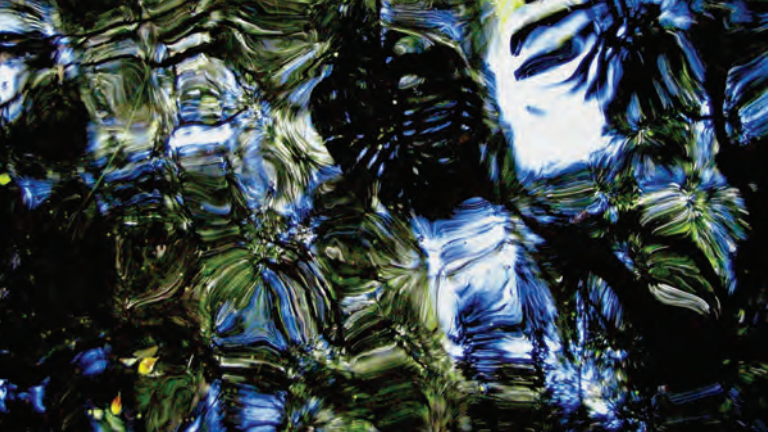


# BCG & EYEEM PHOTOGRAPHY A VISUAL GUIDE





BCG is partnering with EyeEm, a global community of photographers, to source compelling visuals that reflect the depth, breadth and innovative nature of our work. EyeEm uses its creative vision to pair BCG content with images that are intelligent, beautiful, thought-provoking and unique.



Photography should be used to reinforce the subject matter of the communications and images should be carefully curated to ensure a consistent style.

BCG images:

- Show a unique perspective
- Have an interesting composition
- Are metaphorical in meaning



**WHY WE USE EYEEM IMAGERY (AND NOT STOCK PHOTOGRAPHY)**

Our partnership with EyeEm elevates our photography beyond amateur, expected and ordinary.

**AMATEUR PHOTOGRAPHY**

- Google Image search results
- Images are low-quality and unprofessional.

**PROFESSIONAL PHOTOGRAPHY**

- Stock photography sites
- Images are cliché, expected and do not stand out in the competitive landscape.

**INSPIRED PHOTOGRAPHY**

- BCG & EyeEm
- Images are intelligent, beautiful, thought-provoking and unique.



## WHY WE USE EYEEM IMAGERY (AND NOT STOCK PHOTOGRAPHY)

Our partnership with EyeEm elevates our photography beyond amateur, expected and ordinary.

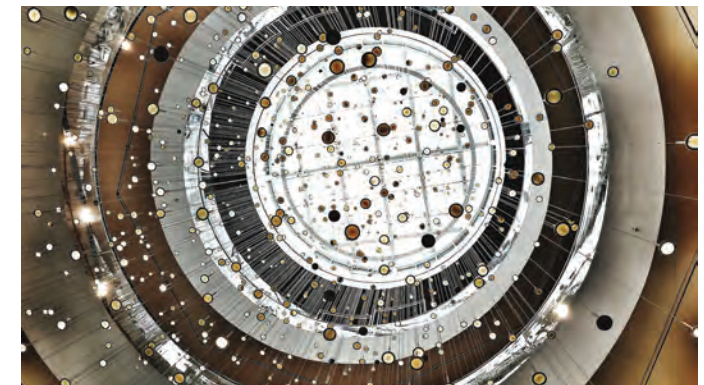
### INNOVATION THROUGH AMATEUR EYES



### INNOVATION THROUGH PROFESSIONAL EYES



### INNOVATION THROUGH INSPIRED EYES





WHY WE USE EYEEM IMAGERY (AND NOT STOCK PHOTOGRAPHY)

Our partnership with EyeEm elevates our photography beyond amateur, expected and ordinary.

