

# Getting started

## Showcase Solution

Guide to imagery & iconography  
sizes

# About

How to use this document...

## A quick word on imagery...

Your showcase website is filled with lots of space to display great imagery & iconography. This will help your customers to enjoy navigating your site as well as build a better affinity with the services that you are showcasing. Using a mixutre of imagery and iconography also helps to tell a story to your customers and reduces the need for unnecessary text throughout you site.

It is important to use high quality and varied imagery throughout the site and regularly rotate it to keep your website looking fresh and engaging to your new and returning customers.

We have put together this short, visual guide to help you understand the areas where you can add imagery and iconography throughout your website and the correct dimensions for each image. Within the training & support package, there is also a range of templates setup in the correct dimensions for you to use.

Our team is always happy to help you get the most from your imagery and assist you where required.

## Onwards...

2.

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# Favicon & logo

## Image sizes...



### What is a favicon?

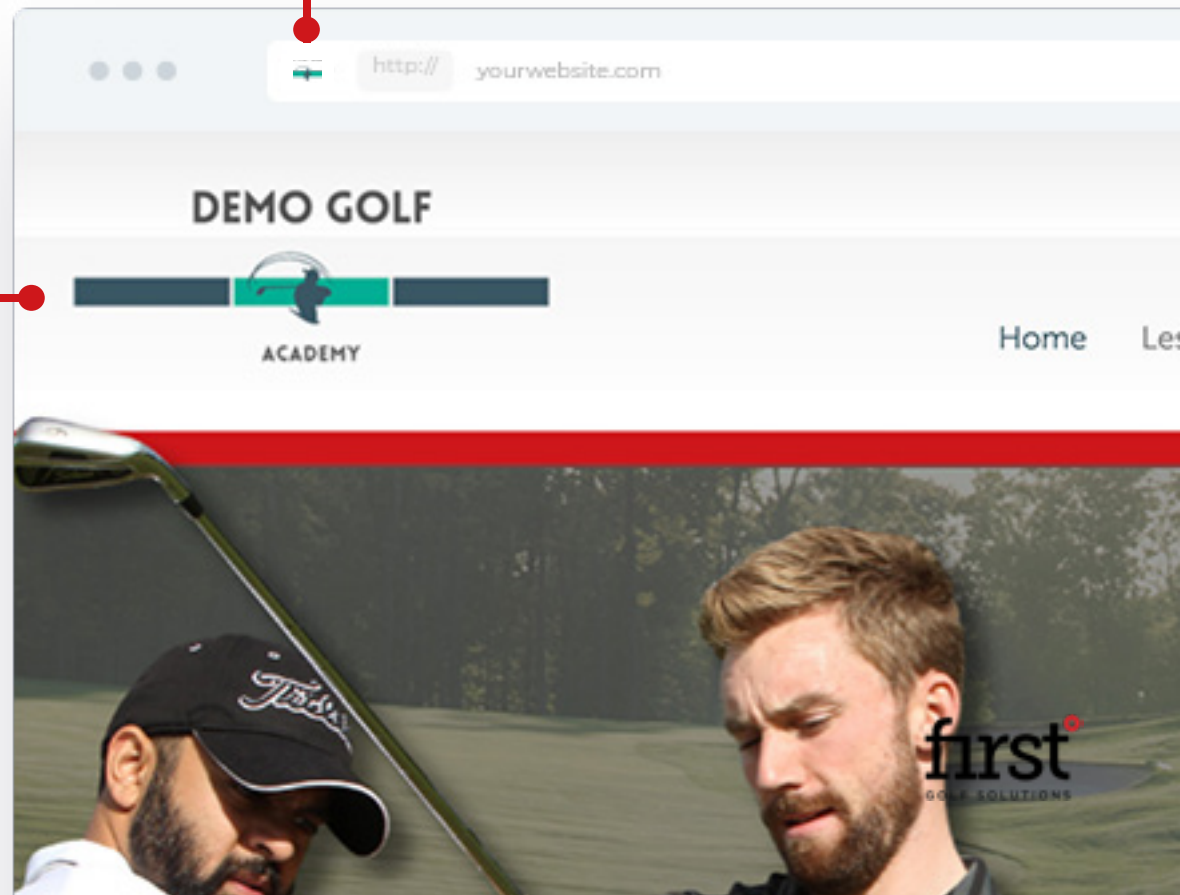
A favicon is a small icon or collection of icons associated with a website or website page. They often appear on website browser tabs.

