



VALUE in VISUALS Series

Visual Content Guidance

SOURCING STOCK IMAGES



Free Image Sites

Pic Jumbo	https://picjumbo.com
Unsplash	https://unsplash.com
Pixabay	https://pixabay.com
Pexels	https://pexels.com
Canva	www.canva.com

Paid Stock Sites

Shutterstock	www.shutterstock.com
Alamy	www.alamy.com
Getty Images	www.istockphoto.com

Licensing

In the UK, copyright belongs by automatic default to the photographer. It is them that can give you a license to use that copyright or sell it outright to you. If using a stock photo, ensure you have permission (Full Commercial Licence) to use it commercially and credit the photographer if required to do so.

TOP TIPS

Google Images is not the safe place you may think it is - even with the Usage filter on, they do not accept any responsibility for incorrectly posted licensing. Google also now displays certain information on an image - so long as it is still 'attached' to the picture on the XMP file. Be careful with stock sites as they can look great but in reality waive all responsibility for anything and will leave you out to dry should an image be used incorrectly and challenged. Always be cautious and check out the T's and C's. Take screenshots (ie on Flickr) and keep hold of correspondence of any licensing agreement including date of agreement. Check out Creative Commons for a great way to ensure you are using licensed images.

Where else has it been used?

There are a growing number of great stock sites, but anyone can use them (including competitors or inappropriate businesses for you to associate with). Choose one of your stock photos and upload it via the link to one of these services:

TINEYE | www.tineye.com . GOOGLE IMAGES | <https://images.google.com>

See how many times and where it has been used!



Vervate Ltd

Visual Content Marketing for Businesses . office@vervate.com . 01273 275162