



Show Map Image Guide

ungerboeck.com

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Images have a big impact on the professionalism of your site. It is always best to have an expert in graphic design to prepare your images according to this guide in order to create the most appealing site and to best adhere to your brand guidelines.

Acceptable file types are PNG and JPG. All image files are recommended to be less than 1 MB. Logos with transparent backgrounds would be recommended (.png file). All sizes recommended throughout this guide are minimum/exact sizes. If larger images are uploaded, preferably of the same ratio, they will be sized down to fit the image container. However, it could risk the page load speed if the file size is too large.

The human mind can interpret images at a higher speed than text. They provide the users with more background on what they are about to experience. After all, a picture is certainly worth a thousand words.



Image Recommendations

.Png or .Jpg

File Type

RGB

Color Mode

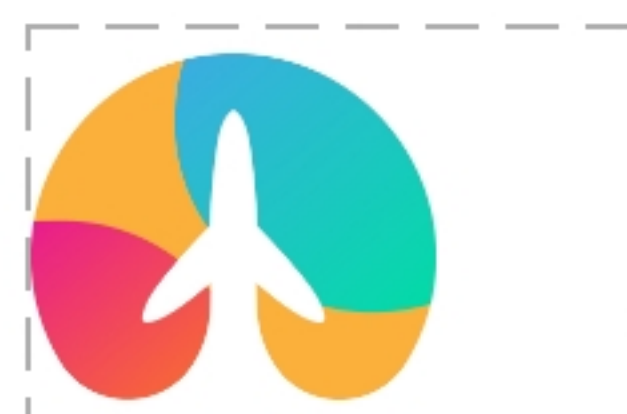
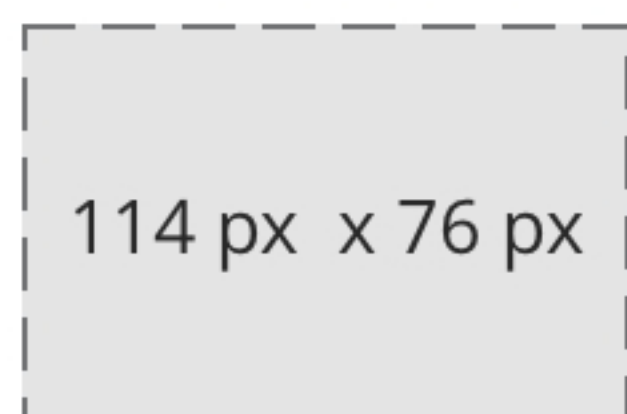
Less than 1 MB

File Size

Event Logo

Your logo file size will fit into a 114 px x 76 px box on the main navigation. This is the minimum size it should be. If the logo file is of the same ratio, but a larger pixel size, it will be downsized to fit the image container. Files that are too large could be detrimental to page load speed. Logos are often best if they are PNGs, that way it will respect transparency. It is also recommended to use the horizontal version of your logo.

Logo Image Container



Note: The border outline will not appear, this is to show the image container and how different logos can fit in it.

Scenario

A user needs to upload an image for one of our apps. The instructional text reads that the image area is 114 px wide x 76 px tall. The user does not have photoshop or any other software to resize images, or an expert to help. So, the user just uploads the image given to them and the image is 167 px x 167 px.

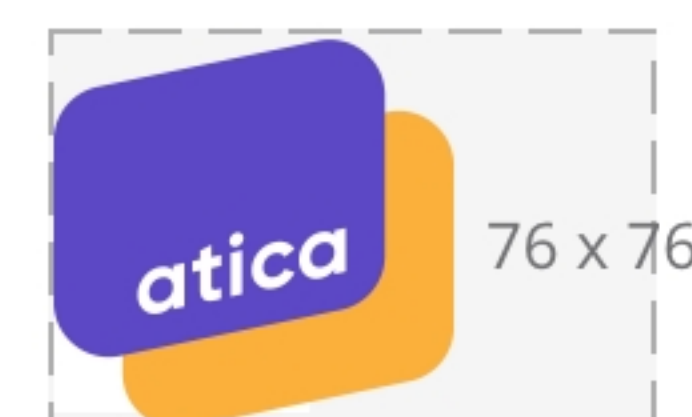
Image Container is 114 px x 76 px

When the user uploads their image, it will left align itself in the image container and leave letter boxing to the right (the area to the right will stay white, no opacity).