When adding a new favicon, avoid using white text or icons on a white background. If using white, make sure you set it up as a JPEG file on a coloured background. Favicons work best in colour in transparent PNG format.

The dimension for your favicon is **72 x 72px**:

A place for your logo is visible at the top of every page in the top menu. This logo ordinarily sits on a white background which has a gradient as we can see below. Therefore, we recommend that your logo is always formatted as a transparent PNG file. If you add your logo as a JPEG or as a PNG with a non transparent background then you will notice this colour section behind the logo but in front of the top menu colour.

Dimension for your logo area is: **340px x 156px**



### What is the difference between a PNG & JPEG?

PNG's offer a better quality image than JPEG's, however due to this quality they are also larger in size.

3.

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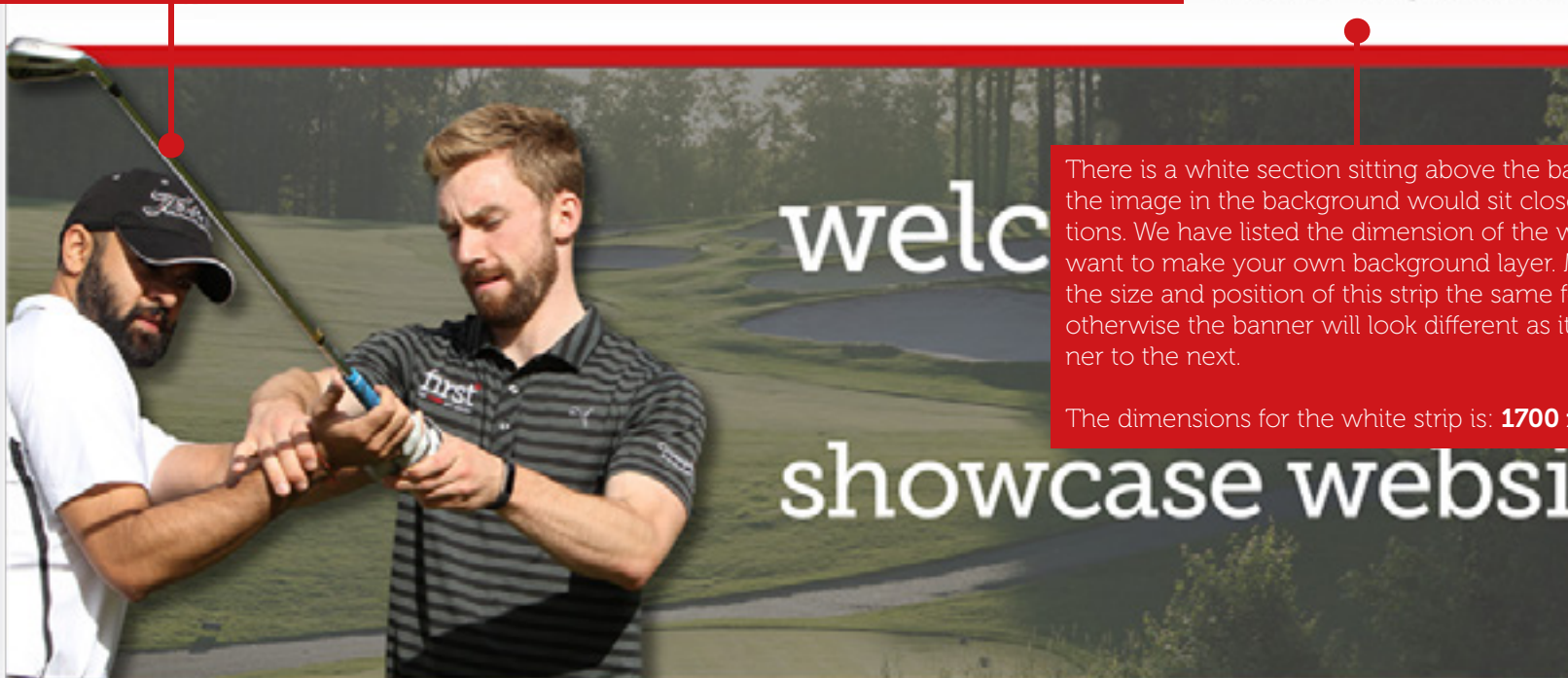
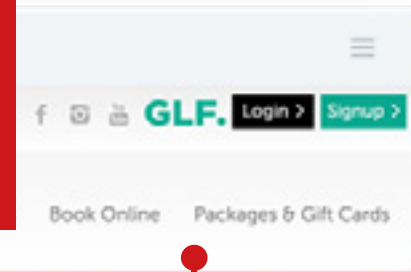
# Banners

