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The images are available for non-commercial, news and event promotion and marketing only.

Prior approval of the Communications Department is required when either:

- the photograph or video is used for marketing collateral,
- the photograph or video is used for news or event promotion by an AUA unit other than the host unit,
- the photograph or video is digitally altered in any way except as noted under the section noted *Acceptable* below, or
- the photograph or video is used by an off-campus media outlet or publication.

The Communications Department reserves the right to withhold access to photographs and/or video if false representation is suspected or there are questions about intended usage.

Below are specific guidelines for acceptable and unacceptable use of photographs and video.

#### **Acceptable**

- Color and tonal correction, and technical touch-up of images for the purpose of color balance (removal of flaws--dust spots, scratches, digital noise, artifacts, etc). This does not include changing hair color, eye color, etc.
- Conversion of color image to black and white.
- Cropping is acceptable providing it does not change the perception of the photo.

#### **Not Acceptable**

- Use of photographs or videos for commercial use.
- Sale of photographs or videos in part or in total.
- Distribution of photographs or videos to the press or any external-to-AUA entity without prior approval of the Communications Department.
- Use of photographs or videos in non-news-related publications and websites without the prior approval of the Communications Department.
- Alteration of the photograph or video any kind except as noted in the Acceptable section above.
- Adding or deleting wording, artwork, or logos to objects in photographs or videos (changing wording on posters in photos)
- Use of photographs or videos on personal social media pages except as shared from AUA's social media pages