

Image Guidelines

Use images that your audience relates to.

Photos containing people should be relatable to our audience.

Use faces

Smiles sell. Also known as the smile appeal, smiling faces in marketing transmit a message to customers that your product or service makes people happy. Emotions are contagious, even if just in a photo.

Focus on branding and mood

What do you want CPG to be known for? Class and style? Fun and family? Imagery is our tool to establish a brand identity.

Name the image file correctly to help your SEO

Images for web should not be named, “Photo1.jpg” or “Screen Shot 2021-06-02 at 3.41.15 PM”. Think “eiffel-tower.jpg” rather than “DSC12345.jpg”. Depending on where the images appear online, it can also give our SEO a boost.

Examples of Excellent Imagery



Image Guidelines

Don't use cliché stock photos

You know... Those “employees” that look way too happy to be in the office? Cliché stock photos can look outdated, rushed, or even spammy.

Avoid images with white borders

These images may work well for print, but on a web page, it makes it look out of place and ungrounded.

Don't Use Color to Convey Meaning

This makes your image impossible to understand for colorblind users.

Images with text do not appear in SEO

As part of web best practices, it is best to keep all text on a page in editable format so it can be searched and surfaced on search engines like Google.

Screen readers are an accessibility tool used to help users with disabilities know what is on the screen. With text on an image, the screen reader is unable to provide the necessary help.

Examples of poor Imagery



Image Style Guiding

What Makes Imagery Style Guides So Important?

Consistency

Imagery style guides are essential for keeping your brand messaging consistent. Consistency builds trust, and trust leads to universal respect.

Having consistent brand imagery helps for another reason, though - creating positive first impressions. New customers like brands that have consistent messaging across platforms.

From a practical perspective, style guides help to keep marketing consistent. This consistency allows you to shape the way your audience feels about your products, services or mission.