## Image sizes...

You can display scrolling banners on each page of your website.

These banners are built as a layer slider, meaning it is built in layers with a background image sitting at the back and then subsequent layers of text, images, buttons or video sitting in front. This allows you to add transitions from one layer to another and adds more depth and variation to your banners. It also means that your banners can be dynamic allowing customers to click on certain layers. It is important that the background layer to your banner is the correct dimension.

The dimension for the background image is: **1700 x 525px**

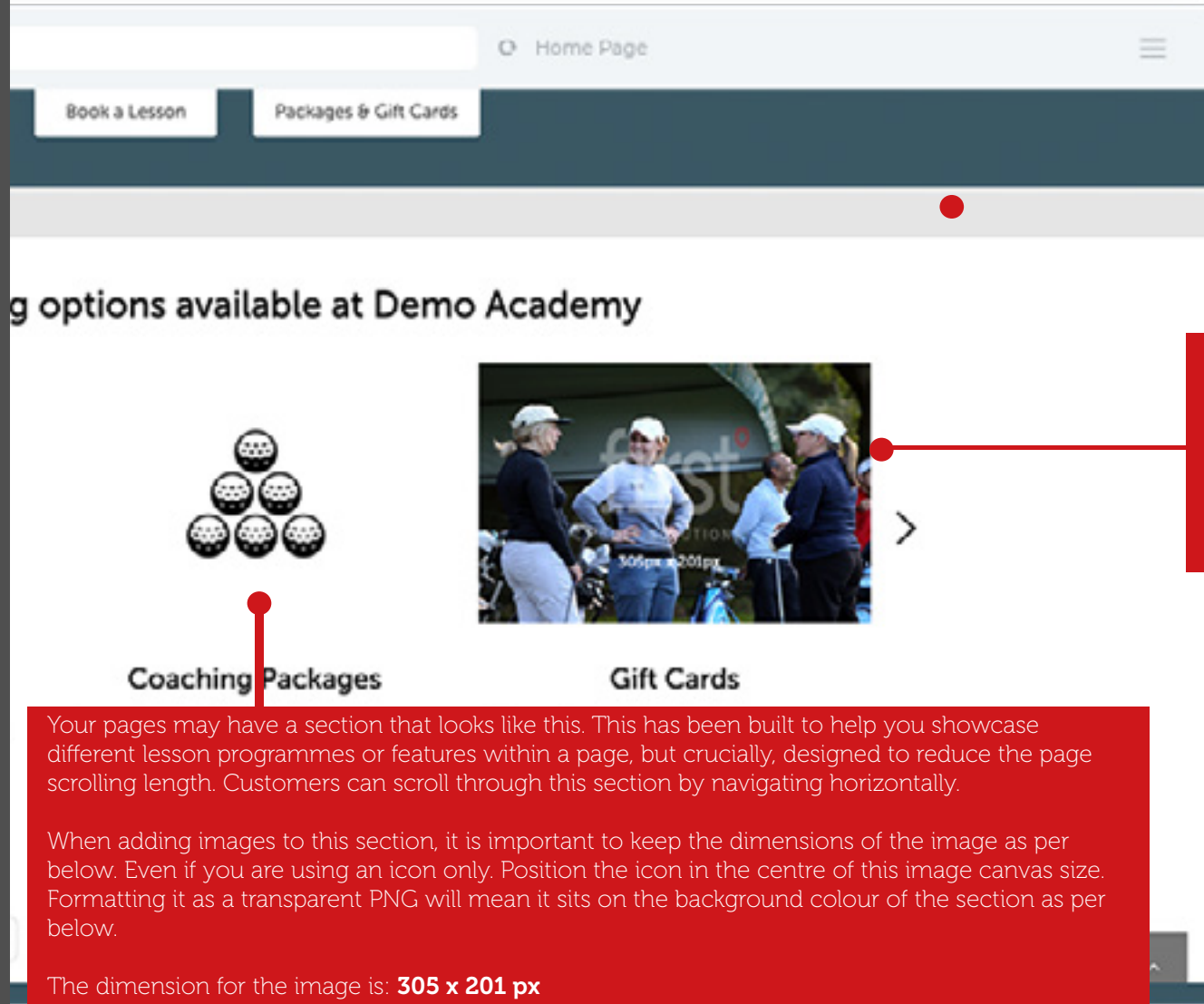


There is a white section sitting above the banner image. Without this, the image in the background would sit closer to the menu navigations. We have listed the dimension of the white strip below if you want to make your own background layer. Make sure that you keep the size and position of this strip the same for each background layer otherwise the banner will look different as it rotates from one banner to the next.

The dimensions for the white strip is: **1700 x 44px**

# Lesson type images

Image sizes...



## What's a hover state?

A hover state is the appearance or behavior of a button or other control while the pointer is over it but the item has not been clicked or dragged.

You can add an image to appear behind the main lesson type image or as the main image within the section. This will appear when the user moves their cursor over the image and is known as a hover state. This can help give the user a visual image of the lesson programme or service.

The dimension for the hover state image is: **305 x 201px**

Your pages may have a section that looks like this. This has been built to help you showcase different lesson programmes or features within a page, but crucially, designed to reduce the page scrolling length. Customers can scroll through this section by navigating horizontally.

When adding images to this section, it is important to keep the dimensions of the image as per below. Even if you are using an icon only. Position the icon in the centre of this image canvas size. Formatting it as a transparent PNG will mean it sits on the background colour of the section as per below.

