momentus™ technologies

Online Event Ordering Image Guide

OEO Image Guide

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	RGB	Less than 1 MB
File Type	Color Mode	File Size

Logo

Your logo file size will fit into a 150 px x 50 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

150 px x 50 px

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 150 px wide x 50 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.

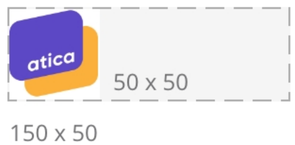
Image Container is 150 px x 50 px

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).

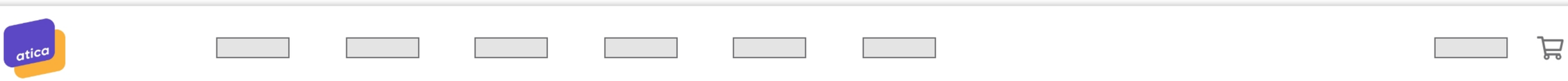
In this case, the image shrinks to 50 px x 50 px to match the height of the area.

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

Orignal file | 167 x 167



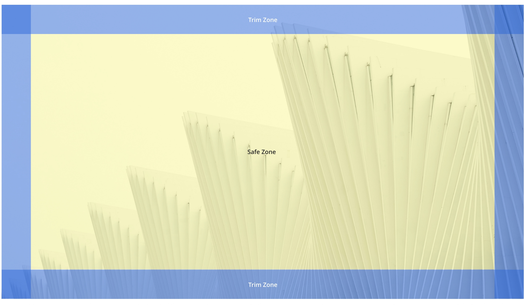
This is how it will look live on the site top navigation. All logos will be positioned to the left in order to align with the content below.



Background Image

Background images should compliment a site, not over power or distract. Choose images that are horizontal in orientation and more simple in composition, no words or image collages. It is important to have large, high resolution images for your background image, but not too large as it can sacrifice page load time. Make sure your image is no bigger than 500 kb.
Background images are anchored to the center and will not be repeated on the left and right sides. The image will fill in the image container area, no matter what size it is. Depending on the size of the browser, image trimming may occur on all edges. Background images will be used mainly for login pages. *Please note that this is not part of the standard customization for this application. This will need to be done through a custom web skin.*

Background Image Container



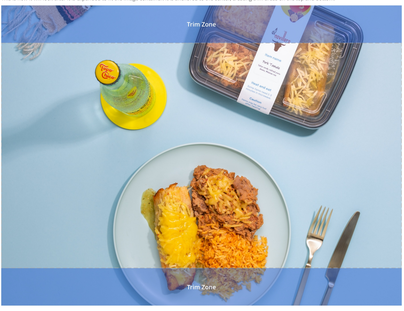
To prevent trimming, please make sure no important part of the image in the Trim Zone. As the browser is resized, trimming may occur. The trim areas increase on tablet and mobile.

Scenario

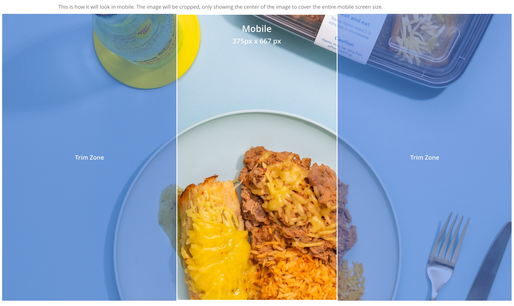
A user needs to upload a background image for the home screen. The instructional text reads that the image area is 1920 px wide x 1080 px, 16:9 ratio . The user does not have photoshop or any other software to resize images, or an expert to help. The user uploads the image given to them and the image is 1366 px x 1025 px. When the user uploads their image, it will center align itself in the image container. In this case, the image expands to 1920 px x 1080 px. It is recommended that images are jpg or png and no bigger than 500 kb.

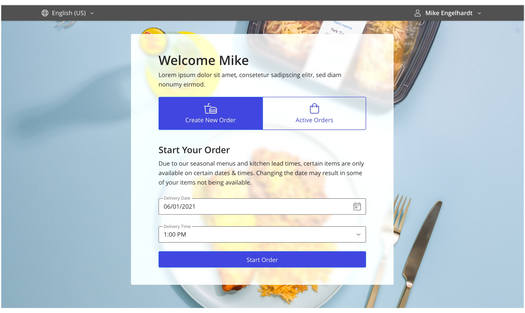
Original Image Uploaded | 1366 x 1025

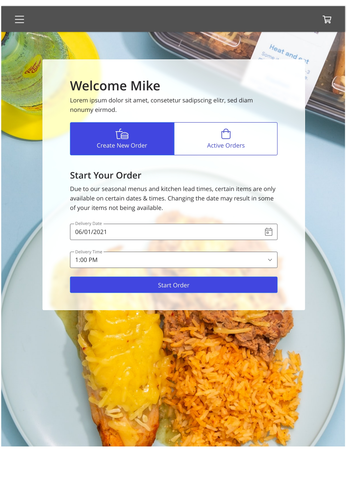
This is how it will look after it is expanded to fit the image container. It is anchored to the center, creating trim areas on the top and bottom.

