

# A Complete Guide



**IMAGERELAY**



# Table of Contents

How To Access Photos	1
Image Relay Folder Classification	2
A. Staged Photoshoots	2
B. Event Photos	4
C. Photos Without People	4
D. Faculty and Staff	4
How to Search	5
How to Download Images	6
How To Submit Photos to Be Uploaded	8

# How To Access Photos

1. Visit <https://telfer.uottawa.ca/en/brand/>
2. Scroll down to click “Photos & Templates”

---

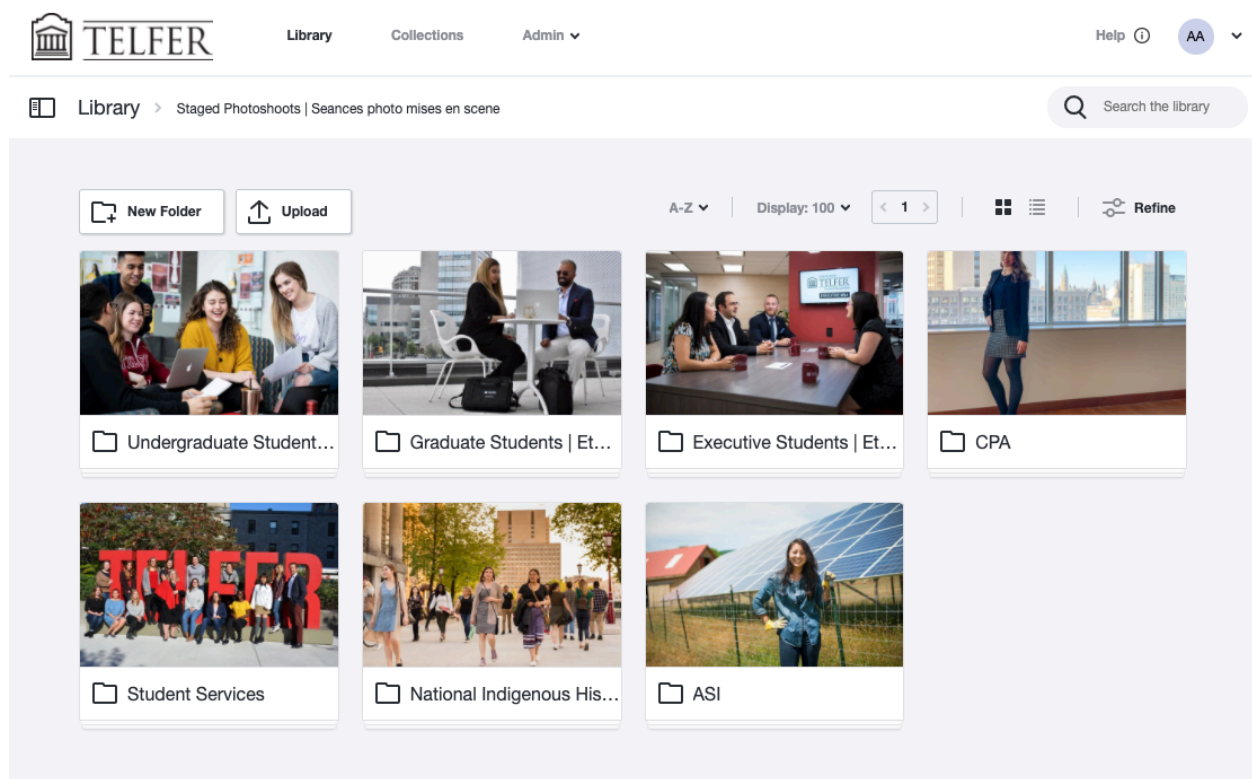
This document outlines the components of Telfer’s branding, as well as their structure and their relationships, which will help you to apply the Telfer brand consistently across all communications. Every detail of the Telfer School of Management’s brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive management school, and to connect naturally with our audiences.



