CHARGE

Providing images

We aim to create websites that are both visually appealing and effective. Properly providing images is a crucial part of this process. This brochure contains guidelines to ensure that the images you submit seamlessly integrate into your website and achieve the intended impact. The following steps are important to follow to achieve the best result.

This brochure is created for businesses or individuals who want to provide their own images. If desired, we can also create general website and/or social media images ourselves. If we handle all the image creation, this brochure does not apply.

Step 1: Consultation, self-provision, or outsourcing

We recommend consulting with us in advance regarding the provision of images. This allows us to provide personalized advice on dimensions, resolutions, and file types. When necessary, steps can be outsourced to us. Additionally, we often offer the option to fully outsource the process to us. In this case, we will create all the necessary images for the website and/or social media. It is also possible to have us create a portion of the required images.

Step 2: Understanding types of images

Websites contain various types and sizes of images. To clarify our recommendations, you can see below the different images that websites generally contain.

1. **Logo:** The logo is usually visible in the website's header and is important for the website's identity.
2. **Favicon:** A favicon is the small icon you see in your browser tabs. Additionally, favicons are used as icons for favorite pages and search results in Google. Often, the favicon is similar to the logo.
3. **Background Images:** Background images are used as the backdrop for specific sections of a webpage or entire pages. These often include important images such as banner images or hero images.

4. **Webpage Images:** The term "webpage images" is generally used to refer to images displayed on individual pages of a website. These images can vary widely in style, layout, and size.
5. **Featured Images / Thumbnail Images:** Featured images, or "thumbnail images," refer to a type of image used to visually represent posts and pages. These images are often displayed when a post or page is shown in lists of posts, on archive pages, and in search results on the website.
6. **Product & Gallery Photos:** Product photos and gallery photos are often associated with e-commerce and online shops. These images are specifically related to products and are used to give customers a clear visual representation of the products.



Step 3: Colors

It is recommended to use images that match the color palette of your website to maintain a consistent appearance. If you are unsure about which color to use, we can assist in selecting a suitable color palette.

Step 4: File size guidelines

Before going through the steps, it is important to consider the final file size in advance. Striking a balance between visual quality and performance is essential. Using images with maximum resolution may seem like a good idea, but it results in a significant increase in file size without necessarily improving quality. This adversely affects the loading speed of your website. Such situations should be avoided, as slower loading speeds often lead to less satisfied website visitors and deteriorated SEO results.

Below are recommendations regarding maximum file sizes. Despite these maximum file sizes, we recommend keeping the file size as low as possible without significantly compromising visual quality.

- **Logo:** Maximum 50KB. The logo at the top of the website is often small in size. Therefore, the goal is usually to achieve a file size of no more than 50KB.
- **Favicon:** Maximum 100KB. Preferably, the size should be under 50KB.
- **Background Images:** Maximum 500KB. Important images on the website, such as banner images or hero images, should have a maximum file size of 500KB. It is important to check whether visual quality is maintained.
- **Webpage Images:** Maximum 150KB. For illustrations and images complementing text, image sizes can usually range between 30KB and 150KB, depending on the size and quality.
- **Featured Images / Thumbnail Images:** Maximum 150KB. If small-sized thumbnail images are used, the maximum file size should be smaller.
- **Product & Gallery Photos:** Maximum 150KB. It is important to check whether visual quality is maintained.

CHARGE

Step 5: File type guidelines

The choice of file type can significantly influence the file size. We usually recommend choosing between JPEG/JPG and PNG.

- **JPEG/JPG:** This file type provides a good balance between quality and file size for photos and images.
- **PNG:** Most suitable for images with transparent backgrounds. However, the file size is often larger than that of JPEG files.

Step 6: Dimension guidelines

To determine the right dimensions for images on websites, it is important to consider where the images will be displayed and their purposes. Too small dimensions result in images that are not sharp, while unnecessarily large dimensions lead to a significant and unnecessary increase in file size.

Below are recommendations regarding the dimensions of images. It is important to realize that these are guidelines, and dimensions can vary significantly from one website to another. For example, logos can vary considerably in size and ratio.

- **Logo:** 200 x 100 pixels. Other dimensions should be used if the logo is not a horizontal rectangle. Additionally, a larger dimension may be needed if the logo needs to be displayed larger in other areas of the website.
- **Favicon:** 512 x 512 pixels
- **Background Images:** 1920 x 1080 pixels
- **Webpage Images:** Depending on the desired location and design. Examples: 900 x 1200 pixels, 700 x 450 pixels, 500 x 500 pixels.
- **Featured Images / Thumbnail Images:** Depending on the desired location and design. Examples: 150 x 150 pixels, 700 x 350 pixels, 500 x 500 pixels.
- **Product & Gallery Photos:** 800 x 800 pixels (may vary for certain product categories such as clothing)

Product photos may vary in dimensions depending on the product category. For example, clothing often uses portrait-oriented images with dimensions such as 600 x 800. While this is generally not a problem, it is strongly recommended to use a consistent dimension for each product category. This helps prevent alignment and shifting issues.

Step 7: Resolution

For website purposes, a 72 DPI image resolution is typically used. A higher resolution results in a larger file size and unnecessary additional loading time for the website.

Step 8: Compression

To improve the loading speed of your website, we recommend compressing images. Various (online) tools are available to do this without loss of quality. If desired, this task can also be outsourced to us.

Step 9: File names

Give the image files descriptive names that indicate where they should be placed on the website. If there are products with multiple photos per product, create folders with clear names.

Step 10: Submission methods

You can submit images in various ways:

1. Via email to info@charge-marketing.com. This is only recommended for a small number of images.
2. Use of a file-sharing platform such as Google Drive or Dropbox.
3. In-person at our office.

CHARGE