

Essential Medical Guidance

Trusted Information to Help Save Lives

Image/ video requirements



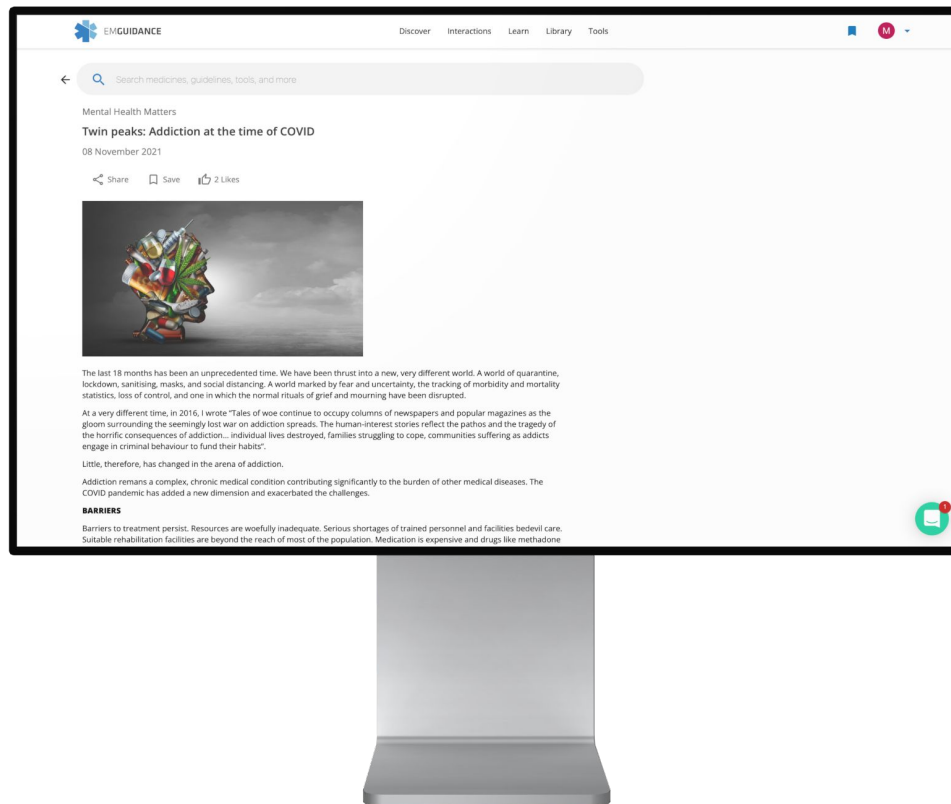
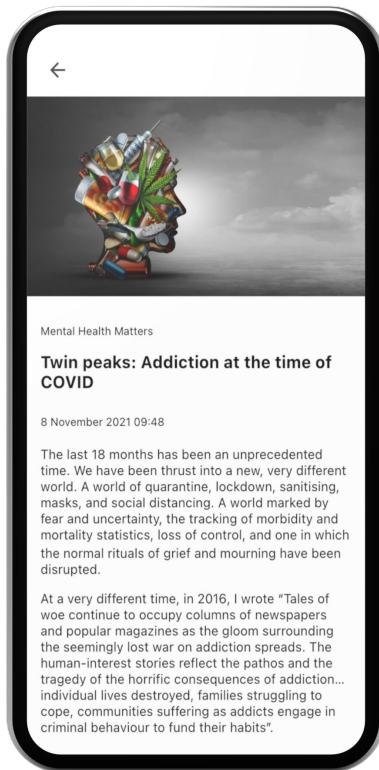


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- EMGuidance platform layout for mobile and website
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PLATFORM LAYOUT - MOBILE & WEB





MEDIA REQUIREMENTS

	Size	Aspect ratio/Dimensions	Format
Cover Images <i>(For News + Learn slots)</i>	1mb < 80 KB per image.	16:9 (e.g. 1280 x 720 px) - Large image thumbnail 16:9 - (e.g. 1280 x 720 px) - Detail page	JPEG only
Content Images (packaging, tables etc).	1mb < 50 KB per image.	Any	JPEG
PDF	≤ 512 KB per page.	Landscape, portrait	PDF *Please ensure these are not scanned images.
Video	≤ 2 MB per minute.	16:9 Aspect ratio - recommended to limit black space on the edges).	MP4



MEDIA REQUIREMENTS

- Please **avoid** having white space around the edges of the image. (Exception of a logo)

**See example on the right.*



- Make sure that you provide an image of good quality. Avoid pixelated (unclear/grainy) images as much as possible

**See example on the right.*



Do: Clear and crisp



Don't: Grainy / unclear



EXAMPLE - IDEAL IMAGE (SIZE AND QUALITY)



- ✓ No/ little white space around the edges
- ✓ The focus of the image is in the centre
- ✓ Image quality is good