

PHOTOGRAPHY

Overview

At H&R Block, our visual storytelling is rooted in authenticity. We aim to reflect the real lives of our clients and the genuine expertise of our tax pros through imagery that feels warm, relatable, and human. Every photo, illustration, and graphic element should serve a clear purpose, helping people understand, connect, and feel confident in choosing Block.

Photography is our preferred medium. Whenever possible, we prioritize original brand photography over stock. When stock is necessary, it must feel real, never cold, overly polished, or generic. We look for moments that feel lived-in, expressive, and grounded in everyday life. Whether it's a handshake in a Block office or a quiet moment at home, our images should reflect the trust and neighborly spirit that defines our brand.

To support clarity and consistency, we use neon brand accent colors to visually connect each image to the line of business it represents. Treatments like the Square Outline, Shadow Square, and Layered Squares help us frame stories with intention, adding depth and focus while reinforcing our brand geometry.



Accent Treatment Color Squares

The **Square Outline** and **Shadow Square** are signature framing devices used to draw attention to a subject, whether a person, product, or moment, while reinforcing H&R Block's modern and human-centered brand identity.

These squares are not merely graphic overlays; they are integrated into the image composition, with the subject intentionally breaking the plane of the square. This technique creates a sense of dimensionality and connection, suggesting that the subject is stepping forward, engaged, active, and approachable. The subject should never be fully enclosed; at least one edge of the square must be broken to maintain this dynamic interaction.

- **Square Outline:** Best used in medium to large-scale formats where clarity and subtlety are key. It adds a clean, geometric accent that complements lifestyle and workspace settings.
- **Shadow Square:** Ideal for smaller-scale applications (e.g., mobile, thumbnails, email modules) where a filled shape provides stronger visual anchoring.

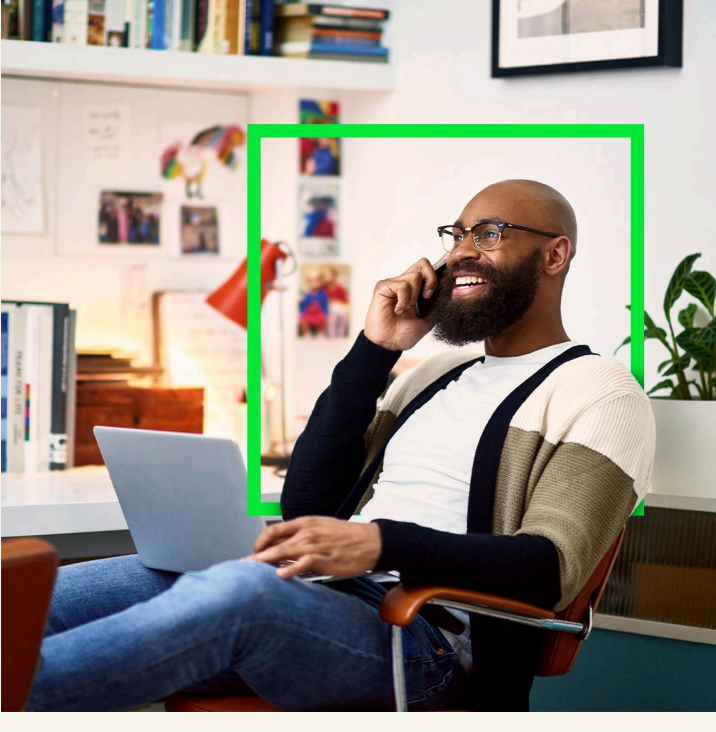
The square should always use the correct brand accent color based on the product or sub-brand being featured, ensuring consistency across channels.

USE CASES:

DIY, Lifestyle & Product

CHANNELS:

Print, Display, Paid Media, Social Media, Email



Square Outline



Square Shadow Square opacity is at 75% and use Warmth Filter on image



Accent Treatment Layered Squares

Our clients' lives are rich and multifaceted. The Layered Squares treatment offers a visual way to reflect that depth and complexity, using layered imagery to tell a more complete story.

