



UTM WEBSITE IMAGE GUIDELINES

The U of T Mississauga homepage is the main landing page for most website users, acting as the “front door” for the campus’s digital presence. As such, content placed on that page must be:

- Effective
- Timely
- Relevant to key stakeholder groups
- Compliant with the U of T style guidelines
- Compliant with U of T accessibility guidelines
- Consistent with key communications messages for UTM and U of T

HOMEPAGE FEATURE BANNERS ARE GENERALLY APPROPRIATE FOR:

- Promoting campus-related news stories, senior appointments and major campus-wide events (i.e., the Snider Lecture or 50th Gala)
- Promoting U of T-wide news and announcements
- Alerting website users in the event of campus closures or emergencies

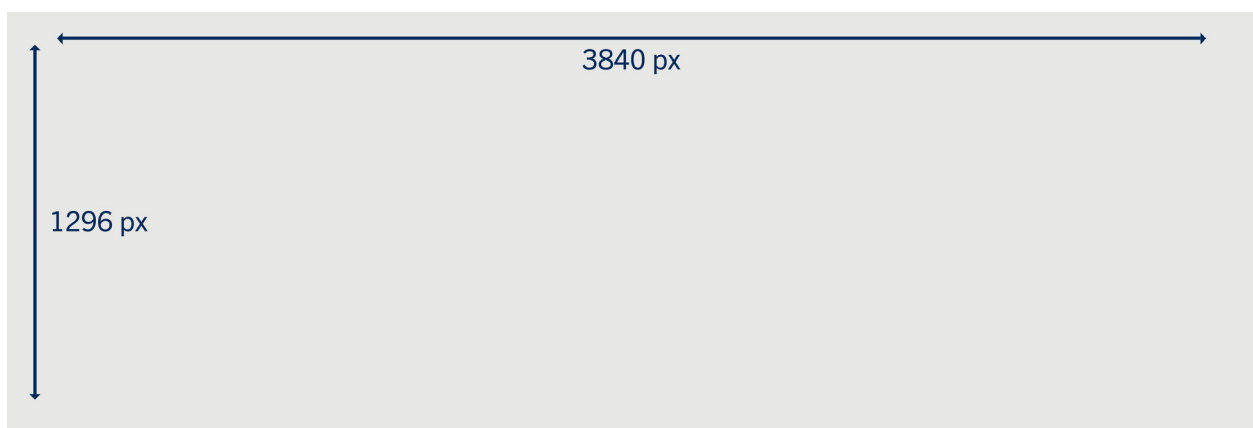
HOMEPAGE FEATURE BANNERS ARE NOT APPROPRIATE FOR:

- Promoting departmental-level information or events
- Promoting campus events of UTM-recognized student organizations
- Messaging for external/public events
- Images that is protected by copyright
- Images that may violate individuals' privacy

DESIGN PRINCIPLES

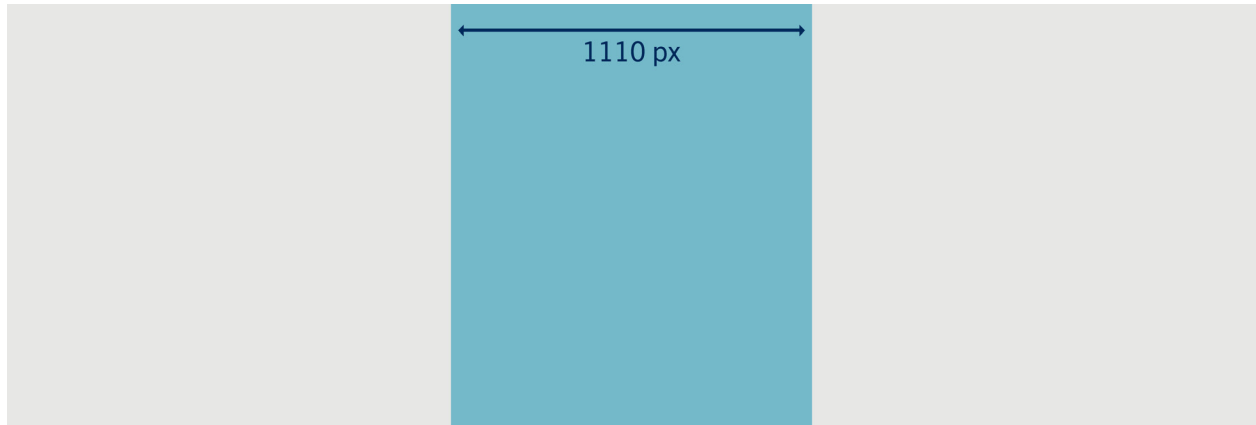
The majority of homepage banners are produced by the UTM Office of Communications, however, we welcome requests and submissions from our communications colleagues around campus and across U of T.