3. Click on the desired folder link
4. Check the “Image Relay Folder Classification” section in this document for more information on the different folders

# Image Relay Folder Classification

## A. Staged Photoshoots



- Staged photoshoots contain any photos that include people as the main focus of the photo
- The photos are in subfolders divided by program
- Furthermore, within each program folder, the photos are divided by primary location



New Folder

Upload

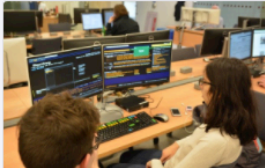
A-Z ▾

Display: 100 ▾

&lt; 1 &gt;



Refine



Finance Lab | Laboratoire



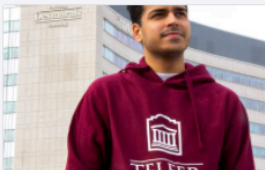
Byward | Marche By



The Rest of the Campus



Class | Classe



Desmarais



Inside Off Campus | A l'intérieur



Outside Off Campus | À l'extérieur



Parliament | Parlement



Student Lounge | Salon



Study Room | Salle D'Étude



Tabaret



Telfer Sign | Enseigne Telfer

- “Finance Lab” includes any photos taken inside Finance Lab in Desmarais
- “Byward Market” includes any photos taken in the Byward Market
- “The Rest of the Campus” includes any photos that don’t fit into any other folder but are still taken on the uOttawa campus
- “Class” includes photos taken inside classrooms
- “Desmarais” includes photos taken inside of the DMS building that don’t fit any other folder or photos with the building in the background
- “Inside Off Campus” includes any photos taken indoors that aren’t on the uOttawa campus and don’t fit in any other category

- “Outside Off Campus” includes any photos taken outdoors that aren’t on the uOttawa campus and don’t fit into any other category
- “Parliament” includes any photos with the Parliament building
- “Student Lounge” includes any photos taken inside the student lounge in Desmarais building
- “Study Room” includes any photos taken in a study room
- “Tabaret” includes any photo taken with the Tabaret building, or in the park in front of Tabaret
- “Telfer Sign” includes any photos taken with the Telfer Sign outside Desmarais

## **B. Event Photos**

- The “Events Photos” folder includes any photos that were taken at events
- They are first divided by the year then that the event took place
- They are then divided by the event the photos are from

## **C. Photos Without People**

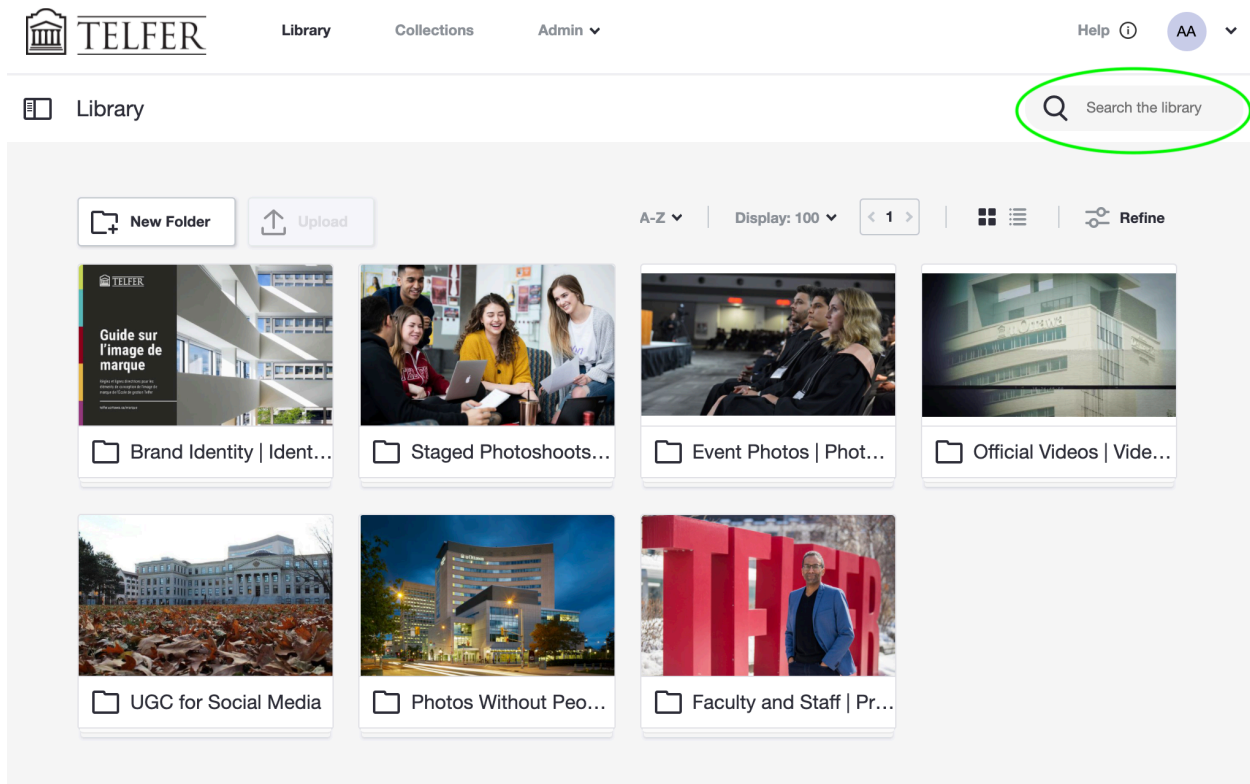
- Photos Without People include mainly architecture photos
- It includes any photos that people are not the main focus
- The photos are divided by location where the photo was taken

