

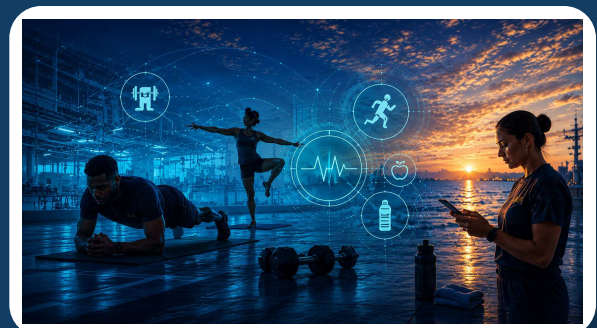
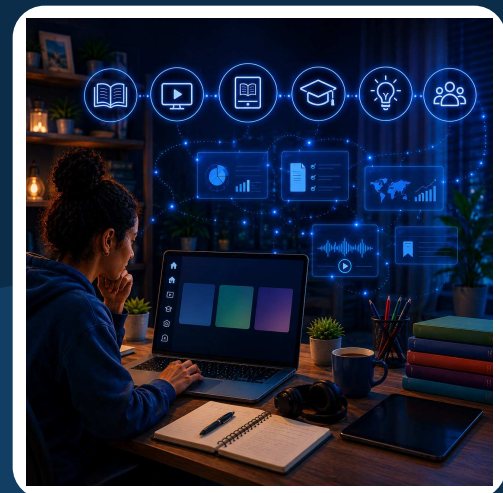
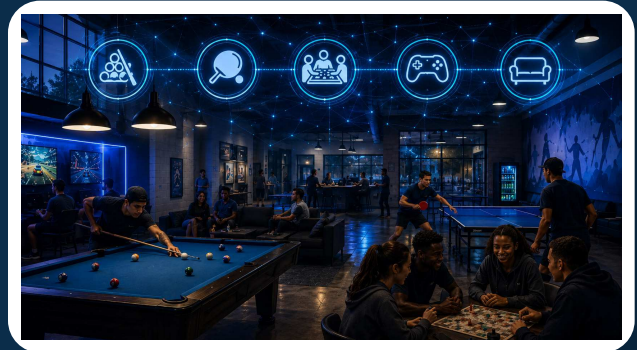
CNIC FLEET & FAMILY READINESS

Website Media Guide

Experience Manager CMS Contributors

Media preparation, organization, accessibility, optimization and publishing standards for images, graphics and video.

COMPREHENSIVE CONTRIBUTOR EDITION



Designed for two ways of working



New contributor training

Read each section to understand how CMS media should be properly prepared, stored, managed, and applied across Media Manager, Content Explorer, Site Planner pages, and supporting blueprint components.



Experienced contributor reference

Experienced CMS contributors can jump directly to image ratios, media specifications, accessibility requirements, video export settings, naming conventions, and the pre-publish checklist.

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THE OPERATING PRINCIPLE OF WEB MEDIA

Media Preparation for Blueprint-Driven Layouts

Prepare media with both Media Manager use cases and the blueprints responsible for delivering that media in mind.

Experience Manager CMS blueprints control how media assets are displayed through preconfigured, responsive layouts designed to create visually consistent and engaging user experiences. These layouts combine imagery and other media with associated content, links, and calls to action (CTAs) across a variety of page configurations.

Media should therefore be created with flexibility in mind. Depending on the blueprint, page layout, and device, an asset may be cropped, resized, repositioned, or paired with CMS-generated text and interface elements. Properly prepared media ensures that important subjects and visual information remain effective and accessible across desktop, tablet, and mobile experiences.

What this guide covers

- Images and promotional graphics used in Activity and News lists and detail pages.
- Program and Location details, hero carousels, CTA sections, feature cards and general content listings.
- Photo galleries, Media Manager collections, video libraries, thumbnails and local advertising placements.
- File preparation, naming, accessibility, permissions, responsive testing and ongoing lifecycle maintenance.

1 Use controlled CMS fields

Use controlled CMS fields to manage content and support its dynamic display for dates, pricing, general information, and calls to action (CTAs) whenever practical, rather than embedding this information directly into media assets.

2 Design for responsive cropping

Keep important elements within a safe area and away from image edges, especially when creating visual information designed material that may be cropped or repositioned across different layouts and screen sizes.

3 Manage the full lifecycle

Use clear, consistent file names, maintain current assets, organize files into appropriate folders, establish review dates, and follow consistent archiving practices.

STARTER LIBRARY

A practical initial library includes approved header logos, 16:9 website graphics, program and location photography, an AdButler fallback graphic, curated gallery imagery and video thumbnails.

Media specifications at a glance

Use these specifications as the default media preparation targets. Final display is controlled by the system's coded style sheets and blueprint configurations, which determine how media is presented and adapted across responsive layouts.