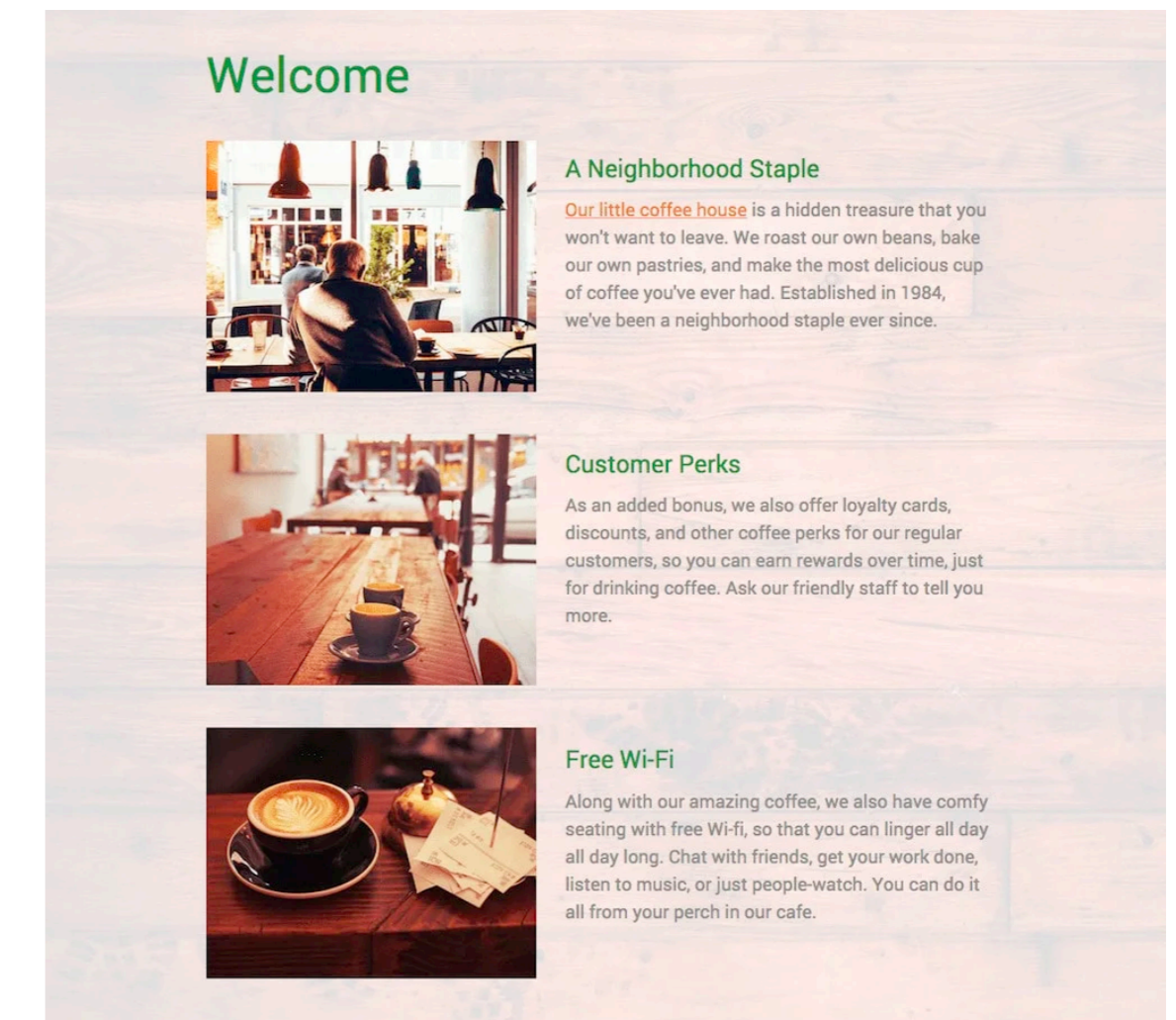
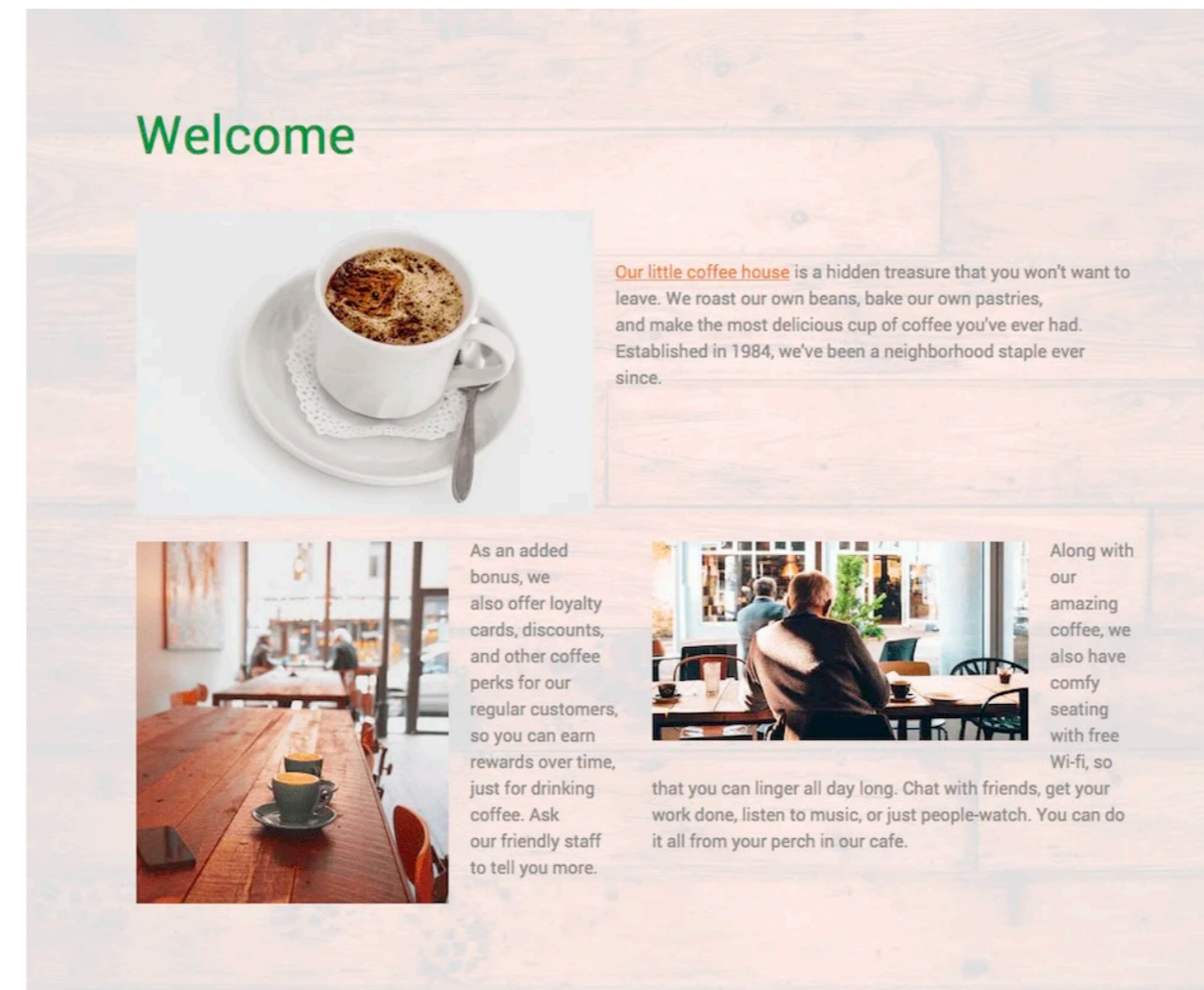
Images on a single web page should feel similar

Allow the words to speak for themselves

In the example on the right, the photos are the same style. This makes the page look more uniform.

