

Design

Photos

Our photography includes diverse people of different ages; city life and beautiful northern nature; urban and natural wintry lighting. We represent our goals with mountain peaks and expert-level activities of Scandinavian winter - challenging but not too extreme. We place the product in people's homes, modern informal offices, coffee shops, and airports - just to show how NordVPN goes together with the busy lives of humans of today. We reflect our product and community in natural ways, so any picture that looks artificial or staged won't fit with the NordVPN brand.

Photos of people

Do use people who are:

Diverse (age and ethnicity), slightly emotional (depending on the situation), in an urban environment, in Nordic nature, using devices, connected, shot candidly, in ordinary and natural situations.



Photos of people

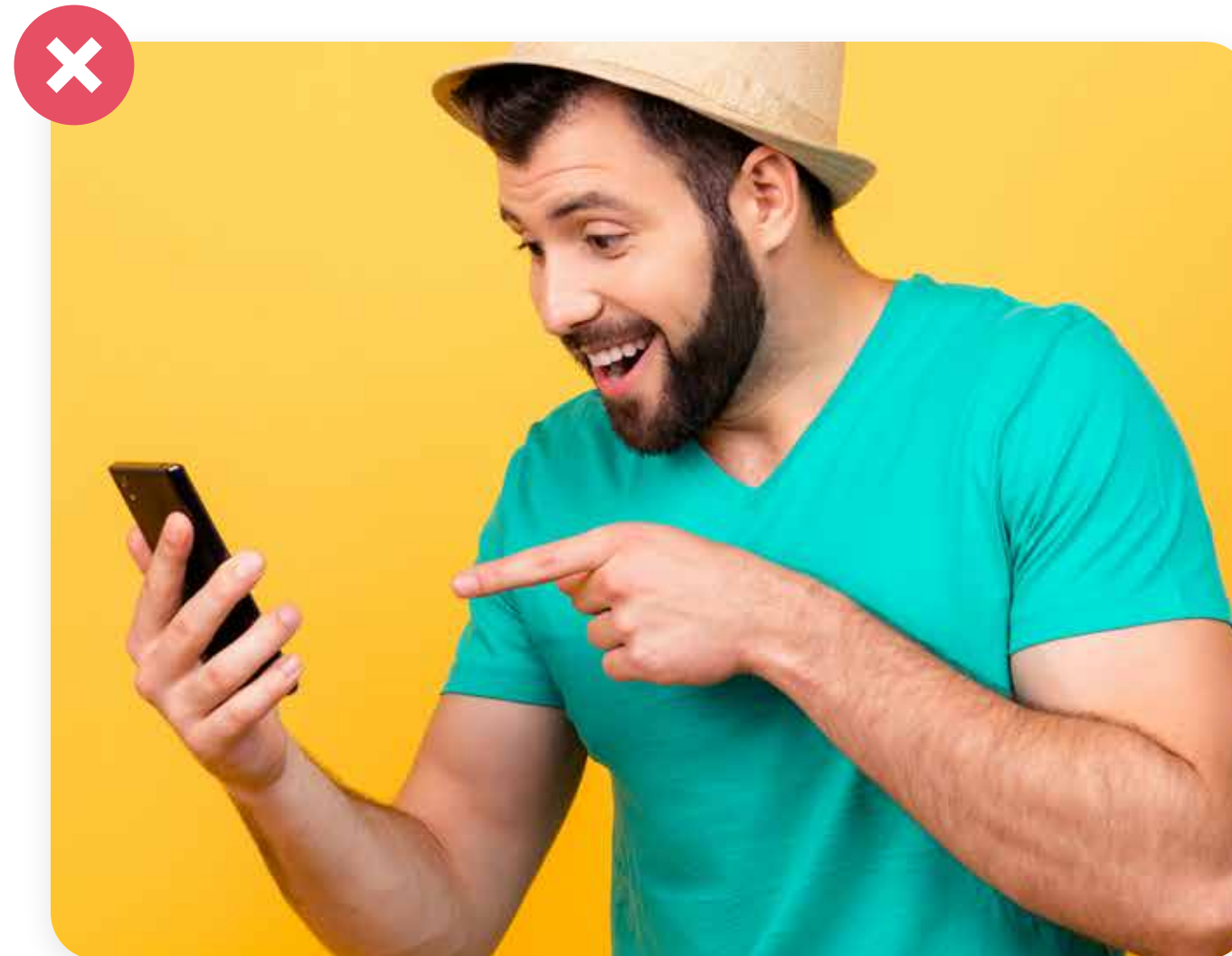
Don't use a picture if:

It is too “stockish”, obviously staged, has unnatural lighting, the person is looking at the camera or has an unnatural posture.