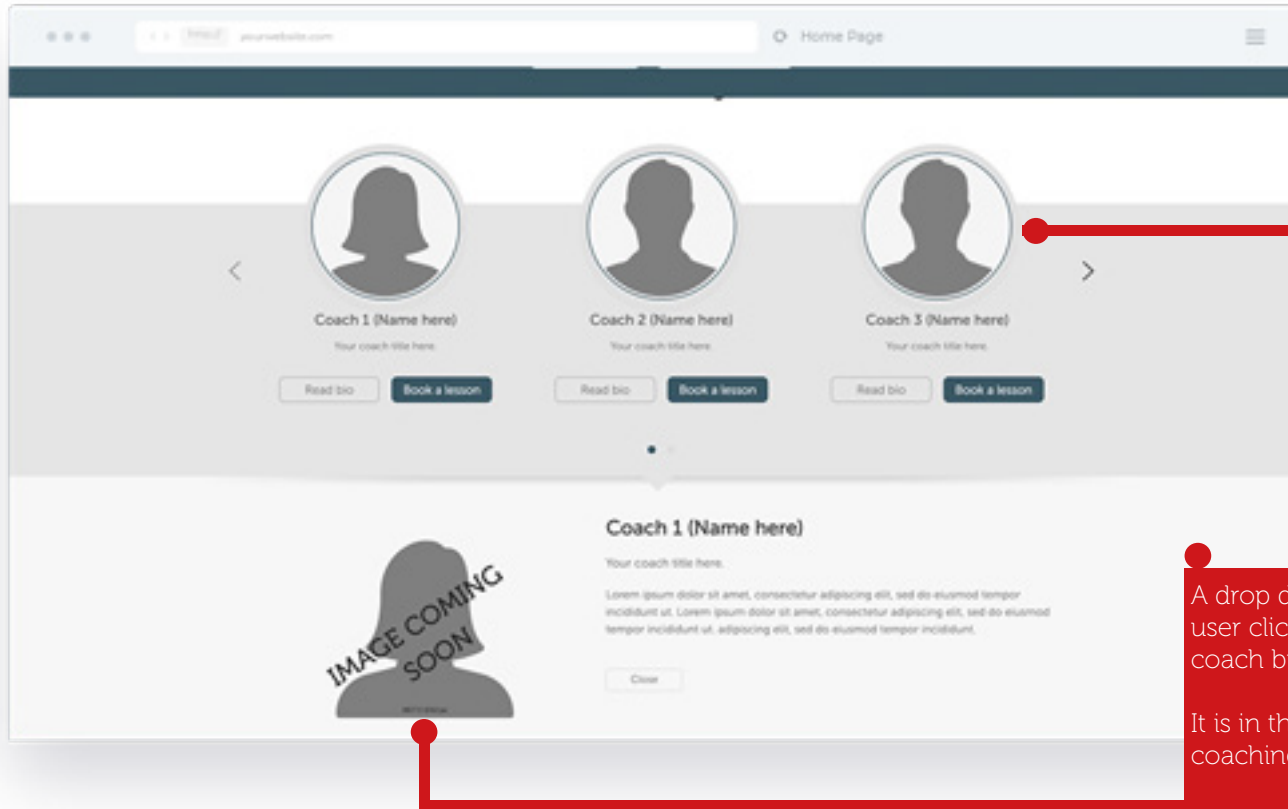
The dimension for the image is: **305 x 201 px**

5.

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# Coach bio image

Image sizes...



Each page of your website can display information about your coaching team, including an image and a biography within the drop down section.

We recommend the image within the circle to be a headshot but it could also be a coaching or action shot. The coloured circle is managed within the theme settings.