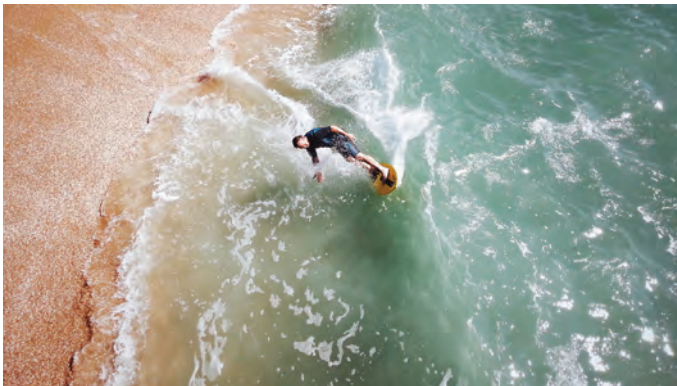
TECHNOLOGY THROUGH AMATEUR EYES



TECHNOLOGY THROUGH PROFESSIONAL EYES



TECHNOLOGY THROUGH INSPIRED EYES

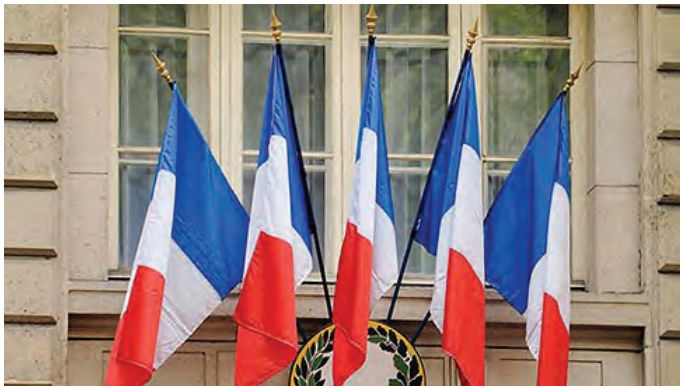




WHY WE USE EYEEM IMAGERY (AND NOT STOCK PHOTOGRAPHY)

Our partnership with EyeEm elevates our photography beyond amateur, expected and ordinary.