The top photo of the bright white coffee mug is out of place, so it's been replaced with one with similar style and color to the two other photos. There is also a subtle overlay over each photo to give them even more consistency.

Images on a single web page should look similar



Logo for Web

Multiple styles for many uses

This is the official CPG signature, which can be used on both light and dark backgrounds. Tagline must be present in all Logos. Do not try to recreate the signature yourself, original files can be provided by the creative department.

Light Background

The Main CPG Logo with branded blue shield and light grey text. Please prioritize using this version wherever possible.

Dark Background

This version is a knockout white and should only be used whenever absolutely necessary. Ensure the background color meets AA compliance for contrast.



Light Background



Dark Background

Color Palette

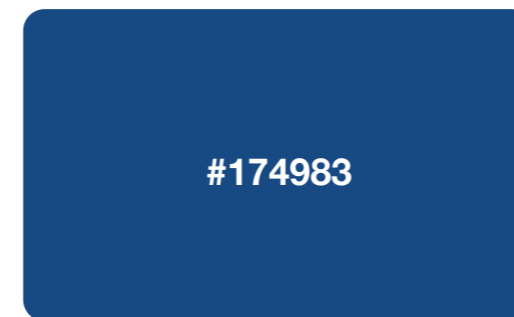
Primary Colors

These colors should be used as a preference for all digital correspondence. Users should be aware that colors can appear different when view on different monitors. Black should be used for all text on CPG with the additional colors used for any supporting imagery.

Secondary Colors

We have selected a secondary colour palette for when a range of colours are needed, for example, graphs and charts. These colours should not be used to highlight text within a document.

Primary

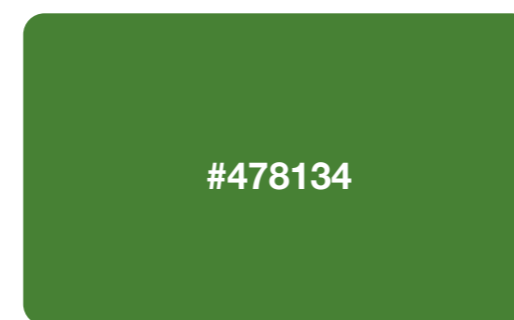


Background Blue



Links / Actions

Supporting Colors



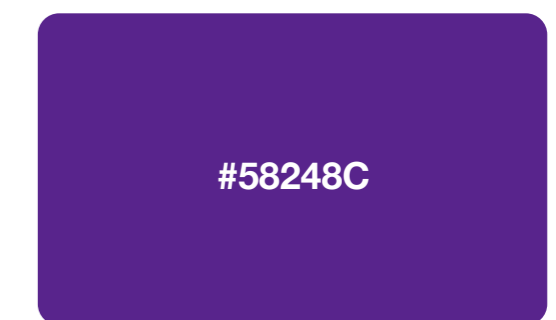
Submit Primary



Supporting Orange

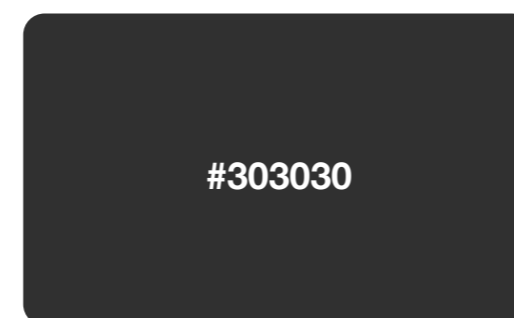


Warning

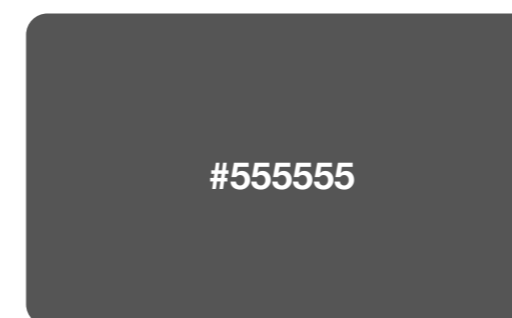


Public Information

Grays



Text Primary



Text Secondary

Font Types

Helvetica Neue

Please reference these heading sizes when deciding page layout and heirarchy of content. There is no custom font sizes allowed for web content.

Heading 1

Helvetica Neue Medium | 34px | 500 | #303030

Heading 2

Helvetica Neue Medium | 27px | 500 | #303030

Heading 3

Helvetica Neue Medium | 20px | 600 | #303030

Heading 4

Helvetica Neue Medium | 18px | 400 | #DE6F28

Heading 5

Helvetica Neue Bold | 18px | 500 | #303030

HEADING 6

Helvetica Neue Medium | 11px | 500 | #303030

Paragraph

Helvetica Neue Roman | 14px | 400 | #303030

Sub-Copy

Helvetica Neue Roman | 12px | 400 | #555555

Key:

“Helvetica Neue Medium”

Web font and weight description.