## **D. Faculty and Staff**

- Faculty and Staff includes headshots of the faculty and staff at Telfer
- The photos are divided up by department

# How to Search

## 1. Navigate to the search bar



## 2. Type in a keyword of a photo you are looking for

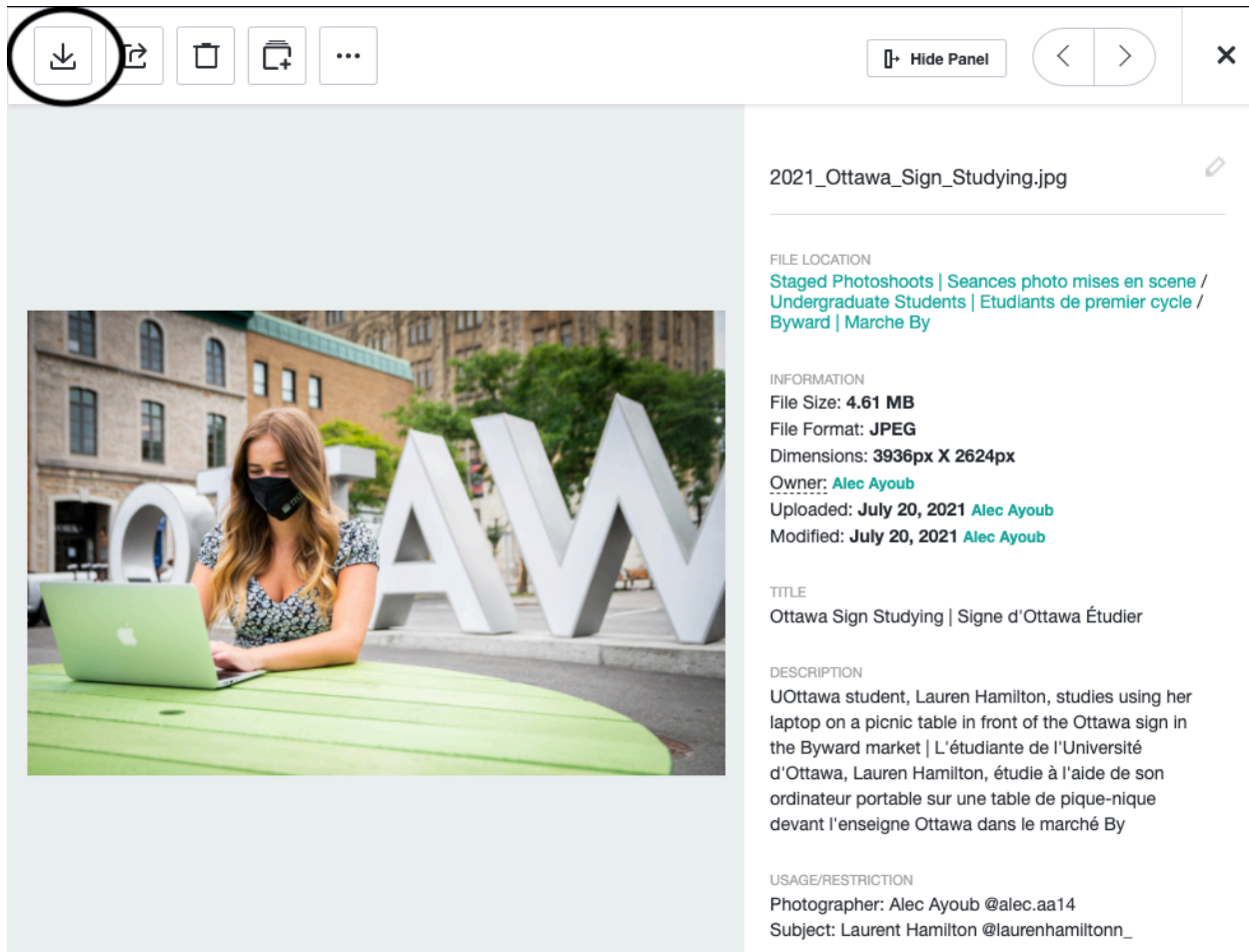
- as you start typing in the keyword the system should autofill the rest of the word if it is an available keyword

