

ACS Inclusivity Style Guide

TIP SHEET

Images

For more context, review the “Inclusive images” section of the Inclusivity Style Guide. Use this tip sheet in combination with the “General guidelines” tip sheet.

Use images that reflect diversity

Aim to use images that show the diversity of our world. Consider skin tone, gender expression, age, disability status, body size and shape, and hair texture. At the same time, ensure the images are authentic and don’t just take a “one of each” approach.

Don’t perpetuate stereotypes

Ensure depictions of people, including their positions in the image, roles, facial expressions, clothing, and props, do not reinforce stereotypes.

Be accurate

Ensure images accurately depict cultures, and avoid editing photos to artificially show more diversity.

Like what you’ve read? See the full guide from the American Chemical Society.
www.acs.org/inclusivityguide