The dimension for the image to sit within the circle is: **211px x 210px**

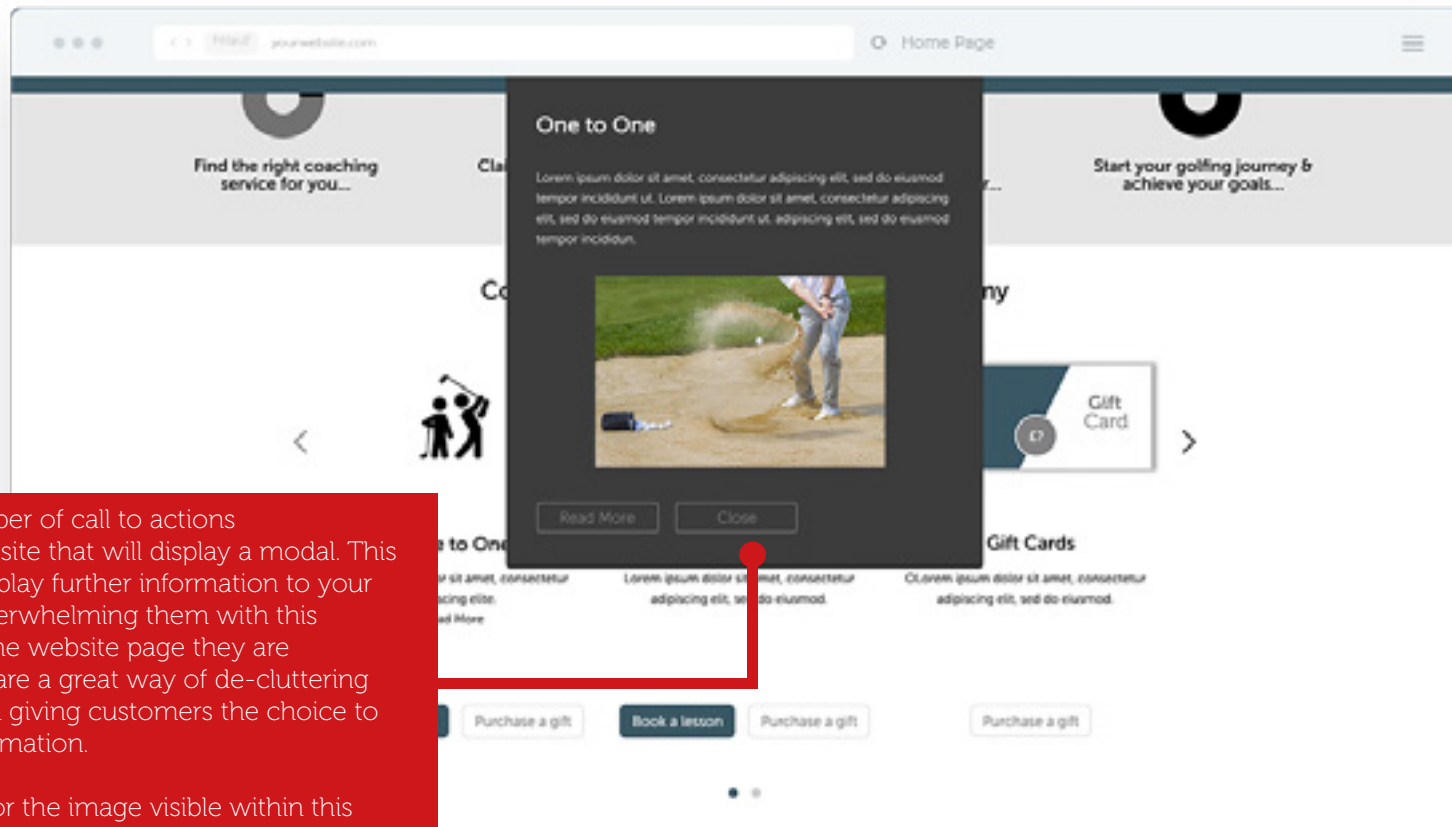
A drop down section will appear when a user clicks 'Read More' below the relevant coach bio.

It is in this section you can display a large coaching image or action shot.

The dimension for this image is: **1417px x 1012px**

# Read more modals

Image sizes...



There are a number of call to actions throughout your site that will display a modal. This allows you to display further information to your users without overwhelming them with this information on the website page they are viewing. Modals are a great way of de-cluttering your website and giving customers the choice to read certain information.

The dimension for the image visible within this modal is: **305px x 201px**



What is a modal?

A modal is a dialogue or pop up box that appears in front of a web page.



