Global Brand Standards

Photography
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## Introduction

Herman Miller photography represents the brand with a distinct, consistent, and proprietary visual language, creating an emotional connection with both internal and external audiences.

|--------------------------|--------------|---------------------|----------------------------|--------------|----------|---------|------------|-----------------------|----------|-----------|
Introduction

Resource Recommendation

As part of the project brief process, Brand Design is solely responsible for selecting a professional resource, either internal or external. Resources are specific to each project and can include photographer, stylist, interior designer, and materials specialist. The selection is based on the resource’s expertise and appropriateness for the project and history of delivering compelling results.
Introduction

Project Brief

A project brief aligns project expectations and provides guidelines for Brand Design, photographer and crew, and the person or department requesting the project. The project brief should answer several questions:

What is the purpose of the photoshoot?
Who is the intended audience?
How and where will the images be used?
When is the deadline?
What is the budget?

The Project Brief is available at hermanmiller.com/brand standards
Photoshoot Protocol

When scheduling a photoshoot on Herman Miller premises:

1. Schedule a scouting or site visit with vendor and facility lead to determine locations/areas for the shoot and all operational and logistic needs (Distribute Safety Card from Concierge).

2. Following a scouting or a site visit, reserve rooms as needed.

3. Put together an agenda with guest names and contact information to share with Concierge, Customer Experience, Facilities Lead, Security, Catering, and Vendor.

4. Connect vendor with Herman Miller Real Estate Manager for receipt of insurance certificate prior to arrival.

5. Submit a facility-wide communication about the upcoming shoot to Concierge for distribution to employees.

6. Ensure your guests are hosted by a Herman Miller person at all times.

7. Make sure everything is returned to its proper place at the end of the shoot.

Introduction

Photography Process Document

Before beginning your project, request the Photography Process document. This document serves as a master guide and is mandatory for any photoshoot once initiated and must be shared with the photoshoot team.

Contact brand_help@hermanmiller.com to request this document.
**Product List**

A product list details all pieces being featured in the shoot. This required form, completed and submitted by the Product Manager and/or Marketing Manager, allows for better planning and preparation.
Introduction

Narrative

A photo should do more than showcase a setting. It should tell a story, capturing a particular moment in time. Before you begin a shoot, you must understand the story you are telling. The narrative should relate to the product and audience and not be overly staged.

Avoid forcing a location to be something it’s not. Embrace its architecture and character. Then, use propping as a means to accentuate the narrative.
Introduction

**Narrative**

A single narrative can be shown in one image or many.

This particular series takes the viewer through a law firm. From the lobby, to a female executive’s office, to an executive meeting space, to the dining hall, each photograph shares the same narrative, yet tells a story all its own. Strategic propping allows each setting to have unique characteristics, while having a cohesive look and feel with the overarching narrative.

- Airy and sophisticated lobby
- Executive meeting space
- Elegant dining room
- Private executive’s office
- Aerial view of the dining hall
Introduction

**Location**

When scouting a location for your shoot, look for one with plenty of space and available light. Avoid locations with distracting elements that cannot be removed, such as carpet or light fixtures. Keep in mind that you often need two times the depth of the set measured from the proposed camera angle to allow for the camera’s location.

Supply Management must work with the Project Manager to negotiate any leases or rental agreements.
**Introduction**

**Shot Sketch**

For best planning, sketch the layout of the space and the placement of each product. Indicate the direction from which the camera will be taking the shot.

It is important that you work with a Herman Miller-approved interior designer and materials specialist to make sure applications, materials, and settings follow brand standards.

Contact [brand_help@hermanmiller.com](mailto:brand_help@hermanmiller.com) for more information.
Image Format and Usage

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and what will its placement be? The format (vertical, horizontal) of each shot must be planned with the final usage in mind.
## Shot List

When all the details come together, they should be assembled in a shot list. This sets expectations and keeps everyone accountable on a project.