SUBMIT A BANNER ACCORDING TO THE FOLLOWING DIMENSIONS



- Width: 3840 pixels. Height: 1296 pixels
- Ensure that the image is saved to less than 2MB in size; this will ensure fast loading on mobile devices.

Safe Areas:



- Keep the action or main subject of your banner to the center.
The responsive design of the hero banner will crop the width of the hero banner to around 1110 pixels on mobile settings.



- Additionally, keep any main messaging or action above 389 pixels from the bottom of the hero banner, as this space is covered by the main headline and tabs below (if there is more than one hero on the hero section).

Along with the image, please provide draft text for:

1. Image Title
2. Image Blurb
3. Link Title
4. URL (use a www. address, not web1.)

Users designing their own graphics should also abide by the following:

- Use of UTM or U of T word marks and logos in submissions is unnecessary, as this is already displayed on the webpage.

- If images contain the faces of recognizable individuals, those individuals must have given the content provider signed permission for the use of their photo. [For further information on photo permissions and a copy of UTM's multimedia permissions form, please contact UTM's Director, Content, Communications at nicolle.wahl@utoronto.ca.]
- Content providers must have documented permission to use any image in the file that might be copyrighted. Otherwise, consider using Creative Commons, free stock images or designing an image.

BEST PRACTICES

Images should be high-resolution and compelling. An effective image will capture the viewer's attention and increase the likelihood that they click through to the story or page, so take the time to source a good image.

REQUESTING A BANNER

Please contact the Office of Communications at least one week prior to the date when you would like to have the banner posted. The duration of a posting is at the discretion of the Office of Communications.

Content providers are responsible for adherence to the relevant copyright and privacy policies and procedures. UTM reserves the right to refuse any feature banner that does not portray UTM, U of T, its departments, services, activities, personnel or students in a positive light.

OTHER CONSIDERATIONS

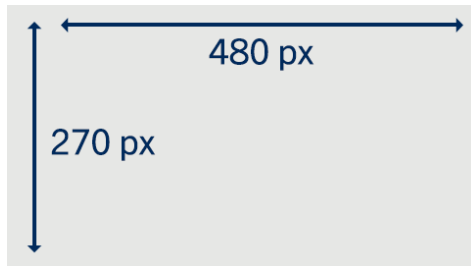
While a feature banner can be effective, don't rely on it alone. Other campus-supported promotional options include digital signage, UTM's social media feeds (including Facebook, Twitter, Instagram and Snapchat, coordinated by UTM Communications), postings on campus bulletin boards, in-course announcements arranged with permission of instructors, advertising and news coverage in the student-run campus newspaper, promotion through student clubs and academic societies and their social media.

WEBSITE IMAGES



The optimal dimensions for images on all other web pages are 1110 pixels wide by 740 pixels high; JPEG format.

CALL TO ACTION IMAGES



The optimal dimensions for “call to action” images are 480 pixels by 270 pixels; JPEG format.

CONTACT INFORMATION

Content providers should submit requests with proposed content to:

Nicolle Wahl
905-569-4656
nicolle.wahl@utoronto.ca



Office of Communications

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