HOW TO USE
STOCK PHOTOS
ON YOUR WEBSITE OR MARKETING

1. CHOOSE PHOTOS THAT FIT YOUR BRAND.

2. CHOOSE PHOTOS WITH COLORS THAT FIT YOUR BRAND PALETTE.

3. MAKE SURE THAT YOU ARE NOT MISREPRESENTING YOURSELF OR YOUR WORK BY INCLUDING STOCK PHOTOS IN YOUR PORTFOLIO OR YOUR ABOUT PAGE. (YOU'RE NOT FOOLING ANYONE.)

4. CONSIDER MODIFYING THE PHOTOS TO MAKE THEM YOUR OWN SUCH AS CROPPING, ADDING A TEXT OVERLAY, MAKING THEM BLACK AND WHITE OR DUOTONE.

5. USE STOCK PHOTOS AS BACKGROUND ON WEBSITE SECTIONS OR BANNERS, INSTAGRAM STORIES OR MORE.

6. IF PEOPLE ARE IN THE IMAGES, CONSIDER USING CLOSE UP OF HANDS, OR CROP THE IMAGE SO THE FACE IS NOT SHOWING.

7. NEVER USE WATERMARKED IMAGES

8. NEVER USE COPYRIGHTED IMAGES WITHOUT PERMISSION.

DIONNE DESIGN