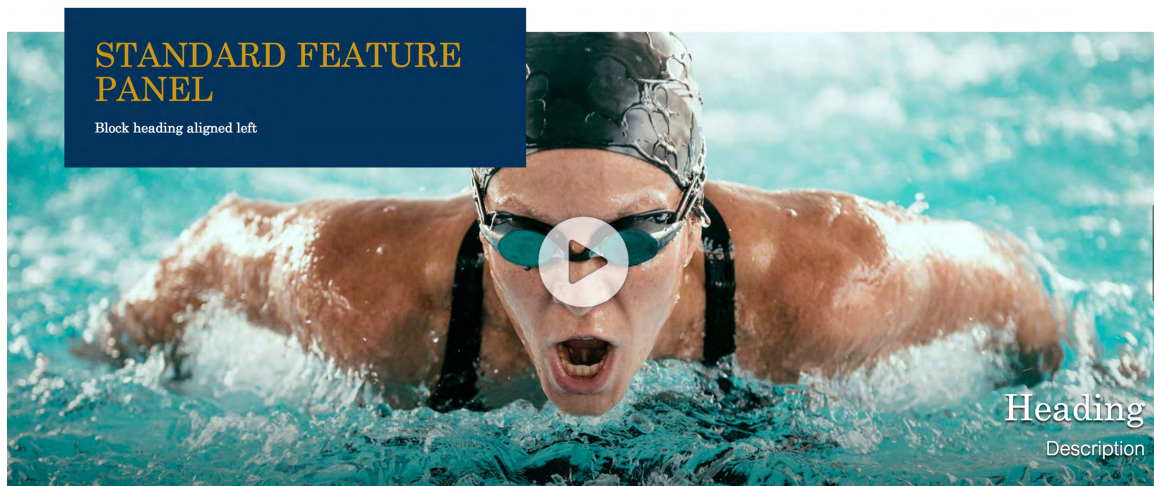
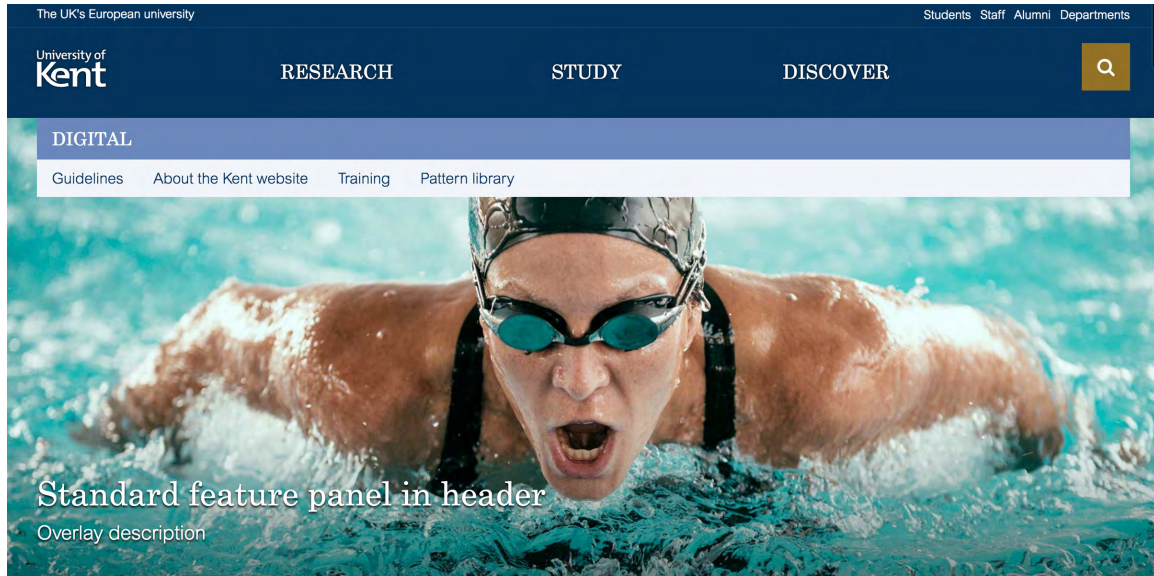


Desktop - image is cropped to 5:2

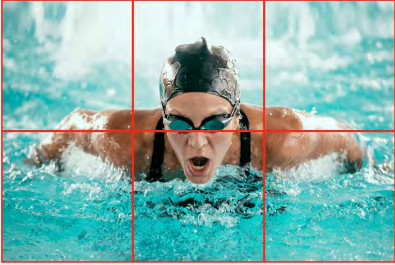


Basic guidance for photographers

The final image will need to be cropped to a 3:2 ratio when being prepared as a banner image for the website.

Providing sufficient space around the original image subject, will allow for flexibility in cropping if the subject needs to be positioned left, right or slightly up or down.

3 units across

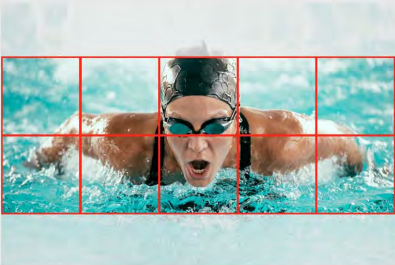


2 units down

3:2 aspect ratio

Used for banners on mobile screens

5 units across



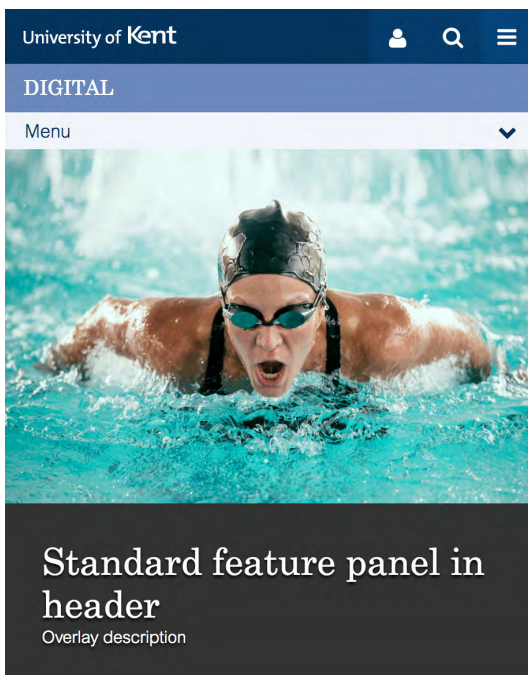
2 units down

5:2 aspect ratio

Used for banners on desktop screens

The top and bottom of the original 3:2 image is cropped.

Mobile - full image is shown 3:2



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DIGITAL

Menu

Standard feature panel in header

Overlay description