

Image Sizes

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Image sizes on the forms will often stretch or shrink as needed, but it is recommended to have any image in your form be at least a width of 476 pixels or more, so that other sites that may share image from your forms, like Facebook, will display them properly.

Your best strategy is to use the exact sizes below, or larger.

The best option for images is to use the exact size that will be displayed. If your image is larger, then it will show compressed and be not quite as clear. But shrinking the size usually doesn't degrade the image quality that much. On the other hand, using a smaller image will stretch out the image and generally look much worse than a larger image shrunk.

Image Requirements:

- Images must be in JPG or PNG format.
- Images must be in RGB format, not CMKY or any other format.
- It is recommended to have 72ppi (Pixels Per Inch). Higher resolutions, such as 300ppi may or may not work because the file size becomes too large. When they *do* work, they will frequently cause the form to load slower, so aim for 72ppi. Less than 72ppi may make the image fuzzy.

If you need help resizing and editing images, refer to the [Editing and Resizing Images article, here.](#)

Image Specifications - Text-to-Donate *et al*

These images are used for the majority of GiveSmart Fundraise activities that you can create, where Text to Donate is the most common. You can use these in Surveys, Volunteer Signups, Sponsorships, Ticketing, Reservations and more.

Image Name	Dimension(s) width x height	Ratio	Location	Notes
Organization Logo	Actual: 470 x 80 Recommended: 500 x 85		<ul style="list-style-type: none">• Email/PDF Receipts• Email/PDF Acknowledgements	The image will show at full size on email receipts, so try not to use too large an image. Because of the way this image works on the receipts, it needs to be a maximum of 500 pixels wide.

Image Name	Dimension(s) width x height	Ratio	Location	Notes
Brand Logo / Campaign Logo	Actual: 470 x 100 Recommended: 500 x 106		Top of most forms	
Background Image	Recommended: 1920 x 1080		Background of any form	Image will resize to fit screen
Confirmation Page (Thank You Image)	Actual: 470 x any length Recommended: 500 x "any" length		Confirmation Page	
Custom Image	Actual: 470 x any length Recommended: 500 x "any" length		Added to any form from the Add Custom Field option	Remember, a shorter form is most often a better experience for your supporters.
Thermometer: Background	Recommended: 1024 x 800			If you use a taller image, such as 1920x1080, the bottom of the image will cut off
Thermometer (Classic): Logo	Actual: 400 x 266			
Thermometer (Modern): Logo	Actual: 255 x 80 Recommended: 500px by 125px			

Image Specifications - Crowdfunding and Peer-to-Peer

These images are for the Crowdfunding and Peer-to-Peer Fundraising specific pages, such as the Fundraising Page, the Team pages and the individual Volunteer Fundraiser pages. For forms such as the Sign Up form and the Donation form, use the Text-to-Donate image specifications above.

Image Name	Dimension(s) width x height	Ratio	Location	Notes

Image Name	Dimension(s) width x height	Ratio	Location	Notes
(Theme 1): Banner Logo:	Actual: Any x 86 Recommended: up to 500 x 86			If the image will scale to fit the whole image with a height of 86 pixels. Meaning you could have an extremely long image. If you make the image longer than 500 pixels, though, you will start to run into issues with the form displayed on smaller screens.
Background Image	Recommended: 1920 x 1080		Background of Fundraising Page	Image will resize to fit screen
Fundraiser/Team Profile Pictures	Actual: 143 x 143	Recommended 1:1		The Team and Fundraiser images need to be square – if they are different ratios, they will be stretched / squashed into the square shape.
(Theme 1): Media Carousel	Actual: 653 x 489	Recommended 4:3		
Facebook Image	Minimum: 470 x 246 Recommended: 1200 x 627			
Sign Up Form Logo	Actual: 468 x 100			

Image Specifications - Event Page

The Image sizes listed for the Event Page are the minimum recommended sizes. These images are specific to the Event Page itself. For the various activities to be included through the links and buttons on the Event Page, use the information above.

Image Name	Dimension(s) width x height	Ratio	Location	Notes
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Image Name	Dimension(s) width x height	Ratio	Location	Notes
Logo	Recommended: 150 x 150	1:1	<ul style="list-style-type: none"> • Banner • Hero • Event Details • Footer 	<p>The log can really be any dimensions but a square image will allow for a cleaner look. Depending on its location its actual size will be different.</p> <p>It is recommended to have a transparent background.</p>
Hero Image	Recommended: 1920 x 1080	Approx. 5:4	<ul style="list-style-type: none"> • Hero • Custom Section 	<p>The image will fill the screen when the viewer first goes to the event page so the actual size will adjust to the viewer's screen size.</p>
Hero Event Logo	Recommended: 400 x 250	Approx. 5:4	<ul style="list-style-type: none"> • Hero 	<p>If you include a logo/image on the Hero section, it will display at a maximum of 400px wide by 250px tall and will resize either direction if one of the maximums is reached.</p>
Event Details Background	Recommended: 500 x 500	1:1	<ul style="list-style-type: none"> • Event Details • Info Section 	<p>The Event Details background adjusts to the amount of information presented in the section, so if you use a centered format with a lot of text, the 1:1 ratio should work.</p> <p>If you use a left Justified format with very little text, then the image will automatically be cropped to fit the width of the display.</p>
Impact Section Card	Recommended: 625 x 400	Approx. 6:4	<ul style="list-style-type: none"> • Impact Section • (Added) Impact Section 	<p>The image can really be any size depending on the style of images you want for the cards.</p> <p>It is recommended, though, that you have around the same size for all the cards in a row. There can be a maximum of four cards per impact section, but you can create multiple sections</p>

Image Name	Dimension(s) width x height	Ratio	Location	Notes
Sponsor Images	Recommended 300 x 300	1:1	<ul style="list-style-type: none"> • Sponsors • Grid Section 	<p>The image can really be any size depending on the style of images you want for the section.</p> <p>There is a maximum of four images across the Sponsor / Grid section; adding more will wrap to a new line.</p>