

How to Source Images

truespark.co

TrueSpark

Free Stock Photo Platforms

Free for personal and commercial use, no attribution required, no size restrictions. The safest, simplest option for any use case.

Unsplash

High-quality imagery available for free, especially for lifestyle and lifestyle-wellness photography



Pexels

Extensive library focused on diverse subjects, strong for people and workplace shots



Pixabay

Good for icons, illustrations, and simpler graphics alongside photos



Paid Stock Photo Platforms

For images with more range, consistency, or a specific niche fit than free platforms typically offer.

Depositphotos

Purchase or subscription-based, download per image. Broad library including wellness, therapy, and business niches. Once downloaded, files can be reused across unlimited projects under your license terms.



Canva Pro

Included with a Canva Pro subscription, offers a large curated library alongside design tools. Comes with specific usage restrictions, covered on the following page, worth understanding before relying on it for website imagery.



Shutterstock / Adobe Stock

Subscription or credit-based, extensive libraries, generally straightforward commercial licensing for web use.



Effective Search Terms

Stock sites respond best to short, specific phrases rather than full sentences.

A few formulas that consistently pull good results:

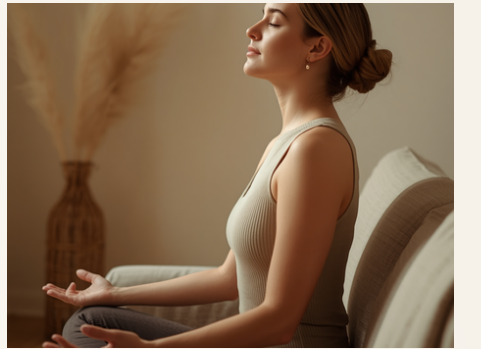
[Subject] + [action] + [setting] Example: "woman meditating living room" or "man jogging waterfront path"

[Subject] + [emotion] + [context] Example: "woman laughing outdoor cafe" or "man relaxed office"

[Number of people] + [activity] Example: "two friends laughing beach" or "group walking snow"

Tips for better results:

- Add "candid" to avoid overly staged, cheesy stock photography
- Add "diverse" if you want a wider range of representation in group shots
- Try both singular and plural search terms (e.g. "therapist" vs "therapy session")
- If a search feels too generic, add a mood word: cozy, calm, warm, bright, natural light



Free & Paid AI Tools

Free Tools

There are several free AI image generators available that can help you create custom images for your website, perfect to enhance visual content without incurring additional costs.

- **Google Gemini "Nano Banana"** – Google's built in image generator, free with a Google account, strong at realistic photos and editing existing images
- **Microsoft Designer** – free with a Microsoft account, good for quick graphics and social style images
- **Canva AI Image Generator** – built into the Canva editor, free tier available, convenient since you can generate and design in the same place
- **Bing Image Creator** – free, powered by DALL-E, good general purpose option

Paid Options

For more advanced and refined results, consider investing in paid tools whose platforms offer greater customization and superior quality, but generally have a steeper learning curve, requiring more time to learn the settings and refine your prompts to get the best results.

- **Midjourney** – subscription based, known for the most polished, artistic, editorial style results
- **Adobe Firefly** – subscription or credits based, integrates directly with Photoshop and Adobe products, commercially safe for licensing
- **ChatGPT Plus / DALL-E** – paid plan, easy conversational prompting, good general purpose quality

The Master Prompt

Use the exact prompt below along with your image description every time you generate an image for the site. We've found it gets consistent, realistic, non-stock-photo-looking results, and generating everything at this one wide size means we can crop it down to whatever section it's needed for on our end without it looking distorted.

- 📄 Copy and paste the master prompt below to be used before your image description (details on a following page), which is indicated by the bracketed [] section at the end.

