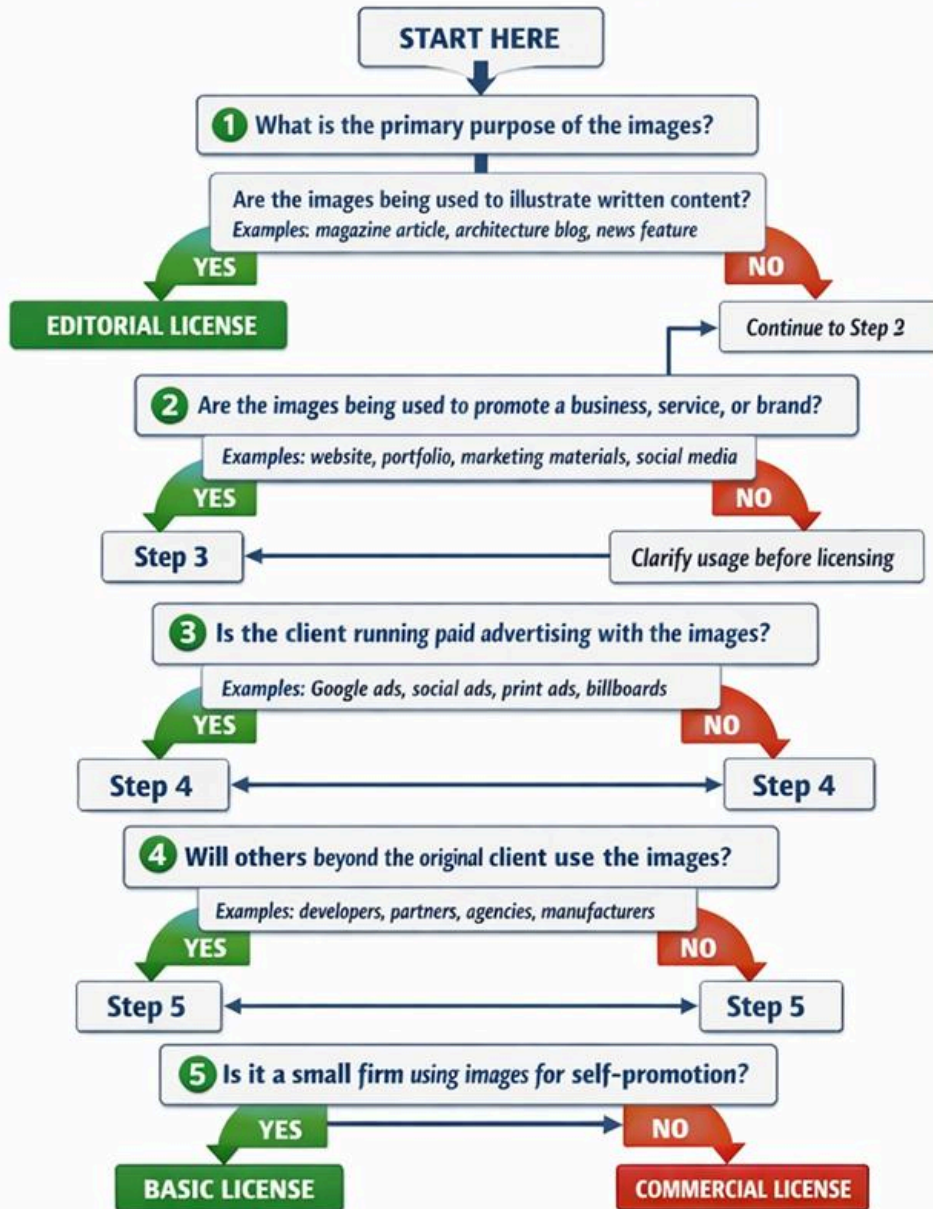


Architectural Photography Licensing Decision Flowchart

A Step-by-Step Guide for New & Transitioning Photographers



LICENSE RESULTS

BASIC LICENSE	EDITORIAL LICENSE	COMMERCIAL LICENSE
<ul style="list-style-type: none">✓ Small business use✓ Limited & simple✓ Time-restricted	<ul style="list-style-type: none">✓ Used with articles✓ Informational use	<ul style="list-style-type: none">✓ Paid advertising✓ Broad usage✓ Multiple clients

FINAL SAFETY CHECK

- ✓ Who is using the images?
- ✓ Where will they appear?
- ✓ How long will they be used?
- ✓ Is money or growth involved?

SIMPLE RULE FOR BEGINNERS

Money or marketing = **COMMERCIAL**
Supports an article = **EDITORIAL**

Supports an article = **EDITORIAL**
Small firm, limited use = **BASIC**