NREL.gov
Image Guidance
6/8/2020

NREL.gov places great emphasis on high-quality photography and dynamic graphics. The following specifications were created to maintain this look across the site and to keep sizes consistent in the NREL.gov content management system. If you have questions about your images or graphics, please contact your designer.

Photos

File types:
- File types include .jpg and .png. If you have a question about another file type, contact your designer.

Size:
- Size varies with the space you are placing the photo into. Please refer to the **table on Page 2** for the most common sizes, and consult with a developer on unique layouts.

- File size should be as small as possible without sacrificing quality.

Quality:
- Original images should be crisp and not pixelated or fuzzy at full size.

- When possible, always use high-resolution image files.

Charts, Graphs, and Illustrations

File types:
- File types include .jpg, .png, and .svg. If you have a question about another file type not listed, contact your designer.

Size:
- Size varies with the space you are placing the graphic into. Please refer to the **table on Page 2** for the most **common sizes**, and consult with a developer on unique layouts.

Quality/Readability:
- Text should be large enough to read on a small screen.

Background color:
- The graphic needs to be placed on a background (preferrably a neutral color such as a light gray or dark gray) so it does not get lost on the white web page.

Chart coloration:
- Use colors from the NREL color palette.

#0B5E90	#A16911	#3D6321	#6F2D01	#4B545A	#000000
#0079C2	#F7A11A	#5D9732	#933C06	#5E6A71	#212121
#00A4E4	#FFC423	#8CC63F	#D9531E	#D1D5D8	#282D30
#5DD2FF	#FFD200	#C1EE86	#FE6523	#DEE2E5	#3A4246

NREL.gov Image Sizes

Please follow the chart below for the most common NREL.gov image and graphic sizes. Optimize for the smallest possible file size with good image quality.

- Each photo type is illustrated in the screenshots with the corresponding row number.

- Many of the photos have a varied height, meaning that the photo should be cropped to fit the space while maintaining quality of the subject matter.

- The quality column is provided as a guide when *saving for web* in Photoshop.