MEDIA TYPE	RECOMMENDED SIZE	FORMAT	PRIMARY USE
Header logo	Flexible	SVG / transparent PNG	Website header branding
Primary website graphic	1920 x 1080 16:9	JPG	Activities, News, Programs, Locations, CTAs, and the majority of blueprint implementations
Hero / carousel graphic	1920 x 1080 16:9	JPG	Homepage, landing page, and general interior page sections that use blueprints
AdButler local ad	300 x 370	JPG / PNG / animated GIF	Paid advertising + approved fallback promotion
Photo gallery image	Standard ratio and flexible	JPG	Gallery and Media Collection content
Gallery thumbnail	16:9, 4:3 or 1:1	JPG	Preview frame; cropping may occur for ratios outside the standard 16:9 ratio
Standard video	1920 x 1080 or 1280 x 720 16:9	MP4 H.264 + AAC	General video viewing
Video thumbnail	1920 x 1080 16:9	JPG	Poster / preview before playback

PLANNING NOTE

A single well-composed 16:9 source can support many site placements. Specialized ratio variants are most useful when the design itself contains text or when a placement has a clearly different composition requirement.

Sample folder hierarchy

Flexible starting point - adapt to local workflow

-  General Website Assets & Branding
-  Marketing Campaigns
-  Activities & Events
-  Programs & Services
-  Locations & Facilities
-  News & Announcements
-  Commercial Sponsorship & Advertising
-  Photo Galleries
-  Video Libraries & Thumbnails
-  Archived or Expired Media

Management practices

- Use folder names that reflect how contributors search for and maintain content.
- Avoid duplicates unless a separate size, language, captioned version or campaign variation is required.
- Keep editable master design files, original photography and video masters in approved team storage outside the CMS.
- Identify program, campaign, responsible office and review date for time-sensitive media.
- Periodically remove or archive expired, duplicate, unused or superseded assets.
- Before deleting or replacing an asset, verify where the current asset is already used.

GOVERNANCE RULE

Media Manager is the web-ready library - not the archive.

Source files and production masters belong in approved long-term team storage. The CMS should contain assets contributors can confidently publish.

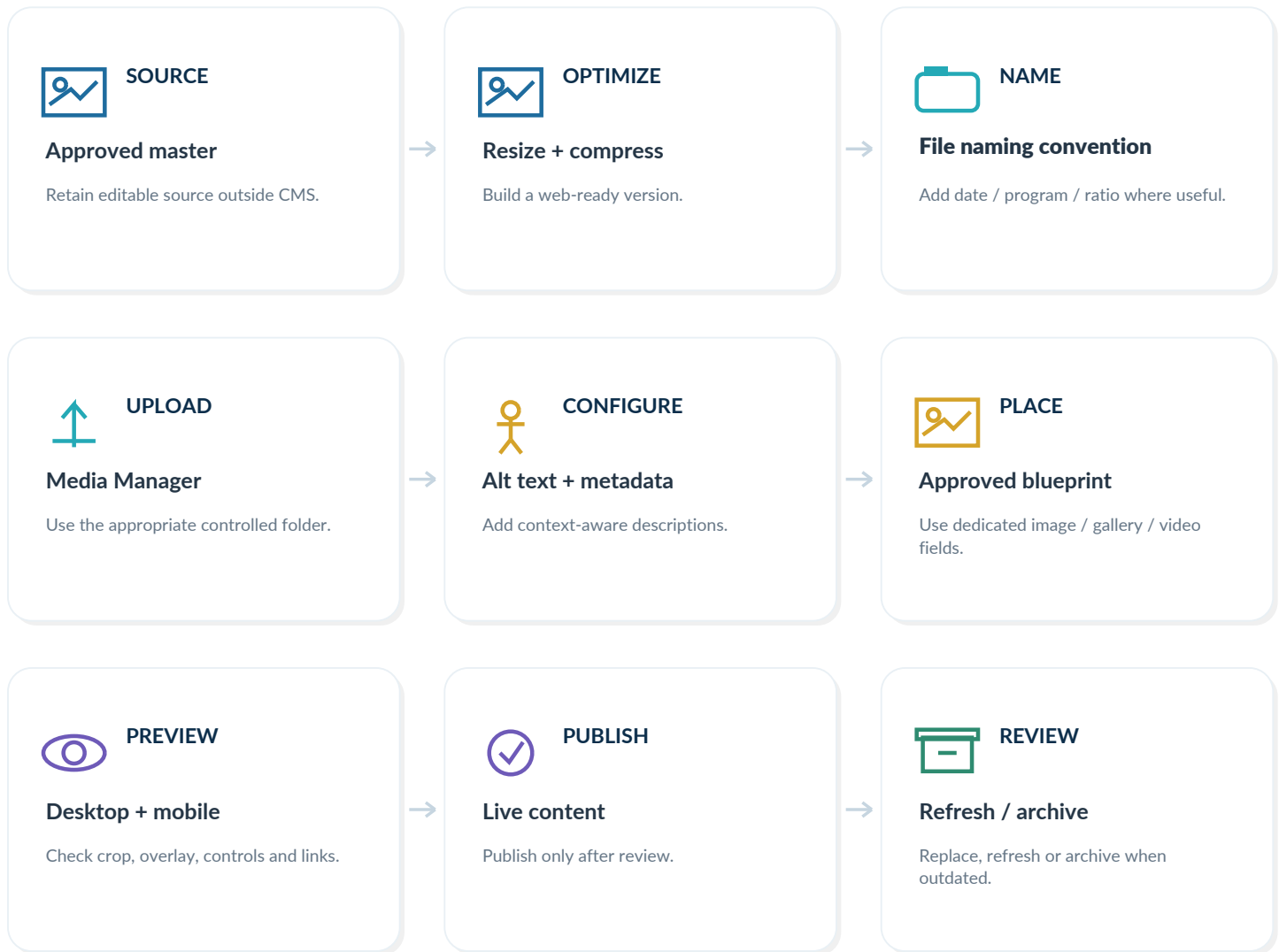
CONTINUITY BENEFIT

A consistent media library reduces duplicate work, makes assets easier to locate and helps preserve continuity when contributor responsibilities change.