PARIS THROUGH AMATEUR EYES



PARIS THROUGH PROFESSIONAL EYES



PARIS THROUGH INSPIRED EYES

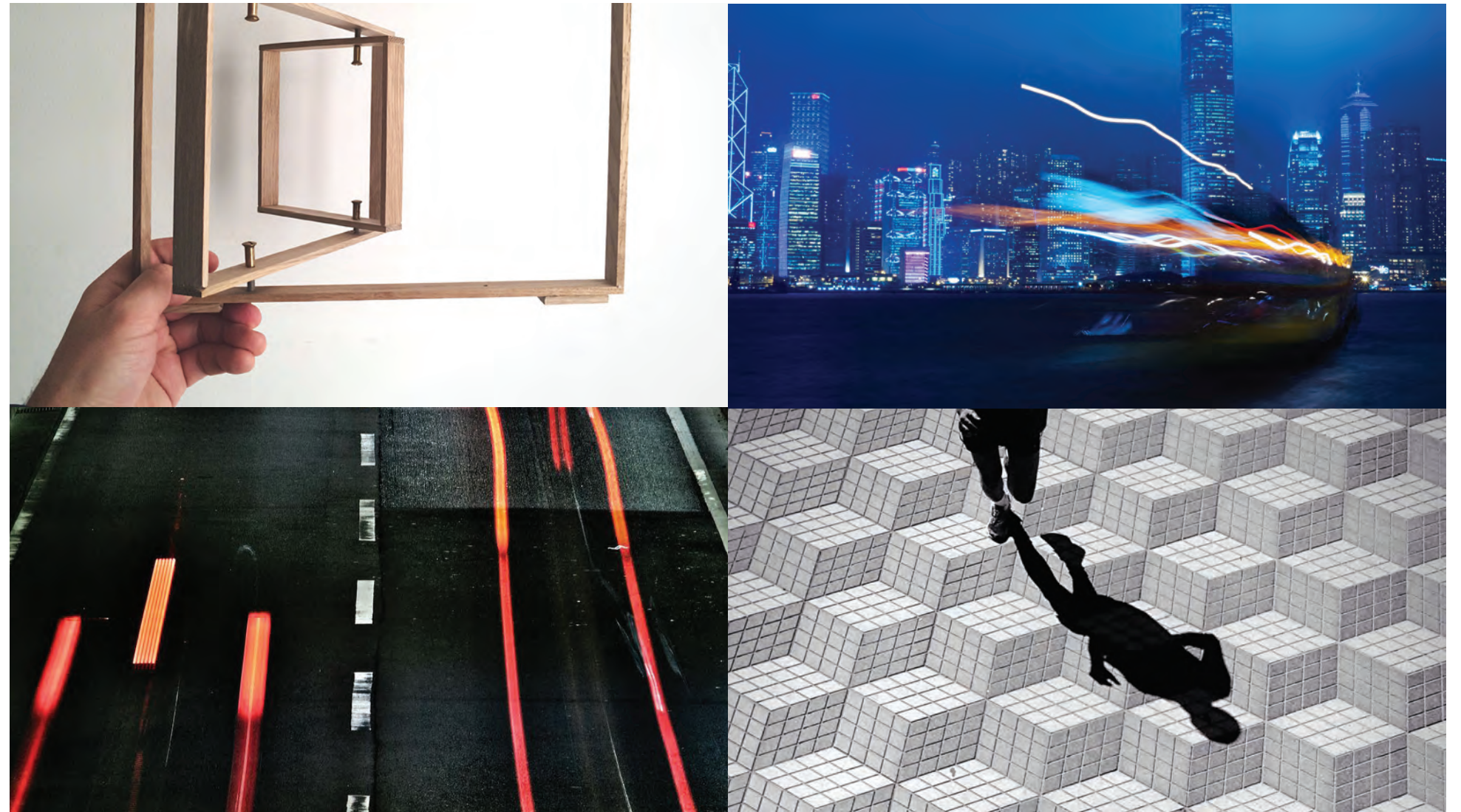


Practice Areas and Local Offices have signature EyeEm images that should be used appropriately.



## PRACTICE AREA IMAGERY

Each Practice Area has 3-5 images selected for their exclusive use. These images should be used across communications focused on the Practice Area.





PRACTICE AREA IMAGERY

Below are the lead images for each Practice Area. For access to your PA's images, please contact [bcg-production@bcg.com](mailto:bcg-production@bcg.com) for login credentials to [bcg.eyeem.com](http://bcg.eyeem.com).

