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sstkBusiness: Global Workplaces

A Shutterstock Content Brief





Overview

Work around the world

Business culture is global but stock visuals still skew Western. This is your opportunity to help reshape how the world sees work. Shutterstock customers want region-specific depictions of workplaces across Asia, Africa, Latin America, and Australasia, including Indigenous contexts. These visuals show how people collaborate, create, and connect both at work and away from it.

When submitting content into this brief, please include the keyword **sstkBusiness**.



Scenarios

Work in focus

Service roles showing the full range of modern work:

- Depict women in hands-on or supervisory roles across factories, logistics, and construction.
- Include mixed-gender teams in service, hospitality, and trade, showing real professionalism in action.

Small business life that captures local enterprise:

- Show family-run cafés, workshops, and market stalls that reflect regional character.
- Feature artisans and entrepreneurs using technology from QR payments to delivery apps.

Indigenous and under-represented professionals in action:

- Highlight Indigenous Australians, Māori New Zealanders, and ethnic minorities in both industrial and corporate settings.
- Capture mentorship, collaboration, and leadership moments across generations and backgrounds.



Scenarios

Culture and connection

Post-work social life that builds connection:

- Show how colleagues relax and bond. This can be Korean BBQs, Japanese karaoke, Southeast Asian street-food nights, drinks with colleagues, etc.
- Depict genuine after-hours camaraderie that reflects real workplace culture beyond the office.

Hybrid and home offices in emerging markets:

- Represent remote and flexible work in lived-in spaces such as small apartments, cafés, co-working hubs, and family homes. Use apartments and homes that look realistic for the city or country you're depicting.
- Show professionals balancing digital work, caregiving, and multi-generational life in relatable ways.



Scenarios

Progress and innovation

Inclusive leadership and mentorship at work:

- Feature women and under-represented groups leading teams, training staff, or presenting ideas.
- Capture candid, intergenerational collaboration and honest moments of growth and guidance.

Technology integrated into everyday work:

- Depict people using devices, AI tools, or contactless payments naturally in their workflow.
- Show tech as a seamless tool that enhances work tasks in anything from small businesses and logistics to modern creative roles.

Models and Styling



Localized

Make sure to cast local people when creating these visuals. Ensure the content depicts the specific city and country you're shooting in. Include visual elements, especially clothing, and nuances that are indicators of the environment.



Aesthetics

Regardless of which scenario you are recreating with your work, always use natural and dynamic lighting, attention to detail, and a documentary style approach. Customers prefer action shots that appear candid.



Copy Space

Remember to include copy space in your content so customers can place their custom text or logos on it.

Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concept into your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkBusiness** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkBusiness keywords



Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

blue-collar, brainstorming, business, café, collaboration, colleagues, communication, construction, coworking, creativity, customer service, desk, digital tools, factory, female worker, handshake, hybrid work, leadership, logistics, meeting, mentorship, office, professional, remote work, small business, teamwork, technology, workplace

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

achievement, ambition, aspiration, authenticity, balance, collaboration, community, connection, culture, dedication, diversity, empowerment, equality, focus, growth, inclusion, innovation, inspiration, leadership, learning, mentorship, modern work, motivation, opportunity, professionalism, progress, representation, respect, resilience, work-life balance

Remember! Include location information (city and country name) in your metadata. This information is highly valuable to customers.



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Thanks!

**We can't wait to see
what you create.**

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