

SUCCESS MEETS WEBSITE IMAGE SPECIFICATIONS

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1. Page-Specific Image Requirements

Homepage (index.html)

Image Name	Dimensions	Format	Purpose
logo.png	200x50px	PNG	Header Logo
favicon.ico	32x32px	ICO	Browser Icon
hero-background.jpg	1920x1080px	JPG	Hero Banner
career-counseling.jpg	800x600px	JPG	Services Section
admission-guidance.jpg	800x600px	JPG	Services Section
study-abroad.jpg	800x600px	JPG	Services Section
student1.jpg - student3.jpg	300x300px	JPG	Testimonials
blog/post1.jpg - post3.jpg	800x500px	JPG	Blog Preview

About Page (about.html)

Image Name	Dimensions	Format	Purpose
about-main.jpg	800x600px	JPG	Main Banner
our-story.jpg	800x600px	JPG	Story Section
member1.jpg - member3.jpg	400x400px	JPG	Team Section
value-proposition.jpg	800x600px	JPG	Value Prop Section

Services Page (services.html)

Image Name	Dimensions	Format	Purpose
career-counseling.jpg	800x600px	JPG	Service Card
admission-guidance.jpg	800x600px	JPG	Service Card
study-abroad.jpg	800x600px	JPG	Service Card
test-prep.jpg	800x600px	JPG	Service Card
visa-assistance.jpg	800x600px	JPG	Service Card
pg-assistance.jpg	800x600px	JPG	Service Card

Blog Page (blog.html)

All blog images: 800x500px, JPG format

- blog/post1.jpg
- blog/post2.jpg
- blog/post3.jpg

2. IMAGE CATEGORIES & SPECIFICATIONS

Branding Assets

- **Logo**
 - Dimensions: 200x50px
 - Format: PNG with transparency
 - Usage: Consistent across all pages
 - Location: Header and footer
- **Favicon**
 - Dimensions: 32x32px
 - Format: ICO
 - Usage: Browser tab icon

Hero Images

- Dimensions: 1920x1080px
- Format: JPG
- Optimization: Must be responsive
- Purpose: Full-width banner images

Service Images

- Dimensions: 800x600px
- Format: JPG
- Style: Professional, educational setting
- Purpose: Service section illustrations

Team Photos

- Dimensions: 400x400px
- Format: JPG
- Style: Professional headshots
- Background: Neutral, consistent across all photos

Testimonial Images

- Dimensions: 300x300px
- Format: JPG
- Style: Casual professional
- Crop: Square aspect ratio

Blog Images

- Dimensions: 800x500px
- Format: JPG
- Style: Relevant to article content
- Aspect ratio: 16:10

3. OPTIMIZATION REQUIREMENTS

File Size Limits

- Hero images: < 500KB
- Service images: < 200KB
- Team photos: < 150KB
- Testimonial photos: < 100KB
- Blog images: < 200KB
- Logo: < 100KB
- Favicon: < 10KB

Format Guidelines

- Photographs: JPG/WebP
- Graphics with transparency: PNG
- Icons and simple graphics: SVG preferred
- All images must be compressed without visible quality loss

Responsive Requirements

- All images must have appropriate srcset and sizes attributes
- Modern formats (WebP) should be provided with fallbacks
- Lazy loading should be implemented for images below the fold

4. File Naming Conventions

- Use lowercase letters
- Use hyphens for spaces
- Include dimensions in filename where relevant
- Examples:
 - logo-200x50.png
 - hero-banner-1920x1080.jpg
 - team-member-john-400x400.jpg

Important

1. All images must be properly compressed and optimized
2. Maintain consistent style and quality across all images
3. Regular backup of original high-resolution files required
4. Image alt text must be provided for accessibility
5. Consider cultural sensitivity in image selection