

Alamy have two tiers of categories, Primary and Secondary, and both are selected from a single list of 25 options. It's not mandatory for all images to have both Primary and Secondary categories, some content will only need Primary.

Secondary categories should be added where the subject of the content can be two things.

For example, a photo of: *"Rain falling in the Brazilian Rainforest"*, could be Travel, Plants and Gardens or Weather and Seasons.

Where possible to define, the most prominent theme of the image should be the Primary Category.

For example, a photo of: *"A man eating a slice of pizza"*, Primary Category is Lifestyle, as the photo is primarily, a photo of a man doing something. (Secondary could be Food and Drink).

Alamy Content Categories

• Abstracts and backgrounds	• Animals and wildlife
• Architecture and interiors	• Archive or historical
• Art and artwork	• Business
• Celebrations and life events	• Concepts
• Education	• Entertainment and celebrities
• Food and drink	• Healthcare and medical
• Industry and agriculture	• Landscapes
• Lifestyle	• News and reportage
• Objects and still life	• Occupations
• Plants and gardens	• Science
• Sport	• Technology
• Transport	• Travel
• Weather and seasons	

Abstracts and backgrounds

Background images will usually focus on one subject and have it cover the entirety of the image; they can range from photographs to digitally produced images (Vector/Illustrations) like fractals and 3D elements. Digitally produced does not include AI generated images as Alamy does not accept AI created or edited images.

Will have crossover with most categories as images can have a range of subjects, for example planks of wood can be used as a background whilst also being an Object. Images can vary in style but will usually be simplistic designs/compositions with copy space that can be layered over by other assets.

Visual examples: [Abstracts and Backgrounds - Alamy](#)

Keywords including but not limited to: Background, Design, Abstract, Layout, Mock-up, Copy Space, Texture, Template and Top View.

Animals and wildlife

Animals and wildlife should be Primary Category when the animal is the primary focus of the image, some animals such as camels can be considered transport, but this is a rarer occurrence.

Can have some crossover with landscapes, travel, lifestyle and transport, depends on how much focus is put on specific animals compared with location. For example, “*Man walking his dog*” is a Lifestyle Primary category image whilst an image of just the dog would have Animals as Primary category.

Visual examples: [Animals and Wildlife - Alamy](#)

Architecture and interiors

Images of buildings/architecture exterior and interior should be primary category when they're the primary focus of the image. Photos of interiors need to be specifically shot of the interior, rather than a photo of: “*A person sitting in a room in a house*”; the main subject matter with this example is Lifestyle and Architecture and Interiors should not be used.

Can have some crossover with other categories like Abstracts and Backgrounds, Landscapes, Industry and Agriculture and Travel (where main subject matter is building/architecture), which may be mixed over Primary/Secondary categories.

Keywords including but not limited to: Architecture, Architectural, Building, Interior, Design, Contemporary, Stylish, Living Room, Livingroom, Living Space, Façade, Structure, Minimal, Modern.

Visual examples: [Architecture and Interiors](#)

Archive or historical

Images that have been uploaded via the Archival upload route that are at least 20 years old, if image fits the date range, archive or historical should be Primary category.

Will mainly have crossover with Art and Artwork for example, scans of historical illustrations/famous paintings. Category prioritisation will depend on the context of the image.

Can also crossover with any photographic related categories, including every category excluding abstracts/backgrounds and concepts.

Visual examples: [Archive or Historical - Alamy](#)

Art and artwork

Mostly Editorial content, scans of historical illustrations/famous paintings/sculptures or art in sites such as museums, galleries and public places.

Non-editorial, creative stock illustrations/vectors where possible should have Primary Categories based on the content of the art, with Secondary as Art and Artwork.

Historical/Editorial content should be Primary Art and Artwork; Secondary categories are not always needed.

Some crossovers with Abstracts and Backgrounds, Objects and Still Life, Concepts and some Lifestyle (model released shoot of artist painting) which may be mixed over Primary/Secondary categories.

Keywords including, but not limited to: Art, Artist, Artwork, Creation, Drawing, Illustration, Illustrated, Line drawing, Model, Oil Painting, Painting, Painted, Sculpted, Sculpture, Statue, Work of art

Visual examples: [Art and Artwork](#)

Business

Traditionally “*businessmen in suits shaking hands*” wider definition now includes less traditional imagery, more casually dressed, people working from home, etc.

Some crossovers with other categories such as: Occupations, Technology, Agriculture and Industry, which may be mixed over Primary/Secondary categories.

Keywords including, but not limited to: Business, Businessman, Businesswoman, Businessperson, Business Owner, Entrepreneur, Entrepreneurial, Office, Office Worker, Meeting, Presentation, Conference, Home Working, Home Office, Freelance, Freelancer, Professional

Visual examples: [Business](#)

Celebrations and life events

Images that specifically include people celebrating a life event, for example Birthdays or Wedding celebrations.

Can have crossover with other categories such as Lifestyle, Business, Objects and Still Life, Concepts and News and Reportage (Editorial photography of large public festivals) which can be mixed over Primary/Secondary categories.

