
WORKING WITH PHOTOS: GUIDELINES & TIPS

When using the provided Giving Store graphics and templates, and if you are using your own photographs for promotion purposes, consider these guidelines to uphold the quality of your images and your organization's brand.

CHOOSING A PHOTOGRAPH, GRAPHIC, OR LOGO TO USE ON THE WEB (VIA SOCIAL MEDIA, EMAIL, WEBSITE, ETC.):

- Use an original photo with a high resolution to avoid blurriness.
- Use a photo of your organization and/or its direct work. Choose a simple and bold scene that represents your core mission.
- Use a single photo, not a collage of photos.
- Do not use clipart or animations.
- Do not use borders.
- Do not use charts or a graph, unless it is applicable to the specific use of your image.
- Do not have text in the photograph. (Use captions and email text to explain the photo if necessary.)
- To resize or crop a photo, use a resource like Photoshop or an alternative resource suggested below.
- Example Images:



PHOTO FILE TYPES AND SIZES

- Opt to always use a JPEG file when uploading to a website, social media, email, etc.
- Use a resolution of 72 dpi or "dots per inch" (also referred to as "ppi" or "pixels per inch"). (See "How to look up Photo Size and Photo Resolution" on the following page).
- If given the option, use RGB mode and not CMYK.
- Use a large photo for quality, but make sure the file size is well under 1M (File sizes between 300-500 KB are normally high quality enough for web).
- A good photo size for web is 2000 pixels (width) by 1200-1600 pixels (height) at 72 dpi.

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GIVING STORE GRAPHICS & TEMPLATES

- Add your organizations logo only where applicable in the provided templates.
 - **Note:** If you are having trouble with a white background behind your logo, find the original PNG file type of your logo. PNG images have transparent backgrounds.
- Try not to resize the graphic to keep its proportions and quality intact.
- Do not overlap the logo with other logos in the graphic.
- Leave space around each logo. Ensure it is not too close to an edge or does not appear too close to the other logos.

HOW TO LOOK UP PHOTO SIZE:

If you need to look up the size (in pixels) of a photo:

- Double click to open the image in your computer's default photo viewer (ex: Windows Photo Viewer).
- Right click on the photo.
- Select "Properties".
- View the size under "Image" and "Dimensions." The size will appear by dimensions (pixel x pixel) and also by width and height in pixels.

HOW TO LOOK UP PHOTO RESOLUTION

If you need to look up the resolution of a photo (also known as "dots per inch" or "dpi"):

- Double click to open the image in your computer's default photo viewer (ex: Windows Photo Viewer).
- Right click on the photo.
- Select "Properties".
- View the resolution under "Image." The resolution will appear by "dots per inch" or "dpi." It is best practice to have 72 dpi for photos that will be used on the web.

FREE IMAGE RESOURCES (OTHER THAN PHOTOSHOP):

- Getpaint.net
- Befunky.com