

# WORKING WITH IMAGES

When submitting products to upload to your S4 MRC, please note the following considerations regarding the image format and how images can be framed in Media Builder.

## ACCEPTABLE IMAGE FILE FORMATS INCLUDE:

- **Vector/AI** (.eps, .ai, .pdf, and .svg)
- **Raster/Image** (.pdf, .psd, .tiff or .tif, .jpg or .jpeg, .png, .eps) *Please remove all Photoshop alpha channels.*

When using image, graphic or logo variables in a template document, keep these considerations in mind to ensure consistency:

### DO THE IMAGES HAVE SIMILAR ASPECT RATIOS?



A mix of tall and wide images placed into a wide frame will result in image clipping and/or unwanted white space. To reduce this, make sure that the aspect ratio of width to height is similar for all images that will be used in the same frame. Using “Proportional Fit” on images in Media Builder will allow images to scale to fit, as long as the relative aspect ratio remains similar.

### DO THE IMAGES HAVE SIMILAR WHITE SPACE?



#### Full-frame images

Images should be cropped to the same size or aspect ratio with no white space.



#### Images with clipping paths/white backgrounds

Images should have the same amount of white space if being used in the same template frame. Regardless of the size, white space should be included in the fit decision.



#### Vector graphics

Images should be cropped with minimal white space so they can fit to frame as tight as possible. This also applies to logos.

Note: Because logos vary greatly in size and aspect ratio, please consult the S4 MRC team with any questions.

## IMAGE FRAME OPTIONS



### STRETCH

Image will fit to frame with no constraint on maintaining the image proportions.

**This can result in distorted images. Therefore, it is not usually recommended.**



### PROPORTIONAL FIT

Image will enlarge or reduce until width or height fills the frame. Note that in this case, however, one dimension will likely fall short of the frame unless the aspect ratio of the image is exactly that of the frame.



### MANUAL

Image scale, size, position and rotation are all set manually in Media Builder.

You can opt to have these image settings visible or hidden to the end user.



### PROPORTIONAL, OUTSIDE

Image will enlarge or reduce to fit the lesser of width or height. This is similar to proportional fit, but in this scenario, one dimension will extend beyond the image frame until the other dimension fits the frame. Because of this, some image clipping will occur.