

Journey  
Group

# Selecting Effective Stock Imagery

How organizations can source stock imagery to effectively communicate their brand's mission



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BRAND STUDIO DIRECTOR

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Overview

**1. Define the Terms**

**2. Evaluate the Value**

**3. Consider an Approach**

Helpful Tools

Practical Tips

Q&A

**Journey Group** is an independent design company. We've been devoted to serving institutions since 1992.

## APPROACH

We believe that truly excellent design is always born out of strong relationships. Therefore, we take a long-term approach to our work. While every engagement is different, some partnerships have endured over three decades.



## **CAPABILITIES**

We bring unconventional expertise to every project—rooted in sector knowledge, journalistic curiosity, and a deep passion for craft.

- **Application development**
- **Art direction**
- **Branded spaces**
- **Campaign design**
- **Content strategy**
- **Email programs**
- **Experience planning**
- **Exhibition design**
- **Graphic design**
- **Hosting and support**
- **Information architecture**
- **Interface design**
- **Messaging**
- **Motion**
- **Packaging**
- **Production management**
- **Standards**
- **Visual identity**
- **Wayfinding signage**
- **Web development**

## **BRAND STUDIO MISSION**

**We serve organizations by designing brand identities, experiences, and materials.** We specialize in breathing new life into established brands and setting a course for new ventures.

**DEFINE**  
THE TERMS



“When an idea is important to a person or culture it will find its way into imagery.”

– JOSEPH CAMPBELL

**Images tell stories.**

**Stories make us human.**

# Stock Imagery:

The supply of photographs that are often licensed for specific uses

## TYPES:

- Photos
- Videos
- Graphics
- Illustrations

## USAGE:

- Royalty Free
- Public Domain
- Creative Commons
- Paid Licensing

## **Custom Imagery**

Media created uniquely  
for your organization



## **Stock Imagery**

Media licensed for your  
organization's use

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**LET'S TALK ABOUT**

# **Reasons to choose stock imagery**

- **Budget**
- **Your Location**
- **Type of Work**
- **Resources**
- **Sensitivity**
- **Privacy**
- **Representation**



**ASK THE QUESTION:**

**What imagery  
is appropriate?**

- **Nature of your work**
- **Subject sensitivity**
- **Representing your community**
- **Building trust within your community**
- **Authenticity with your audience(s)**
- **Dignity to those represented**

**EVALUATE**  
THE VALUE

## **Custom Imagery**

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## **Stock Imagery**

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**Custom Imagery**

**TRUST**

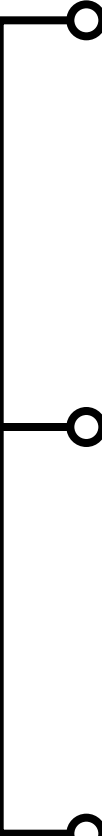


**Stock Imagery**

**Custom Imagery**



**Stock Imagery**



**Collaboration**

**Free Stock**

**Premium Stock**

**LET'S TALK ABOUT**

# **Selecting effective sources for imagery**

- **What type of imagery does it specialize in?**
- **What variety of imagery does it offer?**
- **What representation and diversity does it offer?**
- **How does it handle licensing and/or attribution?**
- **How does it handle pricing?**

**CONSIDER**  
AN APPROACH

**What does authenticity look  
like for your organization?**



“Visual storytelling utilizes both language and art to pass on the essence of who we are.”

- DEBBIE MILLMAN

**LET'S TALK ABOUT**

# **Creating helpful guidelines for your use of imagery**

- **How do we handle images with people?**
- **How do we tell stories through images?**
- **When are photographs appropriate?**
- **When are illustrations appropriate?**
- **When are videos appropriate?**

**LET'S TALK ABOUT**

# **Creating visual consistency within your brand**

- **Sourcing from a single creator or collaborator**
- **Toning images for visual consistency**
- **Applying a branded photo filter or coloring technique**
- **Creating visual collages from multiple images**
- **Having a thoughtful approach to image composition and style**

# HELPFUL **TOOLS**

# Canva

Free design mega-tool

[canva.com](https://canva.com)



# Unsplash

Free photos and visuals

[unsplash.com](https://unsplash.com)