- Photos should always be sharpened *after* sizing to make the photo crisp for web pages.
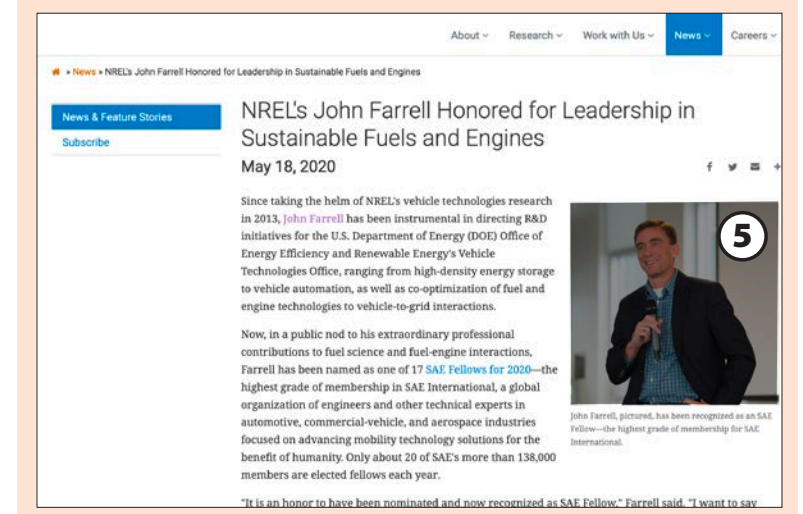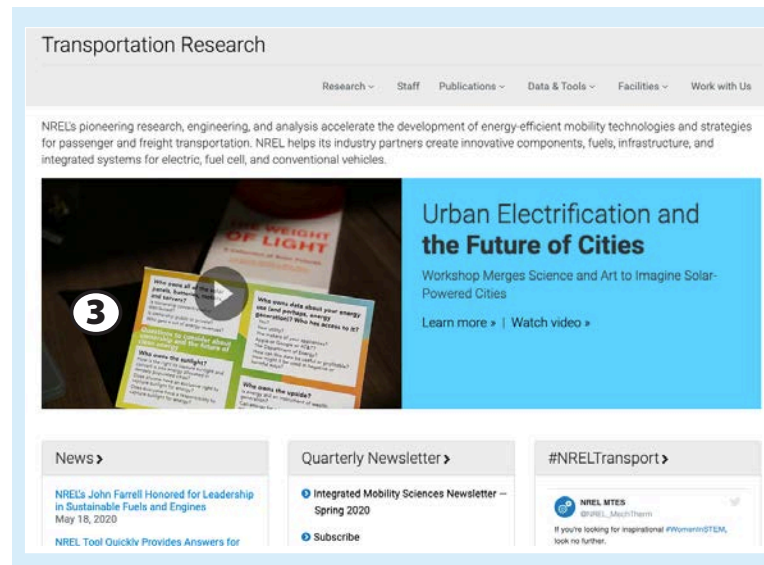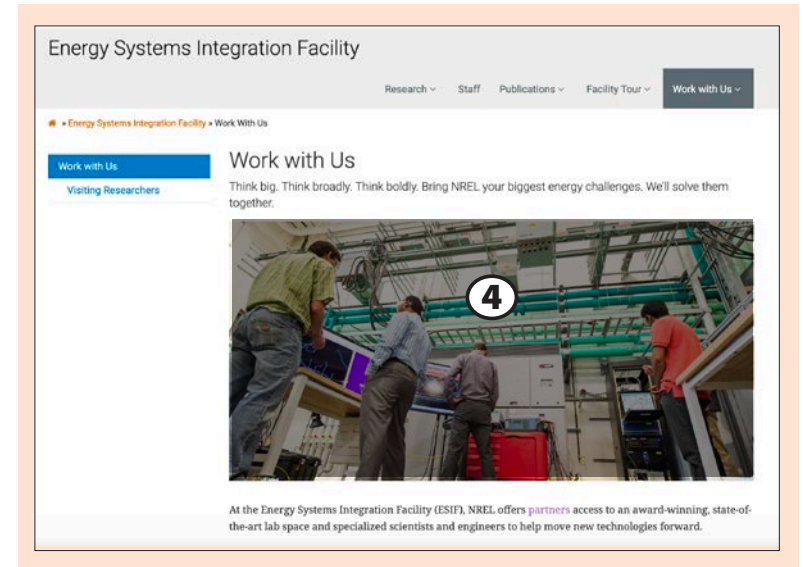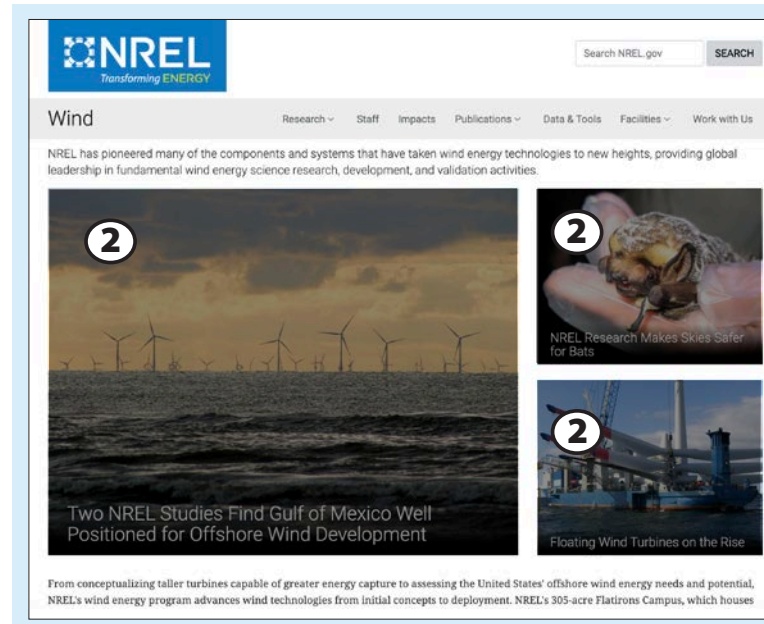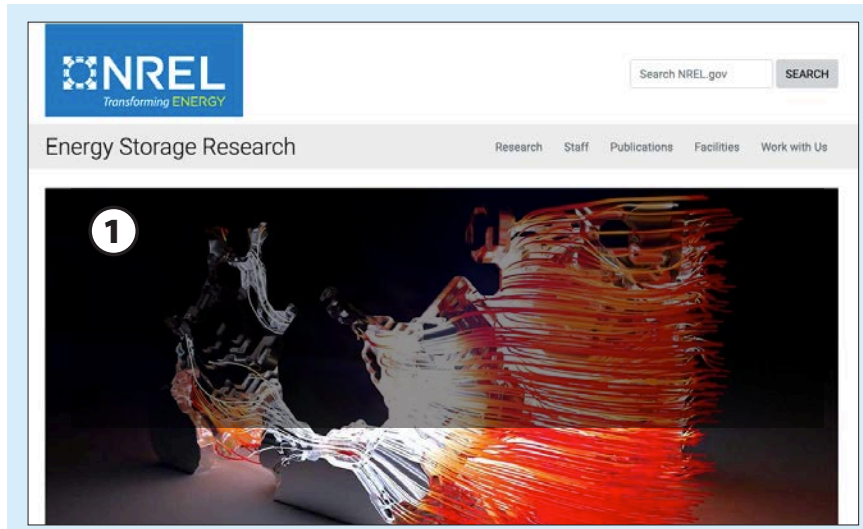
	Page Type	Photo Type	Width	Height	Resolution (ppi)	Quality (Photoshop)*	Approximate File Size*
1	Home page (no left nav)	Full width (spans all content)	1110px	varies	72	25–50%	≤ 150K
2	Home page (no left nav)	Homepage features– 3 news stories	730px	570px	72	25–50%	≤ 100K
3	Home page (no left nav)	Homepage feature– 1 news story	690px	440px**	72	25–50%	≤ 100K
4	Interior page (with left nav)	9 (of 12) columns	825px	varies	72	20–50%	≤ 50-100K
5	Interior page (with left nav)	5 (of 12) columns floated on desktop, full size on tablet and mobile	480px	varies	72	20–50%	≤ 25-75K
6	News landing page	Thumbnail	510px	300px	72	20-45%	≤ 25-40K
7	Staff page	Headshots	350px	425px	72	30–65%	10K–35K

* As small as possible without sacrificing quality.
** Recomended dimension (but it may vary).