

Energy.gov Image Guidelines

Allowed file types: png, gif, jpg

File sizes: Try to keep file size to less than 250 KB

Resolution: 72 ppi

Required fields for uploading: Title and alt text

For maximum control over image quality, clarity, and file size, it is recommended that images be optimized in Adobe Photoshop using File/Export/Save for Web (Legacy). For help optimizing your images, please contact your design professional.

Best Practices

Use Sufficient Color Contrast

Section 508 guidelines state that there must be sufficient color contrast between text and its background color. Your graphics must meet at least AA-level conformance on W3C's Web Contrast Accessibility Guidelines (<https://www.w3.org/TR/WCAG/>).

Don't Use Color to Convey Meaning

Do not use color alone to convey meaning. This makes your image difficult to understand for colorblind users.

Avoid Using Images of Text

Images of text are less accessible to users with disabilities and harder to read on small devices. Wherever possible use HTML and CSS, if needed, to make text more visually appealing.

Complex Images

Complex images encompass various visual elements like maps, tables, graphs, infographics, and illustrations. Describing these types of images to users can be challenging, and relying solely on alt text may not effectively communicate the image's significance. It is recommended to provide additional context or information alongside the image, and use the alt text to guide users to that supplementary content.

Additional Image Sizes

Additional image sizes may be available on energy.gov. Please reach out to CMS support or your web content specialist for assistance with special cases.

Include Alt Text

Screen readers use alt text to provide visually impaired users with a description of a graphic. Read our page on writing alt text (<https://www.energy.gov/eere/communicationstandards/alt-text-requirements-web-images>) to ensure your site complies with Section 508 standards.

Photo Resources

You may use the resources below to locate stock images:

- U.S. Department of Energy Flickr (<https://www.flickr.com/photos/departmentofenergy/>)
- Energy Technology Visuals Collection (https://powerpedia.energy.gov/wiki/Energy_Technology_Visuals_Collection)
- DOE Enterprise Search Search Results (https://search.usa.gov/search/images?affiliate=enterprise_search&query=)

Section 508 of the Rehabilitation Act requires federal agencies to make their electronic and information technologies accessible to people with physical, sensory, and cognitive disabilities. This means our communications materials must be provided in a way that is accessible to all visitors, no matter their individual abilities or how they access our sites.

Visit [section508.gov](https://www.section508.gov) for more information.

For additional image questions, please contact CMS Support at DOECMS-Support@hq.doe.gov.

Basic Page

Image sizes below cover all screen sizes for desktop, laptop, tablet, and mobile devices. The current energy.gov CMS space only allows for uploading one image and is not built to swap images for different screen sizes. Please use the exact pixel width and height (where applicable) indicated below for sizing images. All dimensions are based on a resolution of 72 ppi.

- 1 Banner Image**
 Image dimensions: **1240px wide x 350px high**
 - Use a dark image to ensure text stands out.
 - Avoid using busy images.
- 2 Align Center Full Width**
 Image dimensions: **820px wide**
 - Height is variable, landscape or square images recommended.
- 3 Align Left or Align Right**
 Image dimensions: **701px wide**
 - Height is variable, landscape or square images recommended.
 - Do not use detailed figures in smaller image sizes.
- 4 Breakout Center Full Width**
 Image dimensions: **1040px wide**
 - Height is variable, landscape or square images recommended.
- 5 Breakout Float Left or Breakout Float Right**
 Image dimensions: **701px wide**
 - Height is variable, landscape or square images recommended.
 - Do not use detailed figures in smaller image sizes.
- 6 Breakout Left Full Width or Breakout Right Full Width**
 Image dimensions: **940px wide**
 - Height is variable, landscape or square images recommended.

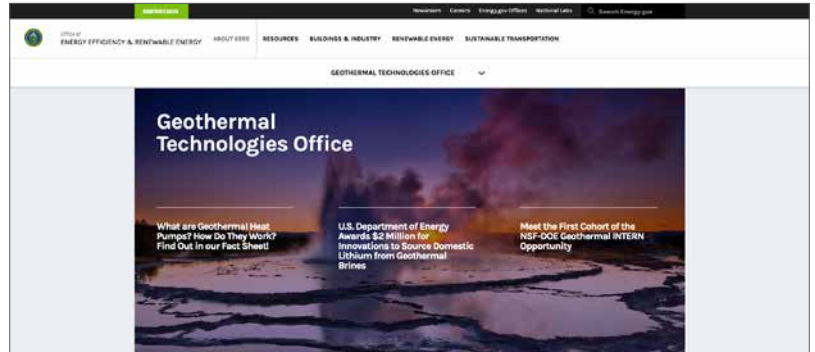


Landing Page Content Blocks

Featured Image

Image dimensions: **1240px wide x 600px high**

- Use a dark image to ensure text stands out.
- Avoid using busy images.



Carousel Card Image

Image dimensions: **350px wide x 220px high**

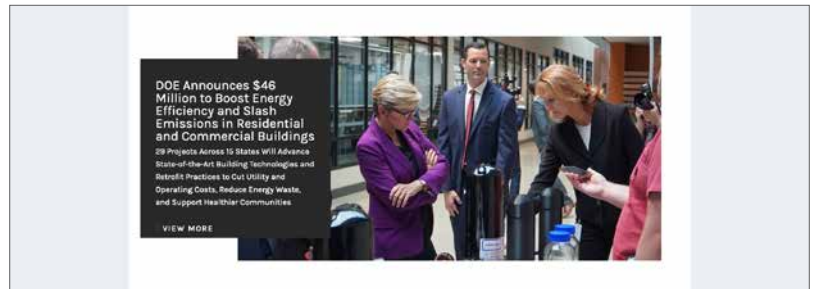
- Use image that works well in the background, text box will cover the image partially.



Full Width Card Image

Image dimensions: **935px wide x 435px high**

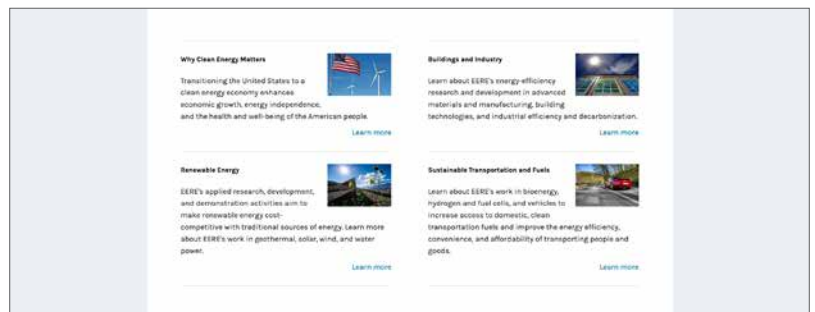
- Use image that works well in the background, text box will cover the image partially.
- Avoid using images with lots of text or graphics.



Listing Item Thumbnail

Image dimensions: **150px high x 100px wide**

- Do not use detailed figures in smaller image sizes.
- Icons are acceptable in listing items.



Block Image

Image dimensions: **701px wide**

- Do not use detailed figures in smaller image sizes.
- Height is variable, landscape or square images recommended.