In this case, the image shrinks to 50 px x 50 px to match the height of the area.

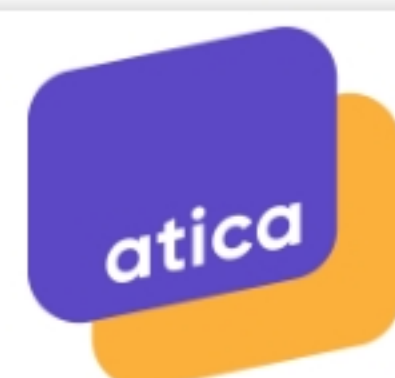
It is recommended that logos are .png files (which include transparency).

Original file | 167 x 167



114 x 76

This is how it will look live on the site top navigation. All logos will be positioned to the left in order to align with the content below.



Atica Event

06/05 - 06/09

Exhibitor Logo

Your logo file size will fit into a 125 px x 125 px box on the main navigation. This is the minimum size it should be. If the logo file is of the same ratio, but a larger pixel size, it will be downsized to fit the image container. Files that are too large could be detrimental to page load speed. Logos are often best if they are PNGs, that way it will respect transparency. It is also recommended to use the horizontal version of your logo.



Note: The border outline will not appear, this is to show the image container and how different logos can fit in it.

Scenario

A user needs to upload an image for one our our apps. The instructional text reads that the image area is 125 px wide x 125 px tall. The user does not have photoshop or any other software to resize images, or an expert to help. So, the user just uploads the image given to them and the image is 115 px x 31 px.

Image Container is 125 px x 125 px

When the user uploads their image, it will left align itself in the image container and leave letter boxing to the right (the area to the right will stay white, no opacity).

In this case, the image grows to 125 px x 34 px to match the width of the area.

It is recommended that logos are .png files (which include transparency).

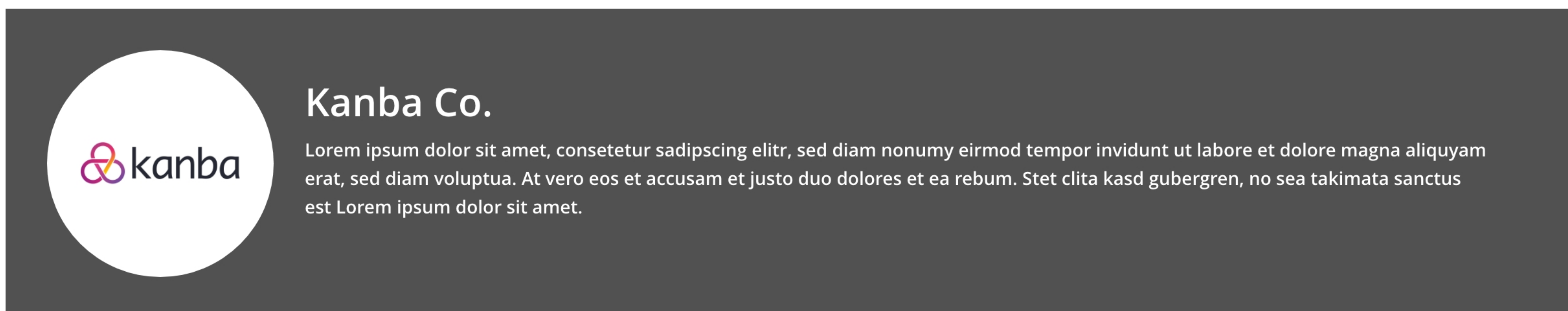


original file | 115 x 31



125 x 125

This is how it will look live on the site. All logos will be positioned to the center in order to align with the circle.



