

**Photography Guidelines**

The Augusta University Communications & Marketing (C&M) team oversees all official efforts with photography. Our photographers capture campus life and house the university's official database of content and archives.

C&M oversees and updates a photography database. Download, share, and show the world what’s happening on and around campus. Build your content with our easy and free galleries.

Always contact the C&M staff for any questions or concerns about using university photography. <https://augustauniversity.box.com/v/official-photography>

**RIGHTS**

Full rights to photos taken by the Augusta University staff photography team belong to the university. Photographs may be used for any and all uses in print or online media. AU staff who hire freelance photographers should ensure that full-usage rights to the images belong to Augusta University as part of the terms of your request for purchase.

**PHOTO RELEASES**

Photos taken in public places, for purposes of news or general information, do not require photo releases. Photos used to advertise products or services of the university may not require releases when the focus of the photo is a location or event, not a person.

*Examples: a group of students at an Augusta Jaguars basketball game; a group of alumni at a homecoming event; students walking on Summerville Campus, etc.*

When an individual's face is featured in such a way as to be clearly recognizable, and appears to endorse AU programs, the best practice is to obtain a signed release, to be stored with records of payment for the ad or publication.

*Example: An individual who is highlighted on a special scholarship award brochure (implies the featured individual received a scholarship).*

Any advertising use of images that include minor children under 18 years of age, or hospital patients, require a signed photo release or consent form, to be filed with records of placement and payment for the ad or publication. [**Consent Forms**](https://augustauniversity.box.com/s/q2jkr9j269o4lqudibvach7mjztan710)

Staff may obtain and store releases over and above these guidelines if they feel it is in their best interest.

**INTERNET PHOTOS / IMAGES**

You should not assume that photos/images found on the internet (including those indexed by Google Images) are free to use. Do not use photos/images found on the Internet unless you have received permission or have paid appropriate fees.

**COMMERCIAL STOCK IMAGES**

Augusta University generated and owned photos are preferred, but stock images may be used when such use makes sense. Make sure to understand and obey all usage limitations under the terms of the stock purchase. Royalty-free stock is recommended. Rights-protected stock may not be shared or used in any way not specified in the purchase agreement.

**AUGUSTA UNIVERSITY OWNED IMAGES**

AU staff should make sure that AU's stock images are used appropriately.

*Example: Don't imply that people in AU photos belong to one college when they in fact are part of another. Check the photo content to ensure it is accurate and appropriate – do not misrepresent AU students or personnel.*

**PHOTO REQUESTS FROM OUTSIDE THE UNIVERSITY**

External media outlets, businesses and others may request permission to use Augusta University photos. AU photography is the property of the university and should be credited with the university name, or university and university photographer name as shown:

Augusta University Photo, or Photographer Name | Augusta University

**HELPFUL LINKS**

* [AU Public Photos Domain](https://augustauniversity.box.com/v/official-photography)
* [AU Brand Strategy & Guidelines](https://www.augusta.edu/dcm/marketing/brand-strategy.php)
* [Consent Forms](https://augustauniversity.box.com/s/q2jkr9j269o4lqudibvach7mjztan710)
* [C&M Digital Content Resources](https://www.augusta.edu/dcm/digitalcontent/index.php)
* [Digital Content / Photography / Social Media Useful Tools](https://www.augusta.edu/dcm/digitalcontent/useful-tools.php)