Keywords including but not limited to: Anniversary, Birthday, Christmas, Celebrations, Congratulations, Easter, Engagement, Family get together, Festival, Gala, Graduation, Holidays, Marriage, Party, Proposal, Ritual, Thanksgiving, Wedding.

Visual examples: [Celebrations and life events](#)

Concepts

Images that portray an abstract idea and are tagged/captioned as a “concept”, secondary category will depend on the context of the concept. Images can range from photographs to 3D renders/illustrations. Can crossover with multiple categories such as lifestyle, business, technology, education, healthcare and science.

Visual examples: [Concepts - Alamy](#)

Education

Predominantly model released photo shoots of teachers, students, but can also include real-life Editorial. Can crossover into other categories such as Lifestyle, Objects and Still Life, Concepts and Occupations, which can be mixed over Primary/Secondary.

A photo of a calculator, or textbook on a desk, should be Objects and Still Life Primary and could be Education Secondary. A child reading a textbook at a desk, should be Education Primary and could be Lifestyle Secondary.

Can also be something outside of a standard classroom e.g. ‘homeschooling or a forest school’ You can also consider apprenticeships, practical education (bricklaying, engineering) and further education (with older generation students).

Keywords including but not limited to: Classroom, Teacher, Student, Study, Studying, Learning, Exam, Education, School, University, Apprenticeship, Home-Schooling.

Visual examples: [Education](#)

Entertainment and celebrities

Almost exclusively will be content uploaded via our News feed, content will be editorial events that feature notable celebrities, will crossover with News and Reportage.

Entertainment and celebrities should be Primary category when image depicts certain events or people.

Visual examples: [Entertainment and Celebrities - Alamy](#)

Food and drink

When to use as Primary should be decided upon what is the photo of; if it’s a person eating food, that’s Lifestyle Primary, with Food and Drink as Secondary. A photo of a plate of food, with a person in the background, can be Food and Drink Primary and Lifestyle secondary, or if the people are incidental (or there are no people), just the Primary category of Food and Drink is needed.

Can have crossover with other categories such as Lifestyle, Occupations, Objects and Still Life, which can be mixed over Primary/Secondary categories.

Visual examples: [Food and Drink - Alamy](#)

Healthcare and medical

Images of doctors/nurses can be Occupations or Healthcare and Medical, and if there's also a patient, it can be Lifestyle (dependent on Primary focus of the image). Medical paraphernalia should also have Healthcare and Medical primary, for example, images of medicine and medical equipment.

Can have crossover with other categories such as Lifestyle, Occupations, Objects and Still Life, Science, which can be mixed across Primary/Secondary categories.

Keywords including, but not limited to: Caregiver, Dentist, Dental, Doctor, Doctors, Emergency, Healthcare, Healthcare worker, Hospital, Medical, Medical worker, Medicine, Operation, Surgery,

Visual examples: [Healthcare and Medical](#)

Industry and agriculture

Images of industrial or agricultural operations such as construction/production warehouses or farming.

Can have crossover with other categories such as Occupations, Objects and Still Life, Technology, Transport and Landscapes (agricultural fields) which can be mixed of Primary/Secondary categories.

Keywords including but not limited to: Industry, industrial, manufacture, manufacturing, factory, production, production line, production plant, engineering, farm, farming, arable land, landscaping, livestock

Visual examples: [Industry and Agriculture](#)

Landscapes

Can include Cityscapes and Drone "overhead" content as well as traditional landscape photography.

Some crossovers with Travel, Plants and Gardens, Industry and Agriculture, Weather and Seasons, all of which can be mixed over Primary/Secondary categories.

Keywords including, but not limited to: Aerial, Arable, City, Cityscape, Cityscape, Desert, Drone, Farmland, Field, Fields, Forrest, Garden, Greenery, Hills, Horizon, Landscape, Openspace, Picturesque, Scenic, Skyline, Travel, Topography, Town, Urban, View, Views, Village, Woods, Woodland

Visual examples: [Landscapes](#)

Lifestyle

Generally, model released and/or staged/set up photo shoots of people doing things (outside of other categories). People: talking, sitting, sleeping, hugging, walking, eating... generally living life. Images without people should not have Lifestyle as Primary Category.

Will have some crossover with other categories such as: Business, Celebrations and Life Events, Healthcare and Medical, Occupations and Sport all of which can be mixed over Primary/Secondary categories.

Visual examples: [Lifestyle](#)

News and reportage

Almost exclusively will be content uploaded via our News feed, includes content that's telling a real-life story and/or event of editorial value to customers. Not travel and/or any other category and only to be used if the Caption has enough detail across: Where, When, Who, What and Why (sunrise/sunset is not a news or reportage story).

Can have some crossover with Entertainment, Landscapes, Sport, Travel, and many other categories. News and Reportage should only be Primary if the Caption has enough Editorial detail answering the 5 questions above.

Visual examples: [News and Reportage](#)

Objects and still life

Objects and Still Life should be Primary when it's a photo shoot where the object(s) have been purposefully set up/arranged/placed. Photos with incidental objects in them should not be Primary category,

For example: "*A businessman using a smartphone*", should be Business Primary, and optionally 'Technology' Secondary. "*A smartphone on a table*", could be Objects and Still Life and Technology as either Primary or Secondary. "*An arrangement of contrasting coloured fruits*", could be Objects and Still Life and Food and Drink as either Primary or Secondary.

