



Photo Library Instructions

09/13/2022

NORC Photo Library

INSTRUCTIONS:

The NORC Brand Team has curated a collection of on-brand photographs for NORC staff use. There is no charge to use these images for work that is owned by NORC. If you need a photo for a client deliverable that the client will own, or will live on the client’s website, then you will need to purchase the image for a modest fee, as required by our current license. *See below for more details.*

To view the available images in the NORC Photo Library on SharePoint Online, please visit <https://norc.sharepoint.com/sites/Communications/SitePages/photo-library.aspx/>



Culture & Society



Economics



Education



General Research



Global



Health



Public Affairs



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Images are categorized by research area, such as Health, Education, or Public Affairs. A variety of images are available, such as a senior couple with masks on at a shopping mall; a young woman working at home and taking care of her little son; a man sitting on an armchair reading; students learning in a classroom; and a married couple fighting, to name a few.

Go through the folder(s) relevant to your need and once you have identified the desired image(s), fill out the **Image Request Form**. The form will ask you to briefly describe the image(s) you are requesting and to include the photo ID (letters & number prefix associated with each image, e.g., HE1 or PA14) to help us quickly identify it.



PA5_163722



PA6_165665



PA7_177712



PA8_343913

Make sure to also include details on how the image is going to be used and if there is a deadline. **Once you submit your form, please allow for up to two business days for your image(s) to be delivered.** Please note, you can only request up to five images at a time.

REQUIREMENTS:

You have permission to use the photos for free only if NORC retains rights to the materials. This set of terms covers NORC-branded and NORC-sub-branded (AmeriSpeak, Data Enclave) materials, like:

- PowerPoint Presentations
- Reports, Briefs, and Marketing Materials
- Respondent Facing-Materials
- Websites

For proposals, please check with your respective proposal team because some proposals state that once the proposal is submitted, the entity to which it is submitted owns that content, which is not allowed with the images in the NORC Photo Library due to licensing conflicts.

For client deliverables, the image needs to be purchased separately by the project team or client. For reference, medium-sized photos from Stocksy cost \$30.

ADDITIONAL STOCK PHOTOS FOR USE:

If you're looking for additional images outside of the ones in the NORC Photo Library, visit the [NORC Curated Unsplash Library](#) to download high-quality photos. The images in this gallery are free to use and have no restrictions.

When searching for other images on Unsplash, keep the following best practices in mind:

- **DO** select photos that reflect photojournalistic realism, artful blurs of intimate moments of everyday life, or natural/emotional expressions (bright and balanced lighting).
- **DO NOT** select photos that look overly staged, filtered, stylized, or posing for the camera.

For any questions or further guidance, contact commhelp@norc.org.