“34px”

Font Size.

“500”

Font weight adjustment from site.

“#303030”

Font Color. This example is of a dark-grey/black

Examples of Excellent Style Guides

Halo Top Creamery

Ice cream company Halo Top Creamery depends on carefully constructed photos to sell its food. While all its images show something different (from stacked ice cream cones to scoops of ice cream with cherries on top made to look like muffins), there's a definite theme. Every image features the company's trademark playfulness and makes use of colors its audience associates with joy, such as bubblegum pink and candy yellow.

Many images also feature background patterns that emulate the flavors of the ice creams that they represent. So, for instance, photos of the company's vanilla bean tub come on a black and white polka dot background.



Examples of Excellent Style Guides

ZARA

Spanish clothing brand ZARA has enjoyed substantial success, partly because of the quality of its clothing, but mainly because of its prowess in visual branding. The company's art style gives you the impression that people who buy its products are effortlessly professional. Smartly dressed men in suits on grey backgrounds showcase the company's latest products, all the while maintaining that trademark ZARA simplicity. Viewing the company style, you can see that it is elegant and sophisticated, exuding a sense of luxury, despite the affordable price bracket.

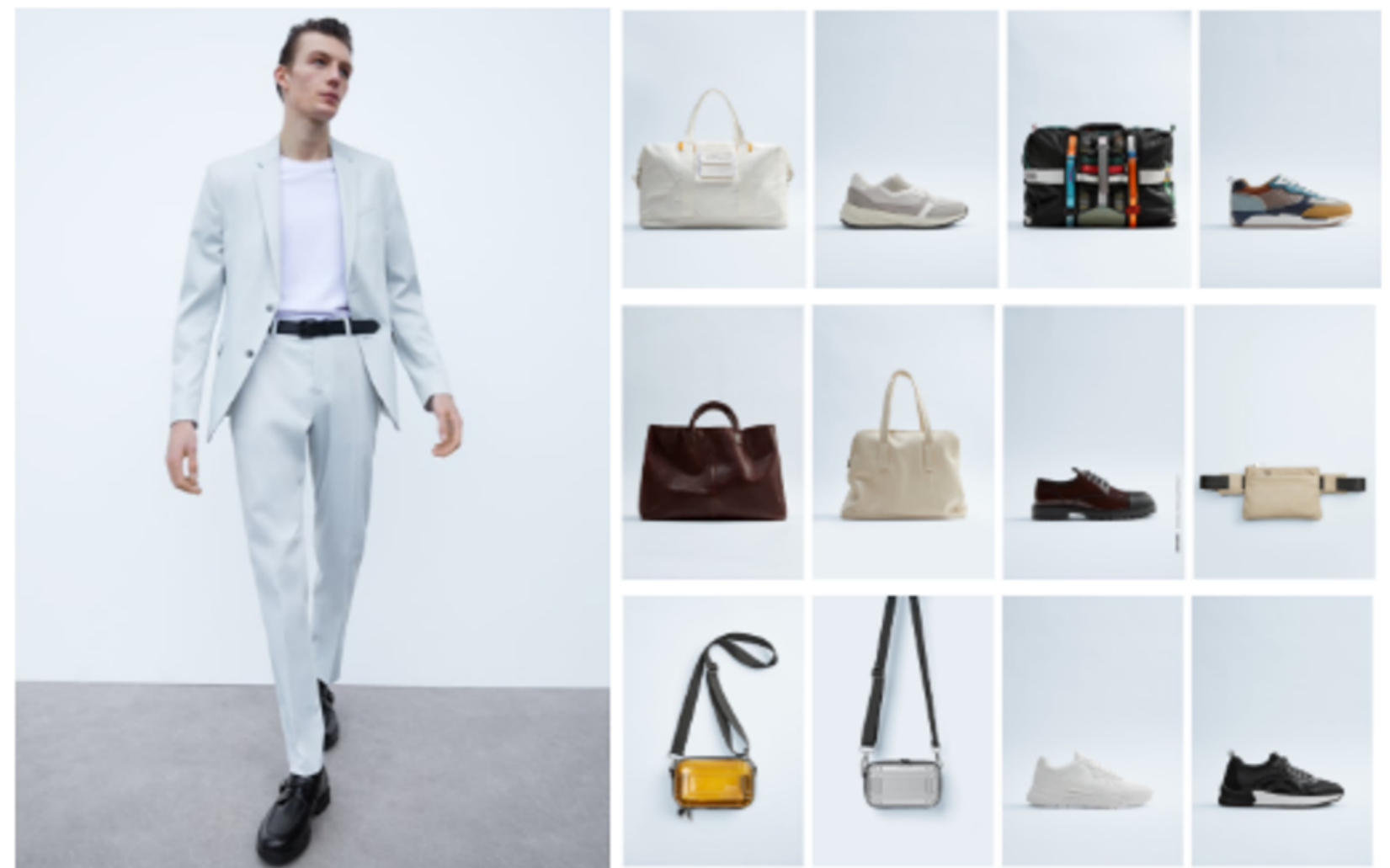


Image Specs

Specifications Defined

Optimal file size

A 15MB (megabyte) image is huge. A 125KB (kilobyte) image is much more reasonable. If your file size is any bigger, it's an indicator that either your image dimensions are too large or the resolution is too high.

