



IMAGE SPECS AND BEST PRACTICES

SITE HEADER

Your logo on Tempest will be guaranteed to be high quality and crisp. In order to set this up, we require a vector version of your logo or your native file. We accept AI or PSD.

Your logo will be cut for retina quality at the following spec sizes:

- Site Logo Large: 1400 x 360 | SVG
- Site Logo Standard: 870 x 226 | SVG
- Sticky Navigation Logo: 458 x 122 | PNG

SECTION & COMPONENT HEADERS

A header displays a title, an image, or both depending on how it's configured.

[You can view different header sizes here.](#)

If you would like to have a section header that includes both an image and text it is best practice to cut 2 assets. 1 SVG for the header title and 1 JPG for the image background. This will render the highest quality asset for your site.

If you would like a background image in your section header, you will need to cut your image according to these specs.

- Xtra Small: 2800 x 132
- Small: 2800 x 250
- Medium: 2800 x 500
- Large: 2800 x 1000

When creating your section to have a title image, which you will need to convert to a SVG, design your text according to these specs.

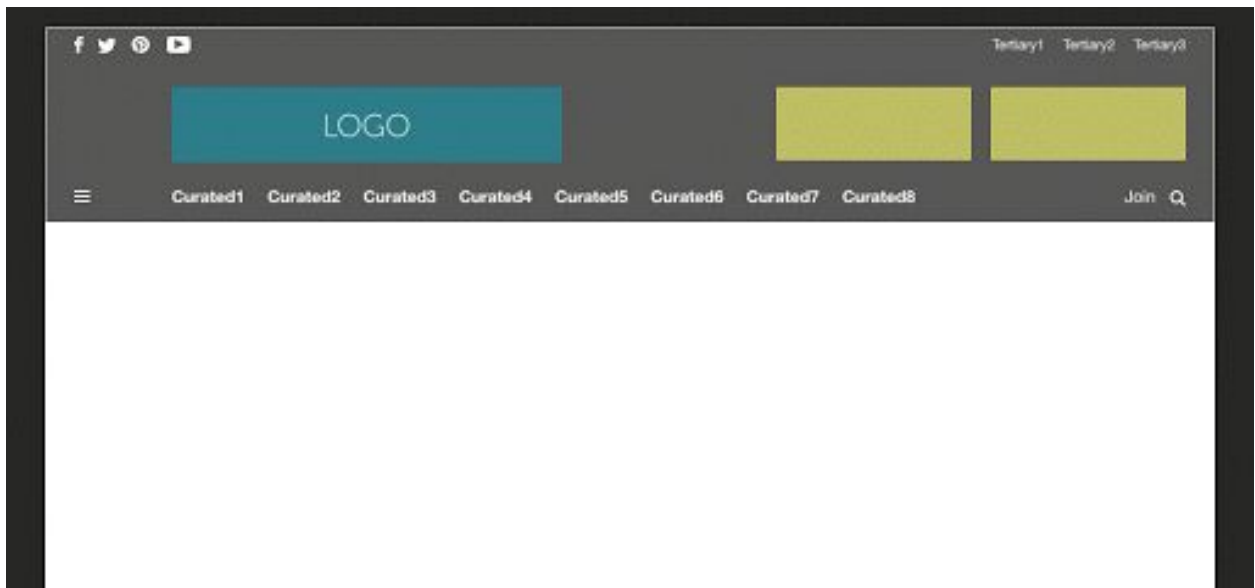
- Xtra Small: 1400 x 66 | SVG
- Small: 1400 x 125 | SVG
- Medium: 1400 x 250 | SVG
- Large: 1400 x 500 | SVG

COVERLINES / PROMO UNITS

Coverlines come in squares, rectangles and circles. They can also be large and small. Vertical or horizontal. They can have text underneath them or none at all.

If you would like to have text underneath your coverlines you will need to crop your images for circle or square. If you would like just an image you can use landscape or portrait.

- Landscape: 400 x 150 | JPG
- Portrait: 220 x 300 | JPG
- Square/Circle: 150 x 150 | JPG



SITE FAVICONS

Tempest needs the below sizes of your 512 x 512 favicon cut.

You can use the [favicon generator found here](#) to cut all of the sizes you will need in one swoop.

- Favicon-512x512
- Apple-icon
- Apple-icon-57x57
- Apple-icon-72x72
- Apple-icon-114x114

