

Collaborating with Urbane

Media and Communications Policy



Overview

At Urbane, we are invested in maintaining a consistent brand image and value our collaboration with you.

We believe creating a platform for communication, collaboration and sharing of content is essential for our combined work to be displayed at its highest standard.

This document provides guidelines to ensure we all work together with the same high-quality standard.

Together let's create consistently, efficiently and professionally

Things to be Avoided

Things to avoid to ensure consistent and efficient content creation:

- ✓ Do not post pictures of unfinished design elements
- ✓ Do not publish pictures of a home project before we do
- ✓ Do not distort/ decenter or unstraighten our images
- ✓ Do not share our design without crediting us as “designer and builder”
- ✓ Do not publish pictures of our design which does not align to our quality standard

Things to do

At the end of this induction, you will know:

- ✓ Join our collaboration platform
- ✓ Ensure images used are of high quality
- ✓ Ensure work in progress images are clean and do not compromise the perception of the design in the mind of the viewer
- ✓ If you are unsure of anything just send us an email at creatives@urbane.net.au

Type of Content

Work in progress pictures

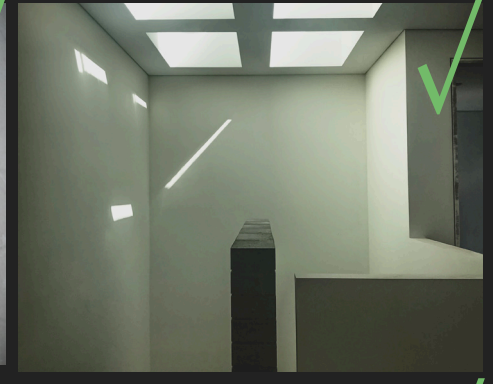
Work in progress pictures can be very powerful tools for communication and to share a story with your online platform. However, it is important to keep a high-quality standard even at an early stage of construction.

To Avoid

This image would be not appropriate as it includes a working bench and paint splash on the floor.



What you can do



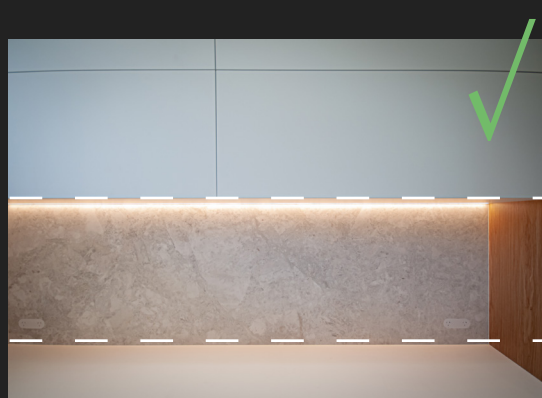
When taking work in progress pictures, do not: photograph the whole design element or publish pictures of site not clean. This ensure the audience is focused on the craftsmanship and not the design (unfinished). We have a team of creatives dedicated to create high quality content and are more than happy to share. To request pictures for your social network send an email to creatives@urbane.net.au



Type of Content

Finished Design

Finished design is usually the main type of imagery in our field. It is also the most preferred one which drives the most traffic and better display craftsmanship. When taking pictures of a finished design it is important to ensure all edges are perfectly aligned to give a correct view of the finished work to our audience.



Not straightened images might give a distorted perception of our design and craftsmanship.



Using our Imagery

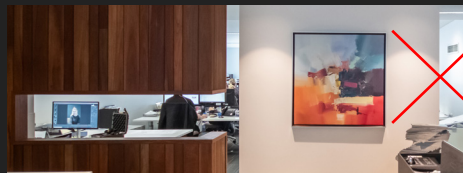
Editing

When using and editing our imagery you may have to crop some of our pictures to match your design. When doing so make sure that;

- 1) the aspect ratio is the same as the original to prevent distorted image,
- 2) center point is the same as original when cropping.



Cropped and centered



Off Centered



Distorted image

Projects Name

Naming our projects is for us a very important step which we undertake in close collaboration of our clients. Some of these clients are very peculiar about naming their homes and the final decision is usually one of their own.

When writing about a specific home project make sure to not sure titles that may be interpreted as the project name.

Example: the picture below shows Coastal Retreat. Using an image of this project, include **Coastal Retreat** in the title and avoid using other text such as **Seaside Sanctuary**, **Ocean Haven**, etc



Textual Representation

Words to avoid:

House

We do not use the word house when writing about our design as our work is focused on the spacial experience of the home instead of the structural aspect. Instead we use the word **home** to state that we do not sell a product but a unique artistic work.

Expensive

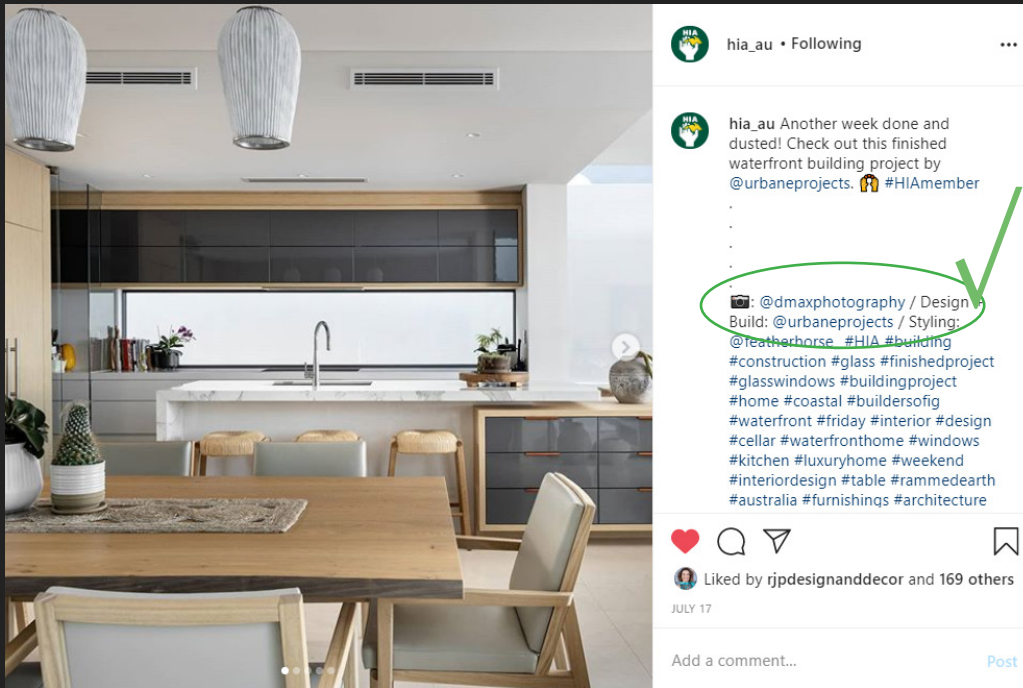
At Urbane, we aspire to be approachable and encourage communication and collaboration. The word expensive is a contradiction to that philosophy. Instead use words like: **sophisticated, luxurious, exclusive, etc.**

Lastly make sure in your wording that you are specific about your involvement in the work displayed; which element of the picture you worked on and make sure to give appropriate credit to others who worked on the project.

Crediting

The whole philosophy of creating a collaborative platform is to give proper credit to everyone involved in our design and build and to benefit individually to a much bigger network.

When posting our work, it is essential to include in your caption: “Design & Build: @urbaneprojects”.



Also make sure to credit everybody else who worked on the other elements in the picture, photographers, stylist, etc.

Consistently tagging all collaborators on published content ensures we all benefit from each others network.