Media lifecycle & publishing workflow

From source file to archive

Treat media as a managed lifecycle. A strong asset can be reused across multiple blueprints only when the source, metadata, context and expiration are kept under control.



BEFORE DELETING

Confirm where an asset is already used. Deleting or replacing a Media Manager item without checking downstream placements can break existing content.

Header logo preparation

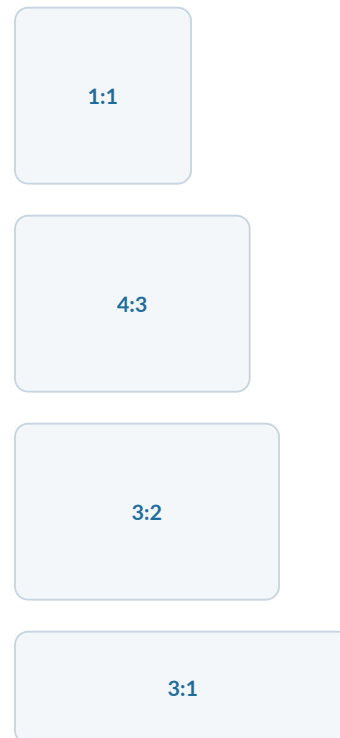
Flexible branding area

Use a current, approved logo that remains clear in a relatively compact header area. Horizontal SVG or transparent PNG artwork generally preserves the best clarity and flexibility. Preferred sizes are based on recent 3.0 web framework header parameters for optimal viewing on desktop to mobile.

Ratio guide for a 300 px-wide artwork area

1:1	300 x 300 px	PREFERRED
4:3	300 x 225 px	PREFERRED
3:2	300 x 200 px	SUPPORTED
3:1	300 x 100 px	USE CAREFULLY

Visual proportions



REFERENCE ARTWORK FROM PROVIDED LOGO SAMPLES



- Preserve original proportions; never stretch or distort.
- Trim excessive transparent or blank margins.
- Avoid small taglines that become unreadable in the header.
- Use transparent backgrounds when appropriate; avoid unapproved effects.

The 16:9 foundation

One source, many destinations



16:9 | 1920 x 1080 px

PRIMARY WEBSITE GRAPHIC STANDARD

This single landscape standard can support Activity and News imagery, Program and Location features, hero slides, CTA sections, promotional cards and general content listings.

LISTING

Thumbnail / card

Blueprint controls final crop

DETAIL

Feature image

Blueprint controls final crop

HERO

Carousel slide

Blueprint controls final crop

CTA

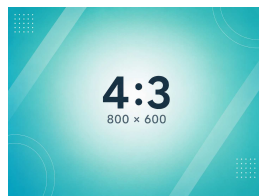
Banner / feature

Blueprint controls final crop

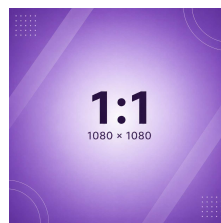
Other common gallery / specialized ratios



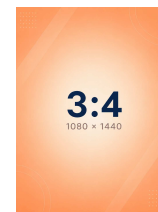
16:9



4:3



1:1



3:4



9:16

Safe zones & crop-aware composition

Responsive blueprints can crop the top, bottom or sides of an image. Treat the center as the safest location for faces, logos, embedded text and the primary subject.



Composition rules that survive more layouts

CENTER THE SUBJECT

Keep faces, logos and the primary subject near the middle of the frame.

LEAVE BREATHING ROOM

Open space gives CMS overlay text and buttons room to adapt.

DO NOT TRUST THE EDGES

Avoid dates, small text and essential visual details near any boundary.

SAFE ZONE IS A DESIGN PRACTICE - NOT A FIXED CMS MASK

Actual cropping depends on the blueprint and device. Preview the real placement on desktop and mobile before publishing, especially when an image contains embedded messaging.

Responsive cropping in practice

Same source, different containers

The examples below simulate center cropping from one 16:9 source. Notice how more of the left and right edges disappear as the container becomes more square or portrait-oriented.



DESKTOP HERO 16:9



LIST CARD 4:3



SQUARE CARD 1:1

What contributors should expect

- A 1920 x 1080 source does not guarantee that every edge remains visible.
- The more a container changes aspect ratio, the more crop pressure moves toward the center.
- Separately designed ratio variants can be useful for campaigns with embedded text, but the core subject should remain consistent.
- Always validate the actual blueprint. A thumbnail, CTA preview and detail image can each crop the same asset differently.

GOOD

Keep the core subject centered and allow visual breathing room around it.

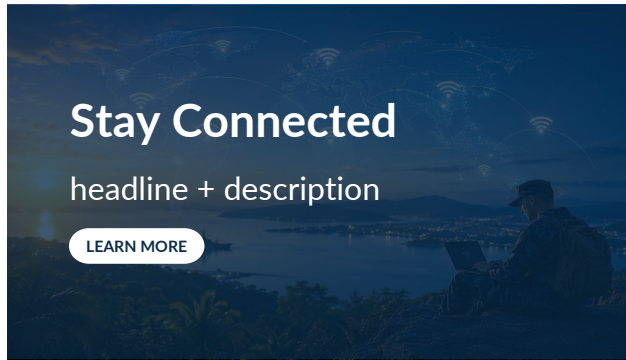
RISKY

Place essential text, logos or faces at the extreme edge and assume the full image will display.

