

## Choosing an Event Image: Tip & Resources

### Tips:

- Chose an image that is evocative your event and helps tell its story.
- Images, rather than logos, are the most effective.
- Choose images with minimal wording.
  - Images often get shrunk when put into other design pieces – e.g., event guides & web pages – and the text cannot necessarily be read. Besides, you are trying to tell a *visual* story!
- Be especially mindful of securing permissions of any image featuring a child.
- If using a crowd shot, make it a good one! An un-artfully posed photo of people’s backs is not compelling. (Yeah, I know. That was some tough love right there.)

### Resources:

The following websites and services might provide images you can use. They all have protection under Creative Commons CC0:

*"The person who associated a work with this deed has dedicated the work to the public domain by waiving all of his or her rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law."---*  
*CreativeCommons.org*

**Regardless, always read the fine print!  
Verify you have permission to use the image as intended.**

- Freerange: <https://freerangestock.com/index.php>
- Unsplash: <https://unsplash.com/>
- Pexels, <https://www.pexels.com/>
- Flickr, <https://www.flickr.com/>
- Life of Pix, <https://www.lifeofpix.com/>
- StockSnap, <https://stocksnap.io/>
- Wikimedia, [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)
- Reshot, <https://www.reshot.com/>
- Gratisogrphahy, <https://gratisography.com/>