on previous pages for application
guidance and usage.

Screen values do not accurately represent final
printed materials.



Horizon

PMS: 7701 C

CMYK: C96 M67 Y40 K25



Amberglow

PMS: 7579 C

CMYK: C6 M83 Y97 K1

Marketing

Don't use unapproved colorways, this dilutes the
brand and causes confusion.



Don't set text in tone-on-tone styles



Don't use Amberglow for text with Horizon as a flood color.



Don't use Horizon for text with Amberglow as a flood color.

Brand voice

Our Personality

Our voice echoes the warmth and support of a trusted partner. Just like a good friend, our tone adapts to the situation. But no matter what, our personality is described as:

More like

conversational
supportive
knowledgeable
human

Less like

stiff
exclusive
sensationalist
prescriptive

Our Tone

Our love for the outdoors and commitment to youth development guide every word we say. We aim to share our passion, knowledge, and support in a tone that resonates with our community.

Conversational

Picture us chatting around a campfire, swapping stories and sharing experiences. We speak with, not at, our campers, staff, families, and alumni. Our tone is friendly, approachable, and filled with the natural enthusiasm that comes from a deep connection to nature. We keep it simple, avoiding jargon or complicated language, and opting instead for words that anyone can understand. We want to feel like the friend you'd want by your side on a wilderness adventure.

Knowledgeable

We're not just camp counselors; we're mentors, guides, and experts in all things youth-development and summer camp. But we're not here to show off or intimidate. We're here to share what we know, to educate, inspire, and empower. Whether it's teaching a camper how to mount a horse or helping them conquer their fears on a challenging hike, we meet everyone where they are and guide them to new heights. We believe in fostering growth and progression, one outdoor adventure at a time.

Supportive

Honesty and integrity are the cornerstones of our community. We believe our campers, staff, families, and alumni deserve nothing less. So, we tell it like it is, no sugarcoating, no beating around the bush. Whether we're discussing camp policies or sharing stories about our own experiences, we're refreshingly direct and transparent. We value authenticity above all else, and we're not afraid to show it.

Human

At the heart of Cheley are people—campers, staff, families, and alumni—all coming together to create unforgettable experiences. Our brand voice reflects the full spectrum of human emotions. Sometimes we're serious and heartfelt, offering support and encouragement when it's needed most. Other times, we're lighthearted and playful, sharing jokes and laughter around the table in the dining hall. We're real people, just like you, with all the quirks and emotions that come with being human.

Typing our name

We refer to Cheley
three ways in text.

Use any of our brand typefaces to
spell out our name.

Cheley Colorado Camps

This is who we are. Use the words with pride.

"Cheley Colorado Camps is the premier overnight summer camp."

Cheley

**Our dream is to build such strong, familiar relationships
with people that they simply refer to us as "Cheley."**

"Welcome to Cheley!"

Cheley Colorado Camps, LLC

**This working is used for legal references, copyright, and
website footer info only.**

Typography

Baskerville **is the voice of Cheley**

Chosen with legibility and versatility in mind, URW Baskerville evokes a sense of adventure, camaraderie, and authenticity. Its timeless appeal reflects our commitment to tradition while embracing the spirit of exploration and discovery that defines the Cheley Experience.

Baskerville is thoughtfully paired with the typeface Brother Printed 1816 in *all* applications.

Balancing Tradition with Modernity

Together, as a harmonious duo, Baskerville and Brother Printed 1816 enable us to deliver our message with a voice that flexes effortlessly—from inspiring reflections on the wonders of the natural world to the precise instructions for a successful camp experience. Our typography pairing invites a journey of discovery and connection, where every word resonates with meaning and purpose.

URW Baskerville

URW Baskerville serves as the cornerstone of our visual identity, carrying the warmth and authenticity of our brand voice. Inspired by the timeless elegance of classic serif typefaces, URW Baskerville establishes a strong foundation for our communication, inviting our community into meaningful conversations about the transformative power of the camp experience.