Background image vs. complete marketing graphic

Determine whether the image will support CMS-generated text or whether the image itself contains the full message. These two asset types behave differently in responsive blueprints.

PREFERRED FOR OVERLAY BLUEPRINTS



Supporting / background image

- Open space supports overlays.
- Text remains editable and responsive.
- Essential information stays in CMS fields.

USE WITH MORE CAUTION



Complete marketing graphic

- Embedded text may shrink or crop.
- Do not duplicate the same dates or CTA in CMS overlays.
- Risk of reduced legibility.

Use CMS Text for Calls to Action and Critical Information

Whenever practical, website banners, promotional sections, and calls to action should use CMS-managed text paired with supporting imagery rather than relying on graphics that contain all important information within the artwork.

While flyers and posters may work well for print or social media, embedded text is less accessible, less searchable, harder to update, and more likely to become unreadable or cropped across responsive layouts. Headlines, dates, pricing, locations, descriptions, links, and CTA buttons should instead be entered into appropriate CMS fields so they remain accessible to assistive technologies, searchable by users and search engines, responsive across devices, and easy to maintain. Graphic assets should primarily provide visual interest, branding, photography, or campaign identity, while the CMS delivers the critical information and actions users need.

ACTIVITY / EVENT



Listing preview

Virtual Fitness Session

JUL 30 | 1700 | Fitness Center

Contributor rules

- Choose 16:9 imagery that clearly represents the activity or experience.
- Avoid overly complex, graphic-heavy promotional artwork with excessive embedded content.
- Ensure the primary subject remains clear and recognizable at thumbnail size.
- Keep dates, times, pricing, registration details, and other critical information in CMS fields whenever possible.
- Reuse approved images when appropriate and when they continue to accurately support the activity.
- Archive or replace outdated event graphics once the activity or promotion has ended.

NEWS / ARTICLE



Article feature

Digital Library Resources

News listing + article detail + related content

Contributor rules

- Use a representative 16:9 image that communicates the story without relying on embedded text.
- Favor editorial photography or strong promotional imagery over screenshots of flyers or text-heavy graphics.
- Select a primary image that remains effective across news listings, article detail pages, related-content cards, and homepage features.

CONSISTENCY WIN: A clear 16:9 image or photography source reduces the need to build separate listing and detail assets.

Programs, locations, heroes & CTAs

High-visibility placements



PROGRAMS & LOCATIONS

Use curated 16:9 imagery that helps visitors quickly understand the program or location, including its facilities, services, amenities, equipment, and available activities.

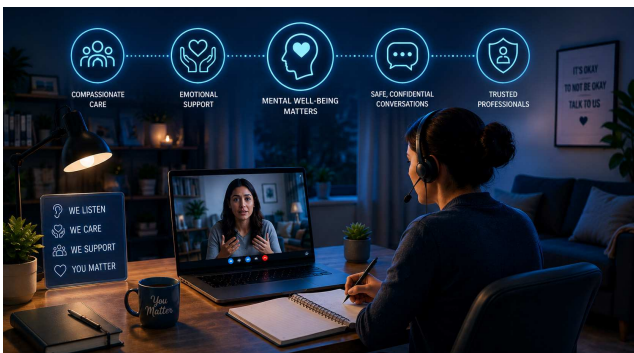
KEY CHECK Use current imagery; avoid several nearly identical views.



HERO / CAROUSEL

Use high-quality 16:9 imagery with important subjects kept within a center-safe area and sufficient contrast or open space to support overlay text, navigation controls, and calls to action across responsive screen sizes.

KEY CHECK Keep the slide set limited, current and purpose-driven.



CTA / FEATURE

A 16:9 source image provides the greatest flexibility when media is displayed beside, behind, or within a CTA card. Avoid text-heavy graphics or designs with multiple embedded calls to action, as this content may become difficult to read or ineffective when the image is resized, cropped, or displayed at smaller responsive dimensions.

KEY CHECK Use clear, action-oriented CTA language that accurately reflects the linked destination or intended user action.



FEATURED CONTENT

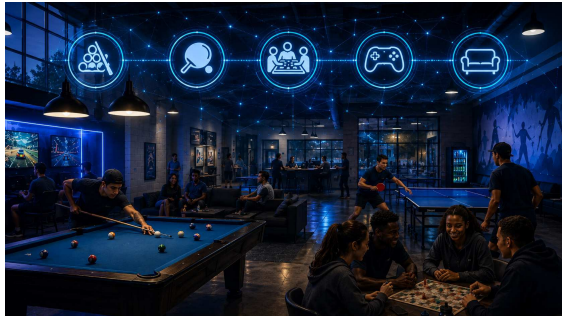
Use high-quality 16:9 imagery that clearly represents the featured content and remains visually recognizable when resized or cropped for cards, promotional sections, and other responsive placements.

KEY CHECK Avoid complex, predesigned graphics that rely on embedded text or messaging.

