

# Visit Greenwich Image Guides

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# Showing the wider Greenwich offer

Images are the strongest way in which we can present the Greenwich offer. This can be split into the three topics visitors want to know about for any place they visit; the views and sights to see; the experiences to be had; and the eating, drinking and staying options.

When choosing a set of images for a partner or promotion, the mix can lean towards one topic more than another depending on suitability. It is not necessary to slavishly force any particular area of images to fit if it doesn't suit the subject.

Our image library will continue to grow over time and should be constantly refreshed in order to stay up-to-date with changing offer or changing fashion appearing in the images.

Recommended images have been identified as representing the Greenwich offer well and are shown on the following pages. **Contact the marketing department to access digital files.**

## 1. Views & sights

## 2. Experiences

## 3. Hospitality

### **Views & sights**

This includes all attractions and things to see which are to be appreciated purely from looking at them.

### **Experiences**

This includes all interactive experiences from interactive gallery displays to cable car rides and boutique shopping, and in particular time specific festivals and events.

### **Hospitality**

This includes all areas of support from places to eat and drink, places to stay and even to an extent transport and getting around. For some B2B or event specific needs eg weddings, it will include corporate hospitality and venue hire.

# Dos & Don'ts

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**Our image library is made of images which are striking and informative.**

We do not use any treatments such as over-saturation or b&w in any of our publications or platforms as the Visit Greenwich offer must appear genuine and real. Equally we recommend not flipping or rotating any images which would then make them inaccurate to reality.

We do not use images which would appear negative or derogatory in any way. Where an image features members of the public, it must not denigrate them. Where images feature our attractions, they must not show graffiti or an excess of litter, equally good weather skies are preferred over rain or storm-laden!

It is ideal if images of experiences feature people rather than empty so that the experience is demonstrated.

Our image library will grow over time and so the aim to show a visit to Greenwich at any time of the year will be achieved. The image library will be maintained but if you do identify an image which is redundant through age then please notify the marketing department.

## Do

- show images of people of all nationalities and races
- show good weather where the sky is seen
- show people enjoying the sights and experiences wherever possible

## Don't

- over saturate or overtly treat images
- show graffiti or excess litter
- flip or rotate images which would then make them inaccurate to reality
- crop the images so tightly that the understanding of what it represents is lost

# Highlight images shortlist 3

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Shown here is our shortlist 3 for when space is very limited.

A wider selection of images is available in our image library.

Use the code to identify the picture you need.

## World Heritage Site

Code: VG001



## Meridian Line

Code: VG002



## The O2

Code: VG100



# Highlight images shortlist 10

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**Shown here is our shortlist 10 for when space is limited.**  
A wider selection of images is available in our image library.  
Use the code to identify the picture you need.