Image Dimensions

All images should be the same dimension (ie: 10x6) for web, intranet, and email, respectively.

Resolution for Web

Left over from the world of print, resolution is the quality or density of an image, measured in dots per inch (dpi). While most computer monitors display 72ppi or 92ppi, "Retina" and new 4k monitors bring back the standard 300ppi.

Graphics and logos saved as PNG

PNGs are higher quality than JPEGs, but typically come with a larger file size, too. Like their relatives, the SVG file, PNGs deal with areas of color and text with nice crisp lines, so you can zoom in and not lose any quality. They also support transparent backgrounds (which you'll want if you're using a logo). Be aware of background color logo or graphic will be layed over.

Quick guide for image size, file size, and resolution

- **Optimal file size:** Large images or full-screen background images should be **no more than 1 MB**.
- Most other small web graphics can be **300 KB or less**.
- Resolution for web images: If you have the option, always **"Save for web"** which will give your image a web-friendly resolution.
- You can make a large image smaller, but it's **very hard to make a small image bigger**. It will look fuzzy and pixelated.

Website (cpg.org)



Hero Image

950 x 280px | 300ppi (Retina) | RGB color space



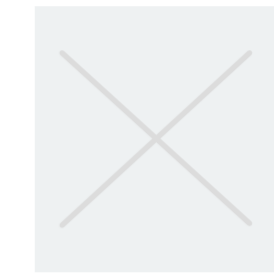
Content A

420 x 260px | 300ppi (Retina) | RGB color space



Content B

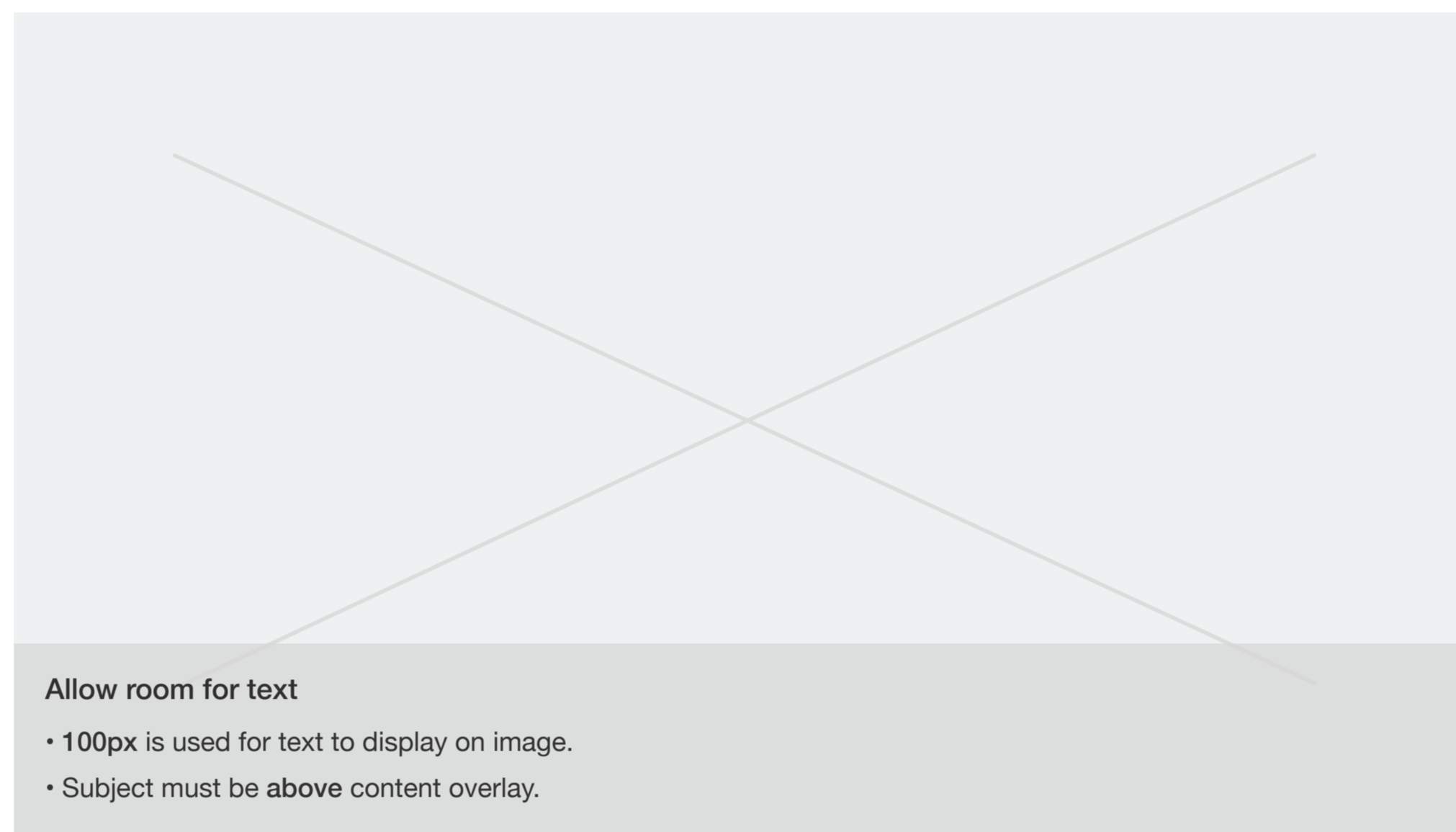
190 x 190px | 300ppi | RGB



Content C (Profile Photo)

