



Guidelines for Formatting Website Images

Website images are very powerful. The right image can transform an otherwise boring site into a remarkable and powerful communication channel for your brand. However, using the right image is only step one. Preparing an image to be used online requires selecting the right file format, quality, and resolution. You want to ensure your site looks great and is still quick to load. The following guidelines help you to prepare your images for optimal display on your website.

Choosing a File Format

There are three file formats used for images on the Web: JPEG (.jpg), GIF (.gif), and PNG (.png). Images should be converted to one of these formats before uploading them to your website.

JPEG (.jpg)

This file format is best for photographs. It is able to handle thousands of different colors in a manageable way allowing you to still have a good quality image with almost any file size.

GIF (.gif)

This file format is primarily only used for animation these days because of its ability to save multiple frames within a single file.

PNG (.png)

This file format is best for any other type of image, such as those with flat color, large fields of color, or transparent images. This file format is very powerful as it allows you to have semi-opaque portions of your image where the background shows through.

File Size Matters

The image file size refers to how much space an image takes up on a hard drive. The smaller the file, the better for Web images as they allow the website to load quicker as well as reduce the size of your image library. This is important for many people who have a slow internet connection, use an older computer, or are on their phone. We recommend targeting a file size of less than 50KB. In certain rare cases, the file size may increase above 50 KB, but should never exceed 100 KB. If you need a tool to help you resize/format your images for display on the Web, there is an online image editor which is available free online at <https://pixlr.com/editor/>.

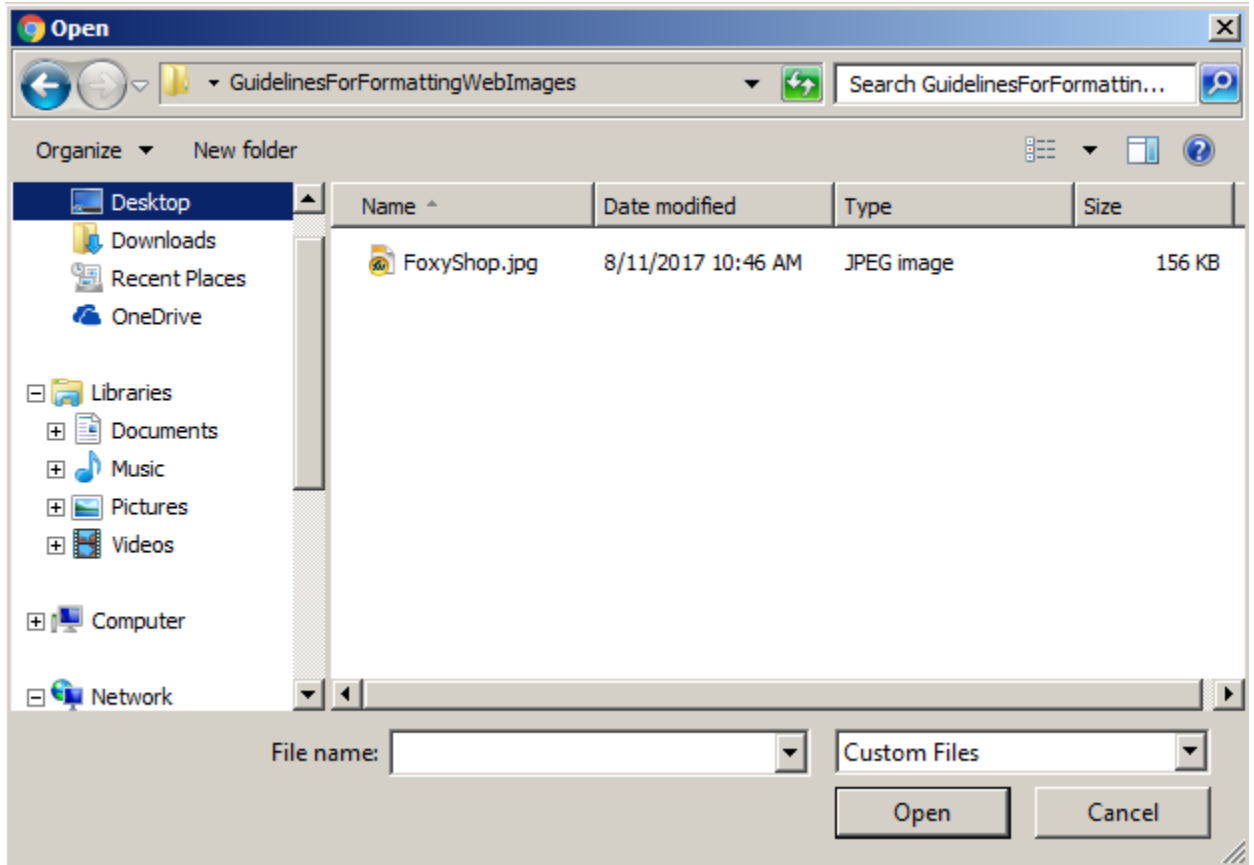
Formatting Images Using the Pixlr Editor

Below are the easy steps to working in this editor.

