

# A Rare Guide to Photo Credits

To ensure the photographers we work with around the world receive the recognition and credit they deserve, please see Rare's guidelines to photo credits below. (Please note that these guidelines are for hired photographers. Any photo taken by a Rare staff member will not need to be credited unless used with other photos by hired photographers, in which case the credit goes to Rare.)

If you have any questions about photo credits after reading this guide, please reach out to Kyla Timberlake ([ktimberlake@rare.org](mailto:ktimberlake@rare.org)) on the Marketing & Communications team.

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## A. If the photographer is known, credit when possible.

This information is most frequently found in the photo's information on [the DAM](#).

Usage Rights:	All Rights License - MUST CREDIT
Show more details:	Photo Credit: Jason Houston

## B. Phrasing for photo credits:

### If photographer is Rare staff:

*Photo Credit: Rare*

### If photographer is hired by Rare:

*Photo Credit: <photographer name> for Rare [e.g., Jason Houston for Rare]*

### Purchased/free photography:

*Photo Credit: <photographer name> for <purchase site> [e.g., Jane Doe for iStock; Marco Asensio for Unsplash]*

### Example of multiple credits:\*

*Photo Credits: Jason Houston for Rare; Rare; Jane Doe for iStock.*

\*If you need to list more than one photo credit, the order listed should mimic the order in which they appear in the document/on the page. If there is more than one photo that needs the same credit, it only needs to be listed once. **Please see examples on the following page.**

## C. Ideal photo credit locations include:

- **PowerPoint:** bottom right corner of photo in 9pt font, or in slide notes
- **Reports/proposals:** at the end of photo captions or list at the end of the document
- **Video:** list at the end
- **Shorthand stories:** list at the end
- **Web stories/blogs/landing pages:** if the photo has a caption, add credit at the end of the caption. If the photo doesn't have a caption (i.e., hero image, grids) list at the end.
- **Instagram:** credit in caption. If photographer is on IG, tag photo and mention IG handle instead of their name in the caption.
- **Facebook/LinkedIn:** credit in caption

Social media, photographer's handle tagged.



rare\_org Edgar Garcia sets crab traps in San Miguel Bay, Philippines. Small-scale fishers like Edgar are a backstop for local food security in rural, coastal communities across the developing tropics. We celebrate their contributions to coastal communities this year, @FAO's International Year of Artisanal Fisheries & Aquaculture. #IYafa #IYafa2022 @jasonbhouston

Edited · 13w



Liked by triv9 and 42 others

MARCH 2

Credits in photo captions.



Recent regulation in Mozambique enables communities to set up locally-managed marine reserves, a source of pride and cause for celebration. Photo Credit: Rare.

There is also a growing may recognize these m  
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would further empowe  
contribute to nationally  
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Fishermen prepare a drifting gill net for nearshore fishing in Závora, Mozambique. Coastal communities are among the most vulnerable to the impacts of climate change. Photo Credit: Jason Houston for Rare.

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biodiversity—  
mparable to



REPORT

# Fish Forever: Then and Now

This program retrospective is a snapshot of Fish Forever's remarkable global progress and growth since its first phase.

Photo Credits: Ferdz Decena, Jason Houston and Rare

Web, multiple credits at end.