

California Courts Public and Partner Sites Image Guidelines

Last updated: June 7, 2013

Overview

In order to maintain visual consistency in our website design, these guidelines standardize the size and treatment for using images across the public website.

Help with Images

We encourage content owners to consult with our Web Communications team when enhancing your content with new imagery. Specifically, if you require assistance with producing images to these specifications, if you are unsure about an image you want to use, or if an image scenario is not explained here, please contact the [Web Communications \(WebComm\)](#) team for direction and assistance.

Consult the [Web Services Help Center](#) for other web content guidelines, including on topics such as web accessibility and RedDot callout usage.

Guidelines

When considering image usage, keep in mind the following guidelines around sizing and styling.

1. Image Sizes

Five (5) standard image sizes have been established for use throughout the site, as follows.

- [Small](#)200w x 150h
- [Medium](#)275w x 200h
- [Large \(3 column\)](#)420w x 260h
- [Portrait style](#)115w x 150h
- [Small triple block style](#)190w x 130h

Use a size that is most appropriate for adding value to your text. Read on for applications and examples.

Medium content image (275 wide x 200 high)

For use in the following content area and callout type (please see image below for example):

- Plain text callout (2 or 3 column)
- News Release

2 column text with larger image: (275W x 200H)



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Large, full width image for 3 column page (420 wide x 260 high)

In rare cases, for use in the following callout type:

- Plain text callout (3 column)

(Please note that use of an image this size pushes content down below the fold – **Use Sparingly.**)



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Judicial Fellow Takes Attorney's Oath
Chief Justice Tani G. Cantil-Sakauye administers the attorney's oath to
Judicial Administration Fellow Kathleen Walsh, MSW, on Monday, June 15, 2010.

Portrait style content image (115 wide x 150 high)

For use in the following content area and callout type (please see image below for example):

- Plain text callout (2 or 3 column)
- News Release



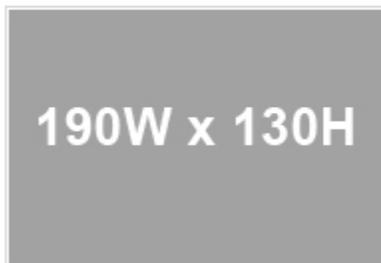
Small size triple block image (190 wide x 130 high)

For use in the triple block callout (please see image below for example):

Triple Block Image Size: 190W x 130H



without border



with border

2. Image Treatment

Generally, for images floating within or complementing content (i.e., 'content images'), a standard border styling is suggested. However, this section also discusses the exceptions and styling to avoid.

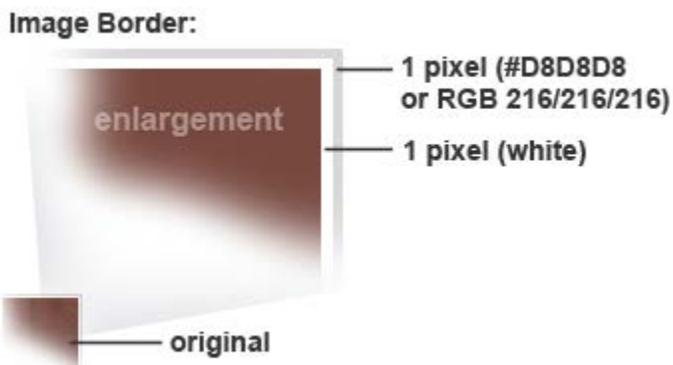
- [Border styling for content images](#)
- [Banners, Icons, and Other Non-Standard Imagery](#)

Border styling for content images

Grey Border Styling

Where possible (and appropriate), use a floating grey border for images in content (please see image below for example) :

- Specification: 1 pixel of grey (#D8D8D8 / 216/216/216) around a 1 pixel white border.
- This can be achieved by:
 - 1) going into 'view source' (can be done in a many callouts) and adding the code `class=imgborder` to the `` tag. This is the cleanest approach – if you are not familiar with HTML please send a request to [WebContent](#) and someone from WebComm will do this for you quickly.
 - 2) Creating the border in a graphics editor. Please ensure that the border is floating (not directly around the image and not too dark or thick).



Border treatment is not necessary for the following image types:

- Thumbnails of PDF document covers
- Cut-out images
- Buttons

Unapproved Styling

Do NOT use the following border styling within web (HTML) pages:

- Drop shadow on content images (see Figure 1)
- Indent (or inner shadow) (see Figure 3)
- Excessive blurred edges or images (vignette look)
- Bevel and Emboss
- Using excessive text in graphics when text could be displayed as HTML (content) text. For accessibility reasons the more readable text on the screen the better. Screen readers cannot 'read' text in graphics.
- Animation of any kind (unless initiated as part of a design project with WebComm)
- Over-stylized borders or image framing outside of what is detailed above or without consultation with [WebComm](#) for the sake of image consistency.



Figure 1



Figure 2



Figure 3

Banners, Icons, and Other Non-Standard Images:

In order to maintain a consistent look and feel across the website, please contact [WebContent](#) to produce the following image types. The Web Communications team will work with you to produce the type of image that will best suit your needs yet follows the website design look and feel.

- Banner images
- Buttons
- Icons
- Any image types not mentioned in this guide