The Department of Brand Management has updated the Oklahoma State University website.
Moving forward, please use the following recommendations for photo ratios and pixel dimensions.

### PAGE HEADERS

**Page Header**
- Aspect Ratio = 5:2
- Recommended Pixel Size
  
  2500(w) x 1000(h)

**Page Header Panoramic**
- Aspect Ratio = 5:1
- Recommended Pixel Size
  
  2500(w) x 500(h)

**Page Header Text Only**
- Aspect Ratio = 10:1
- Recommended Pixel Size
  
  2500(w) x 250(h)

*(It’s important to note that all headers are dynamic (image cropping will occur based on what header is used and the size of the screen). To combat this, especially in Page Header Text Only, make sure the focal point or subject of the photo is placed in the left half of the photo. You can find a variety of examples on the Majors Details pages in Undergraduate Academics.)*

### MAJOR PAGES

**Majors Detail Header Image**
- Aspect Ratio = 3:2
- Recommended Pixel Size
  
  900(w) x 600(h)

**Majors Detail Testimonial**
- Aspect Ratio = 3:2
- Recommended Pixel Size
  
  360(w) x 240(h)

**Majors Detail Pretty Video**
- Aspect Ratio = 3:2
- Recommended Pixel Size
  
  360(w) x 240(h)

### ROUTING

**Cards**
- Aspect Ratio = 4:3
- Recommended Pixel Size
  
  800(w) x 600(h)

**Lists**
- Aspect Ratio = 4:3
- Recommended Pixel Size
  
  800(w) x 600(h)

**Teasers, Teasers Stacked, Teasers Shaded, Teasers Single**
- Aspect Ratio = 3:2
- Recommended Pixel Size
  
  800(w) x 600(h)

### SLABS

**CTA + Link List**
- For Background Image
  
  If importing your own image, you MUST have an orange overlay on top of the photo.
- Aspect Ratio = 3:1
- Recommended Pixel Size
  
  1500(w) x 500(h)

- For Image (Embedded)
  
  Aspect Ratio = 4:3
  
  Recommended Pixel Size
  
  640(w) x 480(h)

**Intro + Media**
- Aspect Ratio = 3:2
- Recommended Pixel Size
  
  900(w) x 600(h)

**Fifty Fifty Flex, Fifty Fifty Flex Inverted**
- (Non-maximized Image)
  
  Aspect Ratio = 3:2
  
  Recommended Pixel Size
  
  1200(w) x 800(h)

**Fifty Fifty Flex, Fifty Fifty Flex Inverted**
- (Maximized Image)
  
  Aspect Ratio = 3:2
  
  Be sure to include plenty of background around subject while using the maximized version of the snippet. Ratio will alter based on width of page (can reduce to square 1:1 size). Adjust photo as needed if heads are being cut off or people are being cut out. Do not use portrait-oriented photos in this version of the snippet (landscape oriented only).
  
  Recommended Pixel Size
  
  1200(w) x 800(h)

**Fifty Fifty Flex, Fifty Fifty Flex Inverted**
- (Duo Images)
  
  Aspect Ratios = 1:1 OR 2:3 OR 4:3
  
  Images will auto resize to fit in container. The below pixel sizes are for the lightbox feature when the images are clicked on to be viewed full-scale.
  
  Recommended Pixel Sizes
  
  800(w) x 800(h)
  
  800(w) x 600(h)
  
  800(w) x 533(h)
  
  600(w) x 800(h)
  
  533(w) x 800(h)

**Image Gallery**
- Aspect Ratios = 1:1 OR 2:3 OR 4:3
  
  Recommended Pixel Sizes
  
  800(w) x 800(h)
  
  800(w) x 600(h)
  
  800(w) x 533(h)
  
  600(w) x 800(h)
  
  533(w) x 800(h)

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