INDUSTRIES



AUTOMOTIVE



BIOPHARMACEUTICALS



CONSUMER PRODUCTS



SOCIAL SECTOR



EDUCATION



ENGINEERED PRODUCTS & INFRASTRUCTURE



ENERGY & ENVIRONMENT



TELECOMMUNICATIONS



PUBLIC SECTOR



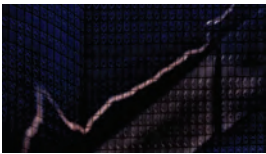
INSURANCE



MEDIA & ENTERTAINMENT



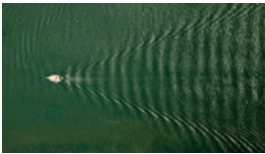
TRANSPORTATION, TRAVEL & TOURISM



MEDICAL DEVICES & TECHNOLOGY



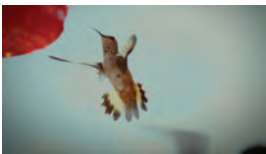
METALS & MINING



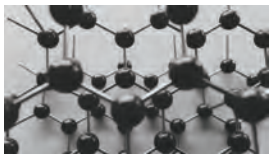
PRIVATE EQUITY



FINANCIAL INSTITUTIONS



TECHNOLOGY INDUSTRIES



PROCESS INDUSTRIES & BUILDING MATERIALS



RETAIL



HEALTH CARE PAYERS & PROVIDERS

CAPABILITIES



BIG DATA & ADVANCED ANALYTICS



CHANGE MANAGEMENT



CORPORATE DEVELOPMENT & FINANCE



INNOVATION



GLOBALIZATION



GROWTH



PROCUREMENT



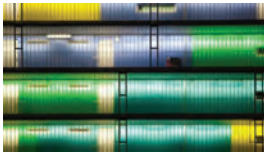
STRATEGY



TRANSFORMATION



M&A AND DIVESTITURES



OPERATIONS



LEAN



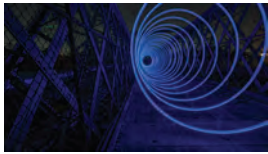
PEOPLE & ORGANIZATIONS



POST MERGER INTEGRATION



PRICING



MARKETING AND SALES



SMART SIMPLICITY



SUSTAINABILITY



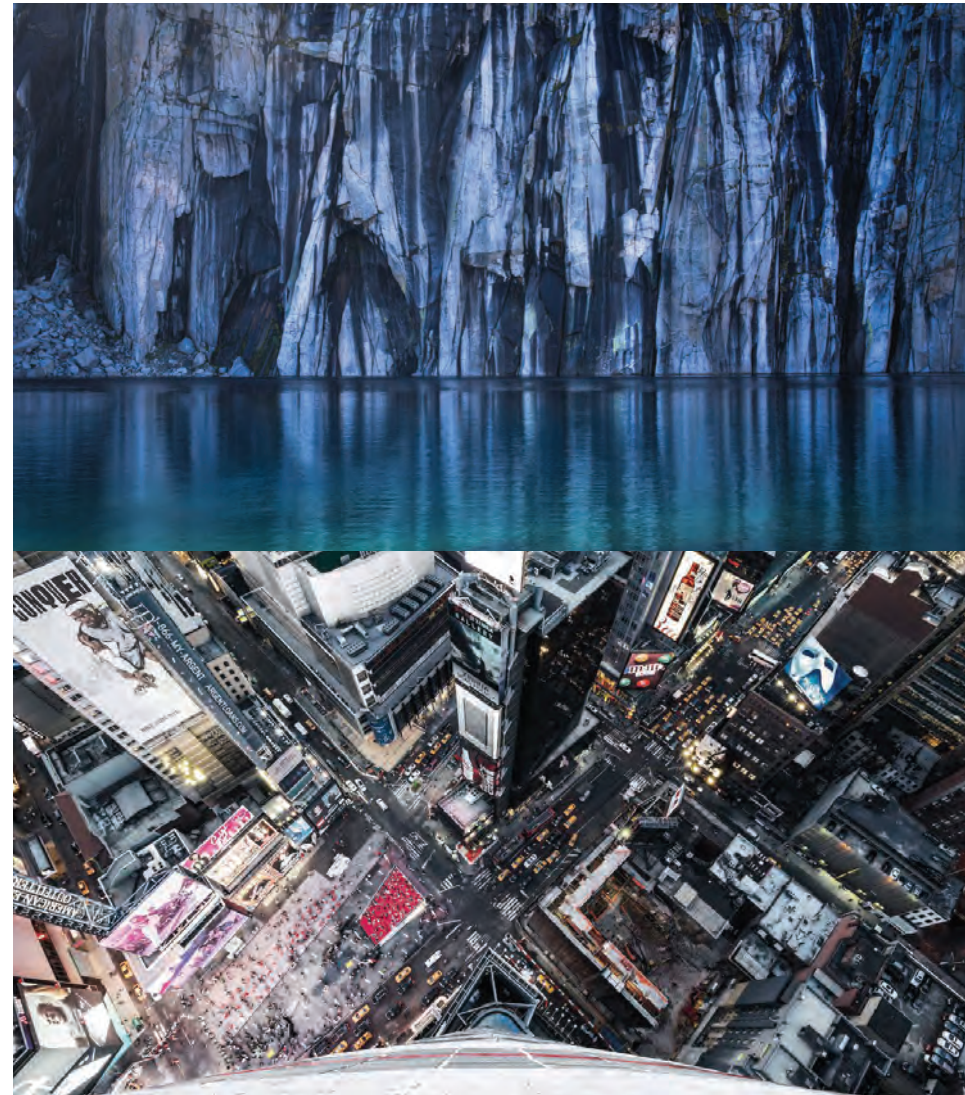
TECHNOLOGY & DIGITAL



## LOCAL OFFICE IMAGERY

Each BCG office location and region also has a curated library of images to pull from. Only these images should be used when featuring a local office or region.

- Cities: Atypical and/or layered compositions of urban/landmark images.