### Solutions Book Photography

<table>
<thead>
<tr>
<th>Shot List: Haven 2</th>
<th>Product</th>
<th>General Notes</th>
<th>Styling Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implied Space</td>
<td>Public</td>
<td>Wooden floor</td>
<td>Large and small plants, books and decor for shelves, hanging art piece/mobile, smaller art pieces for shelves, notebooks, pens, lamps and Car Post Desk lamps.</td>
</tr>
<tr>
<td>Modes of Work Suppoted: Create, Contemplate and Converse. These settings are a part of a modern art and design museum located in a large metropolitan area. This museum’s focus is on emerging artists and designers (as opposed to classic modernism). Located near the reference library, this is a place where anyone from the organization can come to get some quiet time, do research, or read.</td>
<td>Fabriwood shelves</td>
<td>Grey and white wall.</td>
<td></td>
</tr>
</tbody>
</table>

### Photo usage:

- [Living Office Photo Brief](#)
Many people are involved in a shoot, and it is important to obtain the names, titles, and phone numbers of all involved.

**Roles may include:**
- Photographer
- Assistant(s)
- Art Director or Designer
- Product Manager
- Producer
- Model(s)
- Hair & Make-up Stylist
- Clothing Stylist

Contact brand_help@hermanmiller.com to obtain a release form.
Legal

In addition to brand, important rules and guidelines covered in this chapter must be followed to ensure all legal requirements are covered and all intellectual property is protected.
Legal

**Photographer Contract**

All project negotiation related to cost and photography use should be done prior to the shoot.

As soon as you have identified a need for photography, please contact Mike Stuk at mike_stuk@hermanmiller.com.

Mike must also review all photographer contracts before signing.
Legal

**Photography Rights**

Usage rights must be negotiated as part of the contract with the photographer. Ask for unlimited global rights. Exceptions would be for a product available in only certain areas of the world.
Legal

**Artwork Rights**

To ensure the legal use of any artwork appearing in a photo, such as the picture in the photo at right, you must obtain a release. The artist or artist’s representative must grant these rights (not just the owner of the artwork) and you must contact them directly to negotiate.

Contact brand_help@hermanmiller.com to
Model Rights

Everyone appearing (where they can be identified) in a photo must sign this document, releasing all rights, title, and interests to photographic reproductions of them for any type of advertising or publicity.

Contact brand_help@hermanmiller.com to obtain a release form.
**Photo Credit**

To cite our images, particularly those from the Archives, use this format: Photo courtesy of @HermanMiller

To cite our images where character count is limited, and in social media, use this format: Photo: @HermanMiller

To acknowledge images a photographer takes for us, use this format: Photo by [photographer’s name] courtesy of @HermanMiller

To acknowledge images a photographer takes for us where character count is limited, and in social media, use this format: Photo: @[photographer’s name] via @HermanMiller

An area beside the communal table provides additional workspace—in this instance to assemble components that illustrate how the development of Mima 2 evolved. Photo by Marcus Gaath.

**What role does a communal table play in a design studio?**

It’s almost like a ritual: if you put something on that table it’s open for discussion and it should concern all. In our case it’s a generous, archaic, and thus genetic surface that serves all kind of purposes—we even use the surface to test drive chairs up there, so that it’s easier to see what is going on with the kinematics. We also have our lunch at this

"It’s almost like a ritual: if you put something on that [communal] table it’s open for discussion and it should concern all. In our case it’s a ...
Photography Principles

The following principles apply to all photography, regardless of audience or usage. After this chapter, specific guidelines related to Location, Set, and Healthcare photography are provided.
Lifestyle

Combining Herman Miller product with other products emphasizes a lifestyle. Doing so in a harmonious way will strengthen the narrative. Be sure that the props are appropriate for the intended audience.
General Guidelines

**Styling**

Accessories, materials, colors, and propping all set a mood, enhance the environment, and support the narrative. Details count, and we count on our photographers to pay close attention to styling.

**These items should:**
Support the context of the narrative and represent the Herman Miller brand.
Blend well together without taking attention away from the focal point.
Be inspirational; i.e., “I want to work or live there.”
Not be repeated in a shoot.
Arrangement

Shooting photography with a strong narrative often means creating settings that look lived-in.

