

Pixabay

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Can I use media without making any alterations to it?

Yes. When you download Pixabay content, you can use it in its original form (i.e., without altering it). The only exceptions are:

- Don't sell copies of content without meaningful alterations e.g. don't sell an exact copy of a stock photo as posters, prints, greeting cards, mugs, t-shirts or other similar items of merchandise .
- Don't redistribute or sell Pixabay as digital content or as digital wallpapers (such as on stock media websites or as NFTs)

[You can find more details in our license.](#)

If I do wish to use media on a product like those mentioned above, how much do I need to alter it?

The golden rule of thumb is to consider whether the product you are creating effectively amounts to reselling the original image and whether a reasonable person on the street would look side-by-side at the original image and your product and consider them to be identical (or effectively identical).

If you've made some creative effort to incorporate a photo into a broader design, this should generally be sufficient (see examples in the next question below). Applying a filter over a photo, minor cropping, or simply changing some colours will generally not be enough.

What are examples of significantly altered media?

- Adding the photo to a video montage.
- Incorporation into a greater work (e.g. adding it to a book, app, game).
- Adding the photo to any work where the reason someone would buy it is because of what you have made, rather than the image.

Can I sell Pixabay media on canvas or wallpaper?

Digitally printing images onto a canvas or wallpaper for sale is not allowed if there were no significant changes made to the image(s).

Can I use Pixabay photos and images for personal purposes?

Yes, you can use the images in any way you want for personal use.

Can I use media to print on things (e.g. phone covers, mugs, shirts, pillows) and sell them?

Yes – but only if they are significantly altered, as mentioned above.

Can I use Pixabay images as a logo for my brand (and potentially sell merchandise with this logo)?

Yes, you can use Pixabay images for your logo. However, you cannot claim ownership of any images on Pixabay, which means you cannot register your logo as a trademark. Kindly check our [Terms of Service](#) for further information.

I want to use an image which features a famous brand, logo or trademark and sell it afterwards. Is that allowed?

We suggest removing things like logos, trademarks or any other features that may identify a particular brand, as those items are likely to be trademarked or protected in some way, and reproduction of those marks (especially in a commercial way) may result in legal implications.

Can I use Pixabay images for my book cover?

Yes, in this case you are incorporating the media into a greater work. People would buy the book for the book itself (reading it) and not for the media you are using.

Can I use Pixabay images of people and use them for commercial purposes?

It is best to contact the artist and inquire about a model release if a person is recognisable.

Please note that the patent or trademark rights of any person are not affected by our license, so we encourage our users to always check whether they have all rights to use such content.

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