



Photo and Image Guidelines for Finance and Operations Websites

This document is intended to be a general reference for F&O Communicators when choosing images for use on Finance and Operations websites. **As a rule of thumb, all images uploaded to F&O websites should be no larger than 1600px wide and the file size should be smaller than 500KB.**

Please save all images for F&A website use on the communications shared drive under your website's folder: \\storage.unc.edu\fo\Departments\215400-VCFA_Communications_Shared_Svc\Webistes.

JPG vs. PNG vs. GIF vs. SVG

File size dictates the time it takes to load your page, the larger the file size, the longer it will take to load. People often don't have the patience to wait through long web page loads, so keeping your file sizes low speeds up your web page access times. Typically, large high-quality images should be kept between 100KB and 60KB. Smaller images should be around 30KB and lower.

The **resolution** of the image dictates its clarity. The higher the resolution, though, the larger the file size, so you have to make a compromise between quality and file size.

Websites use four common **file types**. The end of a filename (called the *extension*) tells what type it is.

- **JPG** (Joint Photographic Experts Group) is good for photographs. Saving a photo as `jpg` removes detail from the photo. Good photo editors let you control how much detail is removed (the "compression"). Different photos need different compression; doing this carefully and viewing the result can give you a usable photo with a small file size.
- **PNG** (Portable Network Graphics) is for both photographs and line art. It compresses photos without losing detail, but usually makes larger photo files than JPEGs.
- **GIF** (Graphics Interchange Format) can be poor for photographs. It's better for line art, like logos, with solid areas of the same color. In general GIFs are currently only used for animated image applications.
- **SVG** (Scalable Vector Graphics) are an XML based markup that can contain two-dimensional vectors. The vectors can be simple shapes, paths, or just about anything you can do in Illustrator. SVGs are not commonly used on most websites.

There are hundreds of articles on the web that will explain the differences amongst JPGs, GIFs, PNGs and SVGs and how and when to use them. These three are very helpful:

- <https://www.sitepoint.com/gif-png-jpg-which-one-to-use//>
- <http://www.wpexplorer.com/wordpress-image-management/>
- <https://www.digitaltrends.com/computing/whats-the-difference-between-a-gif-a-jpg-and-a-png-file/>

University Guidelines

UNC Creative has some good general usage guidelines for photos on their website (<http://identity.unc.edu/imagery-photography/>).

- Photographs of people should most often be candid. Captured moments help viewers get an inside glimpse of Carolina and invites them to be part of the community.
- To convey a sense of vitality and academic rigor, imagery should show activity and intellectual pursuit. Avoid passive shots.
- Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.
- Profile photographs should be friendly and approachable.
- Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.
- When using photos of the campus, architectural structures or interior shots, give a sense of openness by lowering the horizon line or cropping images in a wide format.
- Represent racial, gender, age and professional diversity.

UNC Photo Resource

Sign up for an account at UNC's Photoshelter site for access to their library of UNC campus photos (<https://unc.photoshelter.com/index>).

Parallax Images

WordPress enables you to upload a featured image to a page that will serve as a top-level image for the page. These are usually used on home pages. In rare instances, a featured parallax image may be used on an interior page. Parallax images are tricky since WordPress will zoom in on a portion of the

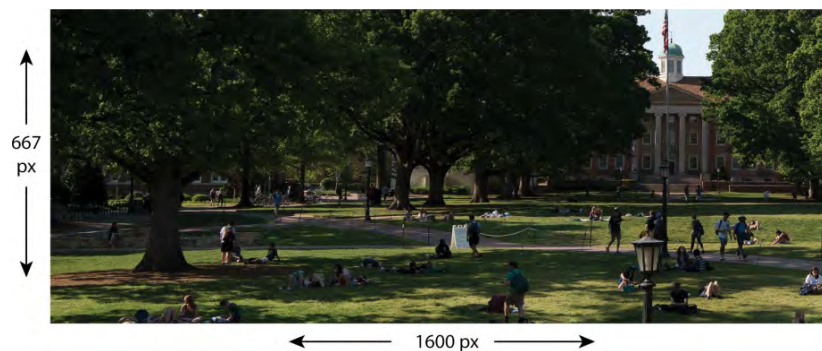


image in a full screen view and then reveal more of the image as the screen is resized.