## 3. You can search with multiple keywords by separating them with a “,” (Comma)

## 4. You can also search words that are not keywords and the system will bring up photos that contain that word in the title or description

# How to Download Images

1. Navigate to the photo that you want to download and click on it
2. In the top left corner, the “download” button will be found, click on it



3. Fill out all the required information to download the photo

**Download**

Please fill out the information below to download  
2021\_Ottawa\_Sign\_Studying

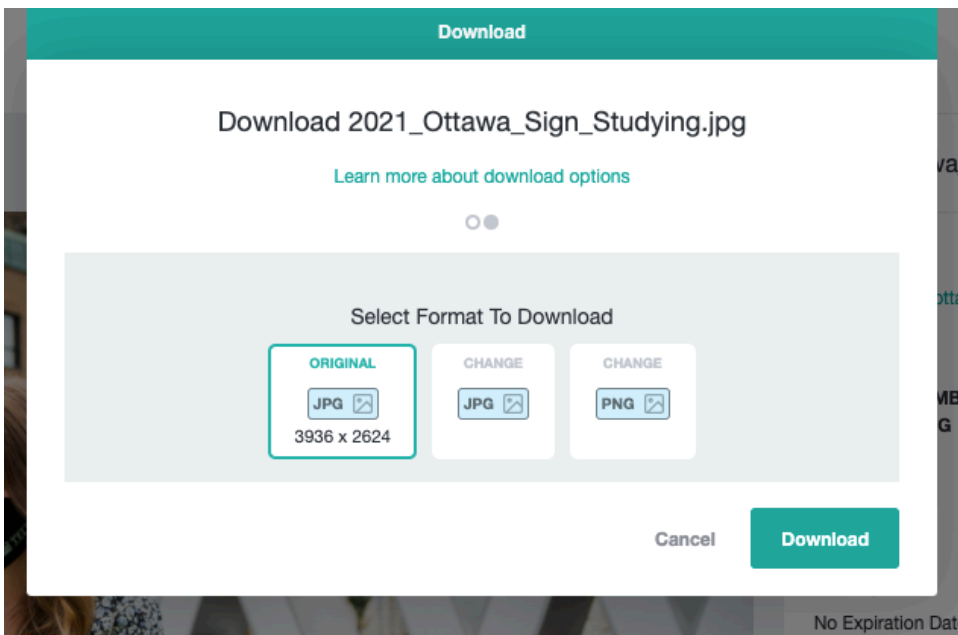
● ● ○

FIRST AND LAST NAME*	<input type="text" value="First and Last Name"/> <small>The name field is required</small>
EMAIL*	<input type="text" value="Your email address"/>
COMPANY*	<input type="text" value="Who do you work for?"/>
INTENDED PURPOSE*	<input type="text" value="What will you be using these for?"/>