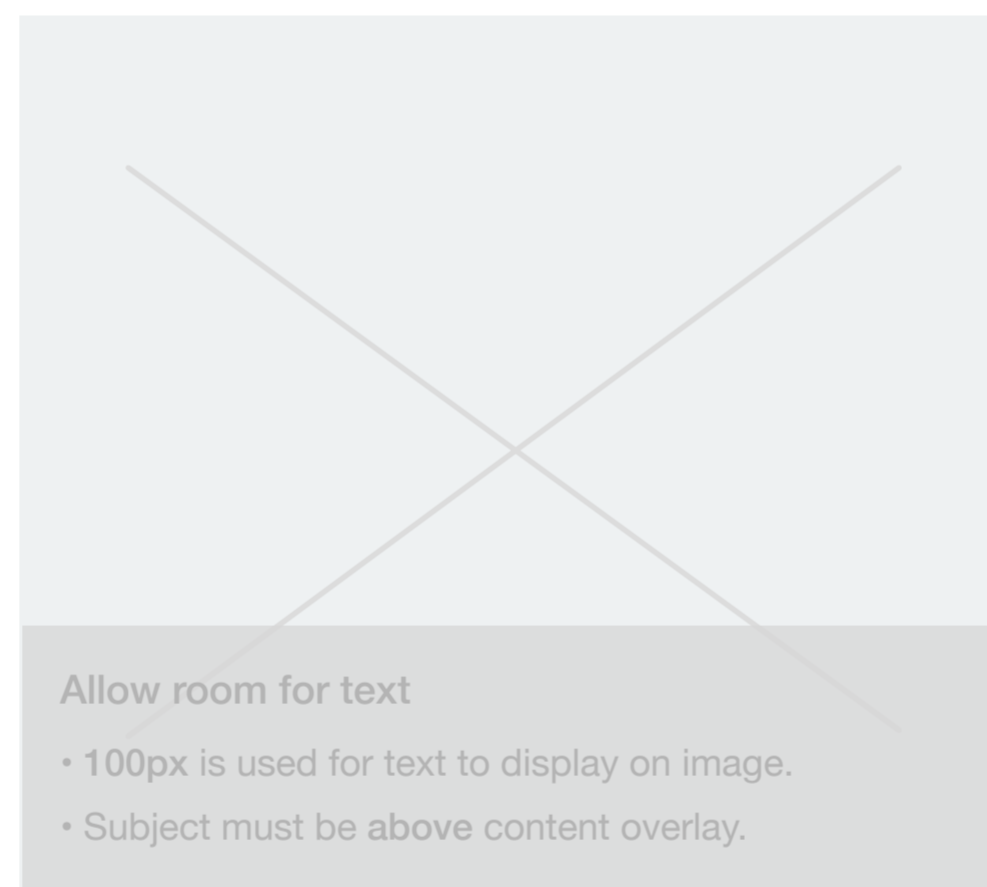
90 x 100px | 300ppi | RGB

Intranet



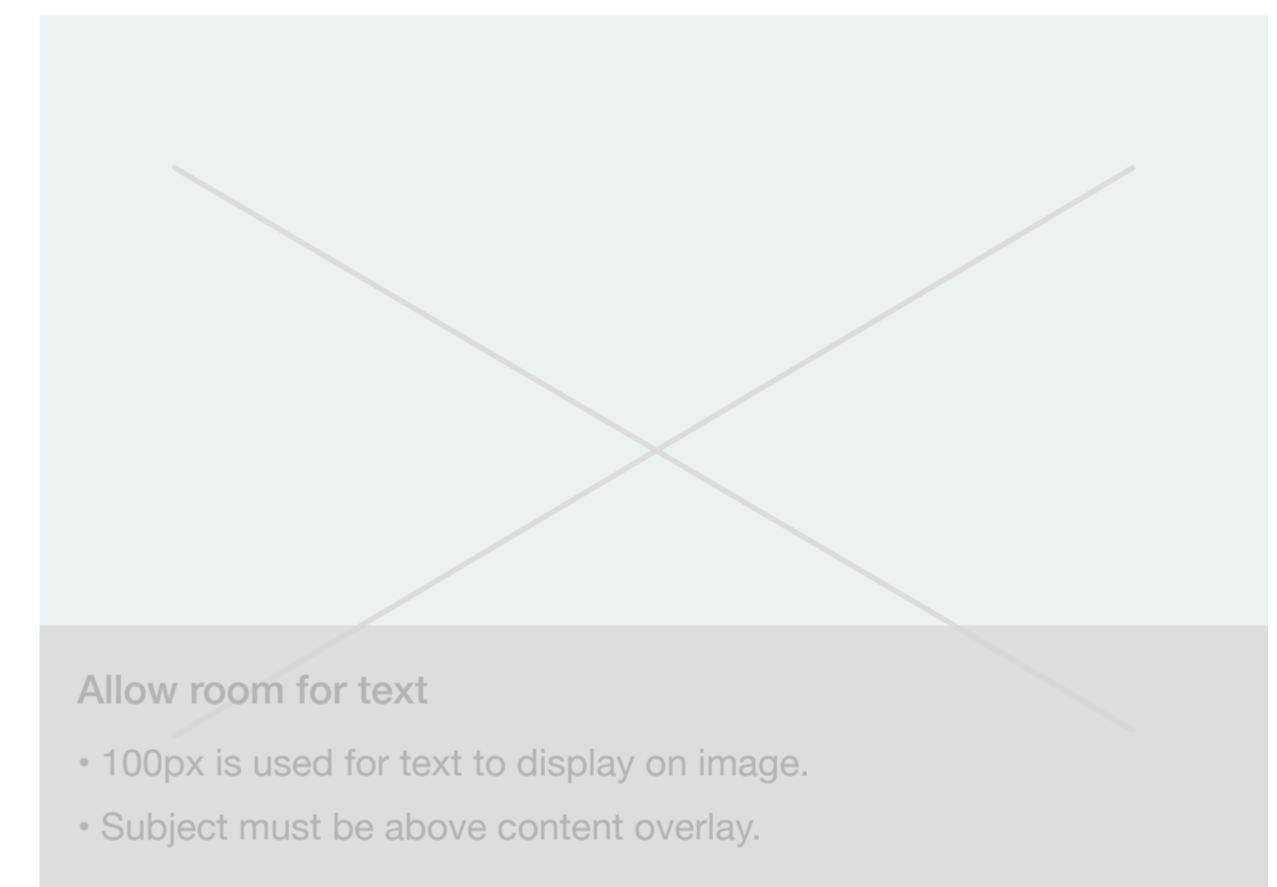
The Big Picture

760 x 430px | 300ppi (Retina) | RGB color space



