

## IMAGES: TECHNICAL SPECIFICATIONS AND SIZES

**1. For each end product, images must meet different specifications. Below is a list of specifications for each medium.**

### **Monitors (LED displays, Narrowcasting)**

- Colour system: RGB (Red – Green – Blue)
- Aspect ratio: 16:9
- Unit: Pixels
- Size for Full HD display: 1920x1080 pixels
- Size for 4K display: 3840x2160 pixels
- Size for LED Wall: 1920x1080 pixels (Drienerlolaan, Pinetumpad and Vrijhof)
- Resolution 72 DPI
- Image formats: JPG, PNG
- Video format: MP4

### **Internet**

- Colour system: RGB (Red – Green – Blue)
- Unit: Pixels
- Format: In pixels. This depends on the product. Please refer to the webmaster for the right size
- Resolution 72 DPI
- Image formats: JPG, PNG
- Video format: MP4

### **Office (Word – Powerpoint)**

- Colour system: RGB (Red – Green – Blue)
- Unit: Centimeters / Inches
- Resolution: at least 70 ppc or 180 DPI at 100%
- Image formats: JPG, PNG, TIF
- Video format: MP4

### **Printing**

- Colour system: CMYK (Cyan – Magenta – Yellow – Key)
- Unit: Centimeters / Inches
- Resolution: at least 120 ppc or 300 DPI at 100%
- Image formats: JPG, TIF, EPS, PSD

## 2. Image size calculation

### Description of units

- PPI = Pixels per inch
- DPI = Dots per inch
- PPC = Pixels per centimeter
- 1 inch = 2.54 cm
- 1 cm = 0.39 inches
- 300 DPI = 118.11 ppc (rounded up to 120 ppc)
- Pixels: 120 ppc = Size (100%) in cm at 120 ppc (300 DPI)
- Pixels: 300 ppi = Size (100%) in inches at 300 ppi (300 DPI)

### Example 1

The image has a width of 4800 pixels. What is the maximum size at which this image can be printed?

1.  $4800 : 120 \text{ ppc} = 40 \text{ cm}$  at 300 DPI
2.  $4800 : 300 \text{ ppi} = 16 \text{ inches}$  at 300 DPI

### Example 2

You want to print a full-page image on A4 paper (21 x 29.7 cm / 8.27 x 11.42 inches). What should the image size be?

1. 21 cm x 120 ppc = 2520 pixels
2. 29.7 cm x 120 ppc = 3564 pixels
1. 8.27 inches x 300 ppi = 2481 pixels
2. 11.42 inches x 300 ppi = 3426 pixels

