

# Arizona State Fair Web Image Guidelines

Please use this guide to design and submit images for use on the Arizona State Fair's web site. Only the image sizes described in this document will be used on the site. The Arizona State Fair must approve each image prior to placement on the site.

You may also request that the Fair create your images for you. If you have any questions, please email Natalie Mosier at [natalie.mosier@azstatefair.com](mailto:natalie.mosier@azstatefair.com).

## **Page Sub Head:**

Used in highlight boxes throughout the site.

Image size: 170 pixels x 55 pixels with a 1 pixel boarder (Boarder specs: C3 M30 Y88 set to 80% opacity).

## **Thumbnail:**

Used as a button or lead-in to a landing page.

Image size: 60 pixels x 60 pixels.

## **Logos:**

Logos are featured both on landing pages and highlight boxes. Please be sure to provide both sizes.

Logo 1- Image size 150 pixels x 100 pixels. Fill logo background color to entire image area.

Logo 2- Image size up to 70 pixels x 50 pixels. Save image with transparent background.

## **Coupons or Vouchers:**

Sponsor or advertiser coupons/vouchers for Arizona State Fair components may be used on detail pages.

Image size: 1800 pixels x 750 pixels.

## **Acceptable File Types:**

Acceptable file types are JPG and GIF. Save all images as 72 dpi RGB files.

## **Submitting your files:**

Please email your images to [natalie.mosier@azstatefair.com](mailto:natalie.mosier@azstatefair.com). If your images are approved we will upload them to the Fair's web site as soon as possible.