



Image Format Hierarchy (best to least preferred)

BEST 16:9 Landscape — Optimal format

1280 x 720 px (Recommended)

Renders full-width on mobile and as a side thumbnail on desktop

16 wide : 9 tall

Why this works best

- Renders full-width on mobile — maximum visual impact
- Adds minimal scroll height relative to content shown

GOOD Other Landscape Ratios — Good alternative

3:2, 4:3, 2:1

Other landscape
e.g 4:3 or 3:2

Wider than tall

Workable

- Still renders as landscape — better than portrait
- Not as clean as 16:9 on full-width display

ACCEPTABLE 1:1 Square — Acceptable with caveats

800 x 800 px

Square thumbnail:
Equal width and height

1 : 1

Acceptable — minor trade-off

- Consistent thumbnail appearance across all screen sizes
- Works well for logos, icons and portrait photography
- Adds slightly more vertical scroll than 16:9 on mobile

LEAST PREFERRED Portrait

A4 poster, 2:3, 3:4

Portrait poster:
Taller than wide

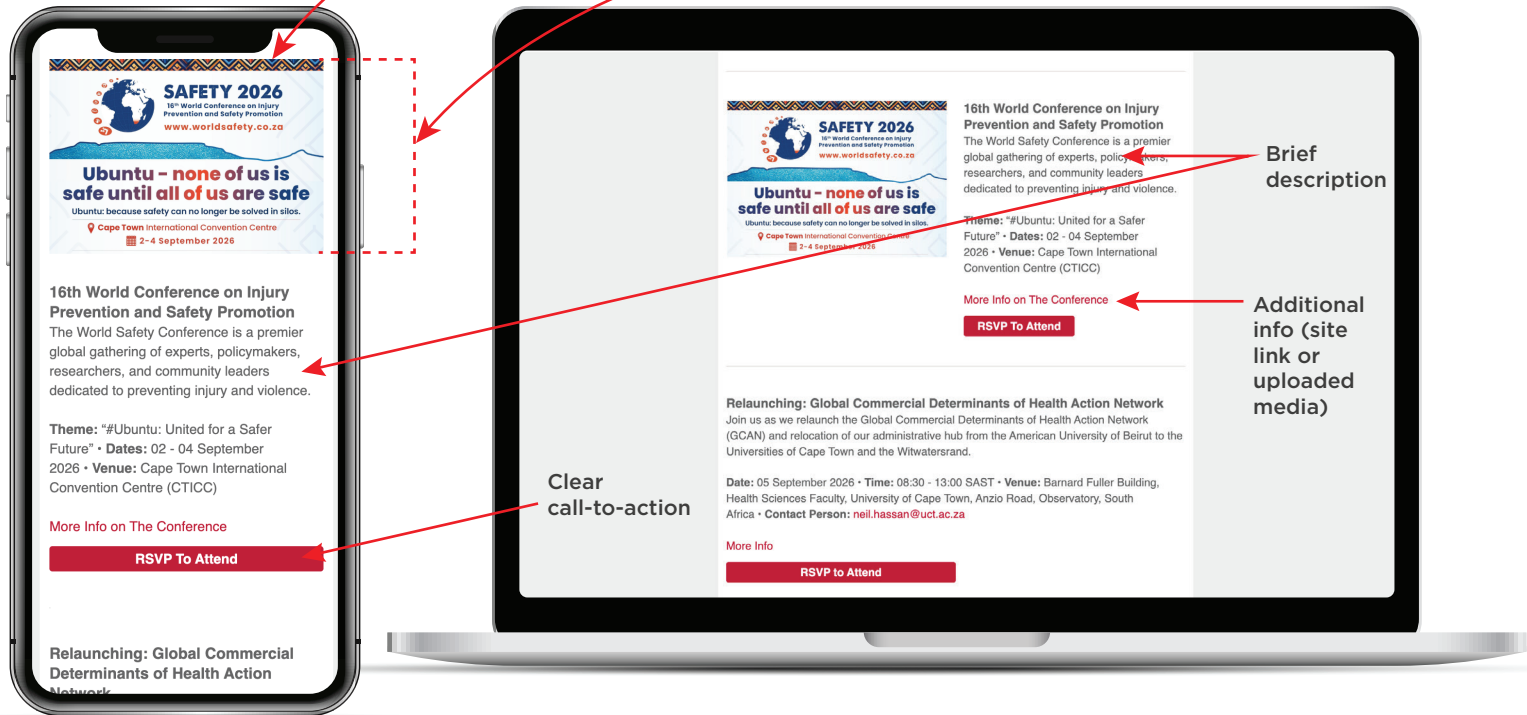
Avoid if possible

Least preferred — use only if no alternative available

- Will significantly increase scroll length in the infomailer
- May be cropped or resized by the Communications and Marketing team
- If submitting a portrait image, please try to provide the original artwork file (Canva, Illustrator, Photoshop) so we can reformat it for use in the infomailer.



Good Example:



Mobile

Image is positioned above text

Desktop view

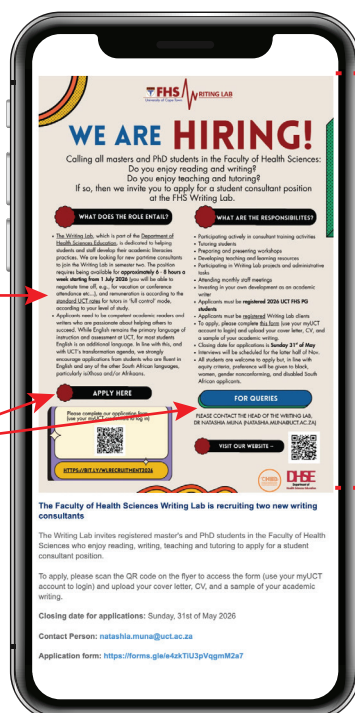
Image is positioned on the left column

Bad Example:



- Too much info
- Text is too small - won't be legible especially on mobile

Buttons on graphics are misleading to the reader - these seem clickable on a digital communication platform (web, e-mail, app)



Lengthy scroll (portrait)
(There are around thirty additional posts in the infomailer - if they are all this length, the scroll would seem endless - readers would lose interest)