Cancel Continue



4. Select the desired photo format (If unsure, select “original”)



5. Click the button that says download
6. The photo should appear in your downloads folder on your computer

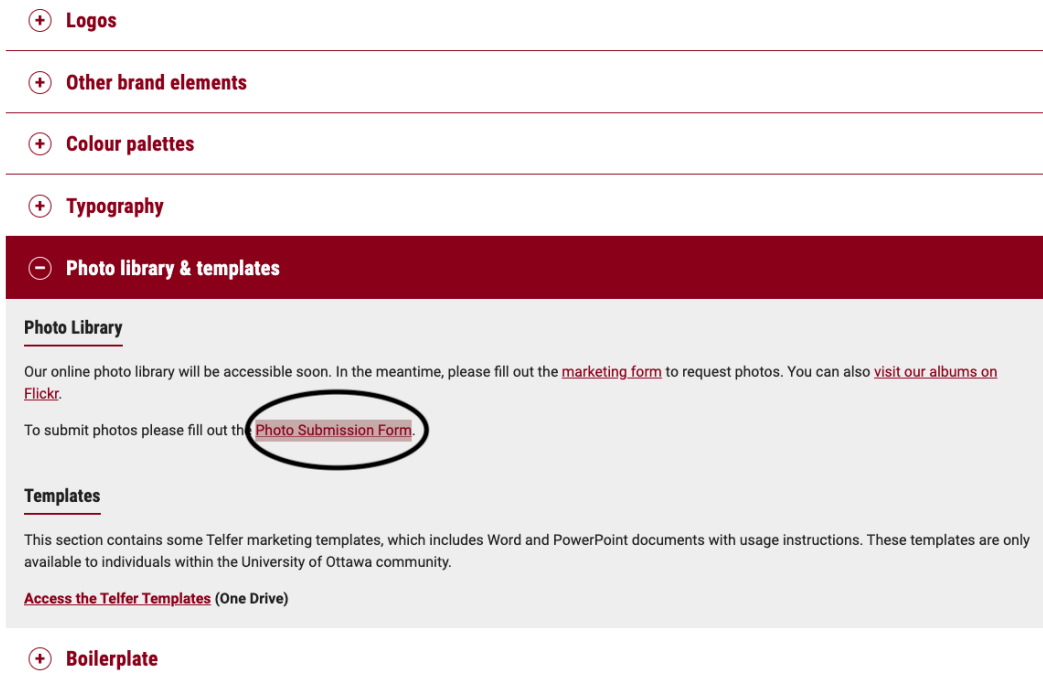
# How To Submit Photos to Be Uploaded

1. Visit <https://telfer.uottawa.ca/en/brand/>
2. Scroll down to click “Photos & Templates”

This document outlines the components of Telfer’s branding, as well as their structure and their relationships, which will help you to apply the Telfer brand consistently across all communications. Every detail of the Telfer School of Management’s brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive management school, and to connect naturally with our audiences.



3. Click on the “Photo Submission Form” link to fill out the request form



#### 4. Fill out the Photo Submission Form

### Photo Submission Form

Thank you for contributing to Telfer's photo library. Before you submit your photo(s), please add all information requested below as it will greatly benefit the usability of your photo(s). We may contact you if any additional information is required.

**Name\*** **Email\***

Name Email

**Names of people in the photo**

Names of people in the photo

**Photo Description\***

Photo Description

**Photographer** **Photo Location**

Photographer Photo Location

**File Upload**

BROWSE...

Choose Files

- **"Name"** includes your first and last name
- **"Email"** includes your uOttawa email address
- **"Name of People in the photo"** includes the names of all the main people in the photo
  - You must specify the order that the names are giving in (Ex. Name are in order of left to right)
  - Including social media handles of the people in the photo helps us as well
- **"Photo Description"** is a brief description of the photo
  - The description is very similar to the alt text of a photo
    - Image Relay will use words in the description to match users search terms and help them find the photo they are looking for more easily
  - It's important to be descriptive and specific but brief
    - Ex: "John Smith standing in front of the National Defence Building" is much better than, "A student standing in front of a building."

- Start with the english description followed by the french translation separated by a “|”
- For more information on writing alt text visit: <https://blog.hubspot.com/marketing/image-alt-text>
- **“Photographer”** is the name of the person who took the photograph so we can give them credit
  - Including their social media handles helps us give them credit
- **“Photo Location”** is where the photo was taken
  - Please be as specific and detailed as possible
- **“File upload”** is where you upload your photo(s)
  - Multiple photos can be uploaded at the same time if all of the previous fields are the **EXACT** same
  - If the next photo’s information differs from your first photo you must refill the form for the new photo and enter the correct data