

HRF

**Human Relief
Foundation**

**Photography
& video brief
2025**



For further information please contact the HRF marketing team
comms@hrf.co.uk | +44 1274 299676

General

Your photos and videos highlight the impact of HRF's aid delivery, humanise beneficiaries and inspire empathy in our supporter base.

Focus on moments that convey dignity, resilience and hope while respecting people's and cultural sensitivities.

Please do not send images and videos via WhatsApp.

These images are severely compressed and cannot be used for our campaign promotion and reporting. High quality images allow us to create effective campaigns to fund & assist your programmes.

Please download images / videos from your device to a desktop or laptop and send via email to **comms@hrf.co.uk** or send larger groups of files via an online file transfer service such as **WeTransfer** or **Airbridge**.

Please provide context for images & videos

Location (District, Town/City, Country)

Date and time of shoot.

What was delivered?

Quantity of deliverable items.

Who are the recipients?

Are we working with partners - if so, who?

Photography

Images shot in landscape & portrait.

Images at the highest possible resolution.

Avoid exploiting vulnerable moments for dramatic effect.

Position your main subject off-centre for a balanced composition.

Ensure your main subject is sharp and clear.

Capture both close-up and wide-angle shots to tell a fuller story.

Use natural light where possible.

Ensure light source is behind or to the side of you for clear visibility.



Video

Shoot video in landscape. This give us greater flexibility when editing.

Where possible, shoot at 1080p or the highest quality available from your camera

Provide lots of B-Roll. Capture atmosphere, action and people to provide narrative depth.

Capture dynamic activities such as aid being handed to recipients or children playing.

If interviewing, please film at eye level and let the person being interviewed tell their own story.

When sending complete, edited videos

Please do not add background music - this can cause copyright issues in some countries.

Please do not watermark with HRF logo.

Please caption presenters speaking on camera or supply details with raw footage.

Your checklist

Variety: Do you have enough close-ups, wide-angle, and action shots?

Quality: Are your images / videos sharp, well lit and steady?

Story: Do your images / video highlight the challenges, responses and impact our HRF's work?

Context: Have you included delivery stats and location information?



Telling the story of Human Relief Foundation delivery



Showing the faces of delivery

