

## **BrownCounty.com Image Guidelines**

In the course of developing this site, we have created a significantly more visual experience for the user, featuring more pictures and image-driven content, less about voluminous text.

In conjunction with the web designer, rules have been created to maintain a consistent look and feel. For responsive display across all devices, pictures cannot have “headlines/sell text” or logos as part of the image file, and other components of what you might call a traditional ad. Photos must be real-life images a visitor could experience in Brown County. No collages, Photoshop created images, or images with text overlay will be accepted. This is less of a hard-sell approach, and more like product placement in movies. The goal is to pique visitors’ interest, so they will click your tile which will lead them to your promotion.

BCCVB reserves the right and discretion for approval of imagery and text to maintain site brand continuity. This will ensure all contributing entities will look and feel in character with the overall site, thereby creating a strong brand perception that will benefit all.

### **Promotional Image Tiles**

Primary Large (562 x 470)

Primary Medium (562 x 215)

Primary Small (276 x 215)

Secondary Large (834 x 417)

Secondary Medium (272 x 413)

Secondary Small (272 x 272)

### **Listings**

Listing Thumbnail Image (306 x 210)

Listing photos are auto-resized (540 x 355).

*Landscape photo is the preferred format.*

### **Event Calendar**

Event Calendar Images (802 x 401)