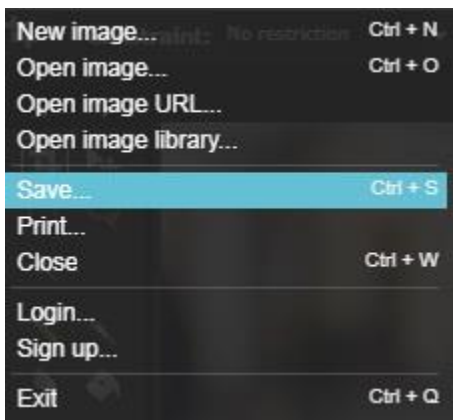
1. Select to open an image from your computer



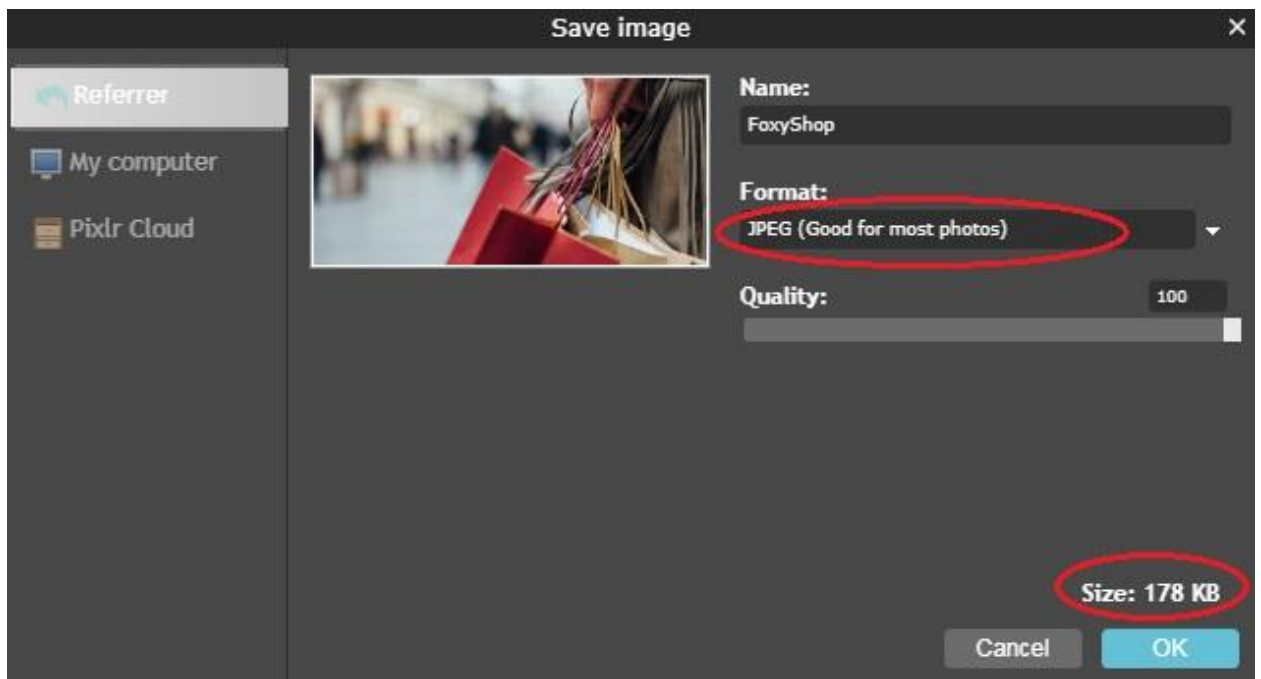
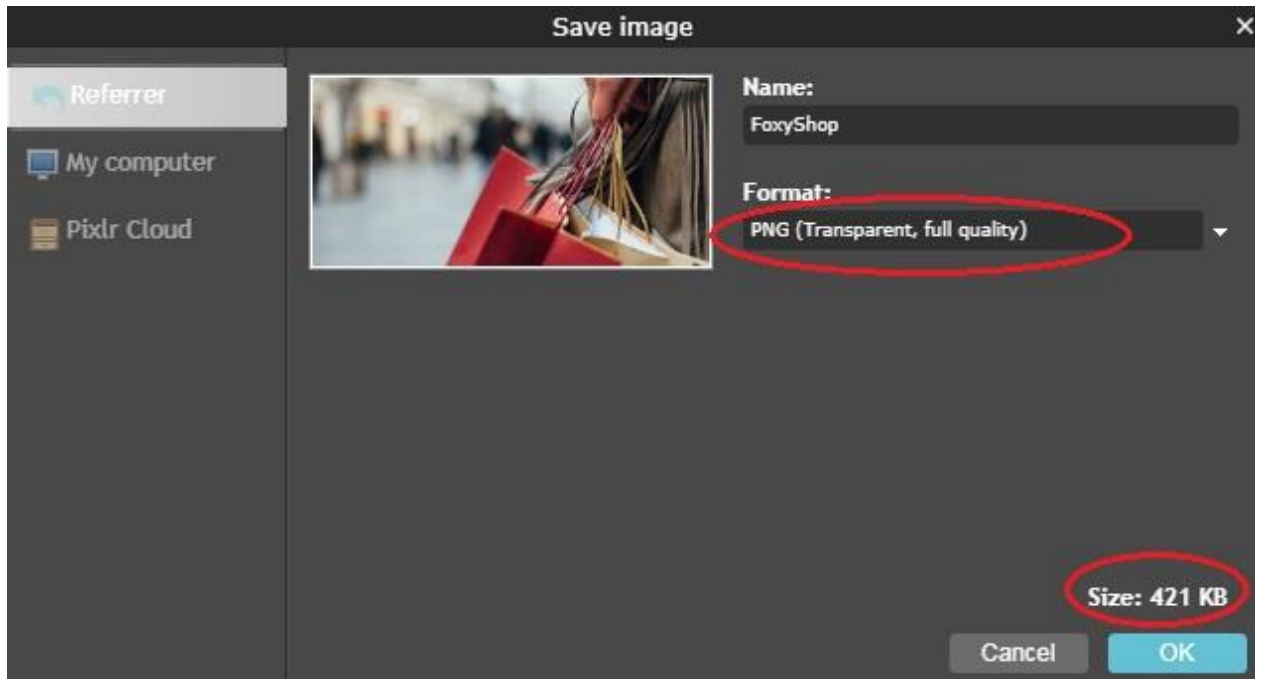
2. Choose the image you want to resize (over 50KB).



