

Hero image guidelines:

Entire image dimensions: 443 x 200 pixels (px).

Flush with masthead: no spaces between black nav bar & grey image bar.

1) Grey bar across top: 443 x 4 ppx, #E5E5E5.

2) Grey bar on right side: 1 x 200 ppx, #E5E5E5.

All text: flush left, 1 px in from left of image edge (+).

3) Breadcrumb: baseline is 15 px from top of image (+).

4) Page title: baseline is 42 px from top of image (NOTE: add colon to "View all models:" for comparison pages only).

- If breadcrumb is not present on page, then baseline is only 36 px from top of image.

5) Header text: baseline is 72 px from top of image, limit 1 line.

6) Body text: baseline lines up with header text, with 15pt leading, limit 2 lines only.

7) "Learn more" text: line up under the body text, with 15pt leading - Verdana, 10pt, underlined, color blue (#006699).

8) "Series/Not included" text: baseline (of last line) is 5 px from bottom of image, with 12pt leading. Product name to appear above any other text line. Limit 2 lines only.

9) Product image

- position in the right/
bottom space.

- to take up no more than
50% of entire image.

File information:

format: gif (or jpg if needed).

size: no larger than 20K.

colors: suggest less than 64
colors, perceptual, selective,
or adaptive color reduction
(based on a websafe palette).



Hero image fonts:

Updated 07/25/02

- Verdana (reg & bold)

- Helvetica (bold)

- Helvetica Light

- Helvetica Neue (77 bold condensed)

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Where do you do

eSite Hero image guidelines:

Entire image dimensions: 443 x 200 pixels (px) wide x tall.

Flush with masthead: no spaces between black nav bar & grey image bar.

- 1) **Grey bar across top:** 443 x 4 px, #E5E5E5.
- 2) **Grey bar on right side:** 1 x 200 px, #E5E5E5.

All text: flush left, 1 px in from left of image edge, on top of frost panel.

- 3) **Page title:** baseline is 32 px from top, 1 line only, black.

NOTE: add colon to "View all models:" pages only.

- 4) **Body text:** baseline is 60 px from top of image, 1 line only, black.

Frost panel: 443 x 72 pixels, layered behind the text.

- 5) **Top & bottom lines:** baseline is 8 & 80 px from top of image edge (+), 1 px, #999999.
- 6) **Panel:** 443 x 72 px, 1 px, 65% white, layered behind lines (see #5).

- 7) **Horizontal white lines:** 1 px tall, left to right, top to bottom, -20° angle, 60% white to transparent. Alternate vertical pixels.

8) Imagery

- image must be a people shot, with no product (or minimal product on product pages - eg: image below for Notebook pages.)
- lighten image as needed (suggest mid-level of 160).
- image must be a duotone (colorize with saturation of -20 or less).

Hero image fonts:

- Helvetica regular HTML text, absolute size 4.
- Arial regular HTML text, absolute size 2.

File information:

format: jpg (or gif if needed).

size: average size is 10K, but no larger than 15K.

colors: suggest less than 64 colors, perceptual, selective, or adaptive color reduction (based on a websafe palette).



Last updated on 02/12/03

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