



How To Guide: Good Photo Sources

This guide is to help CWEA Volunteers know where to which sources they can use to find Safe-to-use photos and artwork. Safe-to-use photos are properly licensed or have been copyright cleared for CWEA promotional use. Learn the difference between Good Photo Sources and Bad Photo Sources to avoid copyright violations and any subsequent legal consequences.



Photo by Adobe Stock

GOOD PHOTO SOURCES

CWEA FLICKR

Images from any [CWEA's Flickr albums](#) with the codes "CC" or "CP" in the album title are copyright cleared for CWEA promotional use. Be sure to copy the photographer's name and credit them under the photo.

Contact the CWEA marketing team for an overview the first time you use photos from these albums.

CWEA LICENSED ADOBE STOCK IMAGES

Adobe stock images can be licensed through the [CWEA's Adobe stock account](#).

Contact the CWEA marketing team if you'd like us to license and send you a stock photo from Adobe.

BAD PHOTO SOURCES

GOOGLE SEARCH RESULTS

Finding images on Google search and downloading those photos from the web to use is illegal and is always a copyright violation.

NON-COPYRIGHTED OR UNLICENSED IMAGES

Using photos or artwork from a professional photographer who CWEA does NOT have a copyright clearance agreement with is always a copyright violation.

GOOD PHOTO SOURCES	BAD PHOTO SOURCES
<p>STOCK PHOTOS INCLUDED WITH YOUR LICENSED DESIGN SOFTWARE</p> <p>You may design using stock images included with any of your licensed software. CWEA staff will email you standardized copyright clearance text, and you can reply that you approve. Your event flyer can then be posted!</p>	<p>FREE STOCK IMAGES</p> <p>Free stock images, Wikimedia, Flickr creative commons images, or other “free” images - Out of an abundance of caution, staff and volunteers are prohibited from using these images.</p> <p>The CWEA Marketing Team is exempt from this guidance.</p>
<p>AGENCY PHOTOS WITH PERMISSION</p> <p>Photos you ask an agency for permission to use or photos you’ve taken yourself. CWEA staff will email you standardized copyright clearance text, and you can reply that you approve. Your event flyer can then be posted!</p>	<p>PHOTOS WITHOUT PERMISSION</p> <p>Images from your agency or someone you know who you did NOT ask their permission to use their photo.</p>
<p>IN THE FUTURE: CWEA LIBRARY</p> <p>We are looking into building a digital asset library of CWEA copyright cleared images which can be available online for leaders to use.</p>	<p>AI GENERATED IMAGES</p> <p>Any AI generated image, such as from ChatGPT, Midjourney, or Adobe Firefly.</p> <p>The CWEA Marketing Team, COO, and CEO are exempt from this guidance.</p>
<p>GOOGLE STREET MAPS</p> <p>Screenshots of Google Street maps are ok to use.</p>	<p>GOOGLE EARTH</p> <p>Screenshots of Google Earth. Google’s terms of service prohibit using screenshots of Google Earth in our marketing or to promote local section events.</p>

QUESTIONS?

Contact **Megan Barillo** at

mbarillo@cwea.org

510.382.7800 x141