Watermark checklist

Make it once, use it on every picture. A one-page guide from BoMoSi.

1. Make the watermark

- [ ] Short: a name, a shop name or one short line
- [ ] Logo? Use a PNG with a transparent background, exported large
- [ ] One or two colours; white on dark pictures, dark grey on bright ones
- [ ] Test it on a busy picture and a plain one: still readable?
- [ ] Save the file or the layout so you never rebuild it

2. Place it

- [ ] Near an edge but inside the main area of the picture
- [ ] Slightly see-through so it does not fight the subject
- [ ] Same position and size on every picture in the set
- [ ] A mark across part of the picture is harder to crop out than one in the corner

3. Check before you post

- [ ] Readable on a phone screen at small size
- [ ] You have the right to use any logo or image you added
- [ ] Original files kept without the watermark
- [ ] Remember: a watermark credits you but does not stop a determined copy; copyright exists without it

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