

Image Guidelines

Images must be owned or licensed by the City of San Jose. No clip art or unlicensed images may be used on the City of San Jose website. If you have questions regarding images, please reach out to webrequests@sanjoseca.gov for assistance.

Photography Style

Candid, Behind the scenes, California laid back, Natural Light & Shadow

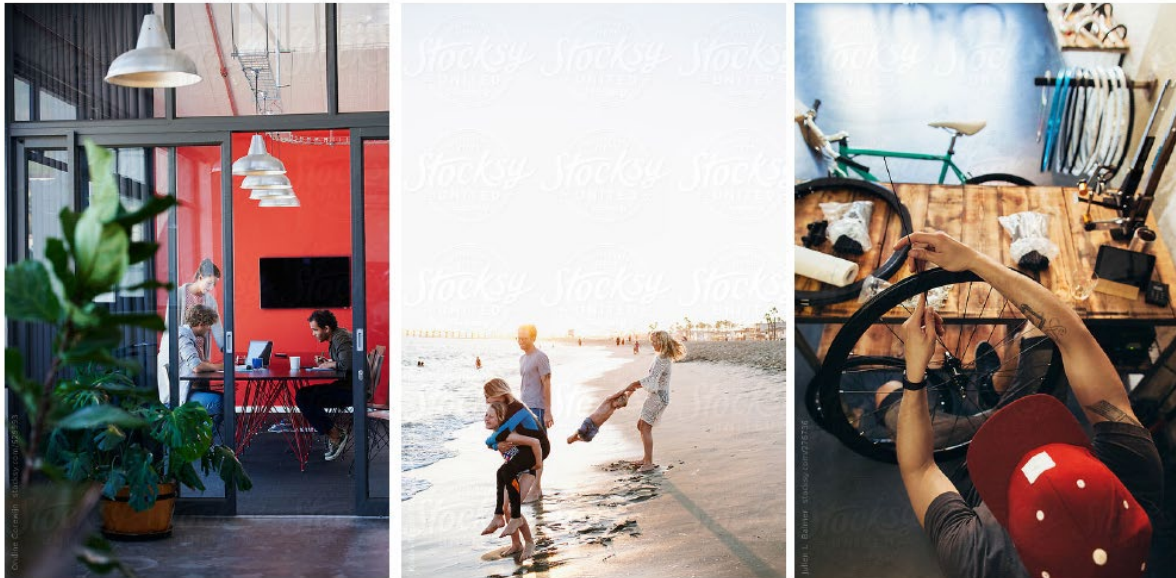


Image Properties

All graphics will be .png 8-bit. The resolution on all graphics should be 72 dpi or web-quality.



Image Scaling – Use .png

Content Area Widget	200-700px width – Consider the purpose of the picture. NOTE: When adding image to the Content Area- use % of Content Area instead of PX Size.
Page Banner, Image Widget	One column page layout: 1024px width Two column page layout: 500-900px width Aspect ratio is flexible so decide and crop before uploading.
Photo Album	Minimum 640px width by 480px height; Maximum 1024x768px Aspect ratio: 4x3
Thumbnails, visionSocial (optional) Customize text in the message composer, title and subtitle sections as well as switching to a new image.	Facebook Large image dimensions – 600 x 315 Small image dimensions – 120 x 120 "Invalid Image" dimensions – less than 120 x 120 Twitter Large image dimensions:280 x 150 Small image dimensions:120 x 120 "Invalid Image" dimensions: less than 120 x 120
Home Collage/Hero Image and Other Specific Need	If photos are meant to be viewed full size or downloaded, scale accordingly.

Icons

The City of San Jose has licensed an icon library for use on the City website. If you would like to add or change the icons used on your department pages, please reach out to webrequests@sanjoseca.gov for assistance.



Department Programmatic Logos

If your department uses logos for specific programs, please follow the image guidelines above for the logos and only place the logos under the left navigation in the Contact Us section of your pages. Please reach out to webrequests@sanjoseca.gov with any questions.