Photo galleries & media collections

Curate the set - do not dump the folder

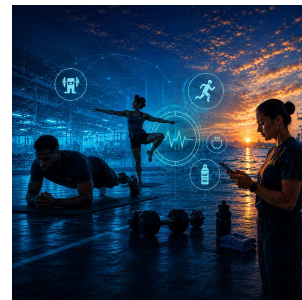
Gallery assets may use landscape, square, or portrait orientations. Full-size images generally retain their original proportions, while thumbnail previews may be cropped based on the selected blueprint and responsive layout.



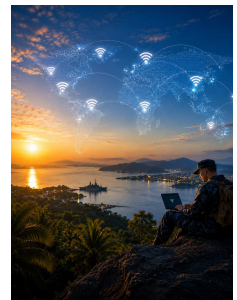
16:9



4:3

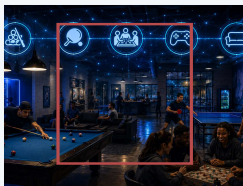


1:1



3:4

Thumbnail behavior



A gallery may display a cropped thumbnail preview while preserving the full image at its original aspect ratio.

Gallery practices

- Use consistent quality and editing.
- Remove blur, duplicates, weak framing and irrelevant shots.
- Arrange items in a logical sequence.
- Use descriptive file names and contextual alternative text.
- Publish a curated selection rather than every available event image.

WHEN A MEDIA COLLECTION IS A DOWNLOAD LIBRARY

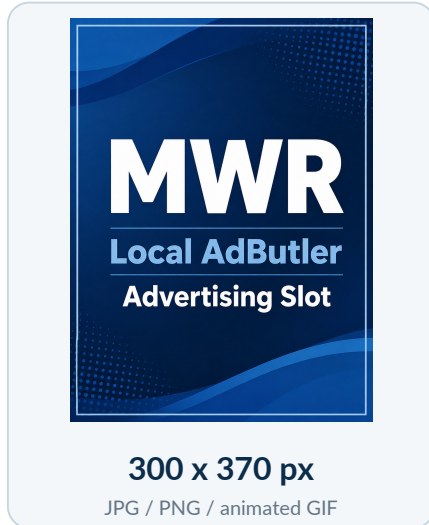
Collections can also provide approved graphics or print-resolution files for users to download. In that use case, clearly label the asset, file type, intended use and available dimensions. Only upload large print files when user download is the purpose of the page.

Advertising & sponsorship graphics

Local AdButler placement

Local commercial sponsorship and advertising placements display on the homepage and on dynamically generated interior pages for News, Activities, and Programs created through Content Explorer. By default, these ad slots do not appear on specialty layout pages that are manually constructed in Site Planner.

LOCAL AD SLOT



Primary purpose

Paid commercial sponsorship and advertising, with an approved local fallback when no paid advertisement is active.

Fallback is active promotional space

Treat the empty-ad state as an opportunity to feature current, approved quality-of-life messaging rather than an unused placeholder.

PAID AD ACTIVE

1

Serve approved advertiser / sponsor creative.

NO PAID AD

2

Ad inventory becomes available for fallback.

FALLBACK ACTIVE

3

Serve approved MWR / FFR promotional content.

Useful fallback topics

[Advertise with MWR](#)
[Sponsorship opportunities](#)
[Program highlights](#)
[Seasonal campaigns](#)
[Employment](#)
[Special events](#)
[Suicide-prevention resources](#)
[Installation services](#)

MAINTENANCE

Favor evergreen content, review links and contact information regularly, and remove completed campaigns or unauthorized commercial branding.

Use dedicated video / media gallery blueprints

Avoid unmanaged iframe code or scripts when an approved blueprint exists.



Format & duration

- Use 16:9 widescreen whenever possible.
- Common resolutions: 1920 x 1080 or 1280 x 720.
- Web format: MP4 with H.264 video and AAC audio.
- The source guide notes public playback can become less reliable for large files, particularly around or above 60 MB.
- Short 15 -120 second videos are the preferred web pattern; longer content needs stronger optimization or approved streaming delivery.

Library & thumbnail practices

- Retain a title, description, responsible office, review date, thumbnail, caption status and source / hosting location.
- Use approved organizational streaming for larger libraries that benefit from adaptive playback, captions and analytics.
- Provide a clear 1920 x 1080 thumbnail that remains understandable at small size.
- Avoid blurred auto-generated frames, blank transitions and excessive thumbnail text.

STORAGE RULE

Keep raw footage, editable project files and high-bitrate masters in approved internal storage rather than the public website library.

Adobe Media Encoder - web export starting preset

Adobe documents the H.264, bitrate, profile, frame-rate and AAC controls. The numeric bitrate ranges below are CNIC FFR starting recommendations for short website playback and should be adjusted for source complexity and final file size.