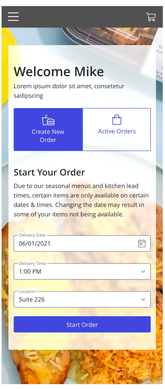


This is how it will look in mobile. The image will be cropped, only showing the center of the image to cover the entire mobile screen size.





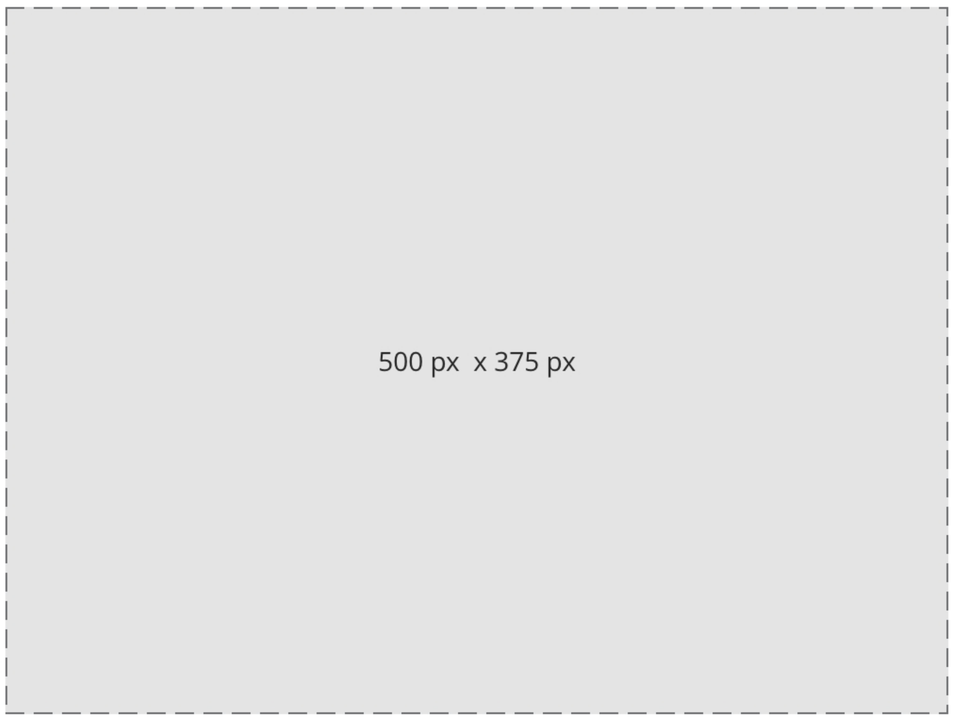




Product Images

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 500 px x 375 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. The image ratio is 4:3. If a smaller size image is uploaded, there is risk for poor resolution. 500 px x 375 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 needs to be uploaded and it will then be resized to fit in various other locations, therefore it is best to size image at the largest size it will appear on the site.

Image Container



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 500 px wide x 375 px tall, 4:3 ratio. 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 150 px x 150 px 1:1 ratio. 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 | 150 x 150

Cropped Image | 500 x 375

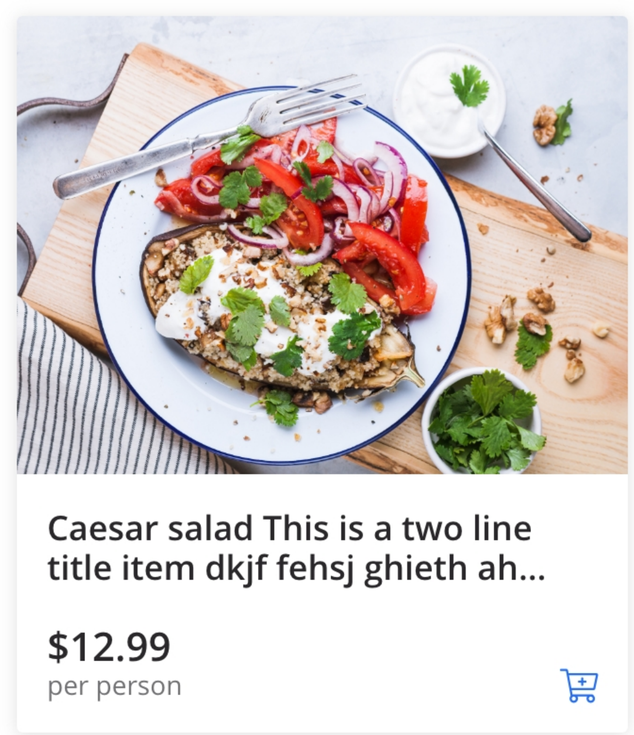



Image grows to fit container, may be pixelated.