OMNIPOD.COM HERO IMAGE SPECS *(October 2021 update)*

Below are updated hero image specs that apply to all Pages, Campaign Pages, and HCP Pages. All future hero images should follow the below specs, and any existing hero images that don't work well should be updated to these specs.

Pages can now have separate desktop and mobile image files uploaded. The purpose of this is so that the important part of the image will always be shown on both desktop and mobile and will be less likely to be cut off at certain browser/mobile sizes due to the responsive behavior of the site.

- If both desktop and mobile image files are added then they will be used as such.
- If a desktop image file is added and no mobile image file is added, then the right 600 px width (by 400 px high max) of the desktop image file will be used for mobile.
- If no image files are added then desktop will have a mango background and mobile will have no background and no image.
    - *Visit https://www.omnipod.com/is-omnipod-right-for-me/coverage/medicare on your computer and on your phone to see an example of this.*

Please share these specs and the accompanying Photoshop template document with any designers that may be creating hero images. Both this PDF and the Photoshop template document are saved at https://insulet-my.sharepoint.com/:f:/p/emorgan/Eo-6ISG2e_JBnmKgo9Ix5QMBRe6w1-Vevr4fySSLlR_Irw.

- *Note: if any of your designers do not have access to this location, please send their email address to emorgan@insulet.com and they will be given access.*

Desktop image specs:

For both hero layouts - 'shorter with curve' (no subheading and no CTA button) and 'taller without curve' (with subheading and/or with CTA button) - 2000 pixels wide by 400 pixels high is the minimum size.

Example of hero image at minimum size, 2000 px by 400 px, which works well for 'shorter with curve' layouts with 1-3 line headings:

Above image in use in 'shorter with curve' layout:
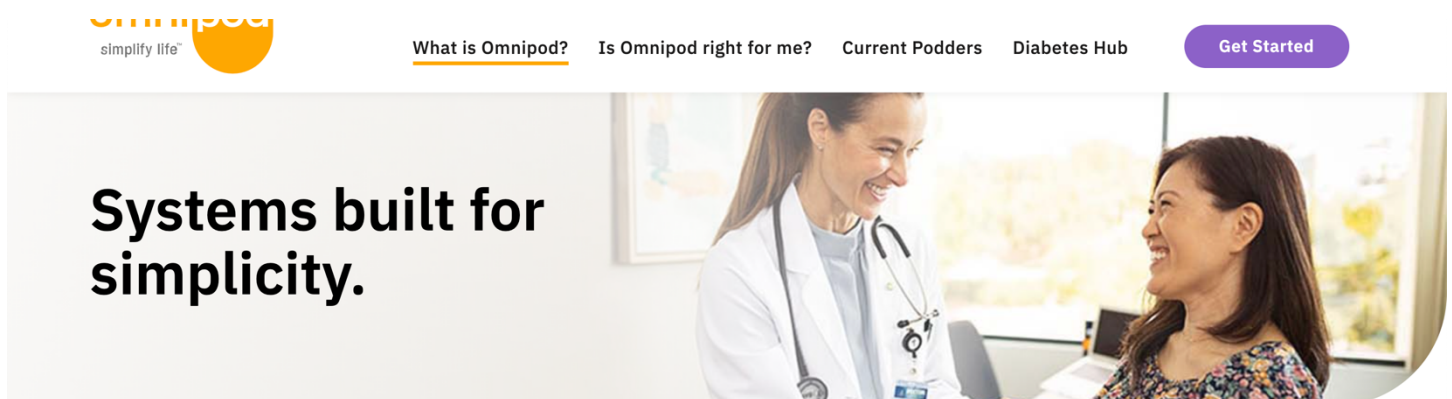
For 'taller without curve', increase the height accordingly based on how much copy you are adding in the subheading and/or if you are adding a CTA button.

