

UNIVERSITY OF NORTH DAKOTA

PHOTO USE REQUIREMENTS

The University of North Dakota Division of Marketing and Communication uses and distributes images of academic activities and campus life to promote the University and to advance the University's educational goals. Images of University employees and students involved in campus life activities, images of visitors to campus in public spaces or engaging in public events, or participants in University-sponsored events off campus might be captured for these purposes. Our Image Use Requirements govern images captured by UND employees and by vendors contracted by the University for these purposes.

These requirements are applicable to all University areas, including offices, departments, divisions, centers, institutes, programs, and schools.

Photo archive

UND's Division of Marketing and Communications maintains an extensive image library of historic and current photos. A selection of photos are available for use by the campus community at undphotos.photoshelter.com.

The password is undphoto.

Internal use

The use of University images in any print or digital medium is restricted to the representation or promotion of the University, its programs, events and activities. For example, photos can be used to promote, inform or represent the University in PowerPoint presentations, marketing materials, and websites. Personal use of University images is not allowed. Images cannot be modified in any way (cropped, color conversions), sold, distributed, incorporated into another work, used to create a derivative work, or otherwise exploited in any way.

Campus departments should not use any images for marketing purposes that were captured by someone other than a University employee without either a professional services agreement in place, granting the University rights to the images or a written consent and release from the external photographer/creator of the image.

External use

Before granting permission and releasing photos to external clients, the University must receive in writing the planned use of the images. The University reserves the right to revoke permission if the photo use isn't clearly stated or if the images are used improperly.

As state-owned property, University images cannot be used to promote private businesses or other entities. The University will distribute photos with a goal of promoting and representing the University.

Photo credit

When photos are used in promotional pieces, presentations, websites and/or slideshows, a photo credit is not necessary.

When photos are published in a magazine, newspaper or other media, we require our photos to be credited to the University of North Dakota.

Minors in photos

UND's Division of Marketing and Communications does not use photos of children in marketing materials unless the child's legal guardian has signed a consent form. In social media and news photos, minors are allowed when they are part of a crowd attending an event.