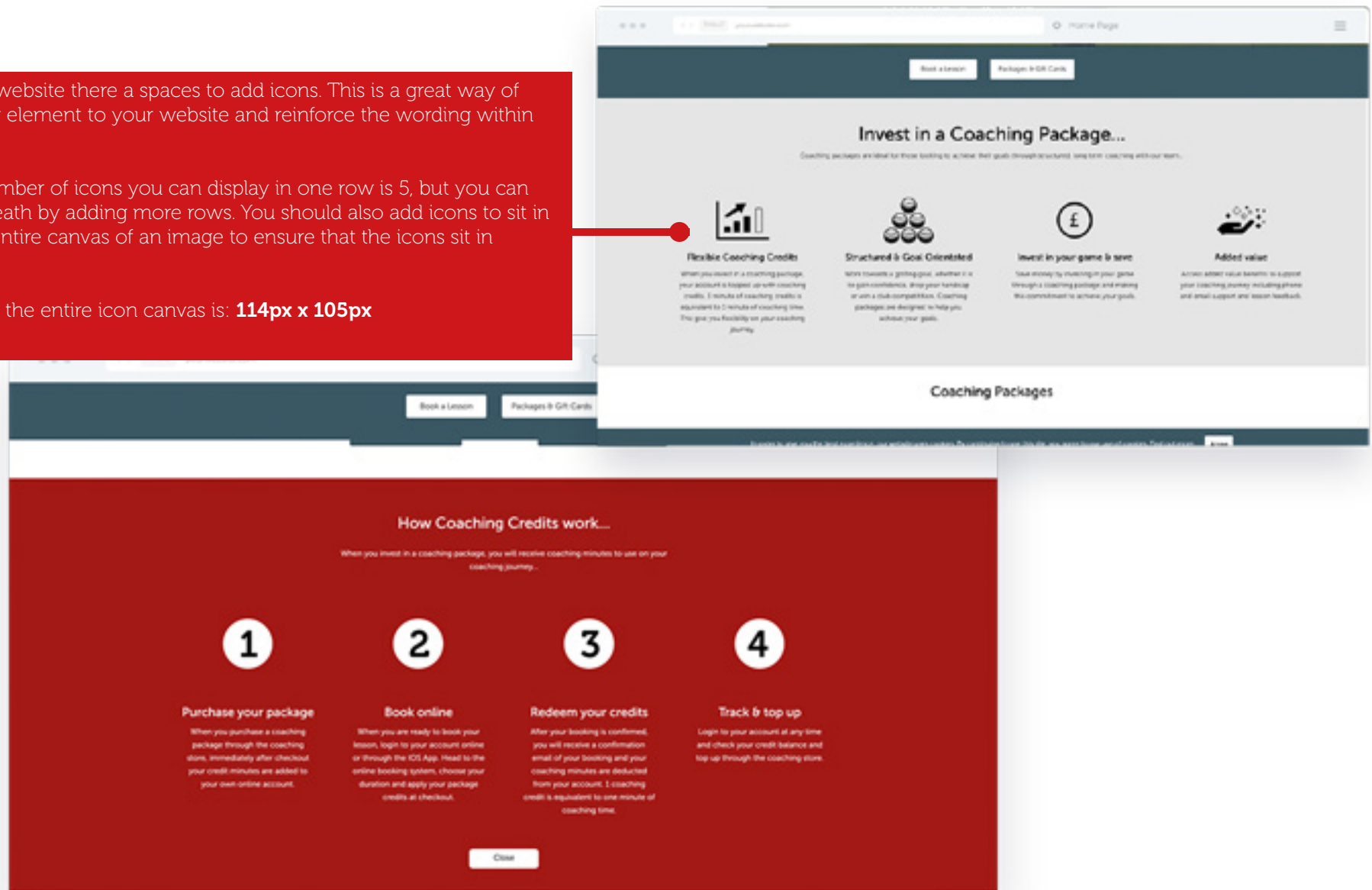
# Icons

## Image sizes...

Throughout your website there are spaces to add icons. This is a great way of adding an engaging element to your website and reinforce the wording within certain sections.

The maximum number of icons you can display in one row is 5, but you can add more underneath by adding more rows. You should also add icons to sit in the centre of the entire canvas of an image to ensure that the icons sit in alignment.