Example of a taller hero image, 2000 px by 700 px, which works well for a 'taller without curve' layout that has a subheading and a CTA button:

Above image in use in 'taller without curve' layout:

The focus area of the image should be on the right side of the image, within the center 70% vertically, as shown in these examples from the Photoshop template.
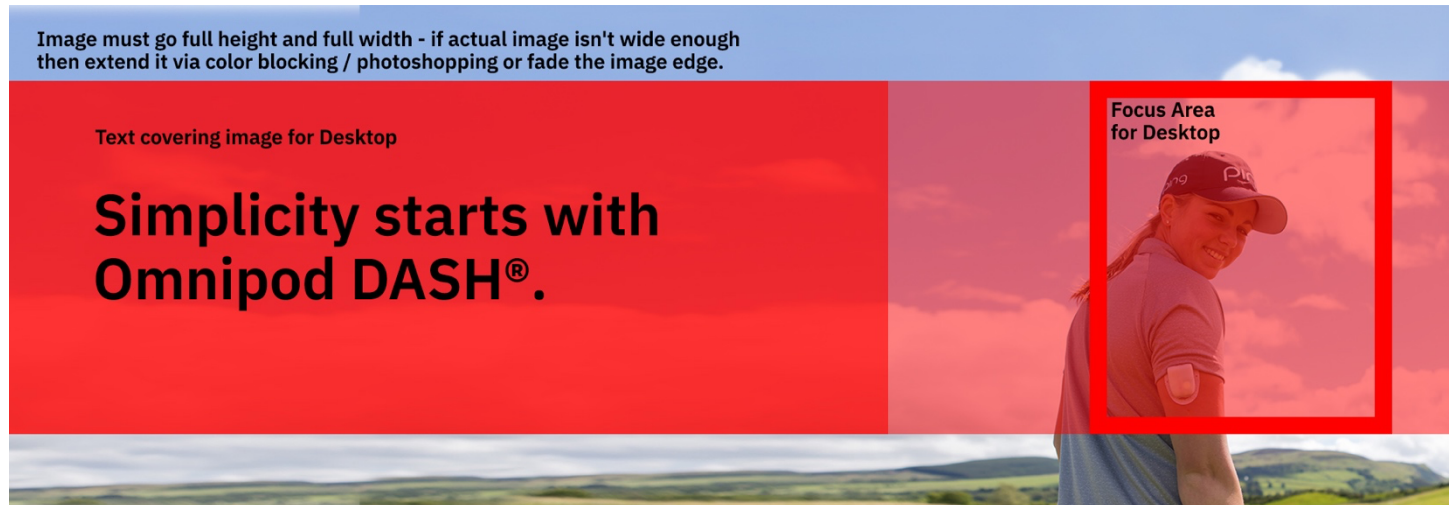
If the main part of the focus area is near the top or bottom of the focus area then the hero image can be set to top align or bottom align to ensure that the main part is always shown.

The original image is 2000 px by 700 px, but when used for a 'shorter with curve' layout only a portion of the height is used, and which portion is determined by the alignment chosen when placing the image on the page – this example is set to bottom align as the pod is close to the bottom of the focus area:
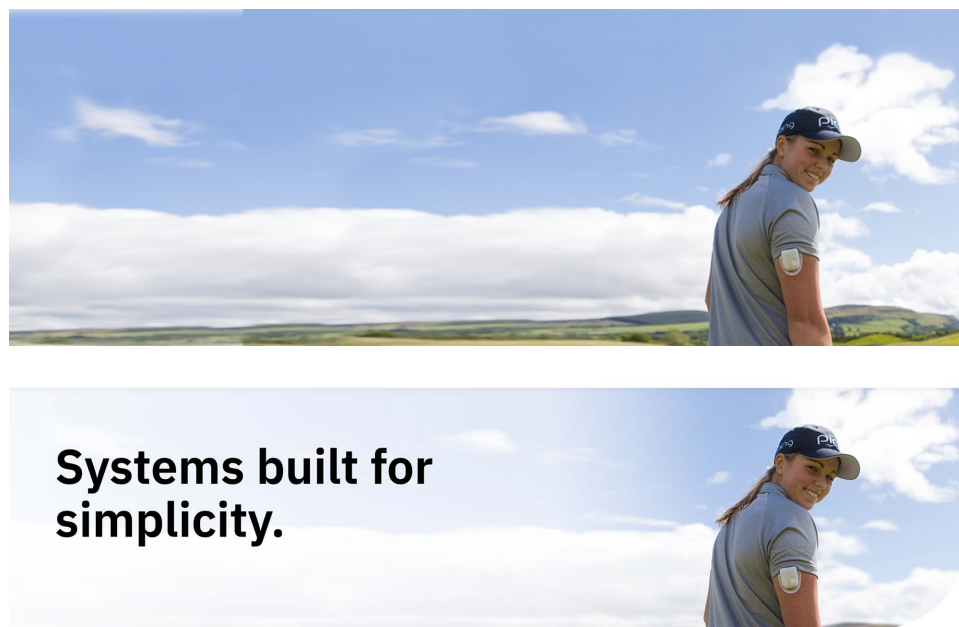
The image must cover the full width and height, if either is not possible with the images available then you will need to extend the images via one of the three below methods.

