

# Guide to **ROYALTY FREE IMAGE WEBSITES**

Giving You New Visual Options for Digital Assests



# ABOUT KOMPASS MEDIA

## INTRODUCING ALAN HENNESSY - KOMPASS MEDIA

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Alan is a qualified Digital Marketing Consultant and a highly experienced Trainer, Mentor and Coach, having worked in association with various government initiatives, providing advice and expertise to Start-ups, Entrepreneurs, New Business ventures and organisations and in turn helping them to launch their business with an online presence.

Alan is the head of Digital here in Kompass Media. His focus for delivering excellent results and key strategies for our clients is his main objective. Understanding Market trends in collaboration with our clients is the key to his success.

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## Social Media Talks Podcasts

Alan is the host and Creative Director of the weekly Social Media Talks Podcast.

Now in it's second year with over 60 episodes released and over 20,000 downloads worldwide.

Alan has interviewed some of the World's Leading Social Media Influencers on a wide range of Digital & Social Media Topics.

Alan now draws on the experience and learning he has received through the podcasts and delivers actionable valueable advice and training to help Entrepreneurs and Business Leaders.



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# WHAT'S IT ALL ABOUT

Do you always see professional graphics on websites and social media posts and would love to know where these images came from and how did they load them in such high quality onto their digital assets?

When you download images and try to load them onto your website and do you get error messages telling you know they are the wrong format?

Do your website images load slowly? If the answer is, yes, they probably are the incorrect file format.

This ebook will guide you through the process of finding the right images for Digital and Print Media. You will also learn how to identify the correct File Formats and the advantages of downloading and uploading the right size image files to your Social Media Posts and Website.

## Content covered in this Ebook

- Royalty Free Image Websites
- Print Media v Digital Images Graphics
- Digital File Formats

So what are you waiting for ??? Let's Go!



“Design is Where Science  
and Art Break Even”

*Robin Mathew*



# ROYALTY FREE STOCK IMAGE WEBSITES

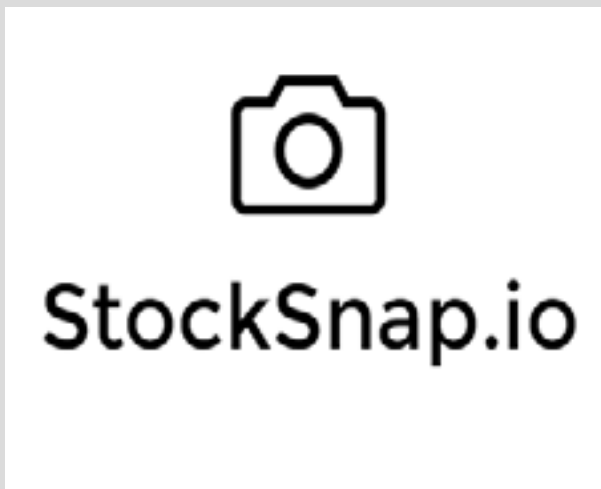
[www.pixabay.com](http://www.pixabay.com)



[www.unsplash.com](http://www.unsplash.com)



[www.stocksnap.io](http://www.stocksnap.io)



[www.negativepace.com](http://www.negativepace.com)



[www.pexels.com](http://www.pexels.com)



# THE DIFFERENCE BETWEEN CMYK v RGB

Have you ever created a flyer, brochure, poster or PDF online and then brought it to a printer to be told "Sorry I need this in CMYK" ? Have you scanned a flyer and noticed the colour was not as bright as the original print media?

The reason for this is Printed Media v Digital Material use two different formats CMYK v RGB File Formats.

The main difference always to keep in mind is Print v Digital. If you are creating a brochure, flyer or poster for print it is important to bear in mind that all Print material should be formatted in CMYK. These are the Standard Ink Colours for Printing Cyan, Magenta, Yellow and Key (Black).

To produce Digital Content you should always use RGB. This refers to the primary colours of light Red, Green and Blue. They are used in Monitors, Television Screens, Digital Cameras and Scanners.

