Steps to follow for changing image on login page:

1. First go to '[installDirectory]/webapps/OpenKM/images/'

[installDirectory] - Path of OpenKM's Tomcat Server directory

1. Take a backup of 'body-image.jpg' so that you can revert to it if needed.
2. Replace any other image with same height,width and name.

Refresh the Login Page. It should take effect of new replaced image.