Brother Printed 1816

Complementing the personality of URW Baskerville, Brother Printed 1816 introduces a contemporary flair with its crisp, geometric letter forms and modern sensibility. This versatile sans-serif typeface strikes a perfect balance between tradition and innovation, allowing us to seamlessly transition from heartfelt narratives of camp memories to the practical details of program offerings and logistics.

Type families

Almost all applications will use a mixture of our two families: URW Baskerville and Brother Printed 1816.

Brother 1816 is available for legal copy, disclaimers and essential messages in limited spaces.

Downloading brand fonts

Fonts should automatically be loaded onto your device. If they do not appear, you may download them from Teams.

URW Baskerville

Display / Headlines / Body / Pull Quote

Brother Printed 1816

Pre-Heading / Subheads / Body / Subtitle / Captions

Brother 1816

Not for general use, Legal / Disclaimer / Small Spaces

URW Baskerville usage

We use three weights of URW Baskerville—regular, regular italic, and bold.

Lead all messaging with Baskerville.

More weights of Baskerville are available in the font files, please refrain from using them without a strategic reason for breaking from our foundational style.

URW Baskerville Regular

400, Body

URW Baskerville Regular Italic

400, Pull Quote

URW Baskerville Bold

700, Display / Headlines

Brother 1816 Printed usage

Brother 1816 Printed is used as a supporting brand typeface.

Use it for headlines, navigational headers, subheaders, and body copy.

Don't lead an application with Brother Printed 1816 without a strong reason to distinguish the piece from the Cheley brand in general.

Brother Printed 1816 regular works best for body copy and Brother Printer 1816 medium is a great subhead weight.

Set Brother Printed 1816 in all caps for navigational headers.

More weights of Brother Printed 1816 are available in the font files, please refrain from using them without a strategic reason for breaking from our foundational style.

Brother 1816 Printed Regular

400, Body / Captions / Navigational

Brother 1816 Printed Medium

500, Subheads / Navigational

Brother 1816 Printed Bold

700, Subheads / Pre-Heading / Subtitles / Navigational

Type Pairs

To create contrast and hierarchy, always use a mix of URW Baskerville and Brother Printed 1816.

Type Scale Relationship

Use contrasting weights and sizes to create hierarchy.

Text Alignment

Text should be left-aligned whenever possible.

Left aligned text is easier to read than centered text for paragraphs. Without a straight left edge, there is no consistent place where users can move their eyes to when they complete each line.

You can use center alignment in some instances such as single words and short headlines with minimal body copy.

When copy becomes longer, revert to left alignment to improve legibility.

Headline & Subhead Punctuation

As a general guideline, use punctuation at the ends of headlines and subheads that form complete sentences.

Titles and incomplete sentences do not typically require end-of-phrase punctuation.

Do Not's

Don't set type in fonts other than those specified in this guidelines.

Don't set type as justified body copy.

Don't set multiple levels of type solely in Baskerville or solely in Brother Printer 1816.

Don't set type in all lowercase.

Don't set Baskerville in all uppercase (exception: sticky sidebars and promotional messaging).

Discover the Magic of Cheley

Coming to camp starts to feel like you're coming home.

Cheley truly gives its campers formative experiences that nourish body, mind, and spirit. We grant young people time to slow down, come together, and explore.

A Summer Home

Surrounded by natural beauty, time away from home and apart from family provides unique opportunities.

You will find your people here.

At Cheley, friendships flourish and connections are made effortlessly.

Handwriting

The Human Touch

Austin Pen adds a personal, handcrafted element to our visual identity, embodying the warmth and individuality of the Cheley Experience.

Reminiscent of an over-inked pen, its gender-neutral style strikes the perfect balance between approachability and professionalism.

Purposeful Application

Use Austin Pen sparingly and strategically, incorporating it in small doses to lend a human touch. Whether it's a handwritten note from a counselor or a playful caption on a social media post, Austin Pen infuses our messaging with personality and authenticity, reinforcing our commitment to fostering genuine connections with our community.

