

Cheat sheet.

How to easily find on-brand lifestyle images and videos on Shutterstock.

The Phonak visual world translates our brand essence "life is on" into a clear and consistent visual expression that guides how imagery is created and used. This quick guide provides steps you can take to select on-brand stock images as well as how to validate them.

For detailed principles and guidelines, please refer to the Brand Platform.

<https://brand.sonova.com/phonak/ph-images>

Phonak brand mood board



1. Define keywords

Start with 2 to 4 keywords that describe the image type you are searching for:

- **Subject + Context** – e.g., family + home
- **Mood** – e.g., authentic, candid, emotional

Examples:

authentic family lifestyle home



emotional lifestyle cafe friends



candid real life moments



Keyword ideas by theme:

family + home

- everyday life, closeness, living spaces, genuine family scenes

authentic lifestyle

- natural, unposed, unscripted

candid moments

- spontaneous, lively, casual

real life moments

- real everyday situations, unstaged, unposed

2. Start your search

- Enter **2-4 relevant keywords** into Shutterstock.
- Experiment with different keyword combinations to match the project's mood.

3. Evaluate potential images

Ask yourself:

- Does it match the **Phonak brand mood board**?
- Does it feel **natural**, not staged?
- Does it support the **story or message**, not just the topic?

4. Check for adjustments

- Does the image need **cropping or zooming**?
- Does **color tone or mood** need adjustment?
- Check the **Phonak brand mood board** and **Brand Guidelines**

Cropping an image is often crucial to reinforce the message it conveys, as well as make the images appear "calmer."

Uncropped and unzoomed



Cropped and zoomed



Tips & help

Consider the usage context

Always consider where and how an image will be used before making a final selection.

Different channels have different requirements:

- Website, social media, print, presentations each demand different crops, resolutions and levels of visual clarity.
- An image that works well on a website may lose impact or meaning in a social or print context.

Also distinguish between image roles:

- Hero images need strong focus, emotional pull and enough space for layout and messaging.
- Supporting images can be quieter, more detailed or more situational.

Finally, think about scale and continuity:

- A single image must communicate clearly on its own.
- An image series should work together consistently in mood, color and storytelling.

An image that works perfectly in one context may not be suitable in another. Choosing with the final usage in mind leads to clearer communication and stronger visual coherence.

What to do if...	Reach out to
... you are not sure whether the image complies with the guidelines.	branding@phonak.com
... you want to check consistency with other images in the project.	branding@phonak.com
... the situation fits, but the color tone does not.	Creative Studio (Fast track)
... you only need a specific crop or detail of the image.	Creative Studio (Fast track)