1. Extend the background: *(note that it can be slightly blurry/not quite natural looking as the left 2/3 of the image will have a gradient auto applied over top of it for text legibility for the heading)*

simplify life   What is Omnipod?   Is Omnipod right for me?   Current Podders   Diabetes Hub   Get Started

Try Omnipod DASH® for FREE*

Take Omnipod DASH® out for a spin with a no commitment, FREE 30-Day Trial*. Omnipod DASH® Insulin Management System provides up to 3 days of non-stop insulin management without multiple daily injections, so you can live your life freely.

Get 30 Days Free

2. Extend via color blocking with a color from the image background:

3. Fade the edge of the image if it ends before the left end of the 2000 px and cannot be extended well via one of the first two options, as the automatically applied gradient might not be opaque enough to fade a sharp edge:
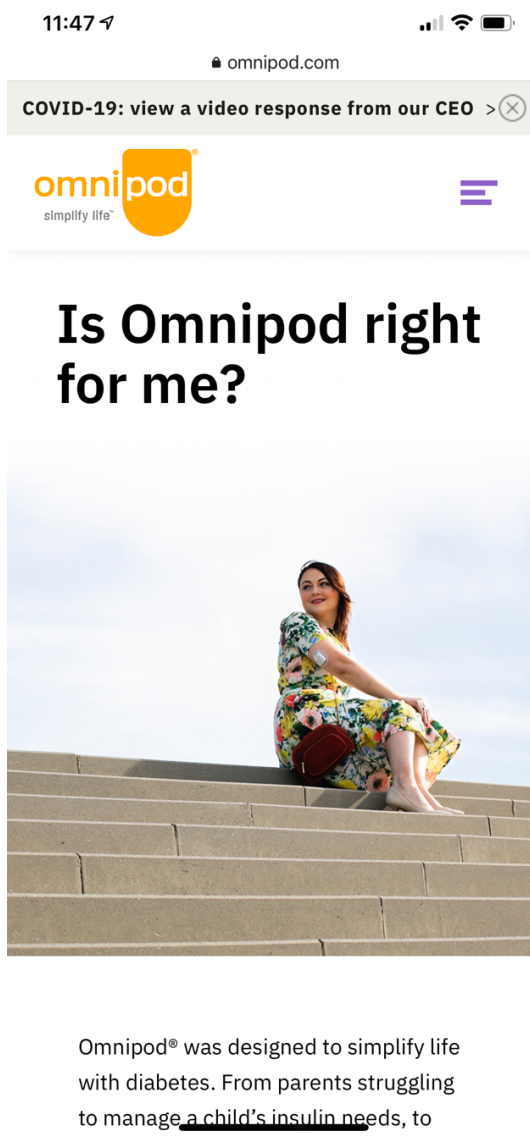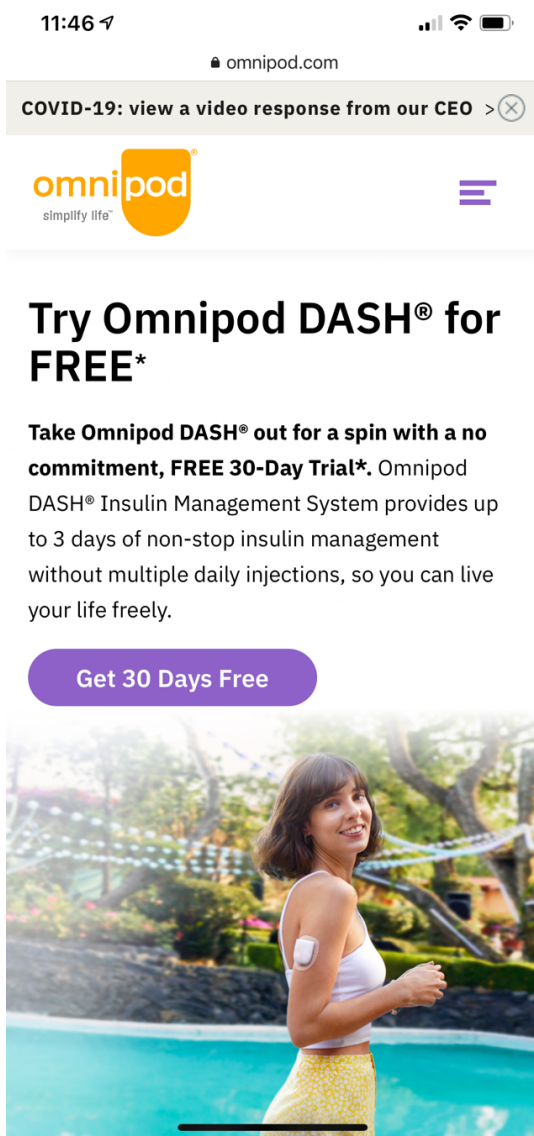