When propping for a shoot, choose props that support the narrative and style them to add honesty to any image.
Product Setting

A product setting should be the prominent feature in the shot, while allowing the viewer to take notice of other props and environmental features that strengthen the narrative.
Detail

Hero detail imagery should highlight the intersection between the function and beauty of our products.
General Guidelines

**Camera Angle**

**Eye Level**
The majority of our photos are taken from an eye-level perspective. Doing so adds a sense of believability to the space. However, when appropriate, photos can be taken from high and low angles to add impact and drama.
General Guidelines

**Camera Angle**

**High Angle**
A high camera angle is preferred if an overview of a furniture grouping is needed, or if the details of the piece are not easily seen from eye level.

**Low Angle**
A low angle adds a dramatic quality to the photo and accentuates details of a product that an eye-level or from-above view does not. Use this angle sparingly, but as needed.
Location

When we capture any imagery on location, we always think about the point of view of the person who will see the image, while delivering our authentic and aspirational vision of working and living.
Location

Overview

Photos should show the product as hero in an architectural setting.

Camera angle takes the perspective of someone walking into the space.

Styling elements should reflect a lived-in feeling, an artful collage of objects and textures, and interesting views to the outside.

Examples of use: Product Literature, Advertising, Public Relations
Location

**Styling**

Communicate a lifestyle and create a narrative by using props and accessories.

**These items should:**

Support the context of the narrative and represent the Herman Miller brand.

Blend well together without taking attention away from the focal point.

Be inspirational; i.e., “I want to work or live there.”

Not to repeated in a shoot.
Styling

Computer Screens
Since many of our products are designed for the office, a computer or tablet may be required in the shot to support the narrative. The screen should feature a non-distracting visual that relates to the narrative of the photo.

Whether the screen is on or off, it should not be the focal point of the photo. When using imagery to place on screens, they should be relevant to the environment and should be representational and graphic, not actual OS screens.
Location

Styling Details

Lights & Lamps
For task lighting, we use Herman Miller and alliance partner models, such as Luxo or Wästberg. Suspension, wall, and floor lights, use Wästberg, Flos, and Oluce. Always capture images with and without lights on.

Books
We use books as a styling element in settings to convey a sense of the people using the space. Select books that suggest a realistic portrayal of the occupants.

Plants
Use real plants to provide a connection to nature. They make your settings feel warm, inviting, and realistic. We recommend cacti, succulents, scheffleras, and rubber trees.

Objects
Use items relevant to the context of the space. Use items related to Herman Miller’s design heritage sparingly: the Eames™ bird, Nelson™ clocks, Girard wooden dolls, and similar. Do not overuse or repeat such objects.
Location

**Lighting**

Available light should be used in combination with artificial light sources to provide the most flattering light for the product. The lighting should be directional and give the products dimension while maintaining a natural look.

**Choose a space with:**

Large windows.
Natural light.
Indoor lighting that’s not overly bright.
Set

Versatile, descriptive, and always characteristic of our brand, set photography is a key component of our photo library.
Set

Hero Detail

Detail shots are used as a supporting image near or next to a shot of the full product.

Examples of use: Websites, Product Literature
Set

Functional Detail Shot

Detail shots are also used to show the function or use of a product. It should have a human presence and feel like it is in use. Styling should add believability to a photo.

Examples of use: Websites, Product Literature
Set

**Chair Composition**

To maintain a clean aesthetic, keep one chair leg vertically aligned with the chair base on 5-star bases. For chairs with casters, all should be aligned and reflect the direction the chair is facing.
Set

Chair Composition

Work chairs must be photographed (at a minimum) from these key 5 angles:

Front
Three-Quarter Front
Profile
Three-Quarter Back
Back

For chairs with casters, all should be aligned and reflect the direction the chair is facing.
Set

Chair Composition

The base of a chair should maintain as much symmetry as possible. On chairs with 5-star bases, position one leg in vertical alignment with the rest of its base with all casters facing the direction the chair is facing.

For chairs with casters, all should be aligned and reflect the direction the chair is facing.
Set

**Lighting**

Photos should be directionally lit, have a natural look, and be taken on white, partially reflective flooring.

**Casters**
They should always reflect the direction the chair is facing, and one of the 5-star bases should face directly to camera.

Examples of use: Product Sheets, Catalog, Brochure, Pricebook, Website, Press Releases
Set

Colorsweep

Use a sweep of solid color to put the focus on a product or several products. Often the products are related, either because they are part of a product family or they illustrate a specific theme.

