ethereum.org
Hero Image Specifications

The HERO Image is displayed prominently on the landing page of ethereum.org

It should prominently feature the ETH logo in some form.
Stylistic variations are encouraged →
https://commons.wikimedia.org/wiki/File:Ethereum_logo_2014.svg

While the existing HERO is very low profile, your HERO image can make a larger visual impact, including more vibrant colour and even motion.

Avoid "typical" blockchain or crypto imagery that has become common on websites for blockchain projects (nodes, graphs/networks).

Format

Image (TIFF, PNG)
Video (No Audio, MP4)
Code based (JS)

Resolution/Size

Approx 4:2.5 ratio
Can extend beyond content-width for full bleed

Image: Min resolution 2000 x 1250px
Video: Min Resolution 1920 x 1200px

Incorporate Navigation

The hero image must incorporate navigational elements to the 4 key sections
of the website with the following texts:

Beginners
Completely new
to Ethereum?

Learn
Want to dig in and learn
more about Ethereum?

Use
Want to start
using Ethereum?

Build
Looking to build
on Ethereum?

The material should be produced as an image (still or animated) or video without audio.

We are also willing to accept javascript/code based animations that are not resource intensive to ensure the site is fully accessible to all users and devices.

There are three screen size breakpoints to be aware of for the hero image.

Mobile → 768px
No navigational texts will appear

769 → 1280px
Navigational texts appear

1281px → ...
Hero Image given a maximum height to ensure material
below fold does not completely disappear

1440px

68px

576px

900px

ethereum.org

Fork This Page

→ Beginners
Completely new
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→ Learn
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→ Use
Want to start
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→ Build
Looking to build
on Ethereum?

Ethereum is a global, decentralized platform for money and new kinds of applications. On Ethereum, you can
write code that controls money, and build applications accessible anywhere in the world.

→ Beginners

- Completely new to Ethereum?
- What is Ethereum?
- Why should I care?

→ Use

- What can I do with Ethereum today?
- How do I get Ether?
- What's a wallet?

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768px

68px

476px

1024px

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→ Beginners

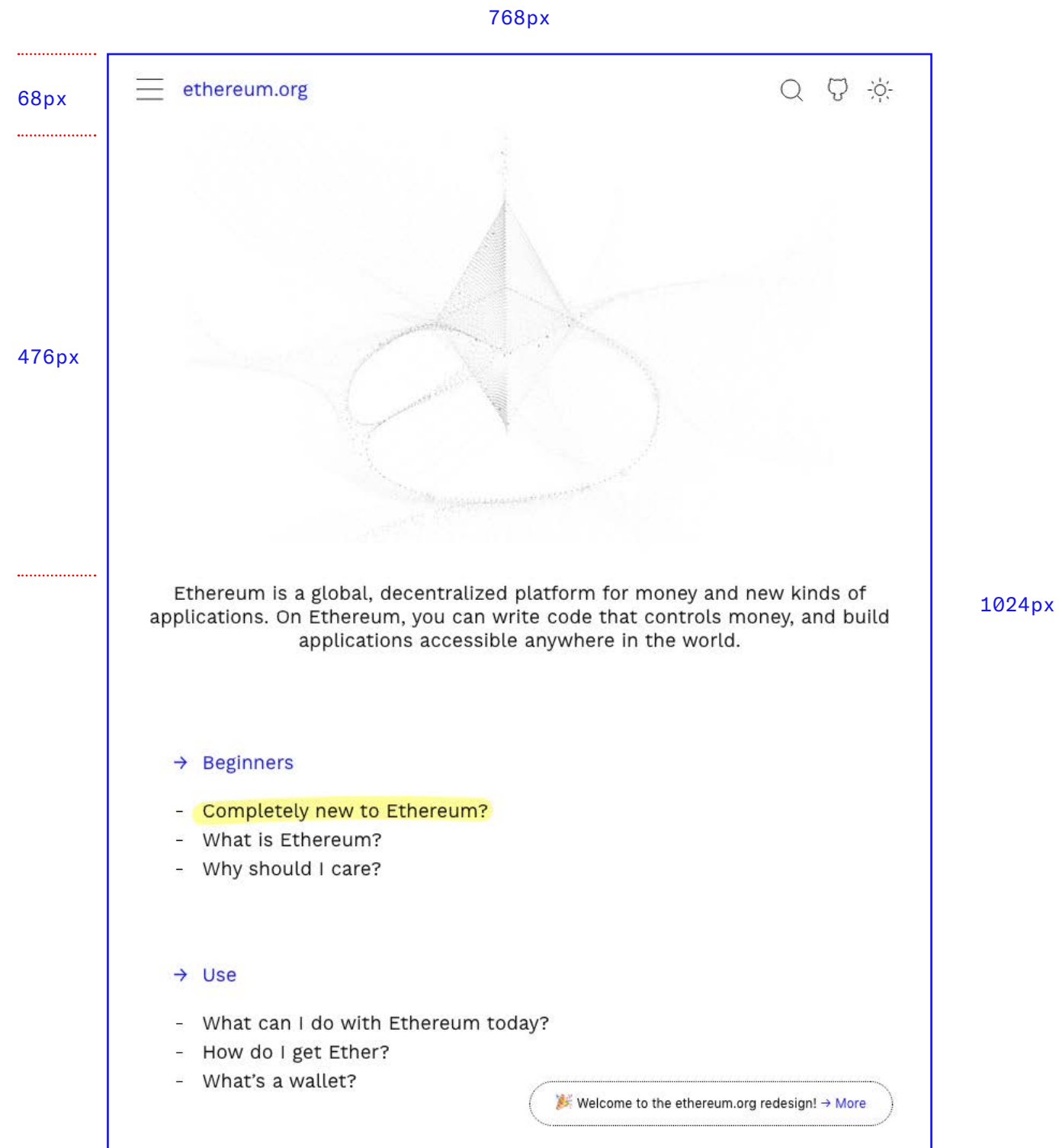- Completely new to Ethereum?
- What is Ethereum?
- Why should I care?

