



PHOTO GUIDELINES



To protect the University from liability and adhere to copyright laws, it is important that you follow certain guidelines when selecting and using photos, graphics and other art for your marketing and communications pieces. These guidelines apply whether the piece is print or digital — and whether it's intended for an internal or external audience.

1. University Marketing and Communications maintains a photo library, available to all UD faculty and staff, at creative.udayton.edu. Faculty and staff may request to download any of the images in the library, as long as they are used for non-commercial University purposes. This is the safest method for obtaining and using photos, as we have clear rights to use them.
2. If your office or program hosts a University-sponsored event, you may use images taken by a staff member or student as long as you obtain his/her written permission (email is fine). You should also pay attention to the image quality (lighting, composition, file size, etc.), as photos obtained from these sources may not be high enough quality to use in certain publications.
3. Stock imagery should be avoided if possible, as these images can be seen as cheesy, unprofessional and fake — not the perception we want to convey. If there is a case where you need to use a stock image, it should only be purchased through a reputable site like istockphoto.com or gettyimages.com, and you must diligently follow the limits of the license you purchase. Terms of license will be found on the photo website, and breaching the licensing terms can make you liable for damages in Federal Court.
4. You should not use photos you find elsewhere on the Internet (e.g., through a Google Images search), as all images on the web are copyrighted, and usage can put the University at risk. If you find an image you want to use, you must obtain written permission from the original author/creator to use or reproduce it. (This rule applies even if you want to use an image of a movie cover, book, etc., that is the topic of an event.) Be aware that while some sites offer “free” licenses, this only means they are free of cost — not free of obligation — and may come with lengthy terms of use. Use of such photos requires careful adherence to the stated terms, and you should diligently keep records that supports your compliance.

➔ **Photography Disclaimer**

The following photography disclaimer appears on the University of Marketing and Communications website and in the Student Handbook:

Any photographs or video taken under the direction of the Office of University Marketing and Communications, or any other University sponsored program, may be used in news stories, on the web or in University publications. Photos may be used in publicly disseminated promotional materials. Your name will not be listed in the caption or accompanying text without your permission. If you prefer not to be photographed, simply inform the photographer at the time photos are taken.