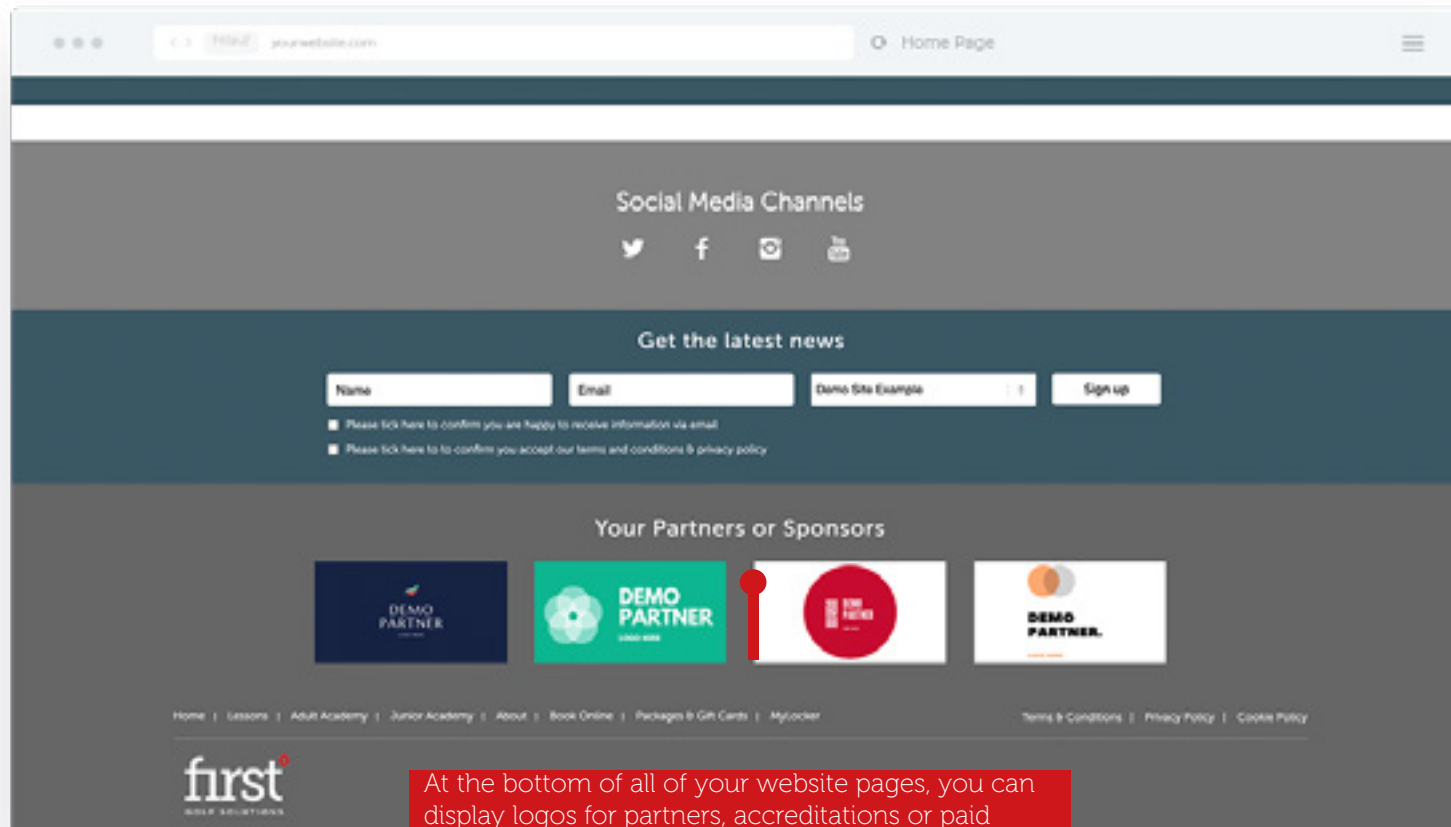
The dimension for the entire icon canvas is: **114px x 105px**





# Partner logos

Image sizes ...



At the bottom of all of your website pages, you can display logos for partners, accreditations or paid sponsorships.

This is a great way of showcasing your expertise to customers or partnerships you may have with other companies

The dimensions for these image are: **207px x 109px**

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