1080p WEBSITE PRESET

Format	H.264 (.mp4)
Frame Size	1920 x 1080
Frame Rate	Match Source
Field Order	Progressive
Pixel Aspect	Square Pixels 1.0
Profile	High
Level	Match Source / Auto
Bitrate	VBR 1 Pass
Target	4-6 Mbps
Maximum	6-8 Mbps
Audio	AAC Stereo 48 kHz
Audio Bitrate	128-192 kbps

720p LIGHTER-WEIGHT PRESET

Format	H.264 (.mp4)
Frame Size	1280 x 720
Frame Rate	Match Source
Field Order	Progressive
Pixel Aspect	Square Pixels 1.0
Profile	High
Level	Match Source / Auto
Bitrate	VBR 1 Pass
Target	2.5-4 Mbps
Maximum	4-6 Mbps
Audio	AAC Stereo 48 kHz
Audio Bitrate	128-192 kbps

ENCODING NOTES

VBR 1 Pass	Good default for routine web exports; VBR adjusts data rate by scene complexity.
VBR 2 Pass	Use when available and longer export time is acceptable for greater compression efficiency.
Maximum Render Quality	Most useful when scaling between source and output sizes; not required for every same-size export.
File-size check	Export, verify final MB size, then lower bitrate or use 720p if playback performance is more important than fine detail.

Standard playback



CAPTIONS

Provide accurate synchronized captions for prerecorded video with meaningful audio.



TRANSCRIPT

Provide a transcript when it adds value for training, interviews or detailed informational content.



VISUAL INFORMATION

If important visual content is not explained in narration, provide an equivalent description or audio description as appropriate.



CONTROLS

Test play/pause, captions, keyboard access, fullscreen behavior and responsive sizing.

IF AUTOPLAY IS APPROVED

- **Start muted**

Audio should not begin unexpectedly.

- **Keep it short**

Background motion should be concise and optimized.

- **Provide a still fallback**

Essential meaning must remain without motion.



- **Allow pause / stop**

Moving content that persists must be controllable when required.

- **Avoid rapid motion**

Do not create distracting or flashing experiences.

- **Never carry essential info**

Important instructions, dates or actions belong in page text.

STANDARDS BASIS

WCAG 2.2 requires captions for prerecorded synchronized media (SC 1.2.2) and includes controls for persistent moving content (SC 2.2.2). Section508.gov also emphasizes accurate captions and meaningful alternatives for media.

Choose the right file format

Quality, transparency and compatibility

JPG**Photographs + full-color imagery**

Use small, web-optimized files with lossy compression for most landscape and portrait website photography.

PNG**Transparency + sharp graphics**

Use when transparency or crisp graphic elements are required; file size can be larger.

SVG**Approved logos + icons**

Vector artwork stays sharp at different sizes. Ideal for approved scalable marks.

GIF**Simple animation**

Supported in the source guide; use motion carefully because animation can affect accessibility and performance.

MP4**Website video**

Use web-optimized H.264 video with AAC audio for broad playback compatibility.

AVOID

Do not upload print-resolution files unless user download is the purpose, repeatedly recompress the same JPG, enlarge a low-quality source, or use unnecessarily high video bitrates.

Image optimization

Pixel dimensions + compression drive web performance

A 1920 x 1080 image can look nearly identical on screen while producing very different file sizes depending on JPEG compression. The sample below uses the same source at three quality settings.



QUALITY 95

1.9 MB



QUALITY 85

1.1 MB



QUALITY 75

644 KB

WHY 75% IS A USEFUL STARTING POINT

A JPEG quality setting around 75% is a practical starting point for web images because it can significantly reduce file size while maintaining strong visual quality. In many cases, the difference from very high-quality settings such as 90–95% is difficult to notice on screen, while the file-size savings can be substantial. Always review the exported image before publishing, especially around text, fine details, gradients, and high-contrast edges, and adjust the quality setting when needed.

PPI metadata is not the main web-size control

72 PPI metadata

1920 x 1080 pixels

JPEG Quality 75 | 258 KB

SAME PIXEL DIMENSIONS; FILE SIZE MAY VARY

300 PPI metadata

1920 x 1080 pixels

JPEG Quality 75 | 286 KB

SAME PIXEL DIMENSIONS; FILE SIZE MAY VARY

TECHNICAL CLARIFICATION

For website delivery, prioritize pixel dimensions, compression quality, and final file size. PPI metadata is primarily relevant to physical print sizing and does not increase on-screen image detail when the pixel dimensions remain unchanged. A 1920 x 1080 image contains the same number of pixels whether its metadata is set to 72 PPI or 300 PPI. Minor differences in exported file size may occur because of metadata or encoder settings, but the PPI value itself does not make the web image sharper.

MEDIA MANAGER DAM FILE NAMING BEST PRACTICE**[date/year]_[event-campaign-item]_[ratio-or-dimension].[ext]**

Use a consistent, predictable naming structure that includes only information that improves asset identification, searchability, and organization, such as a meaningful date, subject, campaign, location, or size variant. A standardized naming convention also helps media sort logically, allowing files to appear in useful chronological and alphabetical order when dates and descriptive keywords are applied consistently. Keep file names concise, descriptive, and standardized; use clear keywords, consistent separators, and recognizable terms contributors are likely to search. Include dimensions or aspect-ratio details when multiple versions of the same asset are maintained, and use dates when they help distinguish time-sensitive, recurring, or versioned content. Avoid vague names such as image1.jpg, final-final.jpg, or inconsistent labels that provide little long-term value. File naming should complement, not replace, the DAM's metadata, folder structure, tags, descriptions, and archival practices.

