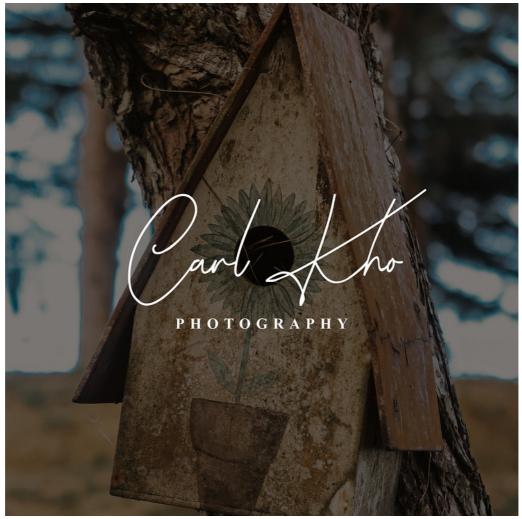# How to make your watermark as a photographer

the goal is to let them know how you, the person behind your quality shots, exist.

You're taking shots with great composition, your post-processing skills satisfy you and your following. What's next?

Here's mine for [my shots](#)!

You've been photographing for a while now and you want to dive deep head-first into the industry. While your shots are exhilarating, attention-grabbing and are very share-worthy, people still don't know who the man (or woman) behind the shot is.

Enter, watermarks. What is a watermark? In the words of [Eugenia Skaf](#): A **watermark** is a message (usually a **logo**, stamp, or signature) superimposed onto an image, with a great deal of transparency. So, it's still possible to visualize its presence without interrupting or preventing vision of the image that it protects.

Why do I need a watermark? Echoing [Dropbox](#), **Watermarking** is an

important process when it comes to both the copyright protection and marketing of digital works.

How to create a watermark

1. Choose a font
2. Create your photography brand's name
3.