

Image Guidelines

Article Image & Instruction Image (5:4)



	Image Size	Resolution	Format	Background Colour
Article Image				
S	400 x 320 px	72 dpi	JPG	white / #FFFFFF
M	1000 x 1200 px	72 dpi	JPG	white / #FFFFFF
L	–	300 dpi	TIFF	white / #FFFFFF
Instruction Image	1000 x 1200 px	72 dpi	JPG	grey / #E5E5E5

Campaign Image & Home Page Image (5:4)

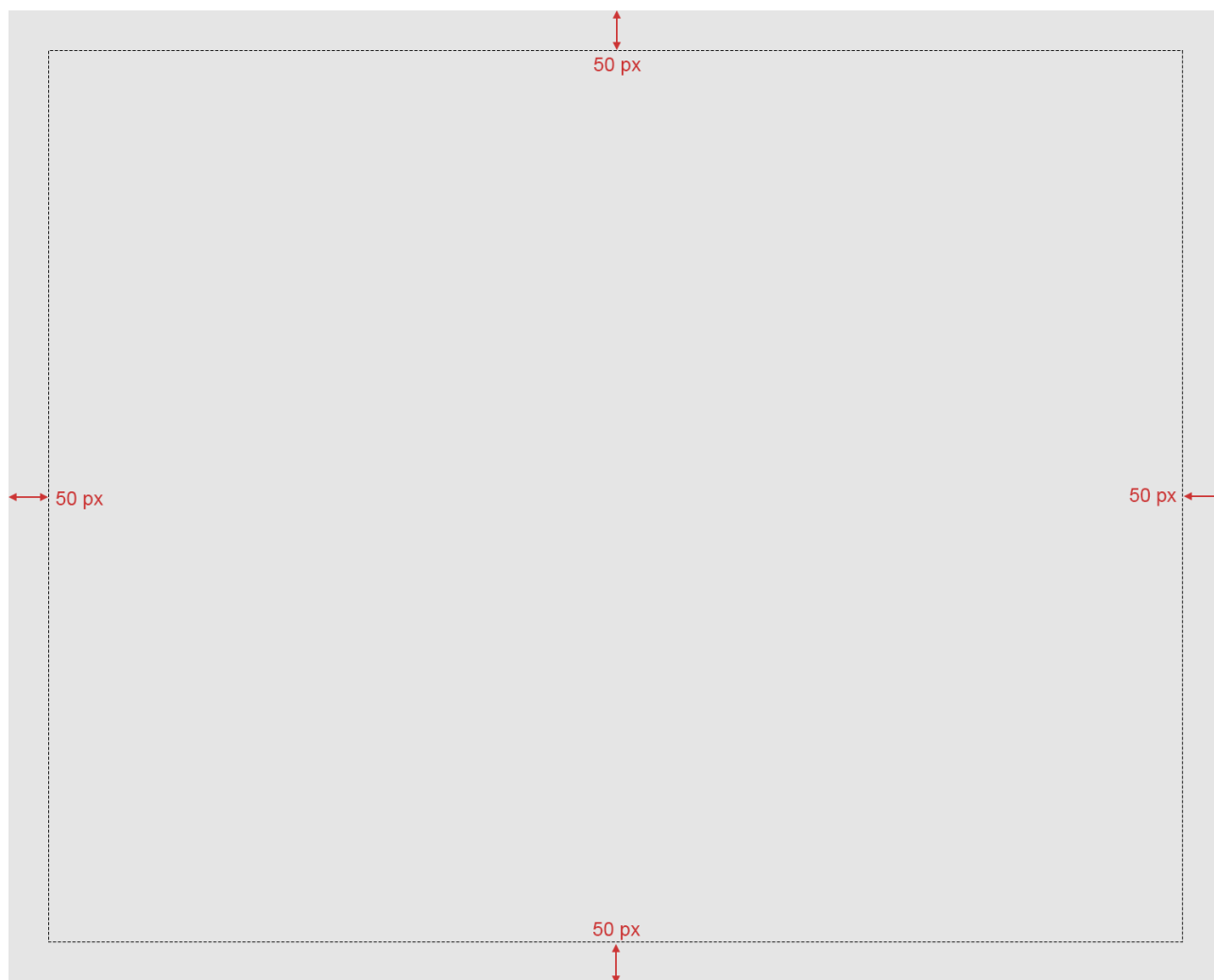


	Image Size	Resolution	Format	Notes
Campaign Image	1200 x 1500 px	72 dpi	JPG	not white nor grey
	on request	300 dpi	TIFF	

Poster (4:5)