A candid editorial photograph, photorealistic, shot on camera, 35mm lens, shallow depth of field, slight natural film grain, documentary photography style, not stock-photo posed. All human subjects grouped together and positioned to one side of the frame (either the left or right third), not centered. The opposite side of the frame should contain real environmental detail and depth (furniture, plants, architectural elements, natural light), not a blank or empty wall, just free of additional people or busy focal points, so the area is suitable for cropping or text overlay without feeling empty. Background elements should be clean, simple, and clearly identifiable, no ambiguous, distorted, or unexplained objects in the frame. Avoid cartoonish or exaggerated facial expressions. No text, no logos, no watermarks. Single standalone image, 1920x1080, landscape orientation, not a collage or grid.

[Person]. [Specific lighting, e.g. natural light, golden hour, soft window light]. [Location]. [Scene, restrained realistic expression].



Setting Quality: Enhancing Image Detail

Use this together with the master prompt.

If your setting is a clinical or treatment space, add a line describing its condition so the AI doesn't invent cliché or mismatched details, for example:

"Setting is a real, professional therapy treatment room with a clean, well-maintained treatment table, smooth unmarked upholstery, no scuffs or wear."

Describing Your Image

Crafting a compelling image requires **specificity** in your prompts. By detailing the subject, lighting, location, and scene context, you ensure the AI generates images that resonate with your vision. This approach minimizes the guesswork and aligns the outcome with your needs, enhancing the overall quality of the visuals.

Paste the master prompt in first,

Then fill in the four bracketed parts at the end -[Person]. [Specific lighting, e.g. natural light, golden hour, soft window light]. [Location]. [Scene, restrained realistic expression] - using this formula:

[Person]: who's in the shot (e.g. "A woman in her 40s")

[Specific lighting]: the lighting mood (e.g. "warm natural window light")

[Location]: the setting (e.g. "a cozy plant-filled home office")

[Scene]: what they're doing (e.g. "seated, typing on a laptop, calm and focused expression")

Example, filled in:

"...A woman in her 40s. Warm natural window light. A cozy plant-filled home office. Seated, typing on a laptop, calm and focused expression."



💡 Tips for better results:

- If a result still looks too "AI" despite the prompt, add "documentary style" or "candid, unposed" to push it toward realism
- If the result isn't quite right, be specific about what's wrong and ask the tool to fix just that (e.g. "make the lighting warmer" or "move the plant out of the frame") rather than starting over. If it's still not landing after a couple of tries, generate a fresh variation instead

Licensing & Copyright Basics

You've now seen the main platforms, free, paid, and AI. Here's what actually matters about using each one safely.



Free Platforms

e.g., Unsplash, Pexels, Canva Free

No restrictions. Use at full size, any purpose, no attribution needed.



Paid Platforms

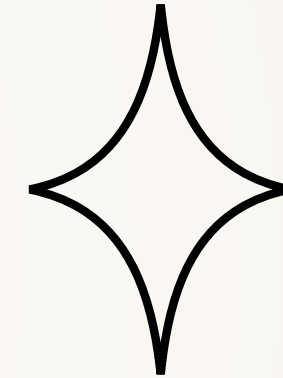
e.g., Depositphotos, Shutterstock, Adobe Stock

Purchase or subscribe, download, then use and modify across unlimited projects. No size restriction.



Canva Pro

Capped at 480,000 pixels (about 600x800px) when used unedited on a web page outside Canva's own Website tool. A 1920x1080 hero exceeds this. Check the Free/Pro label before using full-size.



AI-Generated Images

Your own original content once generated, no licensing restriction beyond the tool's terms. Don't feed another platform's licensed image in as a reference, generate from a written description instead.



Five Essential Tips for AI Images



Avoid Brand Names

Avoid specific brand names, logos, or real, named individuals (celebrities, public figures). The goal is a realistic-looking but entirely fictional person



Focus on Emotion

Convey feelings rather than literal interpretations.



Use Natural Settings

Choose authentic locations for relatable imagery.



