

## Web Site Images

Images are very important to web site design and therefore the overall effect and potential benefits of your site.

If The One Image photographs the products and/or creates any other images we will deal with their naming, formatting, cropping, storage, sizing and copyright.

If you provide the images then please use the following protocol, otherwise we will have to levy an image charge, this is because finding images, putting them into the correct format and size all takes time.

### 1. Image Formats

- a. All images must be in either jpg, tiff or gif format.
- b. We will also take png, photoshop psd & CorelDraw 11 files but talk to us first.
- c. We cannot use images in a Word file, they break up and end up at such low quality as to be worthless.
- d. Acrobat PDF files are acceptable as long as the file is still Photoshop editable and the images are separate from the text and are in one piece. If you are not sure do not send them. Again talk to us first.
- e. We do not accept images or designs in Microsoft Publisher except with prior discussion.

### 2. Image Naming

- a. Please rename images so that the name relates to their content. Or
- b. Number each image and provide a crib sheet that relates the number to the content. Please make this information as clear and consistent as possible. We deal with many images and subjects and although you may know what it is we may not. Also well named images assist in search engine optimisation.
- c. When naming images
  - i. do not use capital letters, spaces, quotes or other characters.
  - ii. You can use hyphen or underscore to separate words.
  - iii. Do not make the names longer than 20 characters.

### 3. Image Sizes

- a. We are happy to accept any size of image, we will reduce it and compress it for the web – even today the quality of web images is very low.
- b. If you have many images please do not email them, burn them onto disc. This also means we have a copy in times of crisis.
- c. We will crop images to ensure that the object of focus is as large as possible. If you want to crop the images first that is very acceptable.

#### 4. Copyright

- a. All images used on your web site must have copyright permissions.
- b. If you took the photograph you will own the copyright and can therefore use it.
- c. If we take the pictures or create artwork using our pictures the copyright is licensed for use on the web site as long as we run your site. Unless otherwise agreed, and payment has been received, the pictures are not licensed for any other use.
- d. Pictures purchased from Stock sites on the web normally grant a license for specific use and the number of times the image can be used.
- e. Pictures taken from any other source – web sites, magazines, papers and anywhere else are unlikely to have copyright clearance and if you must use that image the task of gaining clearance is yours.
- f. We will not use any image that we do not consider has the correct permissions without a written indemnity from you. This is because we do not like people stealing our images (after all it is part of our livelihood) and the maximum fine has just increased to £50,000!

All work is subject to contract / agreement

If you have any questions please contact us:

Roger Croxson

01822 834787

[roger@theoneimage.net](mailto:roger@theoneimage.net)

[www.theoneimage.co.uk](http://www.theoneimage.co.uk)