

Shutterstock Launches New Brand Identity and Viewfinder Logo

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New Look Celebrates Creativity and Spotlights Shutterstock's Stunning Imagery
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[Shutterstock](#), a global marketplace for [digital imagery](#), today announced a new brand identity that celebrates the company's evolution from its origin as a photography-focused agency into the thriving, diverse creative marketplace it is today. The new look blends technology and art, presenting Shutterstock as both an innovative company and artistic resource.

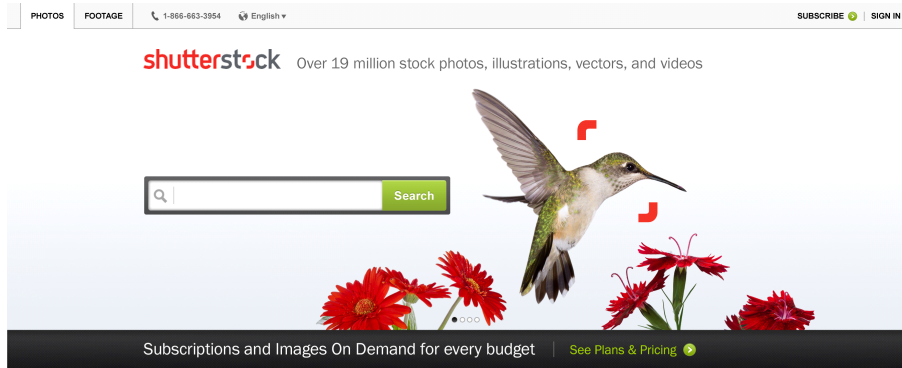
"Shutterstock was created to enhance visual storytelling. We understand the importance of imagery to communicate a message and we've activated that belief with this new brand identity," said Jon Oringer, Founder and Chief Executive Officer.

At the center of Shutterstock's visual identity is their new logo, which features a powerful and versatile framing device known as the Viewfinder. The Viewfinder represents artists on both sides of Shutterstock's marketplace – whether they're behind the lens or in front of the screen – and encourages them to express their own unique perspectives to drive visual communications across the globe.

"The redesign reflects our personality and allows us to showcase our vast, constantly evolving collection of assets," said Matt Angorn, Vice President and Creative Director. "We built upon the existing brand identity, maintaining a clean font and injecting a bold palate of red and grey. Red captures the passion of both our contributors and our customers, while the grey serves as a neutral balance and symbolizes the blank canvas that they work on."

Shutterstock collaborated with [Lippincott's](#) award winning brand experts to develop the new visual identity, which debuted yesterday on Shutterstock's web site. For a video revealing the new brand campaign, please visit <http://shutr.bz/viewfindervideo>.

The Shutterstock logo is displayed in a bold, black, sans-serif font. The word "shutterstock" is written in lowercase letters. The letter 't' is stylized with a unique cutout in its vertical stem. A small trademark symbol (TM) is positioned to the upper right of the final 'k'.



About Shutterstock

Shutterstock is a leading global provider of high-quality licensed photographs, vectors, illustrations and videos to businesses, marketing agencies and media organizations around the world.

Shutterstock works closely with its growing contributor community of photographers, videographers, illustrators and designers to curate a global marketplace for royalty-free imagery. Shutterstock adds tens of thousands of rights-cleared images each week, and with more than 19 million images currently available, the company recently celebrated its 200-millionth image download.

Headquartered in New York City, Shutterstock also owns Bigstock, a value-oriented stock agency that offers both credit and simple Pay As You Go purchase options.

For more information, please visit <http://www.shutterstock.com>, and follow Shutterstock on [Twitter](#) or on [Facebook](#).

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