# Duotone

Web-based photo coloring and toning

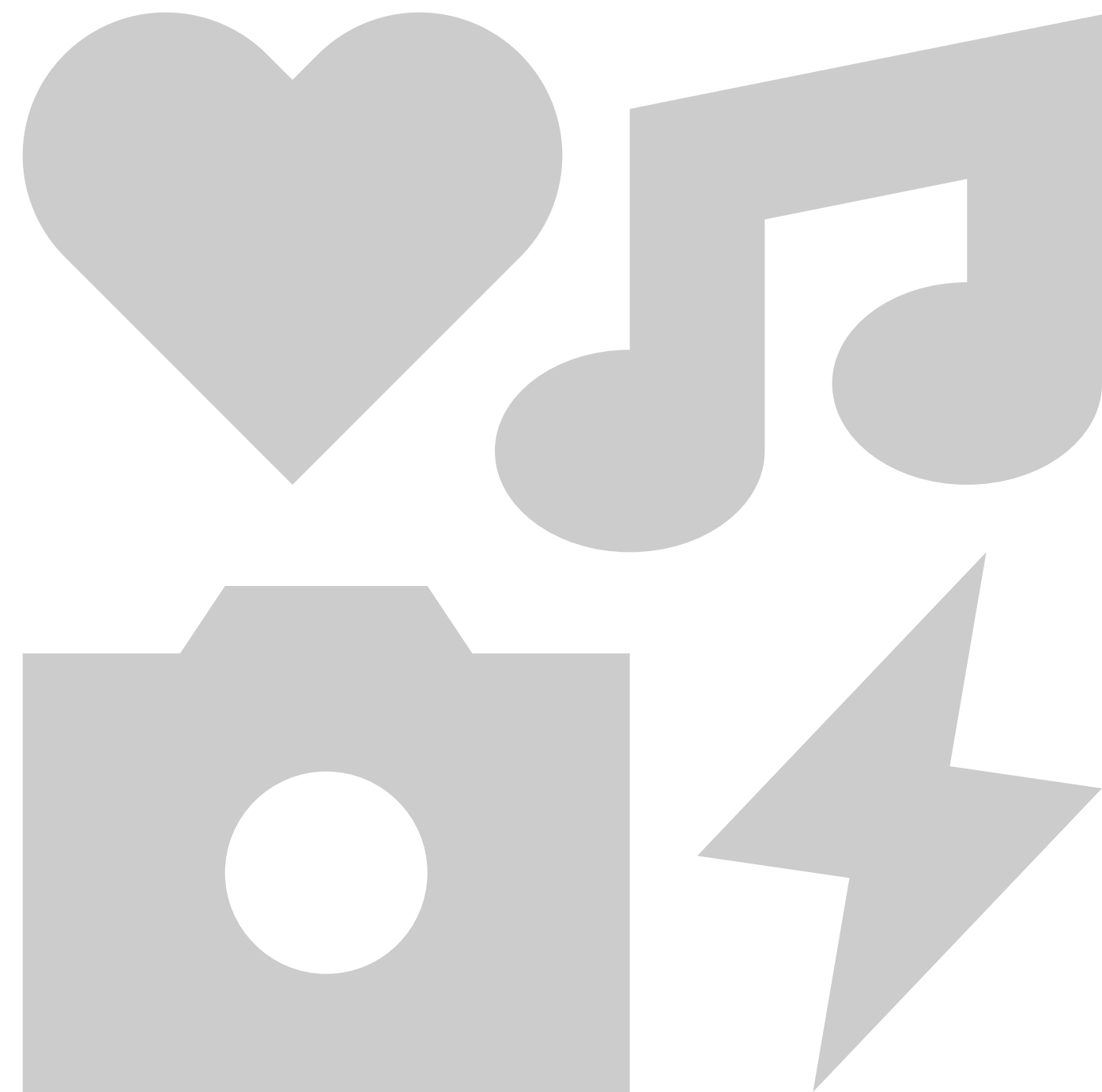
[duotone.shapefactory.co](http://duotone.shapefactory.co)



# Noun Project

Free, open-source icons and graphics

[thenounproject.com](https://thenounproject.com)





# Pexels

Free photos and videos

[pexels.com](https://pexels.com)



PRACTICAL  
**TIPS**

# Select sustainable sources

Select sources that can grow with your organization



# Consistency is critical

Building trust often begins with consistent imagery



# Build libraries, not machines

Allow content strategy to drive your use of imagery



# We believe design changes the world.

We partner with institutions to shape  
culture and advance human flourishing  
through the power of design.

If you have a brand to build, story to tell,  
or problem to solve, we'd love to talk.

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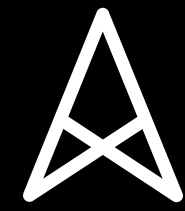
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**Thank you.**

**Who's got questions?**

(Don't be shy, y'all)





[JOURNEYGROUP.COM](http://JOURNEYGROUP.COM)