



POLICY ON THE COLOURISATION OF ORIGINAL BLACK AND WHITE FILM AND PHOTOGRAPHS FOR LICENSING FOR USE IN COMMERCIAL PROJECTS

IWM is responsible for the care and preservation of the film and photograph archive material held in its Collections. IWM also has an obligation to promote an understanding of the importance of this original primary resource historical material in its care and to maintain an awareness of such visual resources as valuable elements of the historical record.

In addition to the above responsibilities and obligations, IWM also considers the needs of commercial users of its Collections.

Any requests for permission to colourise original black and white film and photographs for licensing for use in commercial projects are therefore considered on a case-by-case basis.

Requests for IWM permission will be considered according to the following guidelines:

- Material must not be misrepresented – the viewer/reader must clearly be aware that they are looking at an artistic rendition of original black and white material.
- IWM permission to colourise does not include any endorsement for the historical accuracy of the colourisation.
- IWM would require a specific credit acknowledging that the material shown is an artistic rendition of original black and white material, for example:

Photos © IWM (Q 123)/artistic rendition 2018

Film (end credit) Colourised footage artistic rendition 2018 - original black and white film © IWM

- Permission for tinting and toning of a black and white film or photograph, would normally be given by IWM. However, permission must be requested.
- Permission for the gradual blending of an original black and white film or photograph to a newly produced colour image, would normally be given by IWM. However, permission must be requested.
- Any IWM licence for the use of colourised original black and white material is for the named production only and no permission for re-use will be given by IWM.
- Any IWM licence for the use of colourised original black and white material is subject to IWM Terms and Conditions for the use of IWM Collections items.

This Policy is subject to regular review and may be changed at any time.

This Policy does not apply to any third party copyright films or photographs held at IWM