Embracing Authenticity

With its minimal texture and balanced appearance, Austin Pen reflects our dedication to authenticity and simplicity. By incorporating this handwritten element into our brand, we embrace the imperfections and nuances that make each interaction with Cheley unique and memorable.

Austin Pen Regular

400

Austin Pen Bold

700

Our logo type

We use three fonts in our logo—Town 20 Inline, Garage Gothic Bold, and Alfons Condensed Bold.

Use them sparingly elsewhere.

Town 20 Inline

Town is a display collection inspired by art deco and contemporary lettering. The fonts have a classic feel, with contemporary proportions, styling and details. The “Inline” in the title refers to the thin line running in the center of the letters. There is also a standard, non-inline version of this font available. This is an ALL CAPS font with no lowercase letters.

Garage Gothic

Designed by Tobias Frere-Jone, Garage Gothic is a condensed typeface with a rounded edges and a smooth feel, creating a modern font with a friendly quality. There are three weights in the family—Regular, Bold, and Black.

Alfons

Alfons is a collection of 38 display fonts with a friendly, vintage feel. Alfons is divided into eight subfamilies. The core family is a monoline script that has eight weights from extra thin to black and on top of that two printed versions that have softer, a bit blurred features.

TOWN 20 INLINE

Logotype / Display

GARAGE GOTHIC BOLD

Logotype / Subheads / Body

ALFONS CONDENSED BOLD

Tagline / Decorative

Imagery

We use photography

to capture the essence of camp life, evoke emotions, and build connections with our community.

From candid moments of laughter to stunning landscapes, each photograph serves as a window into the unique and transformative experience that awaits at Cheley. Photography takes the lead roll in most communications.

We use videography

to showcase the dynamic nature of Cheley and provide an immersive glimpse into the excitement and camaraderie of camp.

Our videos immerse you in the sights and sounds of camp with compelling narratives and practical insights. Videography offers a more comprehensive view, making it ideal for showcasing the energy and atmosphere of camp life.

Photography

Photography

We capture the whole story

Photography is a primary mode of expression at Cheley. We rely on it to showcase the Cheley Experience, tell a story, or evoke a sense of place within the mountains.

When we shoot, we capture the entirety of the experience because it's in the candid moments and downtime where the magic truly unfolds. Photography at Cheley embodies a photo journalistic spirit, with a candid, warm, and inviting style, perfectly complementing the serene beauty of our mountainous backdrop.

With this approach, we aim to construct a vision of camp life that is inclusive and inviting to all, fostering a sense of belonging amidst the great outdoors.

Photography Overview

We seek stories in:

The action

In motion, alive. Camp life pulses with energy. We capture the rush, the joy, and the adventure.

The moment

Before, after, and in-between. Seize the spontaneity and the intimacy.

The landscape

Where nature's poetry unfolds. Each corner holds a story of serenity, of majesty, or a hidden gem.

A life well lived

The heartbeat of camp. Real people and real connections. We shoot Cheley campers and staff in all their glory.





Stories in the action

Most of our photos exist here.

From sunrise hikes to sunset campfires, every moment brims with excitement and vitality.

Highlight the spirit of these experiences, showcasing the enthusiasm and camaraderie that define camp life.

Embrace the moment

Capture the dynamic essence of our activities. Each image pulsates with the energy of motion, offering a glimpse into the thrill of adventure that awaits around every corner.

Human elements, genuine smiles

Campers and staff are the heart and soul of Cheley. Genuine smiles and authentic expressions radiate from every photo, reflecting the pure joy of camp. While we celebrate the authenticity of the Cheley Experience, we prioritize the well-being and dignity of our campers and staff.

Focus on the experience

In each photo, the camper or staff member takes center stage, fully immersed in the experience. It's not just about the individual or the activity—it's about them doing it, fully immersed in the moment.