This treatment features a **foreground image** of the subject layered over a **textural background** image that adds context. The two images should be connected in tone, color, and narrative. For example, a personal moment indoors might be layered over a neighborhood scene to suggest the broader environment that shapes the client's life.

The square format keeps the treatment consistent with our brand geometry, while the layering adds dimension and emotional resonance. This approach helps visualize the richness of our clients' experiences and brings warmth and humanity to our communications.

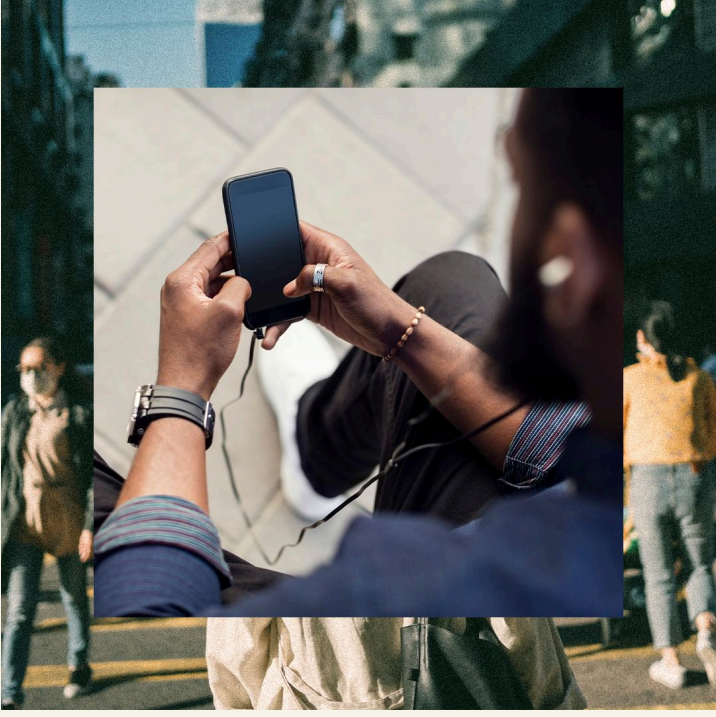
USE CASES:

Lifestyle scenes that evoke emotion

Visual storytelling that highlights client experiences

CHANNELS:

Email, Social, .COM



Tax Pros COB (Cut Out of Background)

Our tax pros are the face of H&R Block. The COB treatment allows us to showcase their expertise with clarity while keeping the tone personal and approachable.

This style removes or simplifies the background, placing the subject on a solid or branded color field. It draws attention directly to the individual, eliminating distractions and reinforcing their role as a trusted expert. Whether using original portraits or carefully selected stock photography, the goal is to present our pros as real, relatable, and confident.

Subjects should be shown in natural poses with expressions that convey warmth and professionalism. Wardrobe should reflect the individual's personality while staying aligned with brand standards. Lighting should be soft and flattering to maintain a sense of trust and approachability.

The COB treatment creates a clean and consistent visual language that elevates the individual while supporting the broader brand message.

USE CASES:

Tax pro bios, testimonials, educational content

CHANNELS:

.COM & Print



Office Images Tax Pros + Clients

These images capture the everyday moments that define the H&R Block experience, real people, real conversations, and real trust. This style reflects the genuine relationships between our tax pros and the clients they serve.

The setting is familiar and intentionally unpolished. Natural light, office desks, and subtle details like paperwork or coffee mugs help ground the scene in reality. These aren't staged interactions, they're designed to feel like moments you'd witness on any given day at a Block office. A handshake, a shared laugh, or a moment of focused collaboration all help convey professionalism, warmth, and mutual respect.

This style is ideal for service pages, recruitment materials, and messaging that invites people to choose H&R Block. It's about showing what it truly feels like to file with us, authentic, neighborly, and personal.

USE CASES:

Interactions between tax pros and clients

Creating a sense of trust & professionalism

Making people feel confident about filing with Block

CHANNELS:

.COM, Email, Social Media, Paid Media, Print



Partial COB

Allows for the image and message to blend seamlessly on a solid background .