# IMAGE FAQS
## A GUIDE FOR NONPROFITS

## PHOTOGRAPHS

### What makes a good photo?

"The most important element of a good photograph is the ability of the photo to **communicate with the viewer**. It should be able to tell a story through its composition, lighting, and most importantly its subject matter."

### What is image resolution?

**Simply, resolution is the quality of the photo.** Image resolution is typically described in PPI, which refers to how many pixels are displayed per inch of an image. Higher resolutions mean that there are more pixels per inch (PPI), resulting in more pixel information and creating a high-quality, crisp image. Images with lower resolutions have fewer pixels, and if those few pixels are too large (usually when an image is stretched), they can become visible and appear pixelated.



**12.25in x 8.25in, 300 ppi**          **2.25in x 1.5in, 72 ppi**

### What size image do I need to provide?

The bigger, the better. We can easily scale down your image if it is too large, but we can't make a small image bigger without significantly losing quality. The **minimum size required is 1200px x 675px (72ppi)**, however, larger photos give us more flexibility for both print and web.

### Are phone images ok to send?

Yes. Most cell phones these days have great cameras. When using your phone to take photos, be sure that the resolution meets the minimum requirements above and use the tips on the right for the best outcome.

## TIPS FOR BETTER PHONE PHOTOS

1. **Don't use the zoom.** Using a zoom slider in your camera feature simply crops as you zoom in, resulting in a loss in image quality. Walk closer instead and use the camera as normal without any zoom.

2. **Don't distract.** If you have a cluttered background in your photos it can distract attention away from your intended subject. Try filling the frame of your camera phone by moving in closer to your subject to eliminate distractions.

3. **Find good light.** Avoid direct sunlight. Try looking for areas with shade or areas that block harsh light. Also avoid photographing your subject in front of bright windows, as it will cause them to be too dark.

4. **Steady yourself.** In low light, camera phones slow the shutter speed to let in more light and have a longer opportunity to capture movement. Hold the camera phone with both hands and brace your upper arms against your body when you shoot.

5. **Experiment with the angle** of your composition. For example, when photographing kids, get on the ground and shoot at their level. When photographing large group shots, stand on a chair to get above the crowd and see more faces.

## LOGOS

### When do I use a jpeg, png or an eps file?

**JPEG –** JPEGs are usually found in files with a wide range of colors, such as photographs. JPEG versions of your logo can be used, but only at the size it was created or smaller. This file type cannot be scaled larger without significantly losing quality and sharpness.

**PNG –** PNG files feature a transparent background and are ideal for web and digital applications. Like the JPEG, this file type cannot be scaled larger without significantly losing quality and sharpness.

**EPS –** EPS files are created using mathematical lines. Because of this, EPS files can be enlarged indefinitely without losing quality. **Overall, an EPS file is the best option to provide for logos, no matter the end application.**

| LOGO USAGE | GOOD | BEST |
|---|---|---|
| Print *(Give! Guide)* | JPEG | EPS |
| Digital *(Website, Email, Microsoft Office)* | JPEG | PNG |
| Silk-screen / Embroidery | – | EPS |

**NOTE: Changing the extension in a file name by typing in another will NOT change the file format of the actual file.**

### What file type do you need?

Although we will accept any of the above file types if they are large enough, we would prefer to have an EPS (or vector based) logo. If you are unsure if your logo will work, send it to us and we will let you know if we need you to provide another version.

### What if my nonprofit doesn't have a logo?

No worries! We can create a type version using your name that will go in place of your logo.

## A DEEPER LOOK

Most popular image files break down into two basic groups: Bitmap or Vector. A bitmap image can only be used at the size it was created for or smaller. A vector image can scale up or down to any size without losing any quality.

To demonstrate the difference, refer to the example below. If we use a raster file when scaled (JPEG, PNG), we'll start to see jaggy blocks, these are the pixels that make up the image. But if we use a vector format (EPS), no matter how large we go it uses math to create sharp edges and smooth curves.

**JPEG**



**PNG**



**EPS**