Instagram Guidelines

The Richard Diebenkorn Foundation holds the copyright for all artwork images and most archival material. The following guidelines outline our requirements for reproducing online all artwork by the artist and/or archival photos provided by the Richard Diebenkorn Foundation.

IMAGE   Do _not_ crop or color enhance any artwork or archival image.

- The maximum aspect ratio allowed on Instagram is **4:5** for portrait images and **1.91:1** for landscape. When necessary, please place an image on a white canvas background to ensure the image is not accidentally cropped when posted.

- No filter should be used when posting any artwork image. Permission to adjust color of an archival photo must be approved in writing and prior to posting.

CAPTION   **A credit line must always accompany all artwork and archival images.** When crediting an artwork image, include the following catalogue details:

- Title, Year, Medium, Dimensions in inches (_optional:_ centimeter dimensions in parentheses)
  Image © Richard Diebenkorn Foundation (Example 1)

  - Please note the numbered paintings in the artist's Albuquerque, Urbana, Berkeley, and Ocean Park series should be written as Diebenkorn intended: **Series Name #[Insert correct numerical]. Samples:** Ocean Park #30, Albuquerque #4, Berkeley #57

- Please credit ownership of the artwork by name and Instagram handle if the work is in an institution or foundation collection:

  - Title, Year, Medium, Dimensions in inches (_optional:_ centimeter dimensions in parentheses), Collection of [Insert institution name, Instagram handle]
    Image © Richard Diebenkorn Foundation (Example 2)

- Credit lines for all archival photographs and documents will be provided on a case by case basis.

- Please tag the Foundation, @diebenkornfoundation, in the caption and Tag People section. Use hashtags at the end of a caption, including #RichardDiebenkorn and #Diebenkorn.

EXAMPLE 1

♡ ⬭ ⬆   🔖

🌑🌓🌗 Liked by **aliguori** and **1,195 others**

diebenkornfoundation [Insert caption]

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Untitled, 1983, gouache, acrylic, charcoal, graphite,
and crayon on paper, 37 7/8 x 25 in. (96.2 x 63.5 cm)
Image © Richard Diebenkorn Foundation

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@diebenkornfoundation #Diebenkorn
#RichardDiebenkorn

EXAMPLE 2

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🌑🌓🌗 Liked by **aliguori** and **1,195 others**

diebenkornfoundation [Insert caption]

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Cityscape #1, 1963, oil on canvas, 60 1/4 x 50 1/2 in.
(153 x 128.3 cm), Collection of San Francisco Museum
of Modern Art, @sfmoma
Image © Richard Diebenkorn Foundation

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@diebenkornfoundation #RichardDiebenkorn #Diebenkorn

REPOSTS   **Prior approval is not necessary when reposting an image from the Foundation's Instagram feed.** However, the following standards for a repost must be met:

- ♦ Do <u>not</u> cover any portion of an image with the repost logo. The image should be placed on a white canvas background before adding the repost logo. This ensures the logo sits in the margins and does not obstruct the art (Example 3). An alternative option is to repost the image without the repost logo, but please adhere to the following caption standards.

- ♦ The image caption must begin with "Repost from @diebenkornfoundation" followed by the copied caption from the original post.

- ♦ Please include the hashtags #RichardDiebenkorn, #Diebenkorn, #RichardDiebenkornFoundation, and #RDFRepost.

EXAMPLE 3

♡ ○ ↑   🔖

Liked by **aliguori** and 1,195 others

diebenkornfoundation Repost from the
@diebenkornfoundation—[Paste original caption]
.
Richard Diebenkorn is pictured here in his first Ocean
Park studio located at the corner of Ashland Avenue
and Main Street in Santa Monica.
Image © Richard Diebenkorn Foundation
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#RichardDiebenkorn #Diebenkorn
#RichardDiebenkornFoundation #RDFRepost

YOUR PHOTOS   Participate in the global Diebenkorn community with **#diebenkorntoday.** Tag
your favorite books on the artist and share Richard Diebenkorn paintings that
you've spotted in museums and galleries around the world. When sharing
installation images of artwork by Diebenkorn, please credit the Foundation as the
copyright holders. The following line should be included in the caption:

♦   Artwork © Richard Diebenkorn Foundation

♦   Please tag the Foundation, @diebenkornfoundation, in the caption and
Tag People section. Use additional hashtags at the end of a caption,
including #RichardDiebenkorn, #Diebenkorn, and
#RichardDiebenkornFoundation.