



## OFFICE OF MARKETING PREFERRED PHOTOGRAPHER POLICY

The UE Office of Marketing strives to maintain a consistent, high-quality style across all photography representing the University. As such, Marketing has a Preferred Photographer Policy that includes vendors with trusted quality, style, professionalism, and familiarity with the University's photography expectations. These vendors also agree to an hourly rate established by the Office of Marketing.

Any department in need of professional photos for an event should first contact the Office of Marketing to book a photographer. The office can help with coordination and communication, and an estimate of the total cost will be provided. If direct coordination is more appropriate, the office will provide contact information for the photographer once availability is confirmed.

After your event, the photographer typically uploads high-resolution images to the digital asset manager for the Office of Marketing. After photos are tagged and approved, a link will be provided to view and download your images.

As of April 2026, the University's preferred vendor for photography is **Kylie McFall Photography**. In the event Kylie is unavailable, the Office of Marketing will find an approved replacement.

If you have a photographer you would like the Office of Marketing to consider as an approved photographer, please contact our department.