Do NOT include any baked in gradient for text legibility purposes. If the left part of the image is dark/busy, the gradient for the purpose of text legibility will be added automatically on desktop:
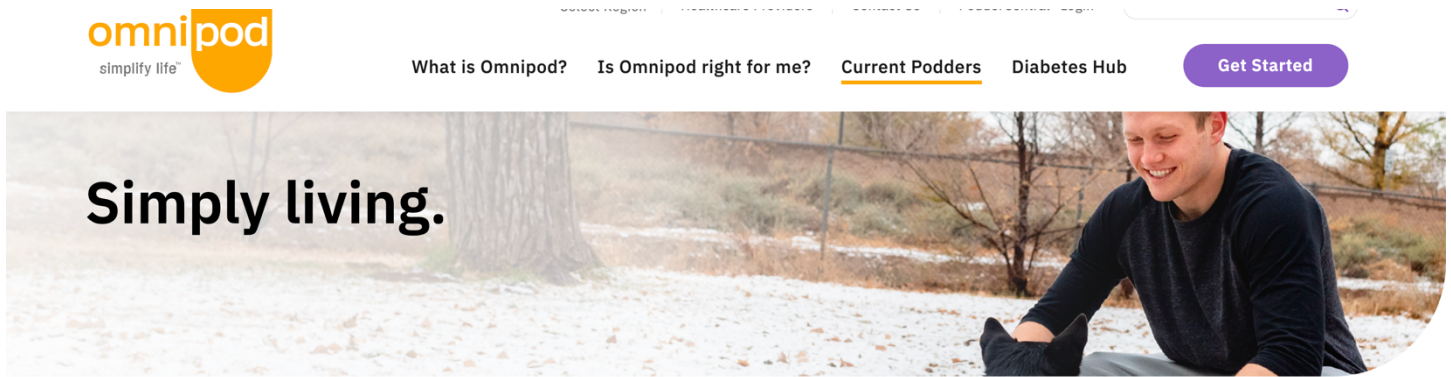
Mobile image specs:

All mobile images are now beneath the heading (with subheading/CTA button between heading and image, if applicable).

All mobile images should be 600 pixels wide, all images should be no smaller than 200 pixels high and no larger than 400 pixels high.

Note: if not adding a mobile version, and therefore the right end of the desktop image will be used, be sure to select the correct mobile hero alignment so that the focus area is not cut off on mobile.

600 px wide, 400 px high: *600 px wide, 275 px high:*

The entire image will be shown, with no text overlay on it, so the focus area can be anywhere except in the top 10% (the top 10% will be faded to white to create a smooth transition from the white background of the heading).

Note: do not include any baked in gradients on any mobile images.