IMAGES
A Good Image

Use color photography that’s in sharp focus, well-lit, with good contrast. Show people with genuine smiles and facial expressions. Here are some good examples below.

Photos should be in .jpeg format (or .png for transparent backgrounds) at 72 ppi in RGB color space.

Good Cropping

These images are cropped in such a way that it’s easy to tell what’s happening. You should be able to quickly understand the scene.

When viewing the pictures below, there’s no doubt you’re looking at: three business men posing at an important event, and a woman studying a rock.

If it’s ambiguous or too hard to tell what’s going on in the crop, you should either re-crop or pick a different image.

Choose outdoor architectural shots with good contrast and a nice sky.

For smaller picture boxes, it's good to crop tight on the activity.

For groups of 3, consider cropping at waist so faces are at top 1/3 of picture box.
Non-photo images

When a logo graphic needs to be shown, either 1. house it in a box with a solid, colored background (Example 1) (if the logo is colorful, use a white background) or 2. allow copy to wrap around it (Example 2)

Logo graphics should be in .png, .gif or .jpeg format at 72 ppi in RGB color space.
Color Mistakes

Different cameras and photographers produce different results. If skin tones appear too yellow, red, blue, green, etc., then adjust the image until the skin tones and environment looks normal.

Bad Cropping

The cropping of this image makes it hard to tell what’s happening. It appears they’re holding something, but what? Avoid cropping an image on the face.

Bad Image Quality

Avoid unusual crops. In this image, his face should be in the center.

Incorrect pixel dimensions will cause image to stretch.

Avoid small images that are too busy.
Bad Image Selection

Avoid pictures with backs to the camera.

Avoid images that look too busy.

Unless it’s professionally shot...don’t show food.

Do Not Mix Graphics With Photos

Do not layer type, logos, or graphics on top of photography.

Instead, use the photo slider widget, and enter type in the field provided on the right.
PAGE LAYOUT – IMAGE SELECTION & CROPPING - DON’TS

Do Not Mix Graphics With Photos

Avoid QR codes and social media graphics.
Do Not Use Clip Art Graphics

To keep the site looking clean and professional, avoid using clip art.