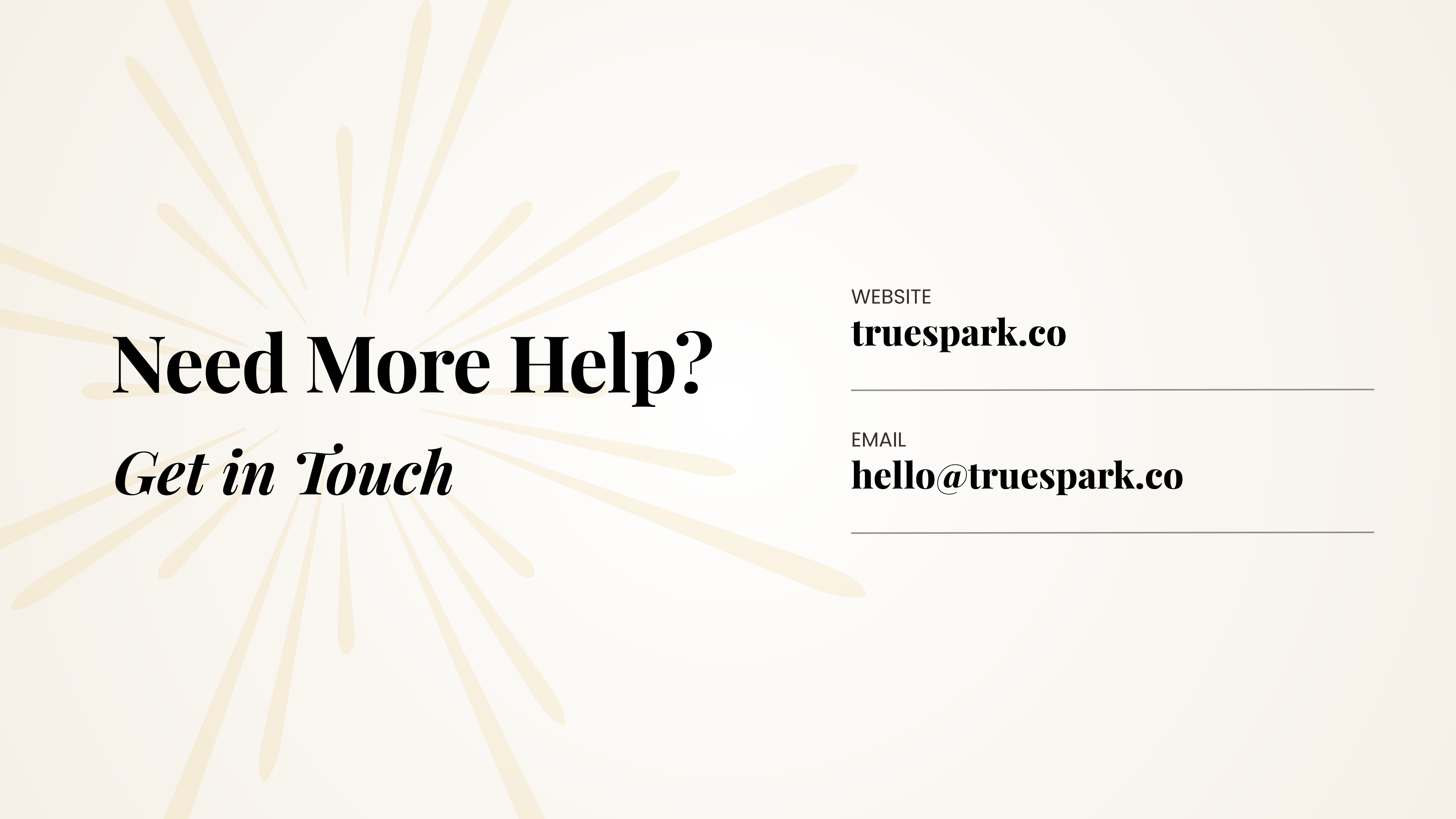
Include Candid Moments

Capture genuine interactions and spontaneous actions.



Emphasize Simplicity

Keep compositions clean and uncluttered.



Need More Help?

Get in Touch

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