Images best practices

1. General tips for images

Here are some general tips for images.

- **Format**
  When you save images, use PNG or JPG. You can use PNG format if you need to retain transparency.
- **Alt Text**
  It's a good idea to add alt text to images. Alt text is essential for accessibility and for viewers who might have trouble downloading our images. It can also help with search engine optimization for the project pages.
- **File Size**
  It's best to avoid overly large images, both in file size and pixel dimensions. We recommend a maximum file size of 200 KB for images. 72 DPI is generally sufficient for the web, but isn't required. We don't recommend uploading images that are significantly larger than our content area.

Tool: Smart WebP, PNG and JPEG compression

2. Project logos

Leave a **safe zone** around your content. To ensure that the primary content is always visible, don't put it too close to the edges.

Always preview/test images on a range of actual devices. An image that looks great at design time may appear pixelated, stretched, or compressed when viewed on various devices.
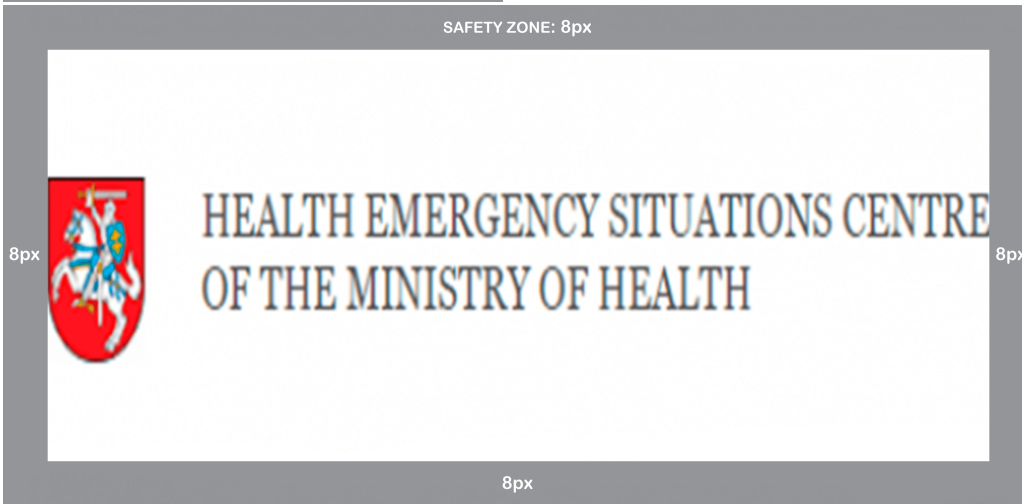
⚠️ Safe zone minimum of 8 px!

❌ Don't

✅ Do

SAFETY ZONE: 8px

8px   8px

8px

SAFETY ZONE: 8px

8px   8px

8px

3. Image sizes for project logos

Image size recommendations vary based on the number of columns in our template.

COLUMNS	RECOMMENDED IMAGES WIDTH
1-column section images	64/64px
2-column section images	160/64px