Watch out for:

- overly posed or staged images
- forced expressions
- unsafe or risky behaviors
- neglecting camper and staff well-being
- excessive editing or manipulation

























































Stories in the moment

In the quiet moments between adventures, camp life reveals its true magic.

Capture these fleeting yet precious moments, from shared meals to campfire conversations, where laughter echoes through the trees and bonds are forged that last a lifetime.

A story in a single photo

Each image is a window into a single moment, transporting the viewer to the heart of camp life. Whether it's a camper sharing a laugh with a friend or a staff member offering support, our photos immerse you in the warmth and camaraderie of the Cheley Experience.

Transports the viewer to camp

Set against the backdrop of our rustic cabins and towering pines, our photos invite you to step into the heart of Cheley. From cozy bunk beds to lively dining halls, each image captures the essence of camp life, showcasing the unique charm and character that make Cheley unforgettable.

Watch out for:

- inauthentic and forced expressions
- excessive direction
- intrusive and disruptive photography
- negative, unflattering depictions











CHELEY CAMPS
COLORADO
EST 1921
ROCKY MOUNTAINS

MetroCard

MetroCard











Stories in the landscape

Our playground isn't just a backdrop—it's an integral part of the Cheley Experience.

Celebrates the awe-inspiring beauty of our surroundings, from the majestic mountains to the tranquil creeks and everything in between.

Capture the grandeur

From towering peaks to lush forests, our photos showcase the vast and majestic landscapes that surround Cheley. Whether it's a panoramic view of the Rockies or a quiet grove of aspens, each image invites you to immerse yourself in the natural splendor of Colorado's wilderness.

Embrace the camp atmosphere

Camp isn't just defined by its natural beauty—it's also shaped by the rustic charm of our cabins and wagons, or our historic lodges.

Highlight hidden gems

Beyond the iconic vistas, our photos reveal the hidden gems that make Cheley truly special. Each holds its own unique story waiting to be discovered.

Watch out for:

- overly contrived compositions
- excessive editing or enhancement
- potential hazards and other safety concerns



















A life well lived

Our subjects should always be Cheley campers and staff.

At Cheley, life is lived to the fullest.

Showcase the joy, camaraderie, and genuine bonds that define the Cheley Experience.

Celebrate belonging

The diverse array of faces, voices, and experiences make Cheley feel like home. Each image reflects the unique backgrounds, cultures, and identities of our camp community, fostering a sense of belonging and acceptance for all.

Proof of life for families back home

For parents and families eagerly awaiting news from camp, our photos serve as a lifeline, offering reassurance and pride with every glimpse of their loved ones.

Yearbook memories

Our photos also serve as cherished keepsakes, preserving the mosaic of memories and connections that define the Cheley Experience. From group shots of cabins, wagons, and staff to candid moments captured throughout the summer, these photos immortalize the summer.

Watch out for:

- neglecting diversity in representation
- exclusionary composition
- misrepresenting connection
- background distractions
- managing shadows