Can crossover into other categories such as Art, Food and Drink, Concepts, Healthcare and Medical, Industry and Agriculture, Science, Sport and Technology which can all be mixed over Primary/Secondary.

Visual examples: [Objects and Still Life](#)

Occupations

Primarily model-released models, in posed shots performing a function of employment, but can also include Editorial non-posed content.

Can crossover into many other categories including, Agriculture and Industry, Business, Education, Healthcare and Medical, Science, all of which can be spread over Primary/Secondary.

Also possible to cross into Lifestyle for example, a patient talking to a doctor, dependent on focus of image will determine what Primary Category is used.

Keywords including, but not limited to: Architect, Assistant, Barista, Business Owner, Chef, Chemist, Coder, Dentist, Designer, Doctor, Electrician, Engineer, Entrepreneur, Farmer, Florist, Manager, Mechanic, Nurse, Paramedic, Personal Trainer, Police Officer, Scientist, Secretary, Teacher, Vet, Zookeeper

Visual examples: [Occupations](#)

Plants and gardens

Plants and Gardens should be primary category when a plant or garden is the primary focus of the image.

Can crossover with landscapes and travel, depends on how much focus is put on specific plants compared with location. Can also crossover with Food and Drink if specific plant produces food/drink ingredients, e.g. "Tomato plant" is both equally Plants and Food.

Possible that Science/Healthcare could also crossover if plant is considered medicinal.

Visual examples: [Plants and Gardens - Alamy](#)

Science

Only for when the purpose and main subject of the photo is clearly around illustrating something scientific. Can have crossover with Healthcare and Medical, Objects and Still Life, Occupations and Technology which can be spread over Primary and Secondary.

A photo of an undefined rock is Object and Still Life, a photo of a rock/crystal/gemstone/element, with its specific name, could be Science Primary and Object and Still Life Secondary.

Keywords including, but not limited to: Lab, Scientist, Specimen, Biological, Microscope, Research, Chemical, Experiment, Anatomy, Test Tube, Science.

Visual examples: [Science](#)

Sport

Mainly will be live sport content uploaded via our News feed but can include model-released lifestyle shoots of models playing sports.

Can crossover into Lifestyle, Education, News and Reportage and Objects and Still Life, but editorial/real life professional sports/sports persons shouldn't be mixed with Lifestyle (Formula 1 motor racing should be Sport Primary and News Secondary). "*A model released man jogging in the park*", can be Sport Primary and Lifestyle Secondary.

Visual examples: [Sport - Alamy](#)

Technology

Technology should be considered as Primary when images have electrical engineering or technological devices as the Primary focus of the image.

Crossovers with Business, Healthcare and Medical, Industry and Agriculture, Objects and still life and Science all of which can be spread over Primary/Secondary categories.

Keywords including, but not limited to: Mobile Phone, Laptop, Computer, Calculator, Motherboard, Electronic, Mechanical, Printer, Cable, Wires, Camera, Keyboard, CPU, Hard Drive.

Visual examples: [Technology - Alamy](#)

Transport

Images that have modes of transport as their main focus, such as vehicles, but this can sometimes include rideable or pack animals for example a horse and cart, or a camel.

Not much crossover with only exceptions; Industry and Agriculture, Lifestyle, Sport (motorsports) and Technology (EVs). A woman driving a car, is more likely to be Lifestyle Primary and Transport Secondary.

Keywords including, but not limited to: Aeroplane, Bicycle, Bike, Boat, Car, Driving, EV, Ferry, Flying, Jet, Metro, Motor, Motorbike, Motorcar, Plane, Sailboat, Sailing, Scooter, Skateboard, Steam Train, Subway, Submarine, Train, Tram, Underground, Yacht

Visual examples: [Transport - Alamy](#)

Travel

Travel images don't always have to be of well known, recognisable landmarks/destinations, but should include the specific location in Captions/Keywords.

For example: "*Sandy beach, with sunsetting over sea*". Should be Primary Category Landscape. Whilst "*Sun setting over sea at Kovalam, Kerala, south of Thiruvananthapura*", should be Travel Primary, Landscapes Secondary.

Can crossover into: Architecture and interiors, Industry and Agriculture, Landscapes, News and Reportage and Plants and gardens.

Visual examples: [Travel - Alamy](#)

Weather and Seasons

Images that are Primary category Weather and Seasons have weather as their focus instead of being in the background of a landscape shot. Extreme weather settings work well in this category, e.g. lightning and rainbows.

Crossovers with: Landscapes, Travel, Plants and Gardens, Lifestyle, News and Reportage. All of which can be Primary/Secondary Categories.

Keywords including, but not limited to: Hurricane, Monsoon, Blizzard, Tornado, Rainbow, Spring, Summer, Autumn, Winter, Flood, Tsunami, Twister, Sandstorm, Storm.

Visual examples: [Weather and Seasons - Alamy](#)