A Quick Guide to Bynder – LSE's image library

https://lse.getbynder.com/

1. What's on Bynder

Bynder contains a selection of images of life at LSE and our campus and people. Photos encompass our teaching, research, events and milestones through the academic year. Only images from photoshoots that have been commissioned or approved by the Communications Division will be uploaded to Bynder.

All images are low-res and free to download in a variety of sizes that are ready for use on the LSE website. They will also be suitable for blogs, presentations, digital graphics, and documents that you are creating, but not for professionally printed publications. To request a high-res version of a Bynder image please contact comms.brand@lse.ac.uk with the link to the image you require.

2. Requesting a login

To request a login, please email comms.brand@lse.ac.uk or designunit@lse.ac.uk. You will then receive an email prompt. If you need help generating a strong password, we recommend https://passwordsgenerator.net. There are a fixed number of logins available, so we will make decisions on a case-by-case basis. If we reach capacity, we will recycle dormant accounts first, so please let us know if a Bynder user in your area leaves LSE.

3. Finding an image

Use the homepage tiles to search through groups of related images. The categories currently featured are: Educate for Global Impact (EGI), Alumni, London, Study, Abstract, Campus, Students, Research, Events, Teaching, and Graduation.

You can also navigate using the row at the top of the homepage:
- Search – all images have titles, descriptions, and tags. Search for keywords.
- Assets – several asset categories are on the homepage, find more under the Assets tab.
- Collections – there are numerous shared collections under the Collections tab. You can also create your own private collections which is useful if, for example, you want to keep track of images that you have already used.

4. Downloading an image

If you're choosing images for your webpages, first check which size you need. Contensis lists the appropriate image sizes next to the image field.

One of the biggest issues affecting page load speed in Contensis is the size of images, so we highly recommend you select the image size and crop that you need from the options in Bynder.

The default crop may not be perfect for every image. If you need to request the image at its original size and crop, contact comms.brand@lse.ac.uk.

5. Hints and tips

- For further help visit https://help.bynder.com/
- More digital guides are available at the LSE Digital Knowledge Base: https://info.lse.ac.uk/staff/divisions/communications-division/digital-communications-team/internal/digital-guides
- Find LSE's photography guidelines at the Brand Portal: https://info.lse.ac.uk/staff/divisions/communications-division/brand-portal/internal