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sstkWellness: Outdoors

A Shutterstock Content Brief





Overview

Everyday Outdoor Adventures

As interest in active lifestyles, community experiences, and time spent outdoors continues to grow, Shutterstock customers are seeking authentic visuals that reflect how people connect with nature and each other through everyday recreation and adventure.

This brief highlights a broad range of commercially relevant scenarios, including family activities, recreational sports, hiking, cycling, swimming, camping, outdoor markets, and wellness experiences across every season. Focus on genuine moments that showcase movement, exploration, and diverse people enjoying outdoor environments in natural, relatable ways.

Make sure to use the keyword **sstkWellness** when submitting content to Shutterstock that matches this brief!



Scenarios

Take It Outside

Pickleball and Community Sports: Capture people of all ages enjoying pickleball, pétanque, and other recreational sports in parks and community spaces. Include casual games, local tournaments, and moments of connection on and off the court.

Cycling and Trail Adventures: Show cyclists, hikers, and climbers exploring city paths, scenic trails, forests, and mountains throughout the year. Highlight a variety of skill levels, landscapes, and outdoor experiences.

Water Recreation: Feature swimming, paddleboarding, surfing, and other activities at pools, beaches, lakes, and rivers. Include individuals, families, and groups enjoying active days on the water.

Seasonal Adventures: Document camping, fishing, skiing, and other adventures that celebrate every season. Showcase changing landscapes and moments that encourage exploration year round.

Scenarios

Family & Community Outdoors

Farmers Markets and Craft Fairs: Capture people browsing local vendors, shopping for fresh produce, discovering handmade goods, and enjoying the atmosphere of open air markets and community events.

Family Park Days: Show families spending quality time together at parks through picnics, playground visits, lawn games, and everyday moments that celebrate time outdoors.

Camping Together: Feature families and friends setting up camp, cooking outdoors, gathering around the campfire, and enjoying shared adventures in natural settings.

Kids at Play: Document children exploring playgrounds, riding bikes, playing in splash pads, and engaging in outdoor activities that encourage curiosity, movement, and imagination.

Poolside Fun: Highlight families and friends cooling off at neighborhood pools or backyard gatherings with swimming, games, and relaxed moments that capture the spirit of summer.





Scenarios

Wellness Meets Nature

Mindfulness in Nature: Capture people slowing down and reconnecting with nature through quiet moments in forests, parks, gardens, and other peaceful outdoor settings.

Outdoor Fitness: Feature individuals and groups exercising outside through yoga, stretching, strength training, running, or bodyweight workouts in natural environments.

Healthy Outdoor Routines: Feature people hydrating, stretching, cooling down, or enjoying nutritious snacks and smoothies before or after outdoor activities.

Seasonal Exploration: Document people embracing the outdoors throughout the year, from spring blooms and autumn foliage to snowy landscapes and winter walks.

Nature Getaways: Highlight solo travelers, couples, and friends exploring scenic destinations, discovering hidden trails, and enjoying the restorative benefits of spending time outdoors.

Models and Styling



Casting

Represent all ages, especially middle aged adults and seniors, and include a range of realistic body types. Whenever possible, work with real couples, families, or friend groups to capture genuine interactions.



Styling

Dress models in practical, activity appropriate clothing that reflects the outdoor environment and season. Prioritize realistic layers, functional gear, and comfortable footwear over overly styled looks.



Aesthetics

Use natural light, documentary style compositions, and unique angles to create authentic outdoor imagery. Leave intentional copy space where appropriate and include "copy space" in your metadata.

Visual examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkWellness** content. 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

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

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer. The more descriptive metadata you provide, the more likely a customer can find and license your content.

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

Top sstkWellness keywords



- If these people, places, or things appear in your content, add them to your keywords. If these themes, feelings, or ideas are represented in your content, add them to your keywords.
- active lifestyle, adventure, biking, camping, climbing, community, cycling, exploration, family, farmer's market, fishing, fitness, friendship, gravel bike, hiking, kayaking, local market, mindfulness, mountain, movement, multigenerational, nature, outdoor activities, outdoor fitness, outdoor market, outdoor recreation, outdoors, park, paddleboarding, petanque, pickleball, picnic, pool, recreation, road trip, running, scouts, seasonal, skiing, summer, surfing, swimming, trail, travel, walking, wanderlust, water sports, wellness, winter, yoga



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Thanks!

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

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