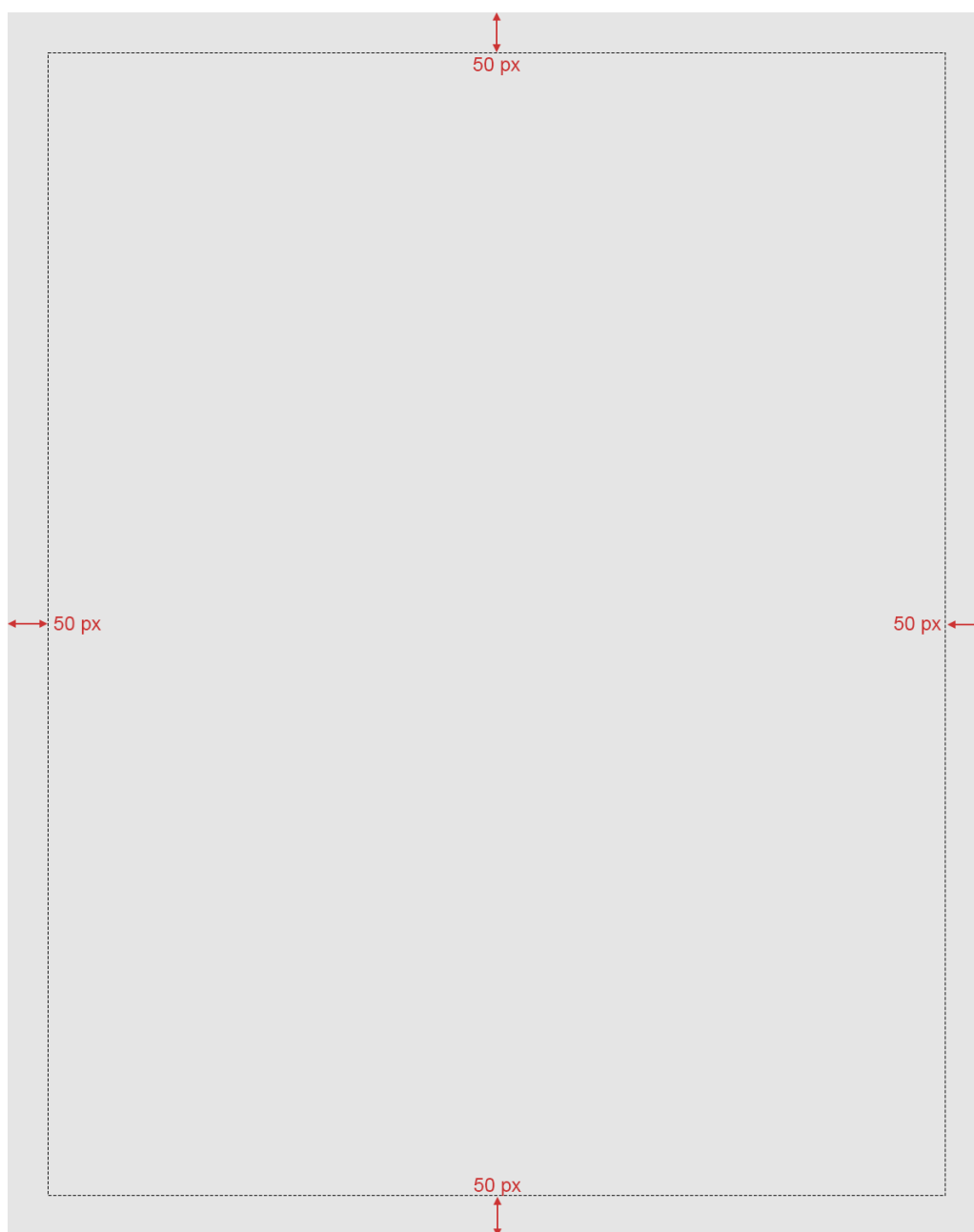


	Image Size	Resolution	Format	Notes
Poster	1500 x 1200 px	72 dpi	JPG	not white nor grey
	on request	300 dpi	TIFF	

