

Digital Communications

A Quick Guide to Bynder

LSE's new image resource

LSE is adopting Bynder as its new image library resource. It is quick, highly adaptable, and future-proofed for any changes we might make. While the system is intuitive, there are a few tricks that will help you get the most out of the experience.

1. Logging in to Bynder

The URL for Bynder is <https://lse.getbynder.com/>

You will need a username and password. To request this, please email comms.digital@lse.ac.uk with your team email address (so that it can be picked up easily if you are on leave). You will then receive an email prompt. If you need help generating a strong password, we recommend <https://passwordsgenerator.net>

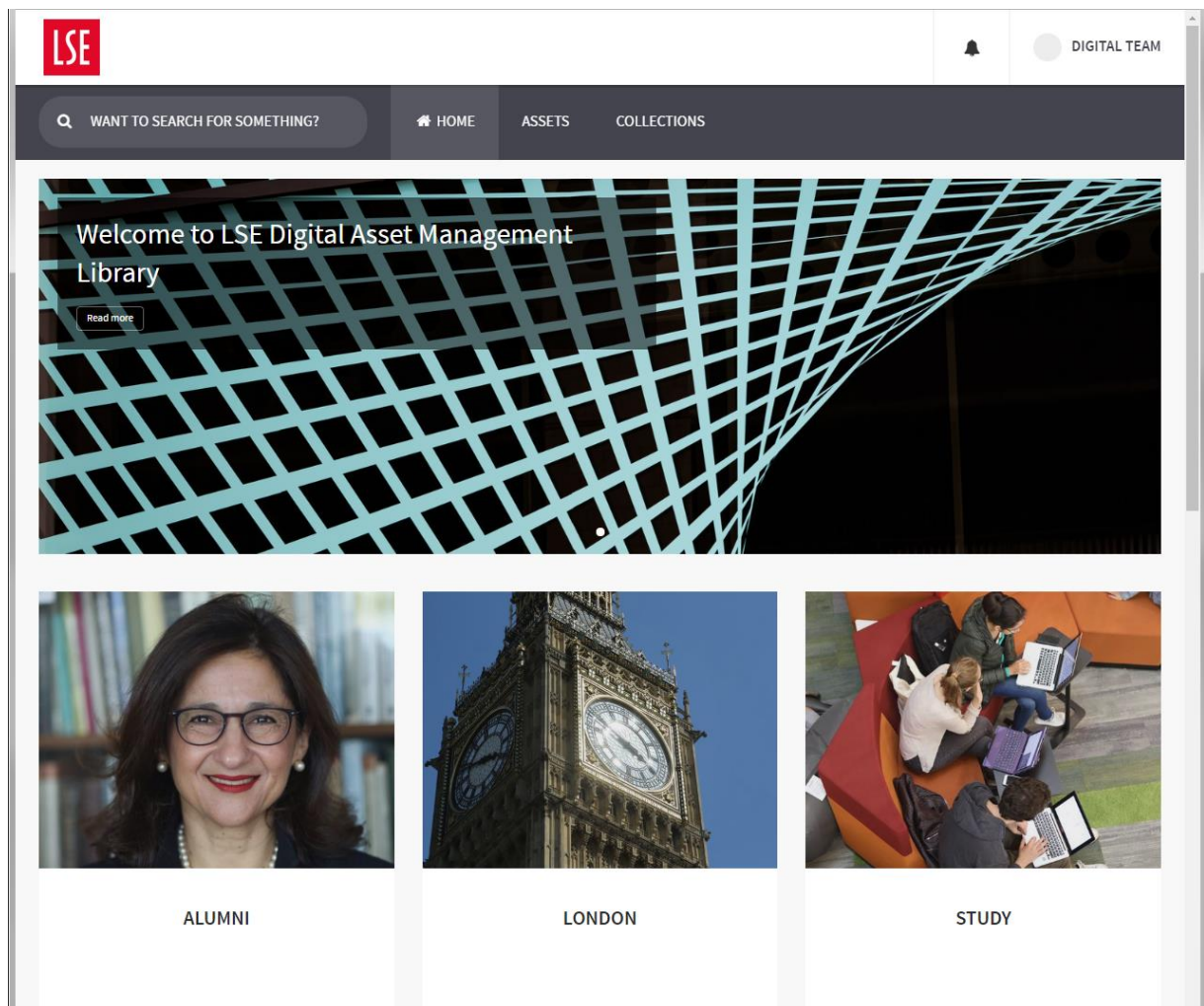
There are a fixed number of logins available, so we will make decisions on a case-by-case basis. If we reach capacity, we will recycle dormant accounts first. However, if a user leaves LSE, we would appreciate being informed.