- Countries: Landscapes that depict that part of the world, as well as cultural or heritage-driven images.
- Systems: In special cases of a system—a grouping of offices by region or country—the system image should be chosen from the country images within that system. This way, country & system images will differ from city imagery.



TOP: USA WEST COAST, SYSTEM IMAGE  
BOTTOM: NEW YORK CITY, CITY IMAGE



TOP: AUSTRALIA, COUNTRY IMAGE  
BOTTOM: NORDICS, SYSTEM IMAGE



HOW TO USE EYEEM IMAGERY

Keep these tips in mind when using photography across the various communication tools:

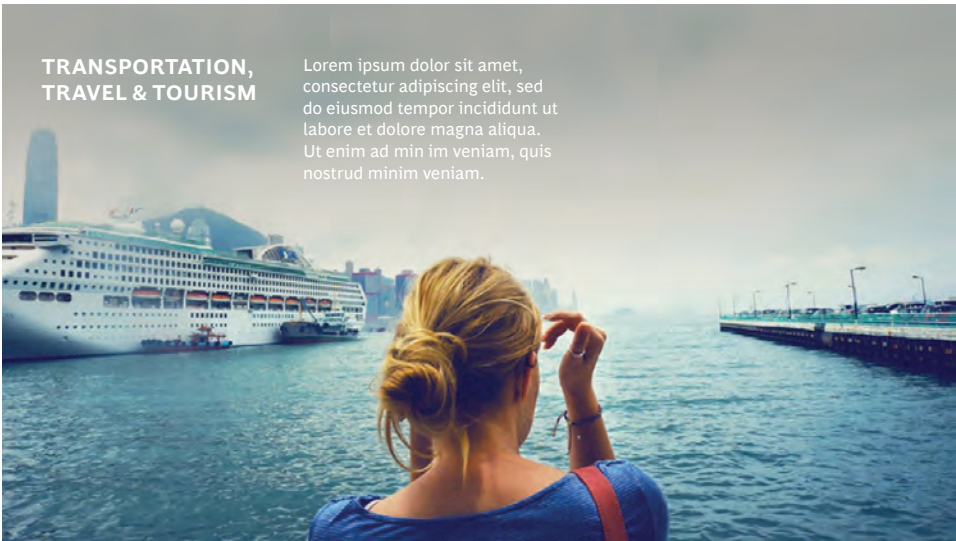
- The imagery should be celebrated and used to elevate key messages.
- When necessary for legibility, add a gradient overlay over the image or drop shadow for the typography.
- Content should be light. Try keeping content to 1-2 levels of information (e.g. headline and supporting line of copy).



USE 1-2 LEVELS OF INFORMATION



USE 1-2 LEVELS OF INFORMATION  
USE A GRADIENT OVERLAY FOR LEGIBILITY WHEN NEEDED



USE 1-2 LEVELS OF INFORMATION  
USE A GRADIENT OVERLAY FOR LEGIBILITY WHEN NEEDED



SAMPLE GRADIENT LAYER  
OVER PARAMETRIC ART



Visit [bcg.eyeem.com](http://bcg.eyeem.com) while connected to the BCG network to be auto-logged into BCG's account. For general support, please contact [bcg-production@bcg.com](mailto:bcg-production@bcg.com).