Marketing Imagery

- Assets - Imagery
- Website Imagery
- Email Images - Sendy

Assets - Imagery

Our marketing assets have been created using a number of pieces of software as the originator, Richard McCombe, has limited skills with Adobe Suite.

Much of the artwork is originated in CorelDraw and then imported into layers in Fireworks and exported in different sizes and formats for email and social media.

Some of these assets make their way into printed matter, so the original file format is either vector or high-resolution bitmap and scaled down for digital.

Website Imagery

Home Page Carousel

For Desktop

Overall Image Dimensions	3512 x 450
Bleed Area for Standard Screens	1920 x 1080
Safe Area - Actual Visual Block	1460 x 430

Copy and paste template image below and design on top.

Template

Home Page Carousel Imagery.jpg

Image not found or type unknown

For Tablet

Overall Image Dimensions	1026x344

Template

image-1700659562494.png

Image not found or type unknown

For Mobile

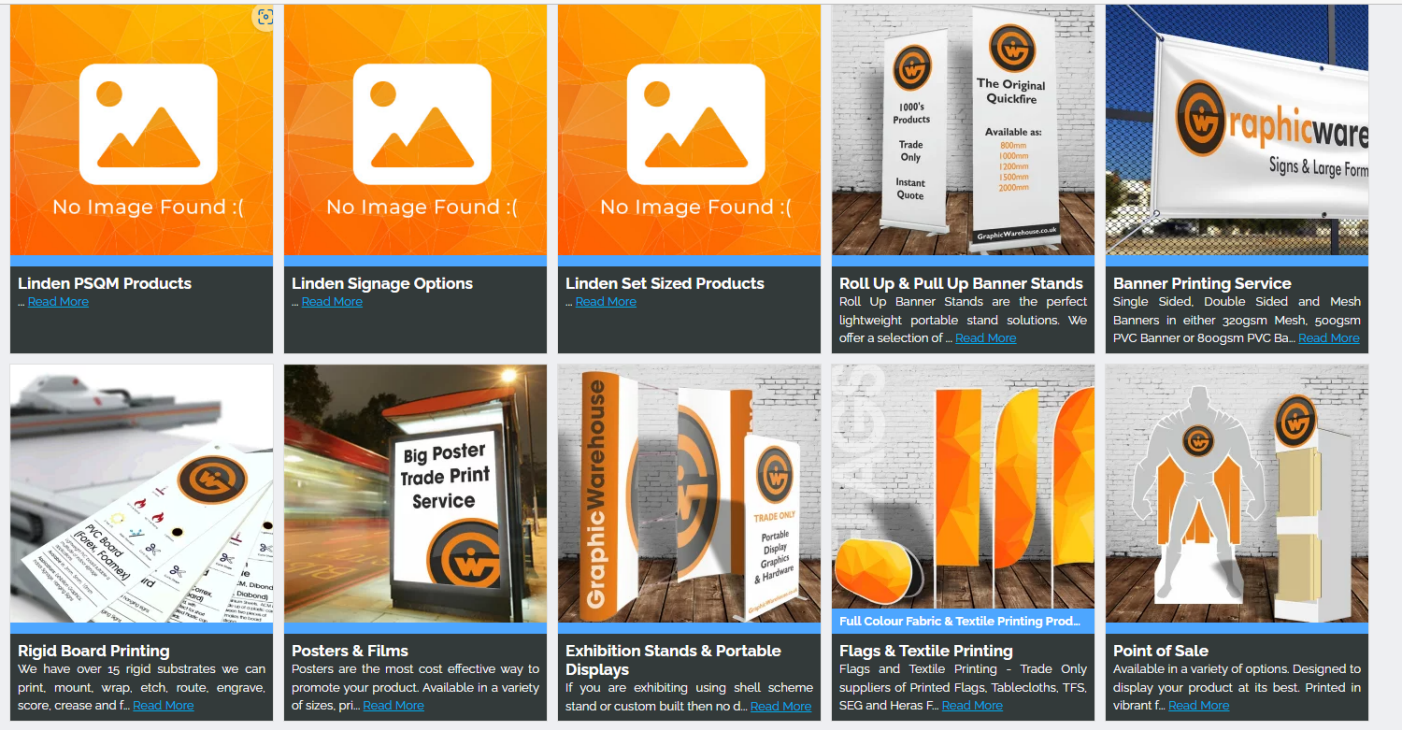
Overall Image Dimensions	482x480

Template

image-1700659589826.png

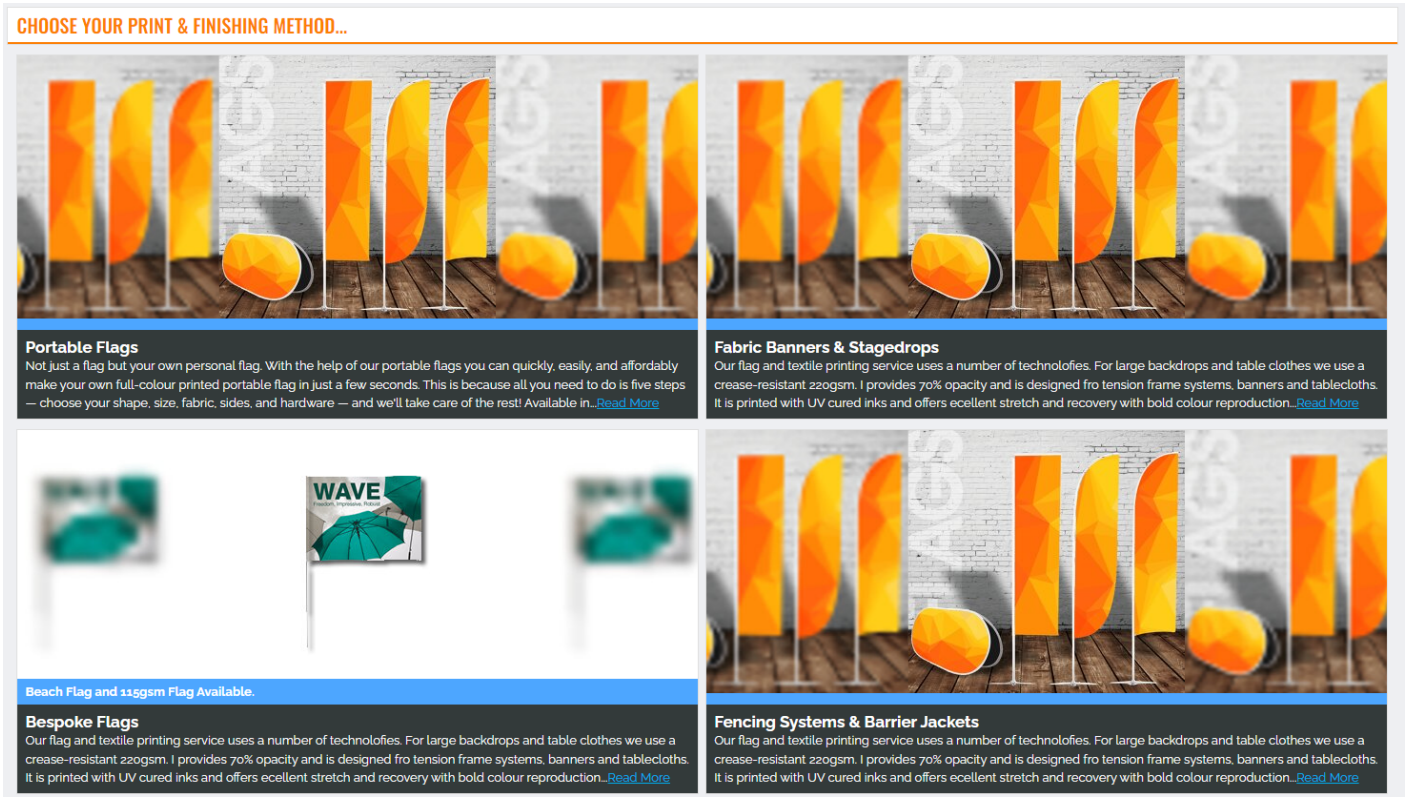
Image not found or type unknown

Category & Product Thumbnails (Home Page, 4 Column and 5 Column Layout)



Width	Height	Example
576px	290px	

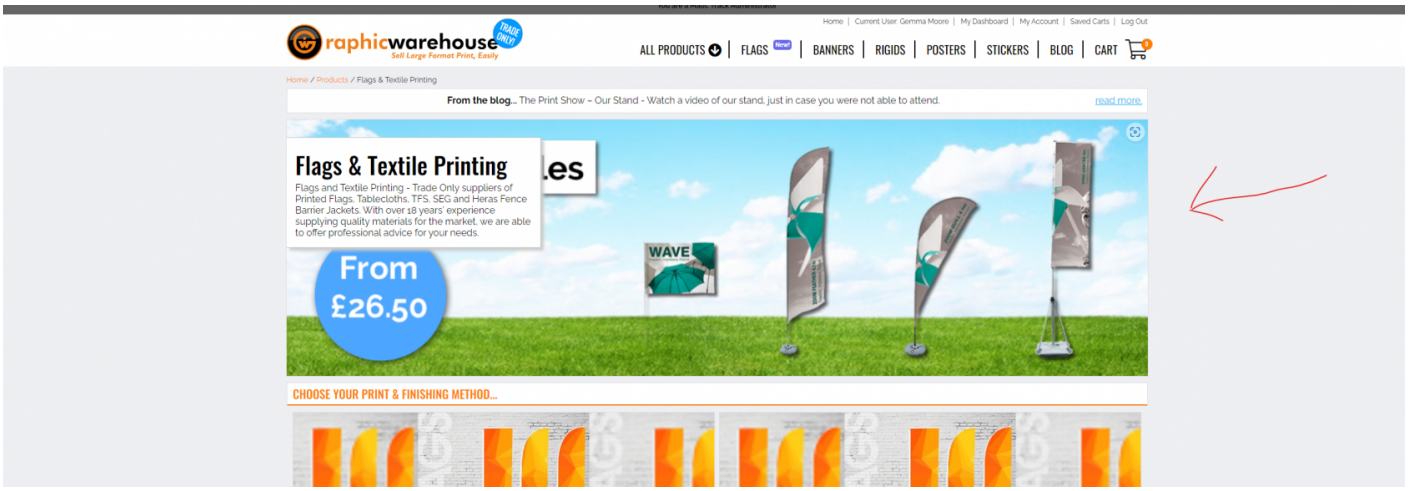
2 Column Thumbnail Layout



Width	Height	Example
713px	290px	

Category Page Carousels

On Primary category pages, this image dimensions are as below....



Area	Width	Height	Example

Desktop	1460px	436px	
Tablet	1026px	344px	
Mobile	482px	480px	

Product Imagery

Width	Height	Example
800px	800px	

Upload Thumbnail of Web Product

Uploading Imagery to Website Catalogue

upload a thumbnail of web product (1).webm

Email Images - Sendy

Header - 630px x 80px

Main Image - 630px x 418px

Blog - 630px x (150?)

Product Image - 283px x 283px