

General Web Image Guidelines

- All images must be large enough to be at least 96 ppi when resized to the web dimensions.
 - *Use full size, high-res images as base image whenever possible. Never manually increase the ppi to 96.*
- No text included in any images, including hero images.
 - *Only exception is label text if absolutely necessary for a diagram. In this case there must be a separate image created for each language – English, French, German, Dutch, Italian.*
- All images should have square corners.
 - *For any images that are shown on the website with rounded corners, these are added dynamically by the website styling and do not need to be added manually to the image itself.*
- No design elements added to photos.
- No animated GIFs (new site does not support any GIF files).
- All icons must be SVG files. All other images must be either JPG/JPEG or PNG files.
- Any questions or image types not covered here should be brought to Monique (mtrulson@insulet.com).

Image file names:

- No spaces – replace all spaces with either a hyphen - or an underscore _
- No special characters – &, %, (), etc.
- Start with image type – hero, pod-shape, 1-column, 2-column, 3-column, icon, blog-hero
- Include podder's name if a podder is included
- Include unique identifying information
- Add pixel dimensions to end – width x height x ppi
- Examples:
 - *image type + podder and podder name if a podder is in photo + shoot location if known and meaningful + single or group if people in photo + objects or location types or other unique identifying info + pixel dimensions*
 - *hero_podder-myrtthe_barcelona_single_camera-ocean_1600x640x96.jpg*
 - *pod-shape_podder-lea_barcelona_group_cafe_330x422x96.jpg*

Standard Page Column Images

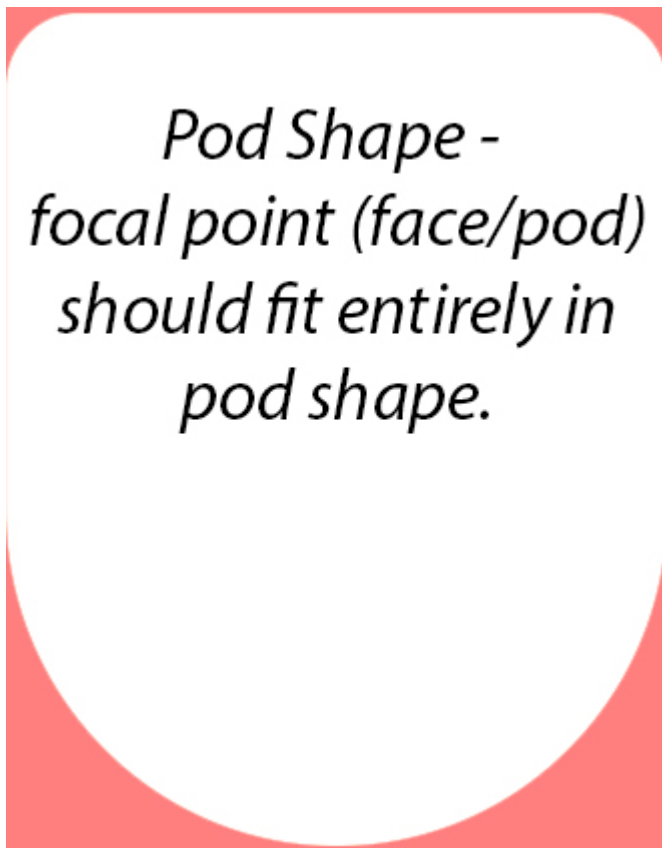
- These are any images that are not hero images or pod shape images.
 - Width for images in 2 cols: 1200 pixels min, max is +10%
 - Width for images in 3 cols: 680 pixels min, max is +10%
 - Width for images in 1 col: 2000 pixels min, max is +10%
- For any images that will use parallax the image needs to be vertically 10% larger than what should be seen
 - It is important for the focal point to be
 - For images without parallax the height should just be based on what looks good in the page design

Hero Images

- This is the image at the top of the page with the headline on the left. There are two layout options:
 - Taller without curve – Can also have smaller banner text and a CTA button on the left, below the headline. Primarily used for homepages.
 - Shorter with curve – Will have only the headline on the left. Bottom right corner will be rounded.
- No duplicate hero images within regions.
- Follow [current hero image specs](#).

Pod Shape Images

- This is for all images that are displayed in the pod shape on the website (applies to both sizes of pod shape seen on the site).
- Image size:
 - Minimum/suggested = 330 x 422 pixels
 - Maximum = 363 x 464 pixels
 - 96 ppi
- Image layout:
 - Keep all important points (face/pod) within the pod shape. Everything shown in the red will not be visible when on the website.
- Example of file name for sample image: *pod-shape_podder-lea_barcelona_group_cafe_330x422x96.jpg*



Blog Hero Images

- Landscape hero orientation:
 - Full width above the body copy
 - Minimum/suggested width = 2000 pixels
 - Maximum width = 2200 pixels
- Portrait hero orientation:
 - Indented at top left of body copy, displayed at 1/3 the width of the body copy area
 - Minimum/suggested width = 680 pixels
 - Maximum width = 748 pixels
- NOTE: minimum/suggested width is for image clarity purposes – but knowing that you may only have smaller images from phones for some blogs, if they're not large enough to meet the minimum width just make them as wide as possible with them still being at least 72 ppi, then you can judge how they look once you've added them – by checking on your computer and on your phone – to see if you need to try and get a different image