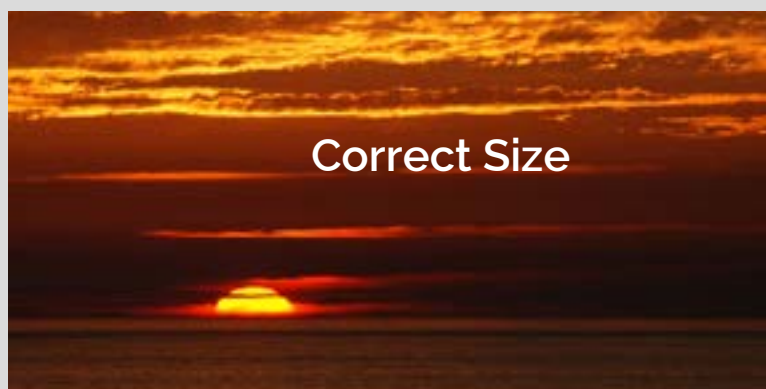
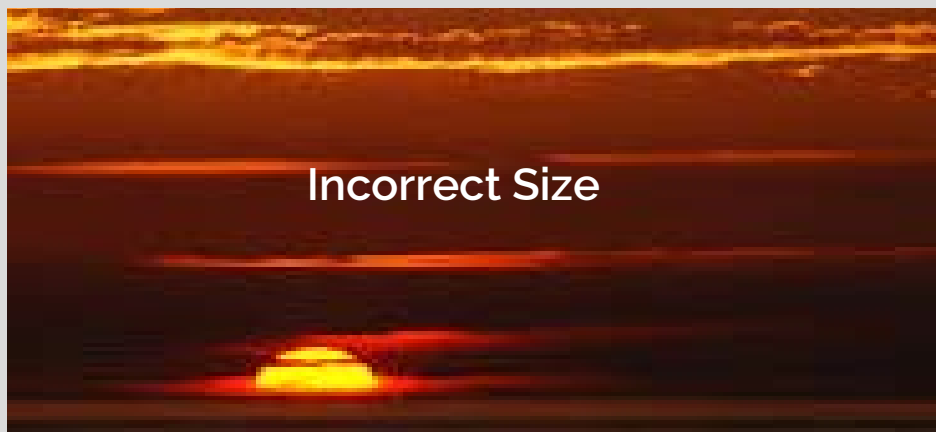
All images for printing are made up depending on the size of the graphic 100's to 1000's of small coloured boxes better known as Pixels.

In order to achieve the correct density of pixel you should create the image in the correct size. If this is not right the image will pixelate and look unclear or blurred.

So Remember when creating your graphics the following rules:

1. Choose the Right Size for your Image.
2. Choose CMYK for Print Material
3. Choose RGB for Digital Images Content

See Examples below of Image Pixelation



# DIGITAL FILE FORMATS

There are many different Image file formats when it comes to taking photos or downloading images from the Internet.

You may have heard of some of them before, but do not panic, as you only need to understand the standard file formats to use in order to achieve the maximum potential for your images professionally.

- JPEG - Joint Photographic Expert Group
- PNG - Portable Network Graphics
- GIF - Graphics Interchange Format
- TIFF - Tagged Image File Format
- PDF - Portable Document Format
- BMP - Bitmap Format
- PSD - Photoshop Document Format
- ESP - Encapsulated PostScript
- AI - Adobe Illustrator Document
- INDD - Adobe Indesign Document

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## The Most Popular Digital Formats



### JPEG (or JPG) - Joint Photographic Expert Group

JPEG is one of the most popular file types on the web. They are known for very little compression and no Transparency. High Quality Images and Large Size File Sizes



### PNG - Portable Network Graphics

PNGs are ideal for use on Websites and Social Media as they have a low image density. They are also perfect formats to create a transparent logo or text to overlay on a graphic and they are low in their file size.



### GIF - Graphics Interchange Format

GIFs are most common in animated form. GIFs are formatted from up to 256 colours in RGB. An advantage as the file size is hugely reduced.





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