



June 15, 2009

RIVERKEEPER IMAGE GUIDE

FONTS

You will need the following fonts to updated some graphics on the website.

The Serif Plain

Used in graphic quotes and on the homepage.

This font can be purchased at:

http://www.fontshop.com/fonts/singles/lucasfonts/theserif_basic_plain

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z	a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t	u	v
w	x	y	z	0	1	2	3	4	5	6	7

The Sans Semibold Plain

Used on the homepage.

This font can be purchased at:

http://www.fontshop.com/fonts/singles/lucasfonts/thesans_semi_bold_plain

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9	(.	;

The Sans Extrabold Caps

Used on the homepage.

This font can be purchased at:

http://www.fontshop.com/fonts/singles/lucasfonts/thesans_extra_bold_plain

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9	(.	;

IMAGE SIZES

There are 3 categories of image types on the Riverkeeper site.

1. Images that can be uploaded at any size:

- these type of images apply to the News and Events sections
- when adding an image, the system will automatically create all the correct sizes needed by scaling and cropping the original

2. Images that will be automatically scaled to the correct size based on the template:

- each template is designed with a specific image sizes
- when a user adds an image to that page, it will automatically be scaled and cropped to the size for that template
- if **more control** over scaling and cropping is desired, the correct size image (already scaled and cropped) should be added to the system. Here are two sizes that will be custom created for more control, if desired:
 - thumbnail sizes = 65x65
 - medium size = 240x161

3. Images that need to be prepared in advance at the correct size:

- Top banner images at the top of templates 1A and 2A
 - These image sizes should be 450x167
 - These image can be graphic text quotes or photos
 - If a graphic text quote is used, it can be a maximum height of 430 pixels high
- Full page map images
 - these should be 660x800 (max height)
- Wide banners:
 - This is used on template 1B (Take Action; Success Stories)
 - This image size is 660x180
 - These image can be graphic text quotes or photos
- Home page images:
 - The main feature on the homepage should be custom created using the photoshop file provided
 - The secondary features need to be custom scaled and cropped before adding to the system

GRAPHIC QUOTES

Graphic quotes, or call-outs, are a way to display larger text at the top of a page in order to call attention to a fact or simply draw the reader into the body content.

- Graphic quotes can be used on 1A, 2A, or 1B templates
- All graphic quotes should be created at the final image size before upload
- For 1A and 2A templates, the width must be 450 pixels; the height cannot exceed 430 pixels
- For 1B templates, the size should be 660x180 pixels
- All graphic quotes should be set using the font “The Serif Plain” at 34pt. with -25 tracking, using the photoshop file provided
- In order to ensure the spacing above and below the quote is correct, make sure the image is cropped & exported with the same amount of space above and below the text as shown in the photoshop files:
 - sizes 1 & 2 (450 wide): 5 pixels above the text and 9 pixels below the text
 - sizes 3 (660 wide): 5 pixels above the text and 18 pixels below the text
- For size 3 graphic quotes, we recommend 4 lines of text, as shown in the photoshop file