CHEER PARK

UND
ARIVO

ESTES PARK
ROCK'S WITH NAT'L PARK

TEK

UPPER

UPPER

CAMP
COLORADO

Reebok







GOING on the
5 DAY
BACKPACKING TRIP

SALT LIFE

EST. 1921

FS









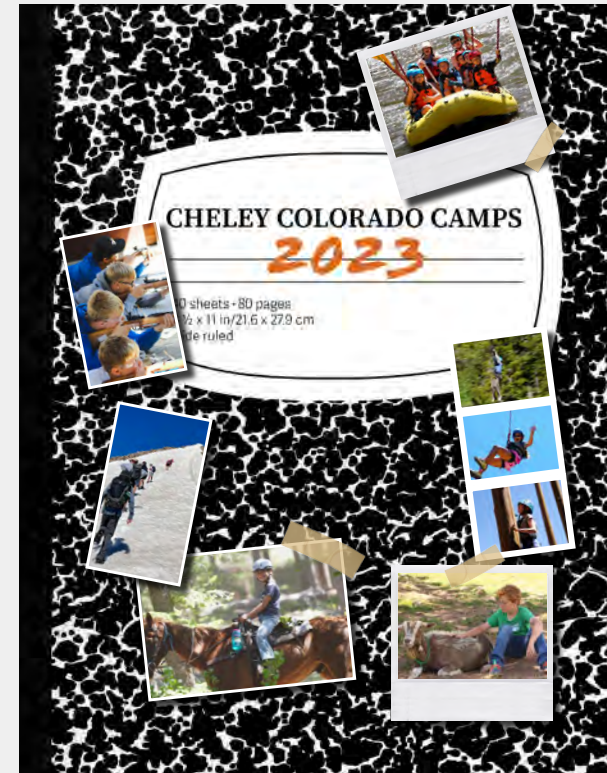
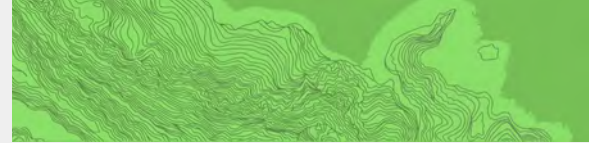
Best practices

Yearbook

Capturing memories,
preserving moments.

The Cheley Yearbook is a cherished keepsake that immortalizes the summer adventures, friendships, and memories made at camp.

From the laughter-filled cabins and wagons to the exhilarating activities, each page tells a story of camaraderie and connection. In this section, we delve into the art of group photography, offering tips and guidelines to ensure that every camper and staff member is represented with pride and inclusivity.



Group photography

DOs and DON'Ts

Photographing group shots is a vital part of creating lasting memories for the Cheley Yearbook. Here are some essential do's and don'ts to consider when capturing these special moments:

DO

Ensure everyone is included in the shot, filling the frame without leaving awkward empty spaces. Have them find their windows.

Ensure everyone is in a specific row.

Double-check your list to ensure no one is accidentally omitted from the photo.

Capture groups from a distance, allowing for flexibility in cropping during the editing process.

Choose backgrounds that reflect the unique essence of each unit while keeping the focus on the campers and staff.

Pay attention to lighting, ensuring that all faces are well-lit without distracting shadows.

DON'T

Leave empty spaces in between campers/staff members, as this looks awkward and can detract from the overall composition.

Exclude anyone from the shot by framing too tightly or inadvertently cropping individuals out of the photo.

Photograph groups with distracting backgrounds or other individuals in the frame

Forget to use Cheley's unique surroundings as a backdrop, adding depth and context to each group photo.



Cabin



Wagon



Staff

Combining photographs

Crafting the perfect spread.

Play with scale to draw the eye and give context.

As we curate layouts for specific pages, we have the opportunity to blend images creatively, providing depth to each spread.

Play with Scale

Experiment with scale to draw the viewer's eye to the faces of campers and staff, providing context while ensuring that individuals remain the focal point of the composition. By juxtaposing close-up shots with wider views, you can create dynamic compositions.

Balance and Harmony

Strive for balance and harmony in layouts, ensuring each photograph contributes to the overall narrative. Pay attention to visual weight, spacing, and alignment for a cohesive design.

Capturing Emotion

Look for photographs that evoke emotion and tell a story. Seek out images that capture the essence of each activity or event.

Variety and Diversity

Ensure that your layouts reflect the rich tapestry of camp life, incorporating images that capture the diversity of campers and staff; and represent each unit and term.

Consistency and Cohesion

Maintain consistency in style, tone, and color palette across your layouts to create a unified look and feel throughout the yearbook. Use design elements such as borders, captions, and page headers to tie the spreads together and reinforce Cheley's brand identity.

Watch out for:

- overuse of a super photogenic camper
- cluttered layouts
- uneven lighting
- inconsistent image quality



Full body



Point-of-view



Context



Portrait



Close-up

**Thank
You!**