**World Heritage Site**

Code: VG001



**Meridian Line**

Code: VG002



**The O2**

Code: VG100



**ORNC**

Code: VG004



**Cutty Sark**

Code: VG005



**NMM - Sammy Offer Wing**

Code: VG006



**Greenwich Park**

Code: VG007



**Family cycling**

Code: VG008



**Riverside eatery**

Code: VG009



**Cable car night time**

Code: VG010



# Views & sights

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

**World Heritage Site**

Code: VG001



**ORNC domes**

Code: VG004



**ORNC wide view**

Code: VG011



**The Painted Hall at the ORNC**

Code: VG012



**The Chapel at the ORNC**

Code: VG013



**General Wolfe statue**

Code: VG014



**Park in the snow**

Code: VG015



**Panoramic view**

Code: VG016



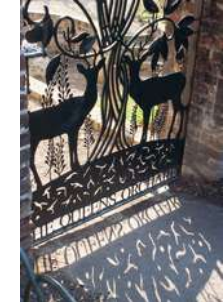
**Greenwich Park**

Code: VG007



**Queen's Orchard**

Code: VG017



**Queen's House staircase**

Code: VG018



**Queen's House**

Code: VG019



**NMM - Sammy Offer Wing**

Code: VG006



**Queen's House inner**

Code: VG020



**Queen's House collonade**

Code: VG021



# Views & sights

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

**Observatory**

Code: VG022



**Time ball**

Code: VG023



**Cutty Sark**

Code: VG005



**Cutty Sark interior**

Code: VG024



**Sundial**

Code: VG025



**St Alfege Church**

Code: VG026



**St Alfege Church inner**

Code: VG027



**Greenwich Peninsula**

Code: VG028



**Aerial O2 view**

Code: VG029



**Aerial O2 view night time**

Code: VG100



**Ravensbourne cladding**

Code: VG030



**Laban Centre**

Code: VG031



**Nelson by the river**

Code: VG032



**Night time riverside view**

Code: VG033



**Sunset river view**

Code: VG034



# Views & sights

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

**Parrot statue**

Code: VG035



**C Day-Lewis blue plaque**

Code: VG036



**Bike parked**

Code: VG037



**Residential street**

Code: VG038



**Foot & Mouth memorial**

Code: VG039



**Quaint village street**

Code: VG040



**Cutty Sark reflected in water**

Code: VG041



**Eltham Palace**

Code: VG042



**Eltham Palace statue**

Code: VG043



**Severndroog Castle**

Code: VG044



**Charlton House**

Code: VG045



**Oxleas Wood**

Code: VG046



**Ecology Park**

Code: VG047



**The Crystal**

Code: VG048



**Tank at Woolwich**

Code: VG049





# Views & sights

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

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## **Peter Burke's 'Assembly'**

Code: VG050



## **Thames Barrier**

Code: VG051



# Experiences

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

## Meridian Line

Code: VG002



## Planetarium

Code: VG052



## Exhibition at the NMM

Code: VG053



## Discover Greenwich

Code: VG054



## Firepower

Code: VG055



## The Fan Museum

Code: VG056



## Greenwich Heritage Centre

Code: VG057



## Jet at EAE

Code: VG058



## Engine at EAE

Code: VG059



## The O2 at night

Code: VG003



## Aerial O2 view night time

Code: VG100



## Up at The O2

Code: VG060



## Climbers Up at The O2

Code: VG061



## Cable car night time

Code: VG010



## Cable car daytime

Code: VG062



# Experiences

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

## Family cycling

Code: VG008



## River transport

Code: VG063



## Greenwich market

Code: VG064



## Chicken doorstops

Code: VG065



## Jewellery

Code: VG066



## Stained glass

Code: VG067



## Family in Greenwich Market

Code: VG068



## Gallyer

Code: VG069



## Designer maker

Code: VG070



## Teenagers

Code: VG071



## Pedalos

Code: VG072



## Child in the park

Code: VG073



## Family on the heath

Code: VG074



## Farmers' market

Code: VG075



## Charlton Lido

Code: VG076



# Experiences

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

## Charlton Athletic

Code: VG077



## Brooklyn Bowl London

Code: VG078



## Tall Ships Festival

Code: VG079



## GDIF 1

Code: VG080



## GDIF 2

Code: VG081



## GDIF 3

Code: VG082



## Greenwich Theatre performance

Code: VG083



## Greenwich Dance 1

Code: VG084



## Greenwich Dance 2

Code: VG085



## Comedy Club

Code: VG086



## Reading in the park

Code: VG087



# Hospitality

Use the code to identify the picture you need.  
Contact us if you can't find an image to suit your needs.

**Riverside eating**

Code: VG009



**The Guilford Arms**

Code: VG088



**The Old Brewery**

Code: VG089



**Cafe Rouge**

Code: VG090



**Riverside pub**

Code: VG091



**Blackheath cafe**

Code: VG092



**Novotel London bar**

Code: VG093



**Four Seasons London bar**

Code: VG094



**Novotel room**

Code: VG095



**Four Seasons London room**

Code: VG096



**Mercure room**

Code: VG097



**The Pilot room**

Code: VG098



**Stacycity Aparthotels**

Code: VG099



## Further support

The Visit Greenwich marketing team can support any communications you are creating which will be of benefit to the Royal Borough of Greenwich with further information or images.

Contact: Kat Breese

T: 020 3040 2267

E: [marketing@visitgreenwich.org.uk](mailto:marketing@visitgreenwich.org.uk)

**visitgreenwich**  
time after time

