

MIXTE TIPS

Free resources for diverse stock imagery

Non-profit and community-focused organizations need budget-friendly solutions to ensure they can promote the same level of diversity in their imagery as organizations who have big budgets for personal photoshoots and to hire their own photographers or videographers. Check out these free/low-cost resources to find good photos:

1. [Pexels](#) – Free stock photography by contributing photographers.
2. [The Gender Spectrum Collection](#) – Free stock images featuring trans and non-binary models.
3. [CreateHerStock](#) – A collection of stock images of women of color, with a freebie collection as well as paid options.
4. [Unsplash](#) – Free stock photography by contributing photographers.
5. [Pixabay](#) – Royalty free stock photos, videos, and music.
6. [Flaticon](#) – For organizations who may not be able to hire a graphic designer, Flaticon is a great resource for free vector icons.

Taking it a step further — making sure the images you choose represent the communities you serve in the best possible way, includes QC'ing for ethical representation: “Ethical representation is beyond obtaining consent to take the photo, and beyond making sure the subject understands how the photo will be used... [it's] working to represent and portray them in the best way possible, taking into account the lens through which the audience will view the photo and working to eliminate things that will diminish how they perceive the subject of the photo” (source).