The image is too polished or technically enhanced.

The model is too formal, stressed, anxious or showing any other negative emotions.

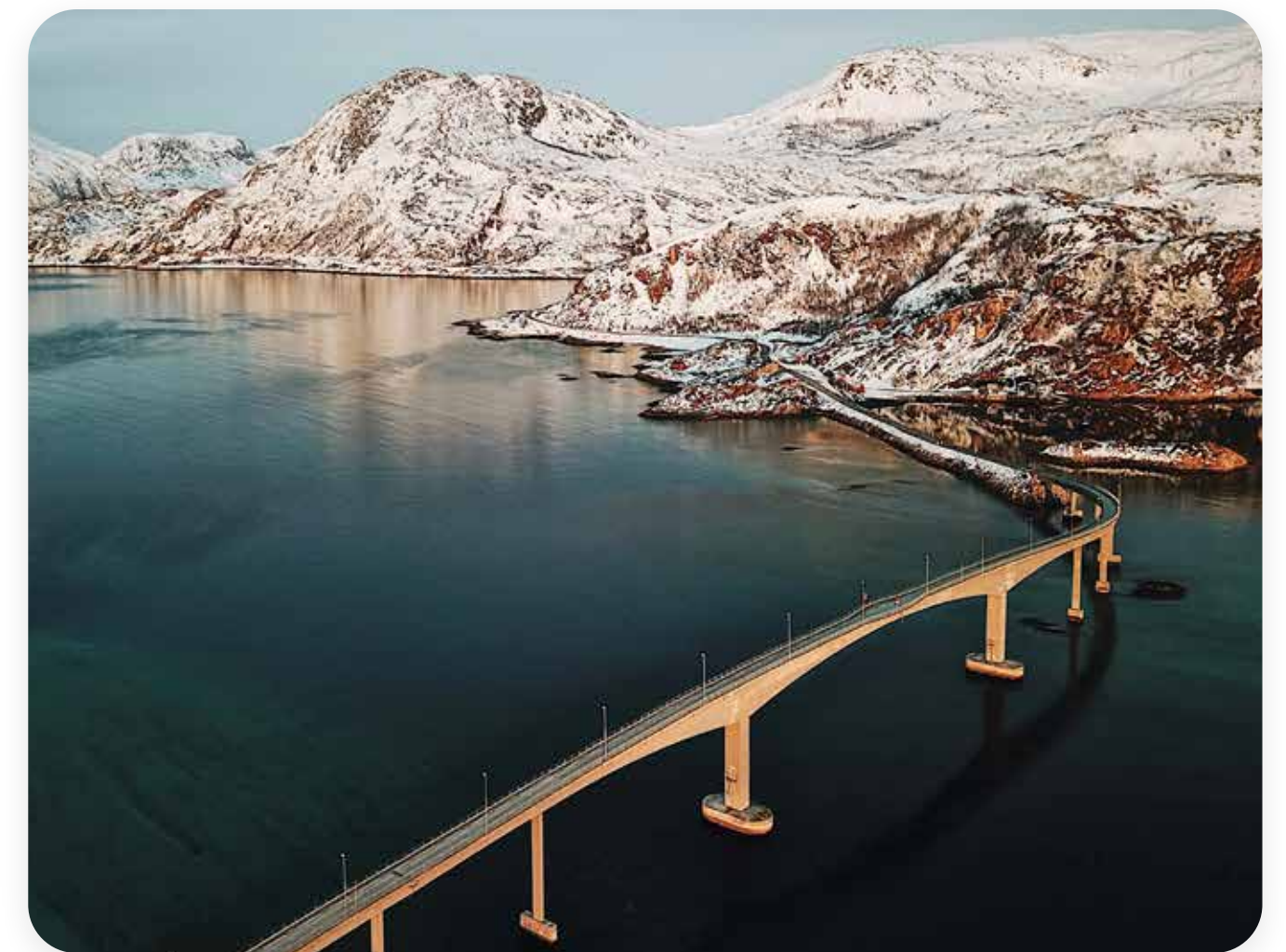
The person is nude or poses in a sexual manner.