2. Getting an image onto Bynder

Users cannot upload their own images to Bynder. This is because the image library is managed centrally by the Photography Unit. If you want to have an image added, please contact Lynne Wilson: l.wilson@lse.ac.uk

If you are taking your own photographs, or using an external photographer, you will need to use a Model Release form. Following Privacy and GDPR rules, the subject of photos should sign a model release allowing permission for their image to be used in LSE publicity on and offline. Individual permissions are required for single or small groups. These should be signed and photographed, and submitted with the images you send to Photography Unit. These will be uploaded to Bynder at the same time the images are. [You can find the Model Release Forms here.](#)

3. Finding an image in Bynder

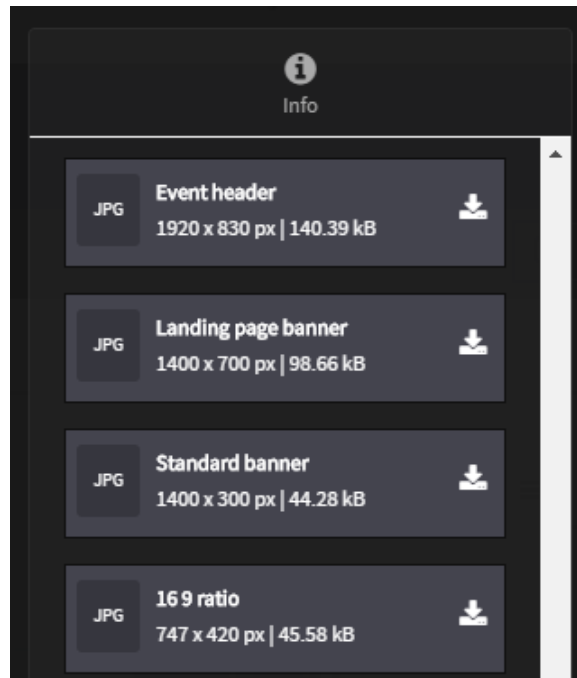


Images in Bynder are organised in several different ways:

- Tags – all images are rigorously researched and tagged, with thorough descriptions added by the Photography Unit. This means that when you use the search bar, you will find all of the images that are relevant to that search.
- Assets – several different asset categories are listed on the homepage, and more are listed under the “Asset” tab. This includes a number of different buildings in the “Campus” menu. Groups of related images are also listed beneath an image under the “Related Assets” heading.
- Collections – there are several shared collections under the “Collections” tab. However, you can also create your own collections from the images stored in Contensis. This is useful if, for example, you want to keep track of images that you have already used.

4. Downloading an image from Bynder

You can download the image at a number of pre-defined size crops. One of the biggest issues affecting page load speed is the size of images, so Digital Comms highly recommends you take advantage of this functionality.



Contensis lists the appropriate image sizes next to the image field so you can simply select the image size and crop from the options in Bynder.

Box image

Determines the image to display in the promo. Images should be cropped to a 16:9 ratio before being added. It is strongly recommended that images are cropped to 747px x 420px for optimum display on all screen sizes

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Please be aware that the default crop may not be perfect for the image in question. The focus of the image can be changed in order to improve the crop. Please contact Digital Comms to arrange this.

If you need the image at its original size and crop, the Photography Unit can provide this for you.

Images will then appear in your Downloads folder, and can then be used where necessary.

5. Hints and Tips

- For further help please visit <https://help.bynder.com/>

End of document.