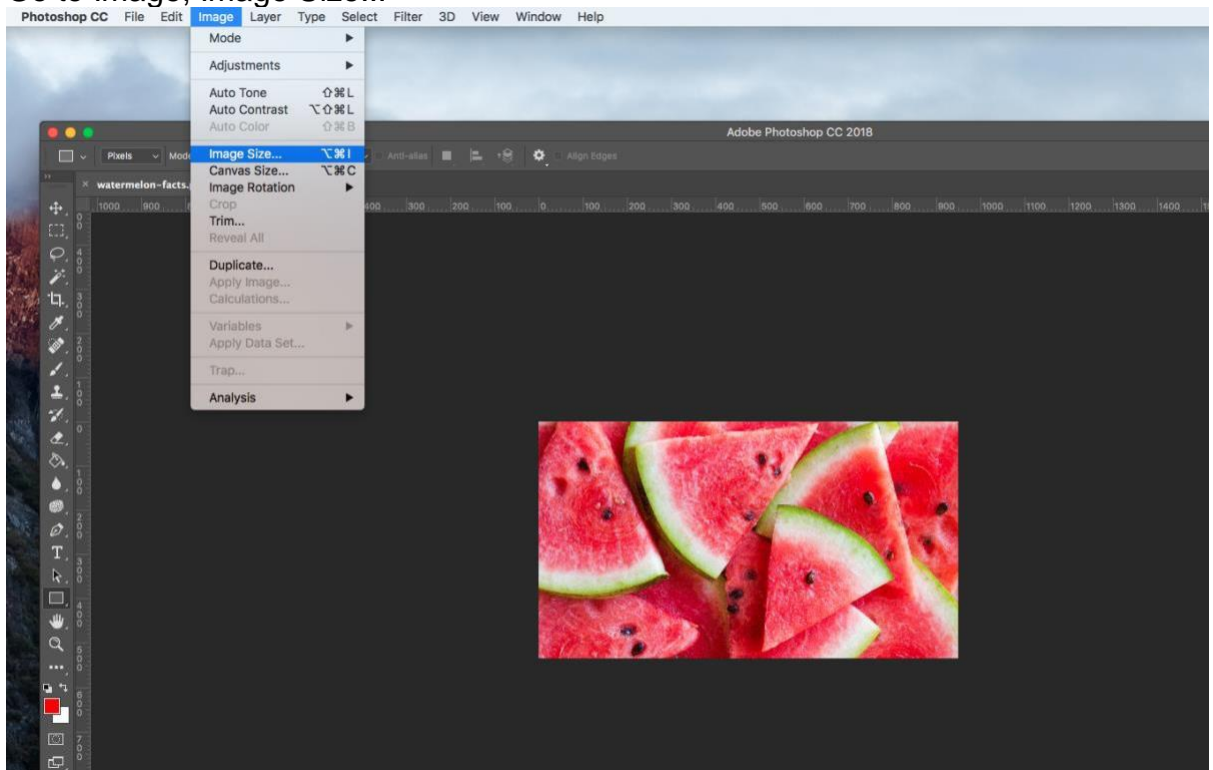
### Finding DPI and pixels

- Windows: Right click on file, Properties, Details
- Mac: Open Preview, Tools, Show Inspector