Good examples

● 20260730_Liberty-Movie-Night_1920x1080.jpg

● 20260801-0831_Summer-Campaign_1920x1080.jpg

● 2026_Guam-Liberty-Center_Game-Room_001.jpg

● 2026_Guam-Fitness-Center_001.mp4

Avoid these patterns

✗ IMG_0045.jpg

✗ final-final-v2.jpg

✗ graphic1.png

✗ video-final.mp4

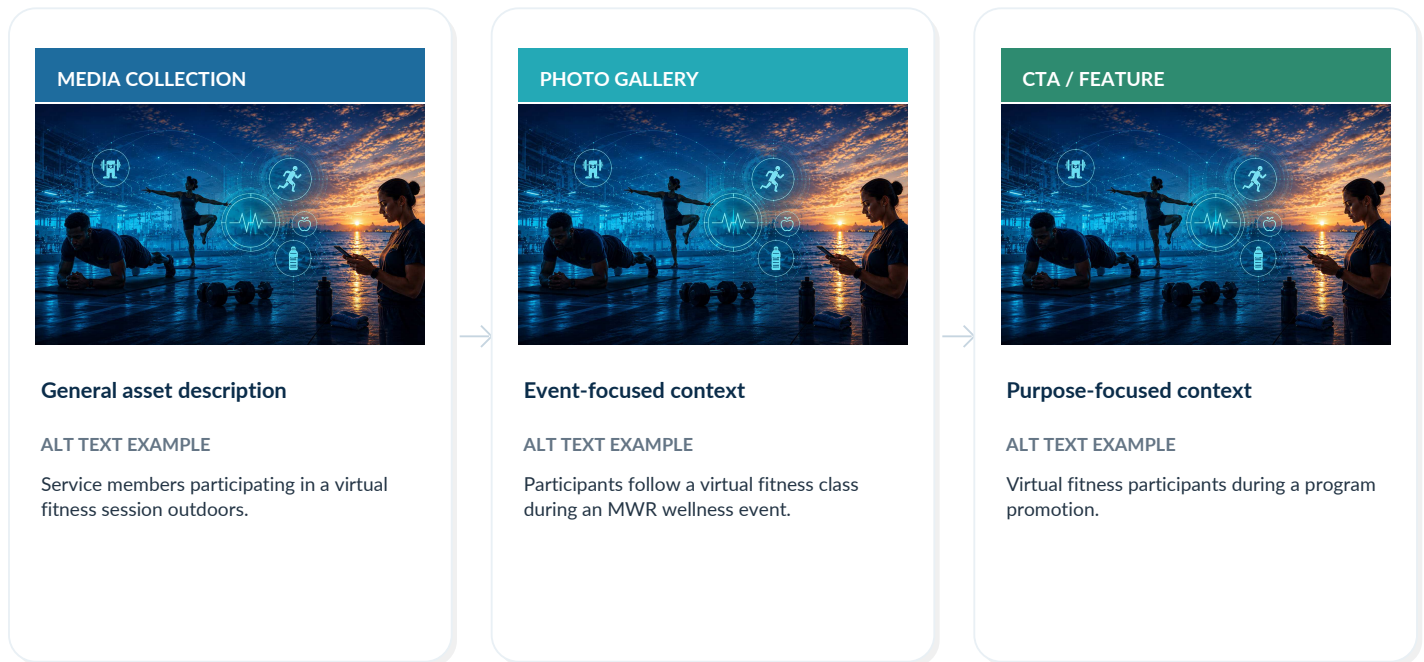
Naming rules

- Use clear words, dates and dimensions / ratios where they add value.
- Use dashes or underscores consistently within the team convention.
- Do not include personally identifiable, sensitive or internal-only information in file names.
- Avoid excessive version language once an asset becomes the approved web-ready file.

Alternative text is contextual

The same asset can need different descriptions

Media Manager can store a useful general description, but the final alt text should describe what the image means in the specific page context where it is used.



Section 508 alt-text rules of thumb

SHORT + PURPOSEFUL

Communicate the meaning the image contributes to the page.

DO NOT REPEAT NEARBY TEXT

Avoid redundant descriptions when the same information is already present.

DECORATIVE MEANS INTENTIONALLY DECORATIVE

Use empty / decorative treatment only when the image adds no meaningful information and the CMS supports it.

LOGOS ARE MEANINGFUL

Include the organization / logo text or relevant identity rather than simply saying "logo."

Essential information, branding & sensitive content

ESSENTIAL INFORMATION MUST ALSO EXIST AS ACCESSIBLE PAGE TEXT

EVENT DATES

REGISTRATION DEADLINES

EMERGENCY INSTRUCTIONS

CONTACT INFORMATION

ELIGIBILITY

PROGRAM HOURS

SERVICE CHANGES

A flyer or video cannot be the only place a user can get critical instructions. Complex, text-heavy graphics are also difficult to describe accurately with alt text.