Nature photos

Do:

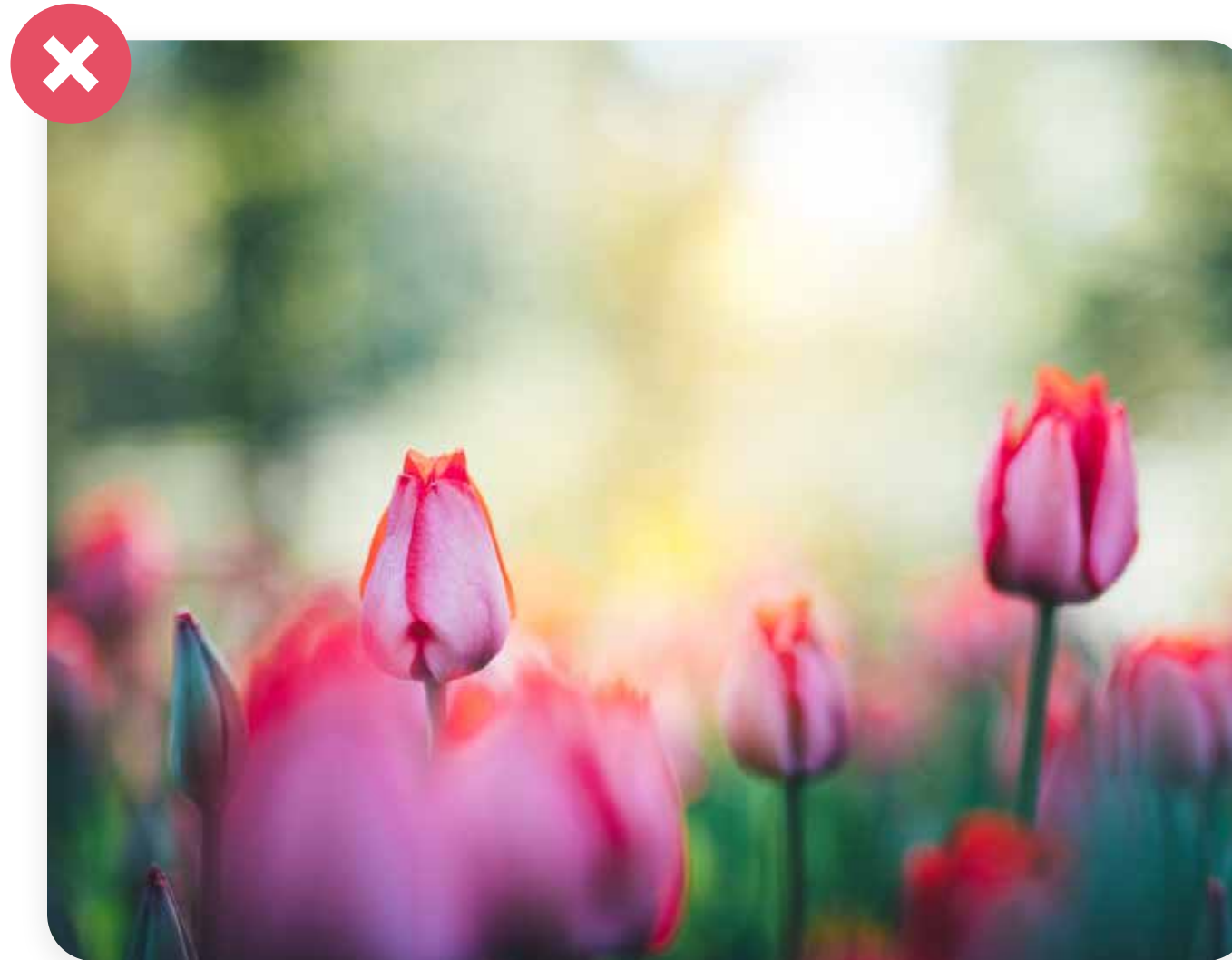
Cold environment - snowy mountains, sea, snow, fog, ice, animals in their natural habitats.