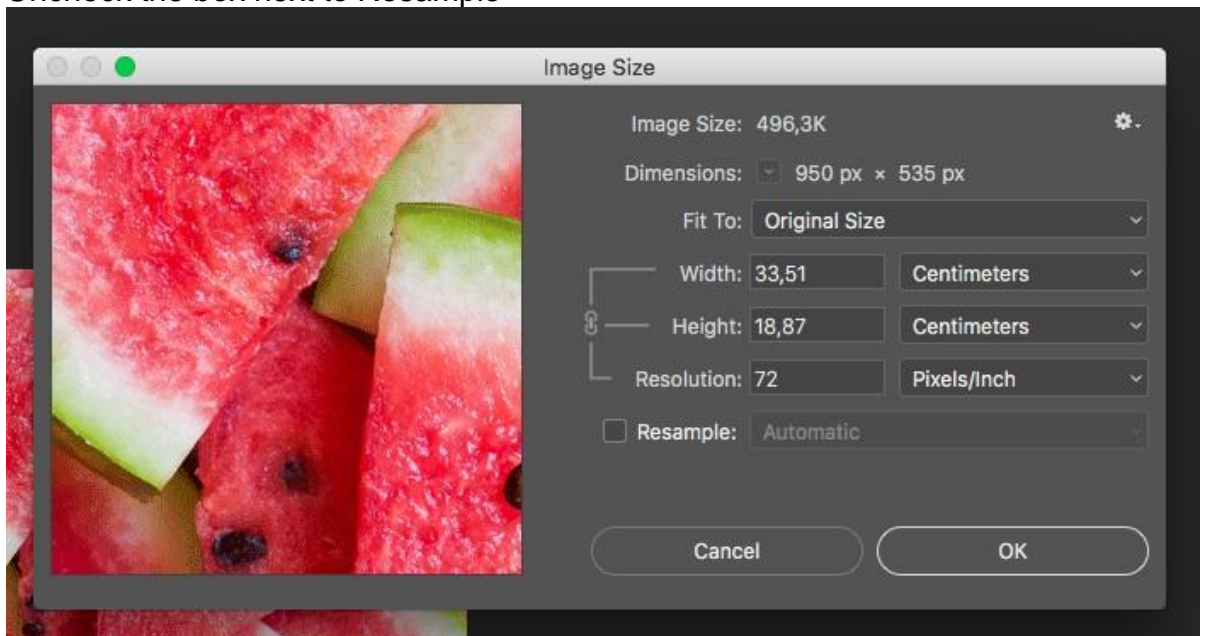
## Photoshop

Adobe Photoshop (downloadable via Zenworks) provides information on all units (DPI, pixels, inches and cm / mm) and is capable of performing automatic calculations. All you have to do is

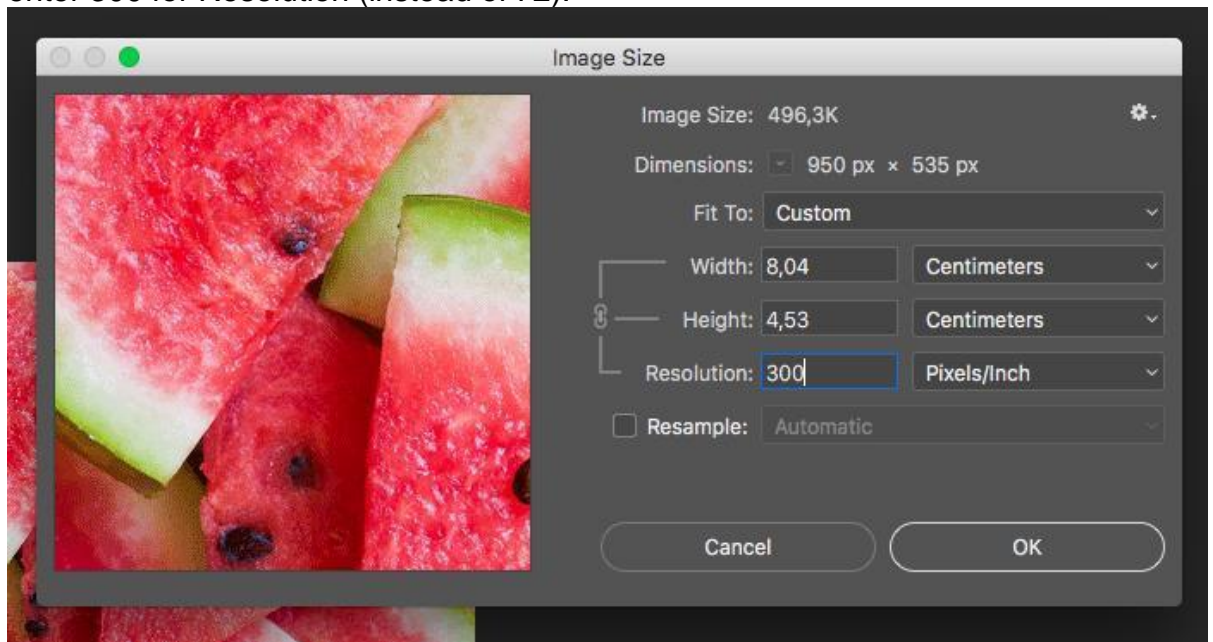
1. Open the photo in Photoshop
2. Go to Image, Image Size...



3. Uncheck the box next to Resample



4. See what happens to the size in centimeters (Width & Height), when you enter 300 for Resolution (instead of 72).



### 3. Sizes social media

#### Facebook headers

Event page: 1920 x 1080 pixels

Company page: 820 x 360 pixels

#### Instagram

1080 x 1080 pixels (square)

#### Twitter header

1500 x 500 pixels

### 4. More information

For more information, contact team Traffic:

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Telephone number: 053-489 4004.

Or go to: [the visual identity website](#)