

PHOTO USAGE AND CREDIT POLICY

Friends of the Riverwalk believe Tampa's Riverwalk is the unmatched jewel of our community. To help promote our Riverwalk and our community, we often pay for photography and/or capture amazing photos ourselves of visitors and residents enjoying all it has to offer.

While we are more than willing to give access to our photos to media outlets, researchers, and other community organizations that seek to use them, we ask that you make that request in writing to info@thetampariverwalk.com.)

Please include your name, organization, a description of the photo, proposed use of the photograph, including name of publication, website or other online use, deadline, and a statement indicating that you agree to comply with the guidelines for use below. When available, please provide a proof of the photographic use prior to publication or printing. Photo credit must be given as "Friends of the Riverwalk" or the professional photographer, as appropriate.

Using an image for your company, publication, or project (or giving it to someone else for use) without our written consent is not allowed. Should there be any concerns about any of these guidelines, please reach out directly to us.

GUIDELINES FOR USE

LOGOS, WATERMARKS OR CROPPING

Alteration of photographs by adding logos, watermarks, or cropping out the Tampa Riverwalk name or logo, if represented, is not permitted.

FILTERS

Adding filters via 3rd party programs (Snapchat, Instagram, etc.) or using other medium to change the appearance of the photo is not allowed.

INSTAGRAM & FACEBOOK

Please tag our photos with @TampaRiverwalk in the caption. You may also use the hashtag (#) if you like, but the @ is required.

WEBSITE, EMAIL BLAST & OTHER ONLINE USAGE (INCLUDING BLOGS)

In the text of the webpage, post or email, photo credit must be given to "Friends of the Riverwalk" and a link placed on the page to <https://thetampariverwalk.com/>

We understand some 3rd party blogs or pages don't allow these links. Unfortunately, without the link ~~however~~, the photos are not allowed to be used on the post or page.

PRINT PUBLICATIONS, COLLATERAL MATERIAL

Photos may be used in print for both advertisements and editorial content with credit given to “Friends of the Riverwalk”. Credit specs for printed applications are:

Bottom Right Corner of image, horizontally or vertically; or directly under image horizontally.

Font color must be black or white, contrasting against the background color so it’s clearly visible.

Font size and thickness must not be smaller or thinner than Helvetica at 5pt or equivalent font/size to match that minimum.

If the magazine will not print credits based on the above specifications, then we will not grant permission and any reproduction may be construed as a copyright violation.

TAGGING RESOURCES:

INSTAGRAM: @theTampaRiverwalk

FACEBOOK: Tampa Riverwalk

WEBSITE: www.thetampariverwalk.com