Image Size Guide

	Tool Name	Aspect Ratio	Dimensions (px)	Notes
Basic Tools	Banner	3:1 2:1	1920 x 640 1280 x 640	Full width image banners Banners with side panels
	Image	Any	See ratio examples	Images can be any ratio required. However please consider the image quality and size guidelines.
Multimedia Tools	Gallery	Any	> 1400 width > 1200 height	We recommend you size all images in the gallery to the same dimensions for maximum effect.
	Slider	Any	See ratio examples	The Image Slider can take a variety of image sizes. However we find that it looks stunning when the images in the tool are all the same size.
	Swipe	Any	See ratio examples	Can take a variety of image sizes. It is essential that the two images are exactly the same size for the 'before and after' functionality to be effective.
	Hotspot	Any	See examples below	The Hotspot tool can take a variety of image sizes, and of course the particular image that you are annotating.
Feedback Tools	Call to Action	3:2 4:3	900 x 600 400 x 300	Sizes of the CTA varies on the location of the tool, and the amount of call to action text, and will resize image to suit in a responsive manner. This image is used as a background only.
	Events	3:1 2:1	1920 x 640 1280 x 640	Full width image banners Banners with side panels
	Faces	3:2 1:1	450 x 300 300 x 300	Rectangle layout Circle / Square layout
	Feature Grid	16:9	800 x 450	
	Logo Splash	3:2 5:6 1:1	300 x 200 250 x 300 200 x 200	Landscape / horizontal logos: Portrait / vertical logos For square logos
	Newsfeed	1:1	200 x 200	

The above sizes are minimum or recommended sizes only. Please be flexible to adjust sizes/ratios to meet your particular image requirements. Social Pinpoint will do a lot of the work for you by auto-generating a number of thumbnails and image sizes for you.

You may also wish to increase the suggested image dimensions where the extra wow factor is needed to cater for image resolutions of high definition monitors.

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