



GUIDELINES

STOCK PHOTOGRAPHS

As stated in our marketing guidelines, we **“use a mixture of original and stock imagery to create our promotions, telling our brand story through authentic moments”**. The best way to do this is through photos of parishioners and events at St Brendan, however there are many times when stock photos are appropriate!

It is vital that we use stock photos in accordance with copyright laws. Any error can result in costly fines for St Brendan the Navigator. Luckily, there are many stock photos available for use by anyone, for a variety of publications! While you are able to pay any time to use stock photos through sites such as Shutterstock or Adobestock, our purposes at the parish are never for commercial use, which allows us to be able to take advantage of Creative Commons Licensing. Briefly:

One goal of Creative Commons is to increase the amount of openly licensed creativity in “the commons” — the body of work freely available for legal use, sharing, repurposing, and remixing. Through the use of CC licenses, millions of people around the world have made their photos, videos, writing, music, and other creative content available for any member of the public to use. (CreativeCommons.org).

Unsplash, Pixabay, and Pexels are some great websites to obtain high quality, CC photos.

When using stock photos for Parish Publications (Flocknote, social media, the website, the bulletin, etc.), here are some general rules to follow:

- 1.) If you have used one of the Creative Commons outlets listed above, do not use the photo for any Commercial reason. **Questions? Ask...**
- 2.) Lee Salcone, the Marketing Coordinator, is happy to customize an ad for you, or consult with you on photo usage at any time.
- 3.) If you are unsure at any point about whether or not you are able to publish a photo you have found, contact **Lee Salcone** at **lsalcone@stbrendans.net** for clarification. This will help to keep St Brendan the Navigator consistent with our brand, marketing and photography guidelines, (as well as avoiding costly fines).

THANK YOU.