Nature photos

Don't:

Deserts, tropical destinations, mountains that are not common in northern latitudes, flowers, exotic animals.



Activity photos

Do:

Nordic activities: hiking, skiing, snowboarding, mountaineering, challenging sports that require precision.

Water and wind sports are acceptable too as long as they are related to Scandinavia (sailing, windsurfing - powered by wind).



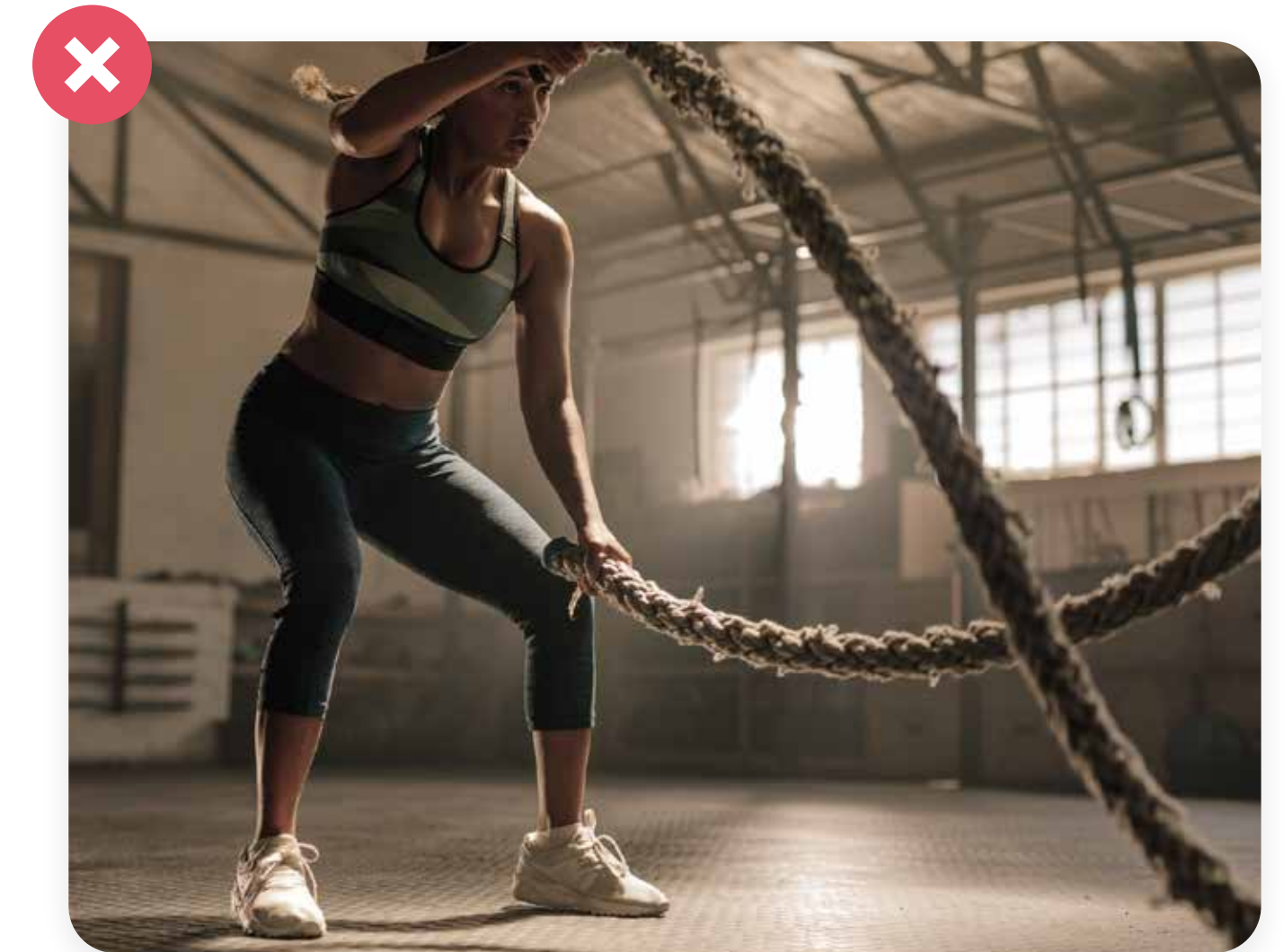
Activity photos

Don't:

Summer holiday-style pictures, indoor sports, professional sports.