Contact brand_help@hermanmiller.com for the current palette of colors.

Examples of use: Product Literature, Catalog and Brochure
We have a different point of view for the way we shoot our documentary and editorial imagery. Often, we are shooting people in their authentic surroundings, and we must always seek out the most natural moments. We must be aware of capturing diversity as much as possible.
Editorial imagery is often used in conjunction with WHY magazine, but also in other publications that communicate our knowledge and insight.

Editorial images should not be staged. They should capture an authentic point in time, showing individuals immersed in their natural way of working.

Avoid having subjects look directly into the camera in this type of authentic imagery.
WHY photos should capture an authentic point in time, showing individuals immersed in a natural way of working that supports the WHY story.

Avoid having subjects look directly into the camera in this type of authentic imagery.
The Herman Miller brand is centered around people. Photos should document the customer and/or employee experience in an authentic way that allows the viewer to identify with the subject matter and the spirit of the individual(s).
People

**Styling**

People should be styled in a natural and authentic way.

**Things to avoid:**
- Patterned shirts.
- Any off-brand logos.
- Any identifiable off-brand products.
- Distracting accessories.
- Overly distracting backgrounds
People

**Designer Portraits**

**Context**
Environmental portraits should reflect the designer or multiple designers in relation to their environment or the product they designed.

**Hang Tag Use**
When used with Product Hang Tags, designer portraits must be converted to black and white.

The viewer should be able to pick up on the environment’s energy as much as the spirit of the person(s) within it.
People

**Designer Environments**

Designer or team environments should have natural light and show genuine moments of engagement and collaboration. Color and black and white variations are required.
People

**Case Study**

**Function**
Case study imagery aims to capture our environmental solution in action at a variety of scales and use cases.

**Diversity**
Be sure to capture the diversity of the people using the space.

**Rights**
All people photographed must sign a Model Release to allow us use of such imagery in perpetuity.
People

**Instructional**

Functional and understandable, instructional photography conveys a particular stage of setup in a single, up-close shot. Avoid unnecessary propping and styling that distracts from the action performed.
Herman Miller Healthcare

Herman Miller Healthcare has exclusive photography that should only be used to support Herman Miller Healthcare, both digitally and in print. Following the brand, photos should communicate quality, empathy, and care.

Note: When Nemschoff products are included in Healthcare photography, they should be used in accordance with these standards.
Herman Miller Healthcare

**Environmental**

In Herman Miller Healthcare’s exclusive photography, settings should be a reflection of the clean aesthetic found in today’s healthcare environments.

Our goal is to emotionally establish the look and feel of our photography and differentiate Herman Miller Healthcare with a distinct and proprietary visual language.
Herman Miller Healthcare

**Styling**

**Scale**
In the absence of people, include styling elements (like the glasses shown here) that give a sense of scale to our products.

**Context**
Always confirm with Product Managers what props should appear in the context of the scenario to be shot.

**Simple and Complementary**
Keep props to a minimum, but ensure they complement the colors of the product and the setting.

Contact [brand_help@hermanmiller.com](mailto:brand_help@hermanmiller.com) for current color palette references.
Herman Miller Healthcare

Colorsweep

Context
Always confirm with Product Managers what props would appear in the context of the setting to be shot.

Color
Use no more than two colors in our backdrops. Avoid using red, yellow, or brown as hero colors.
Herman Miller Healthcare

People

Whether it’s a photo of a patient, caregiver, or a combination of the two, individuals in a healthcare environment should be having a natural interaction and sharing an authentic moment in time.
Herman Miller Healthcare

Editorial

Honesty
Editorial photos in the healthcare environment should not be staged. They should capture an authentic point in time, showing individuals immersed in a natural interaction.

Diversity
Ensure we capture diversity of the people using Healthcare environments.

Rights
All people photographed must sign a Model Release to allow use of such imagery in perpetuity.
Resources

If you need help, please contact Brand Design.
Email: brand_help@hermanmiller.com

Tools to use as you advocate for the Herman Miller Healthcare brand:
Photography Process Document
Call Sheet Template
Model Release
Image Library
Omni & Digital Asset Management