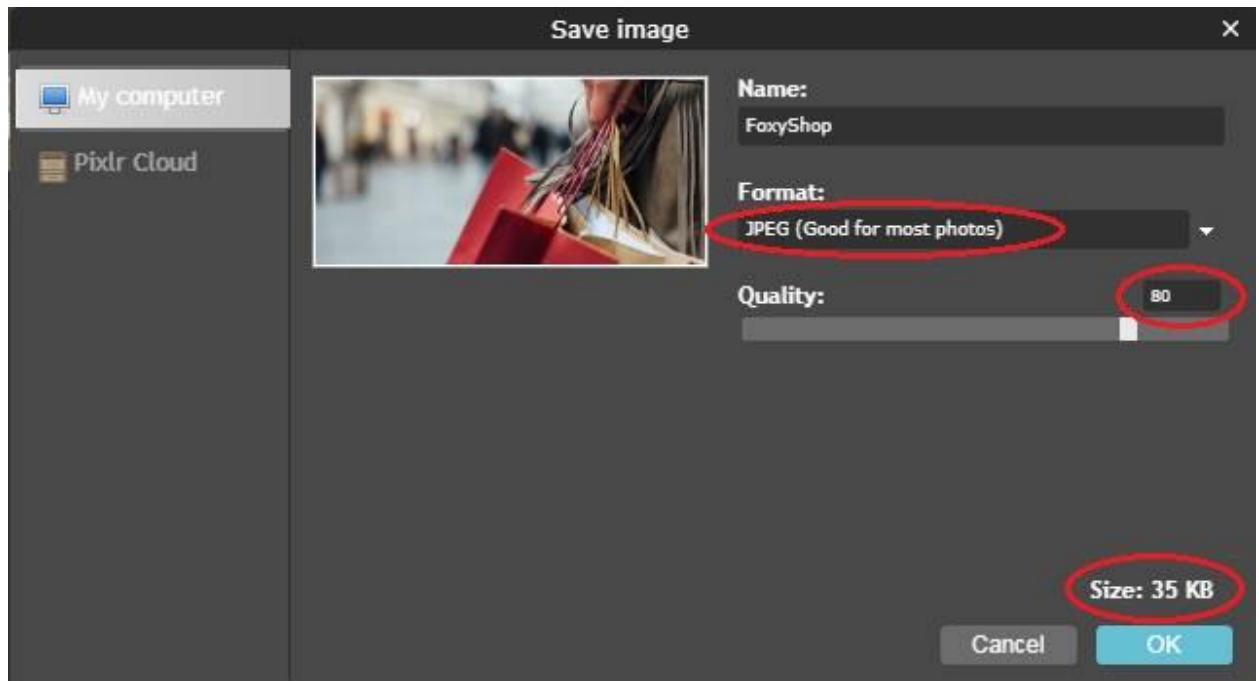
3. Display the File menu and select to Save the image.



4. Change the appropriate file format to lower the file size.



5. Reduce the quality of the image until the file size is below 50KB. Click OK to save the image to the location of your choice.



Web Resolution

Resolution is a measurement of how dense an image is. Print images need very dense graphics around 300 pixels/inch or even as high as 1200 pixels/inch. When uploading images to the web, it is very important to be aware that ALL web browsers will only show images at 72 pixels/inch. This means any resolution higher than that is not adding anything to the quality of the image, but rather just increasing the file size. The Pixlr Web editor tool automatically saves images with a resolution of 72 pixels/inch.