Before publishing people, places or operational details

- ☐ Current approved CNIC / FFR / regional / installation branding
- ☐ Permission for externally sourced photos, music, stock footage and third-party graphics
- ☐ Extra care and appropriate authorization when minors appear
- ☐ Current uniforms, grooming standards, spaces, equipment and program operations
- ☐ No exposed badges, credentials, computer screens, documents, license plates or access points
- ☐ Safety equipment and procedures depicted correctly
- ☐ No unintended endorsement of a commercial product or brand

VISUAL RISK SCAN



PEOPLE Minors, releases, uniforms

BACKGROUND Credentials, screens, documents

LOCATION Access points, sensitive operations

SAFETY PPE + procedures

BRANDING Approved marks + no endorsement

Rich text / WYSIWYG media guidance

Possible - but less controlled

The goal is not to prohibit the use of images within rich text fields, but to recognize that their behavior can be less predictable than media delivered through dedicated CMS blueprints. Images inserted through a WYSIWYG editor may not receive the same standardized responsive controls for sizing, cropping, alignment, spacing, aspect ratio, captions, and mobile behavior that are built into dedicated CMS media components. As a result, display can vary based on the source image, editor settings, author-applied formatting, and surrounding content, which may lead to inconsistent spacing, oversized images, awkward text wrapping, or accessibility and maintenance issues across different page layouts and screen sizes. For this reason, contributors should err on the side of caution and use dedicated CMS blueprints or media fields whenever they are available, particularly for prominent or reusable imagery. When rich text imagery is necessary, keep formatting simple, avoid fixed dimensions or excessive inline styling, provide appropriate alternative text, and review the final page across desktop, tablet, and mobile to confirm that the media remains responsive, accessible, and visually consistent with the rest of the website.

UNCONTROLLED RICH TEXT EMBED

B I U Link Image Embed

Paragraph text inside the content area...



Image can exceed the intended content container

Video / iframe code may also resist responsive sizing, introduce unsupported scripts or create spacing issues.

CONTROLLED BLUEPRINT / MEDIA FIELD



Primary Image Field

Responsive record image



Image / CTA Blueprint

Controlled layout + crop



Media Gallery

Curated collection



Video Blueprint

Responsive player + controls

WHEN RICH TEXT MEDIA IS NECESSARY

Keep the image within the content width, use the CMS-supported image insertion path, add meaningful alt text, avoid custom scripts, and test on desktop and mobile. If no supported option exists, contact the website administrator before adding custom code or media.

Pre-publishing checklist

Before publishing or approving media-heavy pages, use this checklist to identify common issues related to visual quality, accessibility, responsiveness, content accuracy, and asset lifecycle management before they reach the public website.

☐ The asset is current, approved and stored in the appropriate Media Manager folder or approved hosting platform.

☐ Permissions, releases, branding and sensitive-content reviews are complete.

☐ The file name is descriptive; format, dimensions and file size fit the selected blueprint.

☐ The asset uses an approved image, gallery or video blueprint rather than an uncontrolled embed.

☐ The media accurately represents the activity, article, program, location or campaign.

☐ Links, CTA destinations, playback controls and fallback content work correctly.

☐ Important subjects and embedded text remain visible when cropped or viewed on mobile.

☐ The page has been tested on desktop and mobile.

☐ CMS-generated text is used for essential information whenever practical.

☐ A review or expiration date exists for time-sensitive content.

☐ Alternative text, captions, transcripts and written descriptions are provided as required.

FINAL PREVIEW



Check desktop, tablet and mobile for crop, overlay readability, controls, links and spacing.

MEDIA	SIZE	FORMAT	KEY RULE
Header logo	Flexible	SVG / PNG	Preserve proportions; trim blank space
Primary / Hero	1920 x 1080	JPG	Keep critical subject center-safe
AdButler	300 x 370	JPG / PNG / GIF	Maintain approved fallback
Gallery	Multiple ratios	JPG	Expect thumbnail cropping
Video	1080p / 720p	MP4 H.264/AAC	Short, optimized, captioned
Video thumbnail	1920 x 1080	JPG	Clear frame; minimal embedded text

Five things to remember

1

16:9 is the cross-blueprint default

Build most website graphics around a strong 1920 x 1080 source.

2

The edges are not safe

Responsive crops can remove content from any side.

3

Essential information belongs in CMS text

Dates, registration, contact info and CTAs should remain editable and accessible.

4

Alt text follows context

The same image can communicate something different in a Gallery, Activity or CTA.

5

Publishing is not the end

Review, refresh and archive media as programs, branding and campaigns change.

FINAL GUIDANCE

A good media library is controlled, not simply large.

Begin with the assets that support the most common blueprints: approved header branding, strong 16:9 graphics, program and location photography, an AdButler fallback graphic, curated gallery imagery and clear video thumbnails. Add specialized media as page requirements are identified.

The strongest library is clearly named, organized, accessible, current and approved - so contributors can confidently deploy media through the correct CMS blueprints.

Source & standards references

PRIMARY SOURCE

CNIC FFR Website Media Guide - contributor source document provided for this publication redesign.

ACCESSIBILITY

W3C Web Content Accessibility Guidelines (WCAG) 2.2; Section508.gov guidance on alternative text, captions and synchronized media.

VIDEO EXPORT CONTROLS

Adobe Media Encoder Export Settings Reference, updated March 2026.

IMAGE RESOLUTION

Adobe Photoshop image-size and resolution guidance; pixel dimensions are the main image-data measure while PPI is principally tied to print resolution.

Technical clarifications incorporated in this edition

- Ratio math was normalized to match the stated ratio at a 300 px width (for example, 4:3 = 300 x 225 and 3:1 = 300 x 100).
- Image optimization guidance distinguishes pixel dimensions / compression from PPI metadata so web performance is not tied to print-resolution assumptions.
- The Adobe Media Encoder numeric bitrate values in this guide are CNIC FFR starting recommendations; Adobe documents the available controls rather than prescribing these exact website bitrates.

RELEASE NOTE

Before formal public distribution, complete the organization's normal content approval, PDF accessibility validation and Section 508 release workflow.