A 12:5 aspect ratio works best in most instances, but depending on the image, you may need to play with the size. The focus of the zoomed image is usually the horizontal and vertical middle third of the original. Save originals of these images to the shared drive uncropped and at a slightly higher size to make resizing and optimization easier. After optimization, parallax images should be under 500KB.

Portraits/Headshots

- JPG
- 5:7 aspect ratio
- < 50KB



Post Featured Image

- JPG
- 3:2 aspect ratio
- <75KB

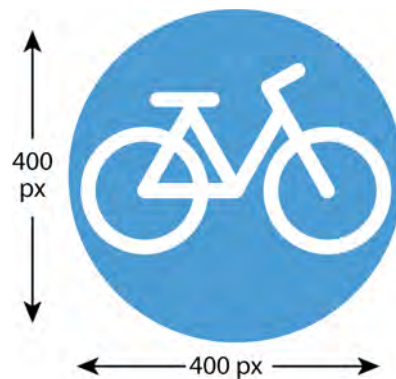


Icons

Noun Project (<https://thenounproject.com/>) is a great source for downloading free icons with creative commons permissions. It's a good starting point for brainstorming, but our SCE design team has been an outstanding resource, creating striking icons quickly. A style sheet of F&O icons designed by Kyle McKay is attached at the end of this document.

Icons should be saved to the communications drive as:

- 400px by 400px PNG files or as
- vector images in Adobe Illustrator
- with hex color #4B9CD3



Cropping and resizing can be done before uploading to your WordPress Media library. Most Icons are being used at 225px square. Some smaller ones are 150px square.

Featured Badges

Badges should be saved to the shared communications drive at 420px height x 800px width. In some instances, they will be resized to 400px x 210px, but the larger size in the shared folder will ensure a higher quality image in all circumstances.

Save as:

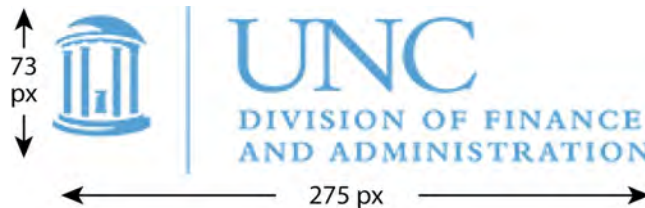
- PNG
- 420px height x 800px width
- File size < 100kb



In instances where the badge contains a photographic element, save it as a JPG.

Logos

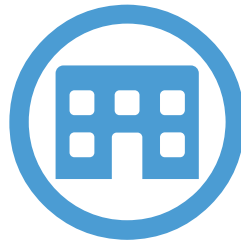
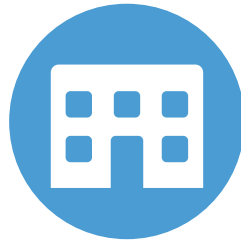
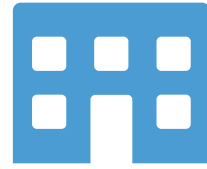
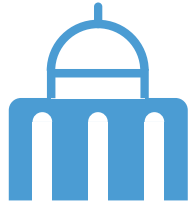
UNC creative provides specific guidelines for the use of UNC logos (<http://identity.unc.edu/the-university-logo/>) and University unit logos (<http://identity.unc.edu/university-unit-logos/>).



On F&O websites all logos are uploaded as PNGs with a height of 73px. The width will vary based on the department or unit name.

If you need to change a logo on your site for any reason, or if you need any other assistance with website photos and images please contact the SCE Digital Services Specialist, Paul Cardillo, at pcardillo@unc.edu.

Department Sandbox



Campus Enterprises

Campus Safety & Risk Management

Facilities Services

Finance

Real Estate Development