Calming activities such as yoga.

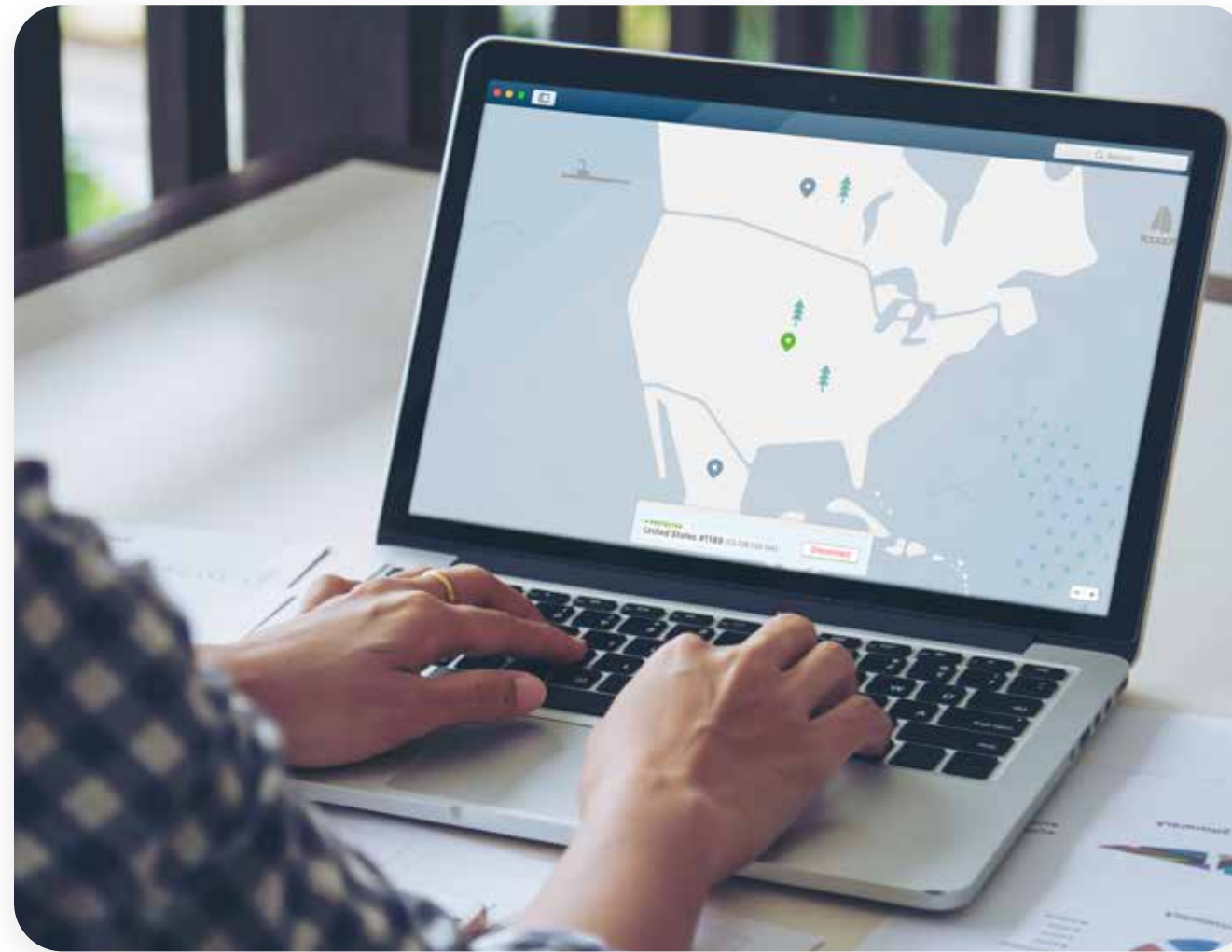
Anything too extreme and/or painful.



Product photos

Do:

New devices, home or modern office environment, natural, candid, the NordVPN app on the screen.



Product photos

Don't:

Old devices, specifically staged scene, artificial effects, “stockish”, without the NordVPN app on the screen.

