EXPERT VIEW
ARTICLE GRAPHIC GUIDELINES

ASK US ABOUT... CREATIVE SERVICES

WEB ARTICLE FEATURED HEADER IMAGE (& THUMBNAIL)

Expert View articles have a Featured Header Image atop online. (Image also functions as a thumbnail for the content item online.)



Design requirements:

- **Web colour** – RGB or Hex colours
- **Resolution** – 72 dpi (minimum)
- **Minimum width** – 850px
- **Aspect ratio** – approx. 14:9 (e.g. 850px wide by 546px high)
- **Appropriate format** – static PNG or JPEG

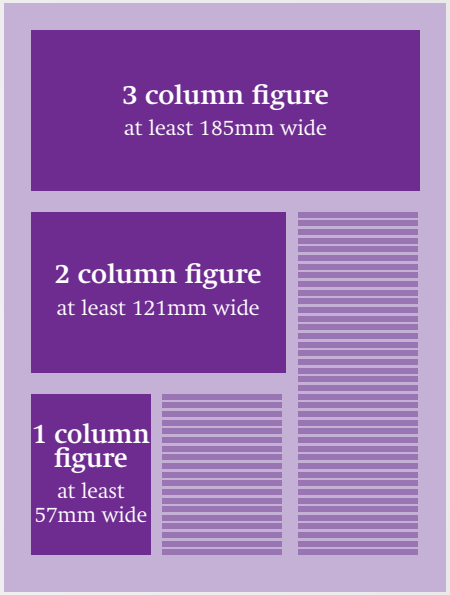
Design guidelines:

- **The article featured header image is not an advertisement.**
- **A good featured/header image increases reader engagement.**
- **It should generally relate to a key theme of the article.**
- **It can be one of the figures within the article if one of them is suitable,** but ideally it's a separate/extra image.
- **Avoid sparse images with a lot of white space.** Images that fill the frame, and use background colour etc work better.
- **Avoid text as much as possible** – it will be too small to read in thumbnail form.

ARTICLE FIGURES

Articles in ONdrugDelivery can contain images, such as photos, renderings, diagrams and graphs. We call them Figures.

- **Figures must be numbered** and referred to by Figure number in the article text (no 'floating' images).
- **Send the highest resolution / the largest file size you have**, especially when the image has a lot of detail/information. The "native" version is often the best rather than subsequent saves in different file types / lower resolutions.
- **The diagram opposite provides widths in mm of different figures,** depending on how many columns they span.



AUTHOR PHOTOS

- **Colour photo** – RGB or CMYK
- **High resolution images** – minimum of 300 dpi
- **Minimum image size** – The subject of the image (i.e. head and shoulders) must be a minimum of 4cm x 4cm
- **Other info** – head and shoulders shot, facing camera, plain background

