



IMAGE GUIDANCE

The Peace Corps Office of Communications manages all agency images, including photos, graphics, and videos. Visual communication, though just one part of the Peace Corps' overall branding strategy, is one of the most powerful ways the agency communicates: Image selection often receives the most scrutiny—internally and externally. Therefore, please utilize the following guidance when selecting images. While individuals have unique perspectives on what makes a powerful image, it is important to think about what those images communicate to an audience. Viewers might be very familiar with the Peace Corps or have little to no experience with the Peace Corps. Ultimately, the images should create or convey a powerful visual that clearly communicates the Peace Corps message.

Here are the Peace Corps Office of Communications image selection guidelines.

RESPECT THE PEOPLE WE SERVE

- All children and adults must be fully clothed.
 - Exception: Images of host country nationals participating in water-related activities (e.g., swimming, tubing, etc.)
- Represent the people we serve with respect and dignity.
- Do not use images of suffering, poverty, starvation, or death as a way to communicate the Peace Corps message. The Peace Corps works to build the capacity of host countries to meet their skill needs and help people build better lives for themselves. Imagery should not inspire pity, be demeaning, or convey inferiority or superiority.

RESPECT THE VOLUNTEERS

- All Volunteers must be fully clothed.
- Represent the Volunteers with respect and dignity.
- Do not use images of Volunteers who have died in service unless it is as part of a memorial or press release concerning the death.
- Do not use images of Volunteers engaged in dangerous or illegal activities.
 - Illegal activities are self-evident.
 - Dangerous activities include, but are not limited to, the following:
 - Cliff diving
 - Roof jumping
 - Motorcycle riding
 - Riding in overcrowded vehicles
 - When in doubt, check with your manager

DO NOT USE EVER

- Images depicting alcohol or smoking
- Images with text that would be inappropriate for the Peace Corps or the U.S. government to publish
 - If the text is not in English, it must be translated or removed, blurred out, or covered.
- Images with illicit plants. If you can not readily identify a plant as legal, do not use the image.
- Images of Volunteers riding bicycles without helmets. Volunteers can be administratively separated for biking without wearing helmets; there is zero tolerance for violating this policy.
- Images of post-1970s Volunteers riding motorcycles
- Images that include weapons or anything that may appear to be or is associated with weapons
- Images that depict brands or logos, including improper applications of the Peace Corps name and logo

GENERAL "DO USE" GUIDANCE

- Use photos that are visually compelling and support the goals of the Peace Corps.
- Be mindful of representing diversity in gender, race, ethnicity, age, country, region of service, sector, and rural/urban locations.