

IFMA HERO SLIDER IMAGE INSTRUCTIONS

HOW TO CREATE A HERO IMAGE FOR YOUR WEBSITE



This instruction sheet is intended to assist IFMA component members customize or create home page “hero slider” images for IFMA websites. These instructions are based on the specifications of websites created and managed by the team at IFMA SCOE.

SPECIFICATIONS



- IFMA hero slider images are typically **1140 x 285 pixels**
- Images need to be saved as a low resolution (72 dpi or less) as jpg or png file
- Images should adhere to IFMA branding and web site best practices as outlined on IFMA's Component Site Standards.

Hero slide examples



HOW TO CUSTOMIZE & EDIT YOUR IMAGE

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- It is best to edit jpeg and png images using Adobe Photoshop, Adobe InDesign or other program intended for editing images.
- Do not attempt to resize the image using HTML or CSS, as the image may appear distorted and increase load time for site visitors.
- If you are unable to edit or create images using resources you have, you can contract an outside graphic design firm to assist. Here are two firms that IFMA staff use. These firms are familiar with the IFMA brand.
 - o Red Thread Brands: <http://redthreadbrands.com/>
 - o Stevens & Stevens Marketing Communications - <https://www.stevens-stevens.com/>
- Images should adhere to IFMA branding and web site best practices as outlined on [IFMA's Component Site Standards](#).

WHAT TO PUT ON YOUR HERO SLIDER IMAGE

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- Hero Slider images are a great way to call attention to topics that affect the majority of your website audiences.
- The Slider should be more image-focused with sparing text. Let the image(s) tell the story and only use a few words to title the image. Use text in a hero-slider image in a way that is similar to how a newspaper uses headlines. *(See Hero Slide Examples)*
- Sometimes IFMA SCOE will provide a hero-slider or similar web-ready image to components as part of a larger project. There may be a space to insert your chapter logo or other text.
- When inserting logos into your hero-slider images, make sure the same logo or other images isn't on the home page adjacent to the hero slider. For example, many component websites have their component logo in the topmost header of the page. It may be redundant to include the same logo again in the Hero-slider appearing below it.
- Don't forget to provide a link for your image so audiences can learn more about your topic.