Product Images

Your product images make an important statement to your users and could influence decision making. Choose photos that have an obvious subject, simple is always better. Images will look best at a recommended size of 300 px x 198 px or larger. This size is the largest a product image will appear in this application. This size will provide enough flexibility when viewed across a variety of screen sizes. If a smaller size image is uploaded, there is risk for poor resolution. 300 px x 198 px is the minimum size it should be. If the image file is of the same ratio, but a larger pixel size, it will be downsized to fit the image container. Files that are too large could be detrimental to page load speed. Only one image file uploaded is necessary and it will then be resized to fit in various other locations on the site, therefore it is best to size image at the largest size it will appear on the site.

Image Container



Recommended Image size: 300 px x 198 px



To prevent trimming, do not place important text or images in the Trim Zone. As the browser is resized, trimming may occur.

Scenario

A user needs to upload a session image. The instructional text reads that the image area is 300 px wide x 198 px tall. The user does not have photoshop or any other software to resize images, or an expert to help. So, the user uploads the image given to them and the image is 250 px x 250 px. If your original images are smaller than the recommended size, it will be stretched to fit the container with the potential for trimming on the edges. Smaller images are more likely to appear blurry when scaled up.

Original Image | 250 x 250



Cropped Image | 300 x 198

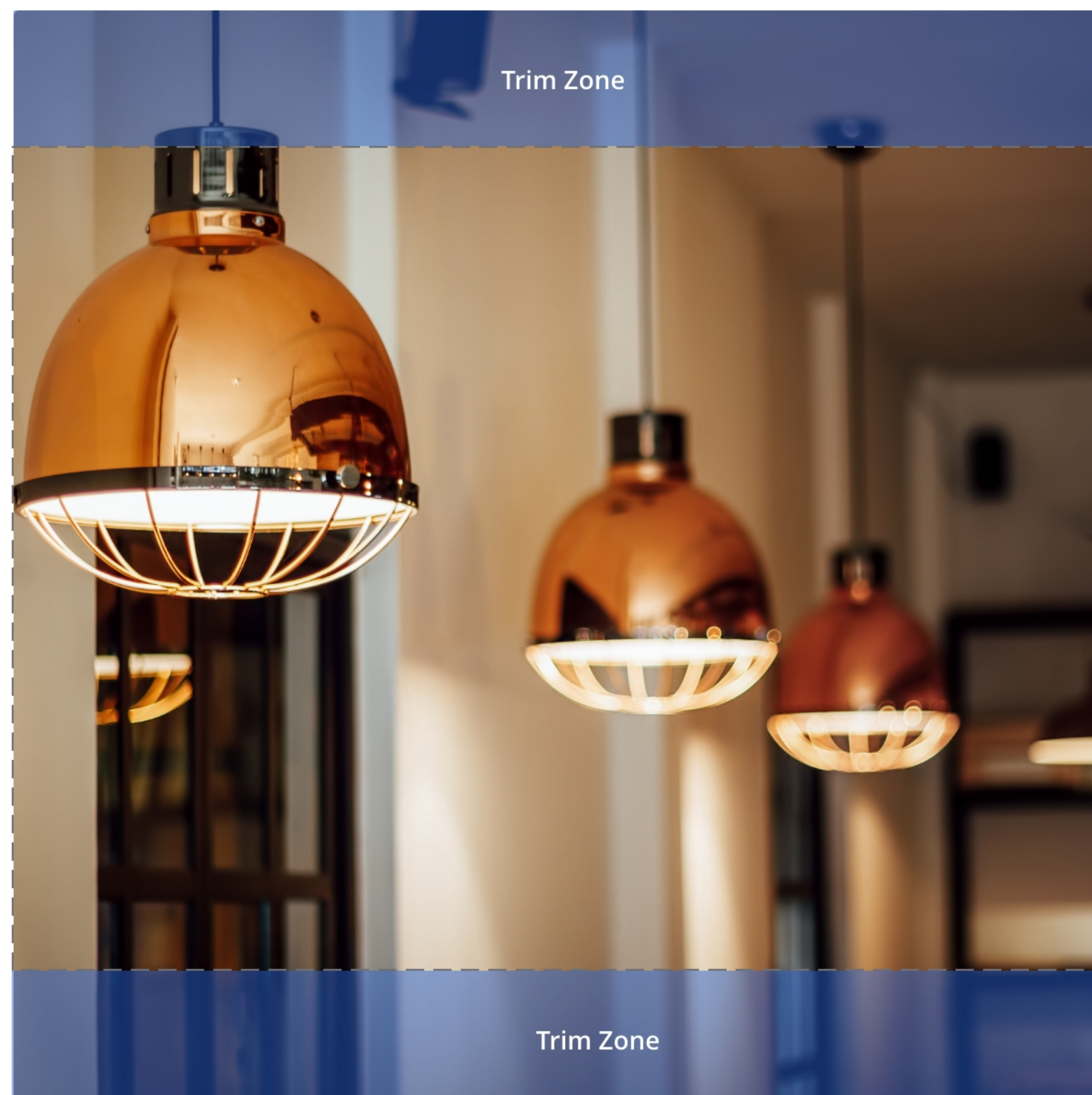


Image grows to fit container, may be pixelated.

Products & Services

Image on Desktop



Pendant Lights

Vintage Lighting

Industrial Lighting

Ceiling Lights

Contact Image

Contact images help place faces to names. These will be cropped into a circle, so it is recommended that your subject's face is in the center of the photo. In the case that someone doesn't upload an image, their first and last initials will display. For optimal results, we suggest that the images do not have borders or text overlays, and are at least 125 px x 125 px, as this image is shared across multiple applications and the largest it appears is 125 x 125.

Image Container



Scenario

A user needs to upload a profile image. The instructional text reads that the image area is 70 px x 70 px. The user does not have photoshop or any other software to resize images, or an expert to help. So, the user uploads the image given to them and the image is 175 px x 191 px. If your original images are smaller than the recommended size, it will be stretched to fit the container with the potential for trimming on the edges. Smaller images are more likely to appear blurry when scaled up. In this case, the image is downsized to fit the image container.

Original Image | 175 x 191



Cropped Image | 125 x 125

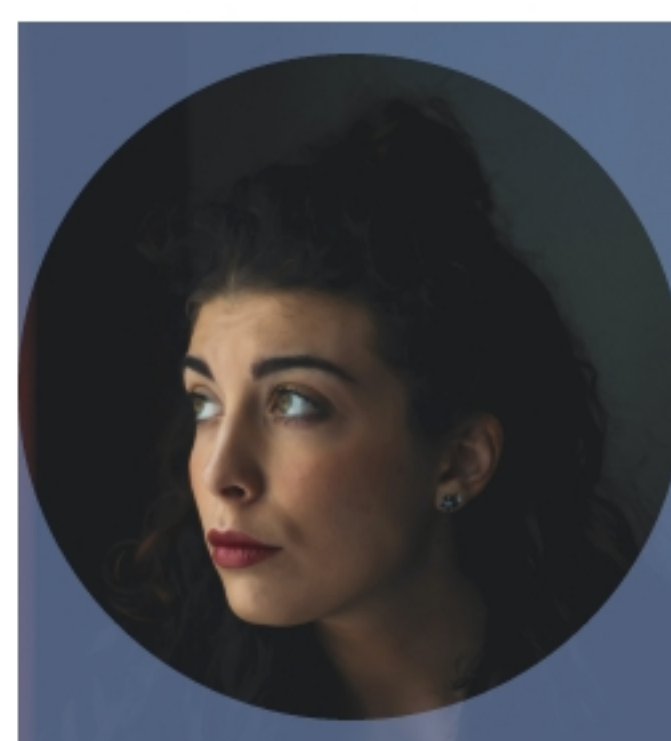


Image on Desktop

