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sstkSummer

A Shutterstock Content Brief





Overview

When you think “summer” what do you see?

Summer content is in high demand across travel, lifestyle, and seasonal campaigns, with the strongest performance coming from visuals that show real people in clear, activity-driven scenarios rather than generic or overly broad visuals. Focus on specific, relatable moments i.e., what people are doing, who they are with, and how the scene could be used in a commercial context. There is strong opportunity in authentic storytelling, diverse representation, and more elevated or culturally specific experiences, so prioritize natural interactions and settings that feel genuine, relevant, and ready for campaign use.

Remember to include the keyword **sstkSummer** with your relevant submissions!



Scenarios

Visuals that portray the spirit of the season

Customers look for content that shows how people spend their long days and warm nights during the summer months.

- **A warm beach is often synonymous with summer.** Customers look for content of people on the beach swimming, reading, tanning, napping, playing, constructing sandcastles, doing sports, picnicking, and enjoying a drink.
- **Golden hour at the beach.** Golden hour and sunset visuals are especially in demand with customers looking for couples walking along the shoreline at sunset, slightly windswept, mid-conversation or laughing (not looking at camera).
- **People on holiday/vacation.** With summertime being a popular season to take time off, customers want content of people packing their bags, traveling, in tropical locations, renting a summer home, camping, etc.
- **School's out for summer.** Customers want content of kids finishing the school year and enjoying summer camp (doing group activities, sports, and communal living/dining experiences in cabins). Content of teens working summer jobs, or helping with yard work is also in demand.



Scenarios

Summertime motifs

Food, fashion, and fun are a few signatures of summer.

- **Food** Customers search for summer foods such as corn on the cob, grilled meat, hot dogs, veggie skewers, plates of ripe and colorful fruits or vegetables, refreshing beverages, and of course, ice cream. Be sure to showcase local summer specialties from your part of the world and include descriptions in the metadata.
- **Fashion** Summertime is the season for bright and patterned dresses, shorts, big sun hats, stylish sunglasses, flip flops, floaties, colorful nail polish, and cheerful accessories like beach towels or sun umbrellas.
- **Fun** Commercial-use festival content is especially needed. Also, groups of people, young and old, enjoying summer parties. Kids playing together late into the evenings.



Scenarios

Big or little luxuries

Visualizing everyday and aspirational summer moments.

- **Travel and leisure moments** Capture couples arriving at a resort or bungalow, stepping into the space and taking it in for the first time. Show relaxed yacht scenes or coastal town walks with natural movement and understated interaction.
- **Everyday summer experiences** Focus on simple, relatable moments like couples unwinding poolside without devices, sharing a casual picnic, or camping in a clean, comfortable setup with modern gear.
- **Connection and real moments** Highlight quieter, more personal scenes such as early summer morning routines, couples in motion during water activities, or older couples traveling and enjoying time together in a calm, confident way.

Vectors and Illustrations

Summer elements and icons:

- Sun
- Sunglasses & hats
- Cold & tropical drinks
- Ice cream & fruits
- Flip flops & swimsuits
- Pools

Logos, posters, banners, & backgrounds for:

- Summer sales
- Special offers
- Summer camp certificates
- Parties

Backgrounds of beaches, summer skies, and flatlays of summertime objects are also requested.



Models and Styling



Diverse Casting

Diversity and inclusion are essential to success. Customers want representation of people who are Black, Hispanic, senior, and diverse in sexual orientation, body shape, and physical/cognitive abilities.



Aesthetics

Regardless of which scenario you are creating in your work, always consider natural and dynamic lighting, attention to detail, and a documentary-style approach.

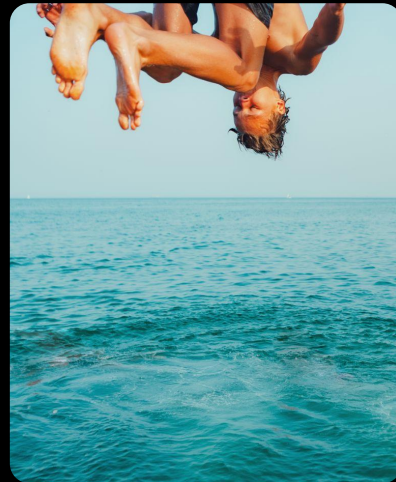


Copy Space

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

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkSummer** content. For more inspiration, see [this image collection](#). We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



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

Include the keyword **sstkSummer** when submitting content for this request!

Providing relevant and robust metadata is the best way to guide customers to your content. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

In June especially, customers search for **fireworks**, **picnics**, and **bbqs**, for the 4th of July holiday in the USA. The following page contains other keywords that are relevant to this content brief.

Top sstkSummer keywords

african beach experiences, asian camping and travel, beach camping, beach couples photography, black families on vacation, black men and summer themes, caribbean & florida romance, child summer, children summer, company picnic, couple beach, couple on the beach, couple picnics, couple pool, couples and beach vacations, couples and families at lakes, couples at pools, couples in summer, couples in water recreation, couples on boats, dolomites summer, enjoying summer, friends picnic, happy couple beach, hello summer, holidays summer, honeymoon beach, hot springs, hot summer, housewarming, kid summer, kids in summer, kids picnic, lifestyle summer, outdoor picnic, picnic couple, picnic food, picnic friends, picnic in park, picnic in the park, picnic party, romantic beach scenes, senior beach, seniors at the beach, summer background, summer banner, summer beach, summer beauty woman, summer camp, summer camp activities, summer celebration, summer children, summer couple, summer festival, summer fun, summer garden party, summer girl, summer glow, summer holidays, summer hot, summer house, summer kid, summer kids, summer logo, summer moments, summer night, summer party, summer pattern, summer people, summer picnic, summer sale, summer solstice, summer sports, summer time, summer travel, summer vacation, summer vibe, summer vibes, summer woman, summer women, summertime, tropical holiday, yachting with couples



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Thanks!

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

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