## **Image sizes**

Unless otherwise specified by your Communication Officer, images loaded onto the website should be specific sizes. Not only does this allow for consistency across the website, but it also allows for the same images to be used in multiple places – as sliders, in the city's email newsletters (like *City News* and *Roundup*), and as Facebook posts.

- **Horizontal images** should be 1200 pixels wide by 628 pixels tall.
- **Square images** or **vertical images** should be at max 1200 pixels wide.
- All images should be as high-quality as possible to start with, in order to preventany pixilation or blurriness once posted to the website.

You are ok with using 1200px wide in images that fit across a two-column page. The verticals vary depending on your page layout.

Calendar events/news pages see the following:

This is what I found works with OpenCities. Always keep in mind the smaller the image the less text you should use since it is hard to read on the web which will not show well on device size. I would rather see the text be html than on the image.

1200px x 789px here for calendar/event/news pages images, give space on the left and right of about 18px for text or viewable image.



View Full Calendar

## Sliders:

For sliders, 900px x 471px works well, all sides. about 18px distance from the edge on all sides. EX the shirt VOLUNTEER is showing more than 18 pixels from the bottom of the image. I would allow more pixels in the right and left corners of the image due to the navigation in the slider tool.

 $\underline{https://www.fortworthtexas.gov/files/assets/public/code-compliance/animals/images/volunteer-make-a-difference.jpg}$ 