Category Image

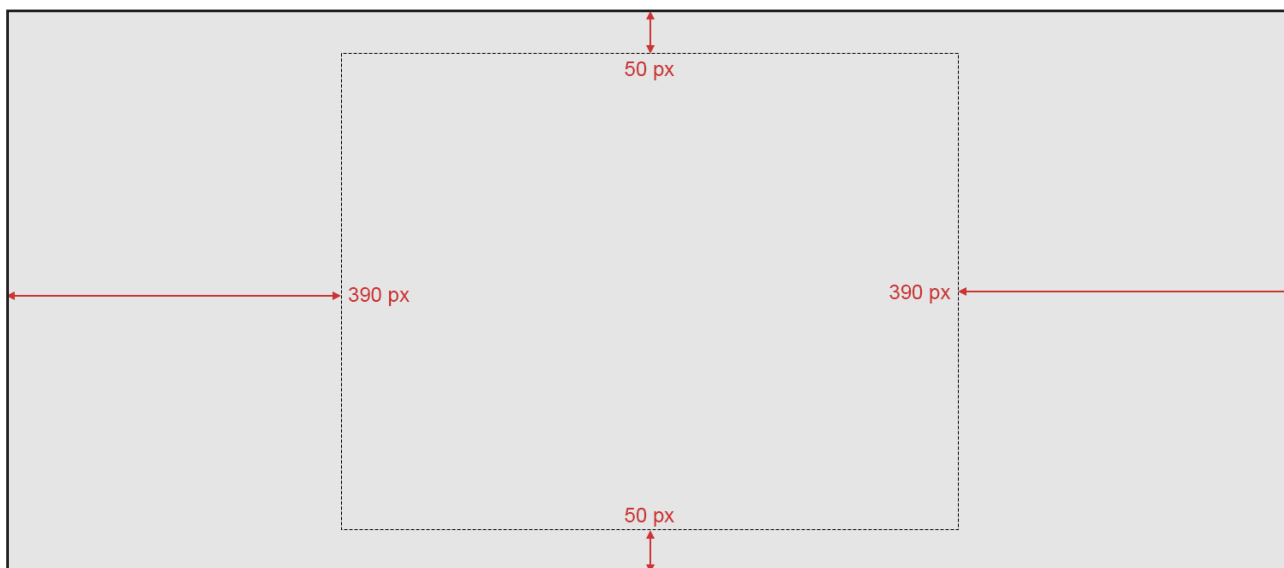


	Image Size	Resolution	Format	Notes
Category Image	1500 x 656 px	72 dpi	JPG	Safe Zone

Instagram Image (1:1)

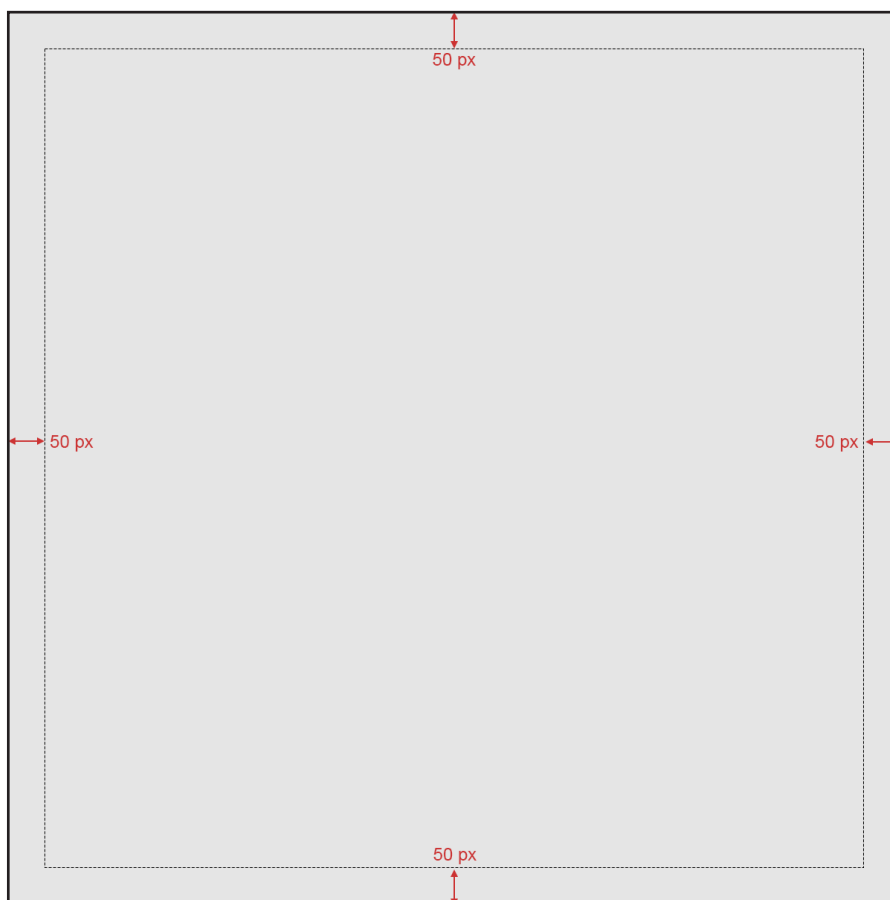


	Image Size	Resolution	Format	Notes
Instagram Image	1000 x 1000 px	72 dpi	JPG	Safe Zone