

IMAGE USE

GUIDELINES

OVERVIEW:

Whenever possible, we should use our own photography for any marketing materials, including:

- Coming soon images
- Social posts
- Flyers
- eBlasts
- Lot pages and MLS listings

However, there are times when it is necessary to obtain photography for community amenities, homes, and lifestyle shots—whether from a marketing partner like a developer, a photography service we hire, or from a stock photo site that licenses images for commercial use.

Such assets should never be used without express written consent from the photographer or without the proper commercial license.

COMMUNITY AMENITIES:

It is preferred to use close-up/detail product shots over lifestyle images to represent coming soon communities that do not have photography yet. If lifestyles need to be used, they should be taken down immediately after product photography is available.

Can use images from other communities/divisions that may offer the same floorplan.

Do not copy images from a developer or planned community's website. Seek permission first and inform Corporate that you have been given permission.

CITY, METRO, STATE IMAGES:

Search for image options using iStock, Adobe images, or our Canva stock photo library (if you have a subscription to our Canva enterprise platform).

If stock images are not free from a subscription, provide links to any image assets for Corporate Marketing to purchase using corporate stock photo accounts.

If stock images are free, please verify where you sourced the image and that the company has a commercial license to use it.

Never copy, screenshot or download images from other websites or from any search engines.

LIFESTYLE:

Search for image options using iStock, Adobe images, or our Canva stock photo library (if you have a subscription to our Canva enterprise platform).

If stock images are not free, provide links to any image assets for Corporate Marketing to purchase using corporate stock photo accounts.

If stock images are free, please verify where you sourced the image and that the company has a commercial license to use it.

DO NOT:

- Save images directly from websites.
- Search Google, Bing or other search engines to find images.
- Use any image in any marketing capacity that we do not have express written consent to use.
- Assume an image will be OK because you found it online.

VIDEOGRAPHY:

Increased social media video production may occasionally necessitate the need for stock videography or video shot by third parties. In this event, all of the same rules above apply.

IMAGE USE GUIDELINES

EXAMPLES OF CLOSE-UP/DETAIL PRODUCT PHOTOGRAPHY:

- Close-up shots should be of decor, faucets, fireplaces, plants, books or anything that isn't too community-specific.
- Can find these photos in the [DAM](#)

