Image file types and formats guide

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Image file types and formats guide

In this guide, you can find which image file types and formats are generally supported by system A and system B.

Supported image formats

Generally, the formats and extensions that are supported are:

- ✅ .jpg
- ✅ .png
- ✅ .webp

Maximum resolution recommended

For systems A and B, it is recommended to use images not larger than **2048px** wide, and a resolution of **72ppi**.

Recommended aspect ratios

- In (system A), product images should have primarily an aspect ratio of **4:3 (SD).**
- In (system B), images for detail pages and homepage, should primarily have an aspect ratio of **16:9 (HD).** Other aspect ratios that can also be used are **9:16**, **4:3**, and **1:1**.
- The **height** and **width** within the main recommended aspect ratios are:

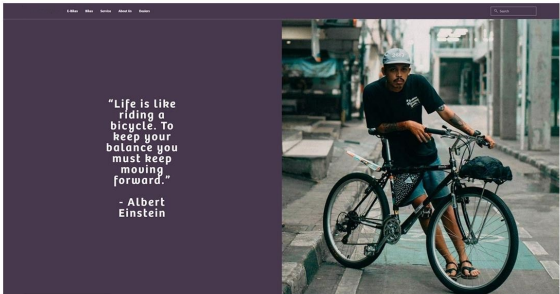| 4:3	16:9
For product images & galleries	**For campaigns, promotions & publications**
500x375	500x281
750x563	750x422
1000x750	1000x563
1500x1125	1500x844

2000x1500	2000x1125

ⓘ You can use this "**Aspect Ratio Calculator**" tool to calculate the aspect ratio of your image.
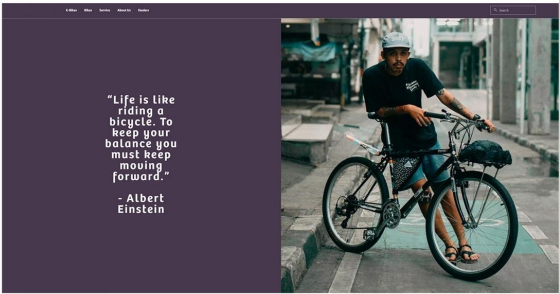
Aspect ratios and content block height

In (System B), aspect ratios can influence a content block height. An example is the **hero block with 1/1 layout**:
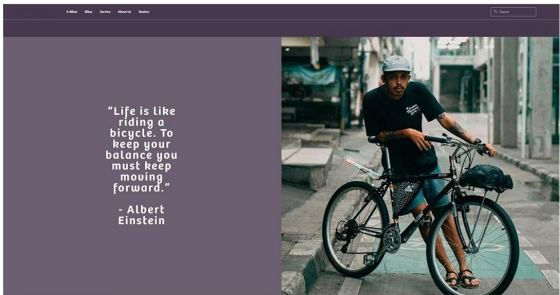
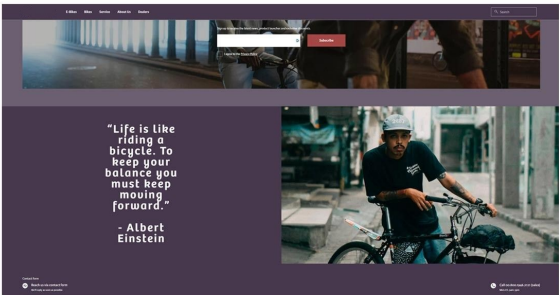Hero Block - 1/1 with 1200x1500 image (4K monitor)

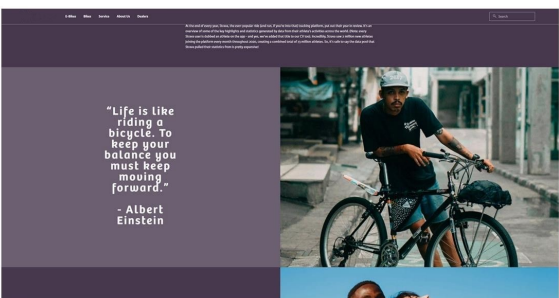Hero Block - 1/1 with 1200x1200 image (4K monitor)

Hero Block - 1/1 with 549x513 image (4K monitor)

Hero Block - 1/1 with 1500x844 image (4K monitor)

Hero Block - 1/1 with 1920x1377 image (4K monitor)

Aspect ratios can influence the height of a block. Like in this case the Hero Block layout 1/1

Contact and Support

Are you stuck with a step? Do you need more technical help? Check out **how to get digital support** or who to **contact for different topics.**