



Where to Find Stock Photos

What are Stock Photos?

Stock photos are professional photographs of common places, landmarks, nature, events, or people that are bought and sold on a royalty-free basis and can be used and reused for commercial purposes. Royalty-free refers to the right to use copyright material or intellectual property without the need to pay royalties or license fees for each use, per each copy or volume sold or some time period of use or sales.

Why Would I Use Stock Photos?

Stock photos can help your marketing materials (flyers, website, social media, etc.) visually look like similar materials produced by WVU or the WVU Alumni Association. In addition, stock photos are usually clear, high quality photos captured by professional photographers.

Where Can I Find Stock Photos of WVU?

1. WVU Alumni Association (FREE) – The WVU Alumni Association now provides a Media tab on its website at <https://www.alumni.wvu.edu/media>. The Media tab will have WVU Alumni Spotlight videos, WVU All 'Eers episodes, press releases and stock photos available for download.
2. WVU Brand Site (FREE) – The WVU Brand Site provides multiple photos related to campus, athletics, seasonal, research, student life and classrooms. <https://brand.wvu.edu/downloads-toolkit/photo-gallery>
3. WVU Photo Gallery – WVU Office of University Relations provides high-resolution stock photos from a variety of events throughout the year; however, these photos ARE NOT FREE. Digital images for web cost \$10.00 per image, high-resolution photos cost \$30.00 per image and DVD's can cost between \$125.00 - \$185.00. Serious consideration should be taken before making a purchase.