→ Use

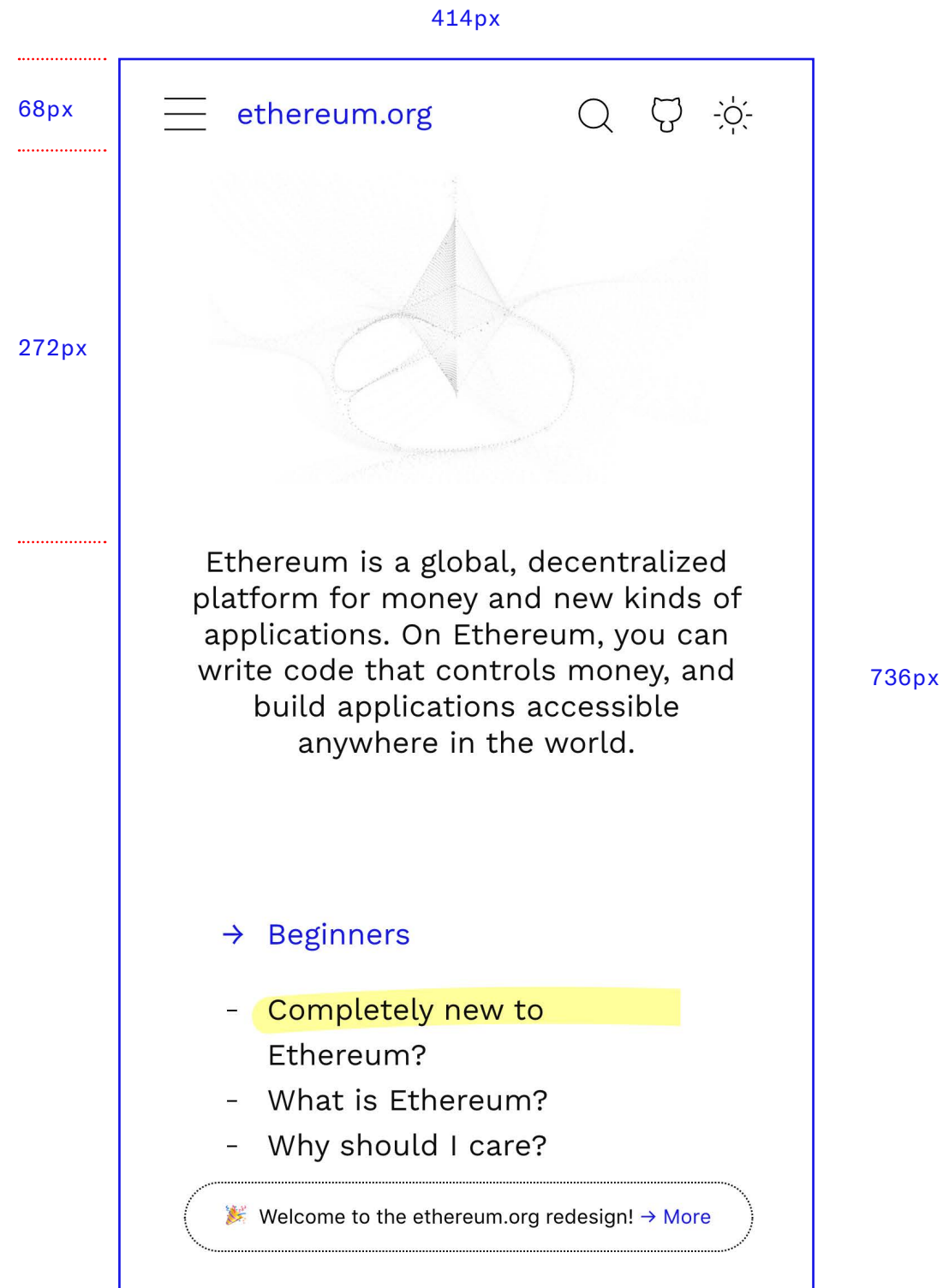- What can I do with Ethereum today?
- How do I get Ether?
- What's a wallet?

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414px

68px

272px

736px

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→ Beginners

- Completely new to Ethereum?
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For more information, contact website@ethereum.org