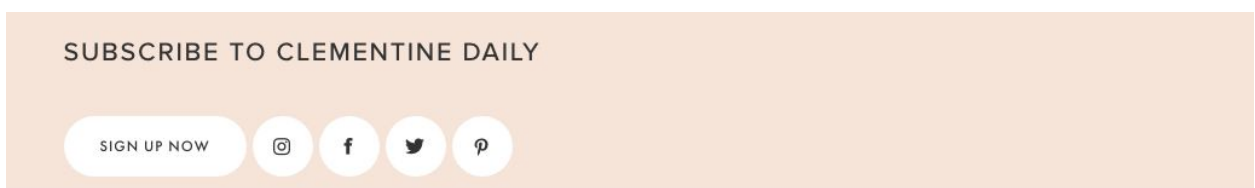
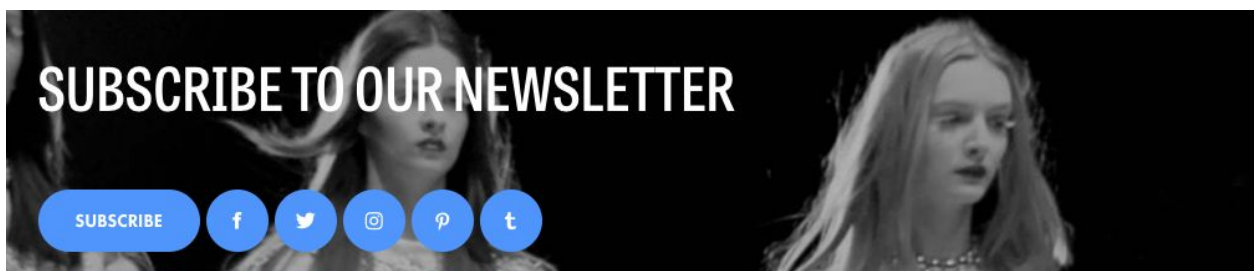
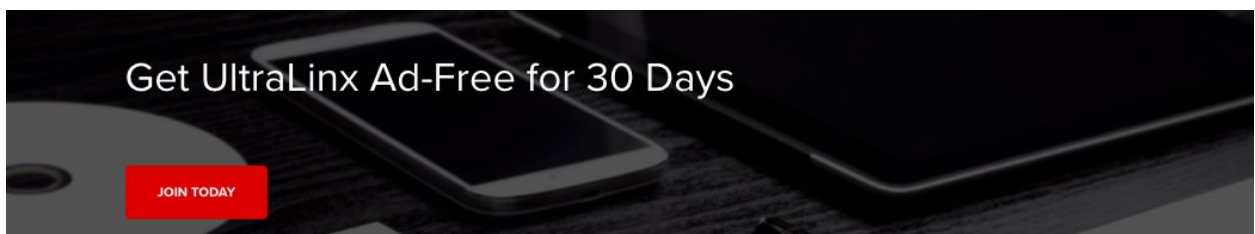
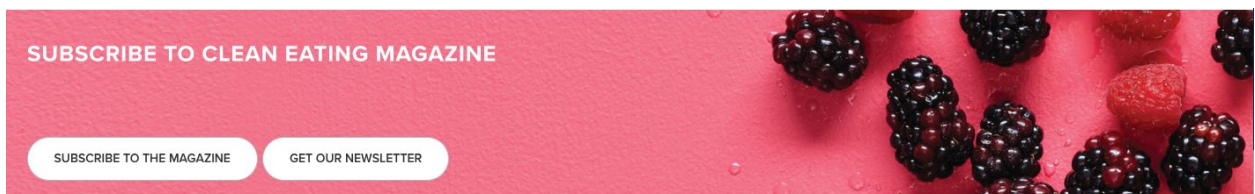
BRAND ENGAGEMENT BACKGROUND

Best Practices: We suggest using a texture or solid color for a background design. Images are possible but render very differently as your site scales from desktop, to tablet, to mobile. The style guide that you will receive will include the brand engagement

- Texture: 1600 x 900 | JPG
- Small Imagery: 2800 x 250 | JPG
- Medium Imagery: 2800 x 500 | JPG

By default, Tempest uses Rich Text for your Brand engagement headlines. If you would like more custom text, you will need to cut a separate asset for this. This asset is cut as an SVG in order for it to be responsive across all devices.

- Small Header: 2800 x 250 | SVG
- Medium Header: 2800 x 500 | SVG



READ NEXT HEADER:

- Article_ReadNext_Header: 560 x 100 | SVG

READ MORE



LIFESTYLE
THE TRUTH YOU NEED TO KNOW
ABOUT THE CDC'S
EFFECTIVENESS RATES FOR
FERTILITY AWARENESS METHODS



BEAUTY
5 TIPS FOR SLEEPING ON WET
HAIR (AND STILL LOOKING GOOD)



RELATIONSHIPS
THIS IS ONE OF THE BEST
INDICATORS OF COMPATIBILITY

IMAGE HERO

Best Practices: Photographic images should always be JPG format. Line art images should always be PNG format.

- Standard: 940 x 535 | JPG
- Full Bleed: 2400 x 535 | JPG

PREMIUM REGISTRATION PAGE

We are delighted to offer you an opportunity to utilize the Tempest Premium (ad free subscription offering). Premium is an optimized reading experience with an ad-free layout. It's faster, ad tracker free, and provides readers with a way to directly support the publishers they love.

Below please find information regarding the offering, followed by a checklist of what we will need to collect and/or create in order to get you up and running. To highlight, this should INCREASE your yield revenue without diminishing your direct sales, so it's a path to create another revenue stream, while you offer an option to your readers who find online advertising disruptive. You can see what this all looks like on [Climbing.com](https://climbing.com), [Airows.com](https://airows.com), and [Theultralinx.com](https://theultralinx.com) to name just a few.

Please provide a brand engagement background image or Hex value if using a plain color: The image should be:

- Header Image: 1440 x 520 | PNG

Using the asset provided above, we will create a Brand Engagement bar to run in conjunction with the launch of Premium on your site. Please note, mostly the top of the image will show on desktop and wider screens, and more of the full image will show on mobile. See climbing.com and <http://www.freshnessmag.com/> as examples for the ad-free brand engagement background images - and you can play around with the browser width to see how the image changes for different device sizes.

- Premium uses the “Persistent Nav” setting so this may need to be implemented in the config. Please check this.
- Ensure that “Button Invert” style is defined (you may or may not have used this before so just let us know if you need assistance).