Content A

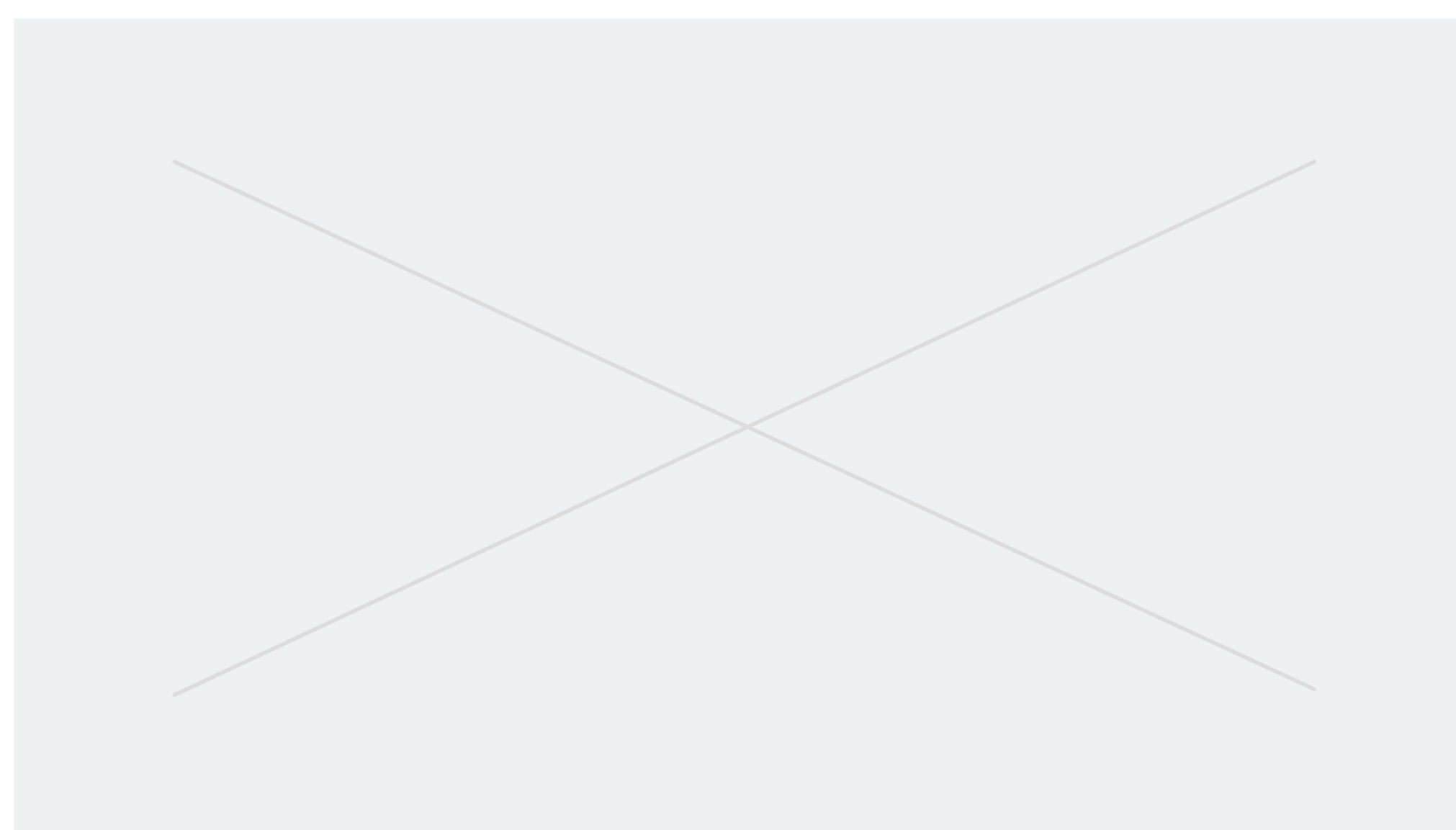
370 x 330px | 300ppi (Retina) | RGB color space



Content B

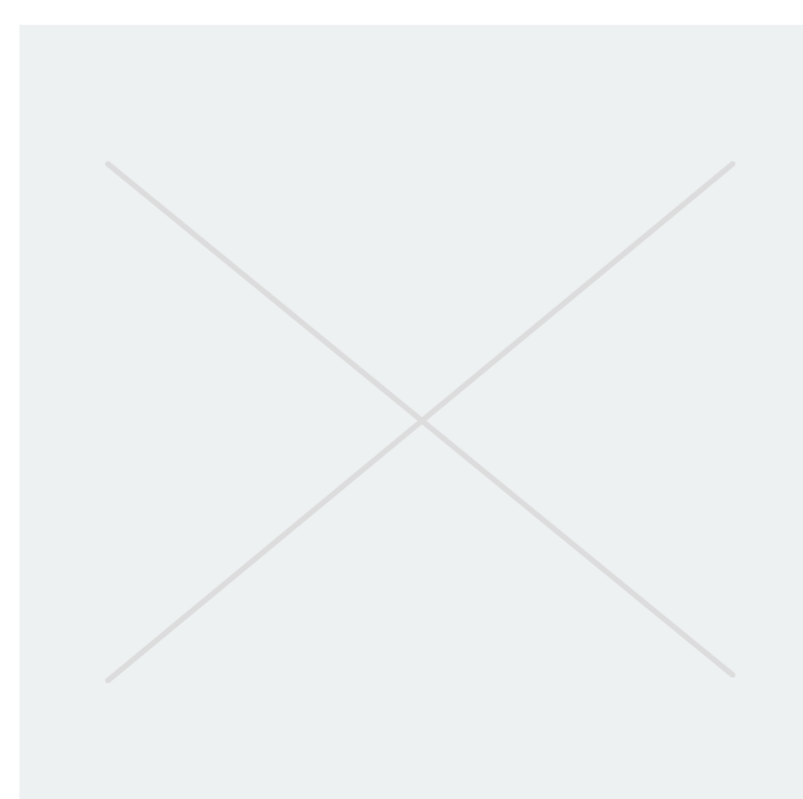
460 x 330px | 300ppi (Retina) | RGB color space

Email



Hero Image

600 x 250px | 300ppi (Retina) | RGB color space



Content

300 x 300px | 300ppi (Retina) | RGB color space