

E-GUIDE

# theEMPLOYEEapp Image Style Guide

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## Contents

### Thumbnails

General Information

Custom Thumbnails

Custom Thumbnails on Video Uploads

Optimizing Thumbnails for Most Popular Content

### Carousel Images

### App Logo

### Images in Rich Text

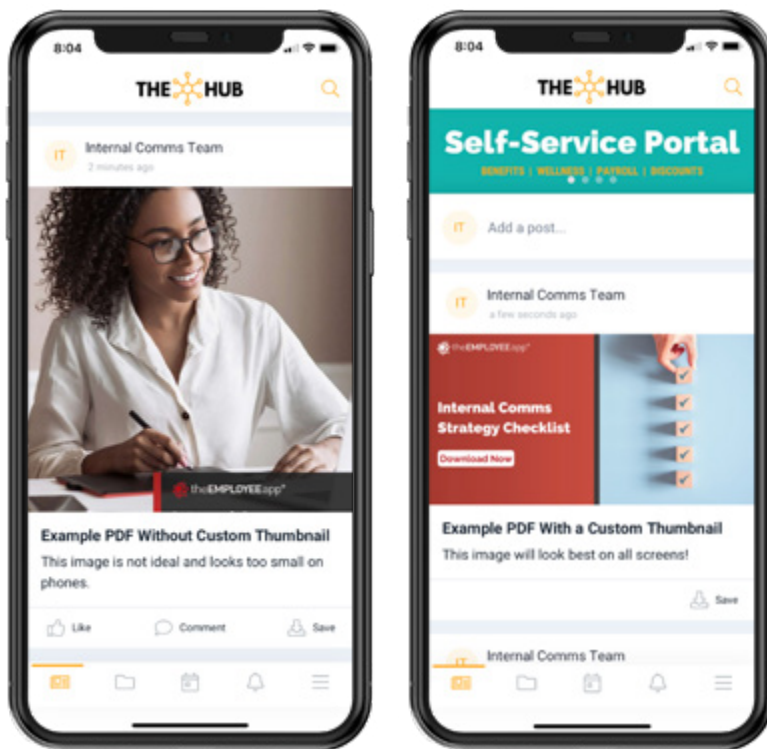
### Event Images

# Thumbnails

## General Information

Thumbnails are automatically generated for any type of content except for Free Text. But these images are not always ideal for driving employee engagement.

Alternatively, you can choose to upload a custom thumbnail.



*No Custom Thumbnail*

*Custom Thumbnail*

If you don't select a custom thumbnail, but you have thumbnails enabled, our app will automatically generate one for the post.

But as you can see in this example, the thumbnail it generates is the cover of the PDF, but it gets cropped in a way that is not ideal.

By setting a custom thumbnail, you can ensure a better visual experience.

This also gives you an opportunity to reiterate a call to action or provide important information within the thumbnail itself.

# Thumbnails

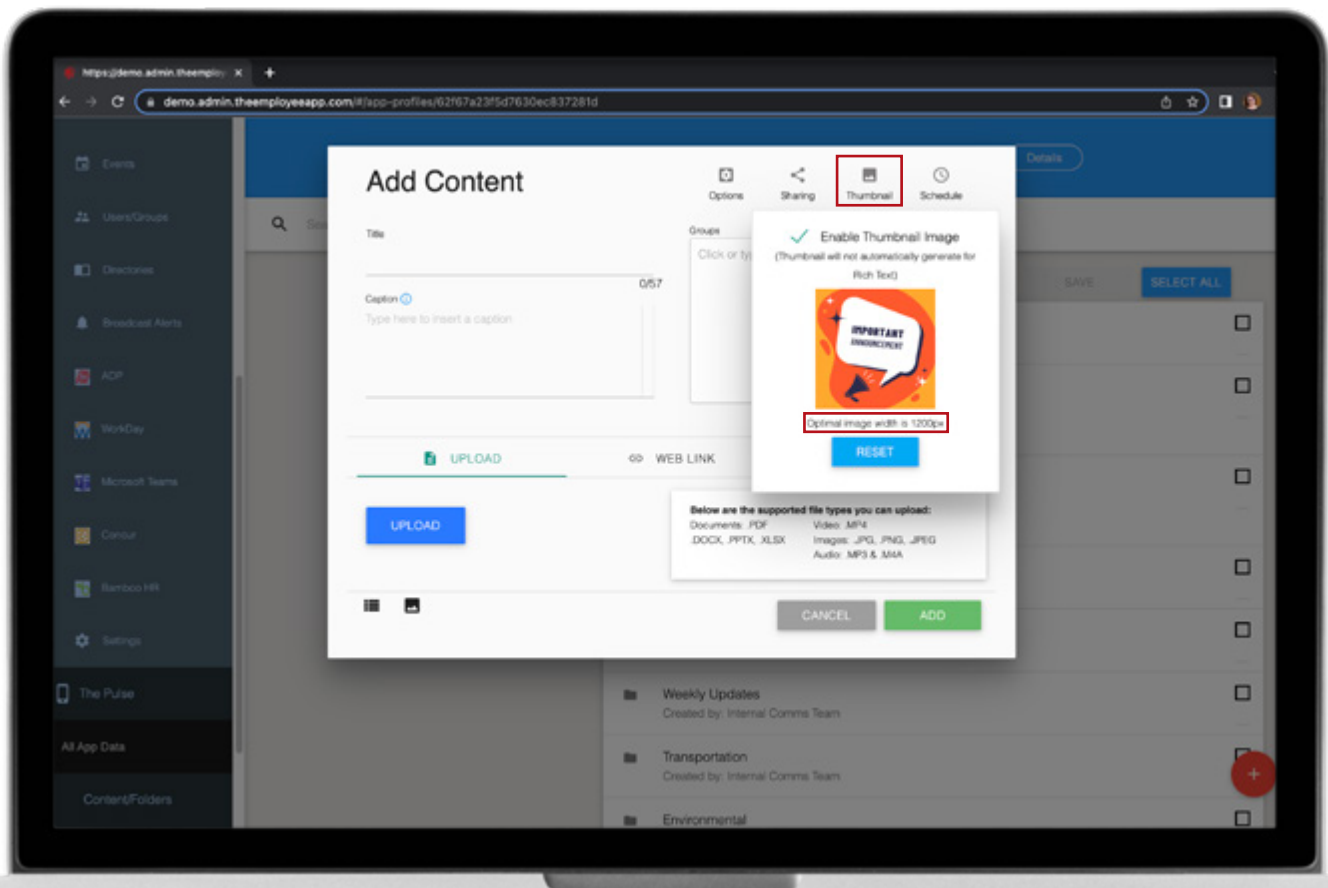
CONTINUED

## Custom Thumbnails

If you choose to upload a custom thumbnail, **the optimal image width we recommend is 1200px.**

For optimal viewing in the News Feed, we recommend a 1:1 height to width ratio (e.g. 1200 x 1200px). This ratio is also similar to the viewing experience in social media apps like Instagram.

But if you don't want a square image, so long as your width is 1200px, you can use another height for your custom thumbnails.



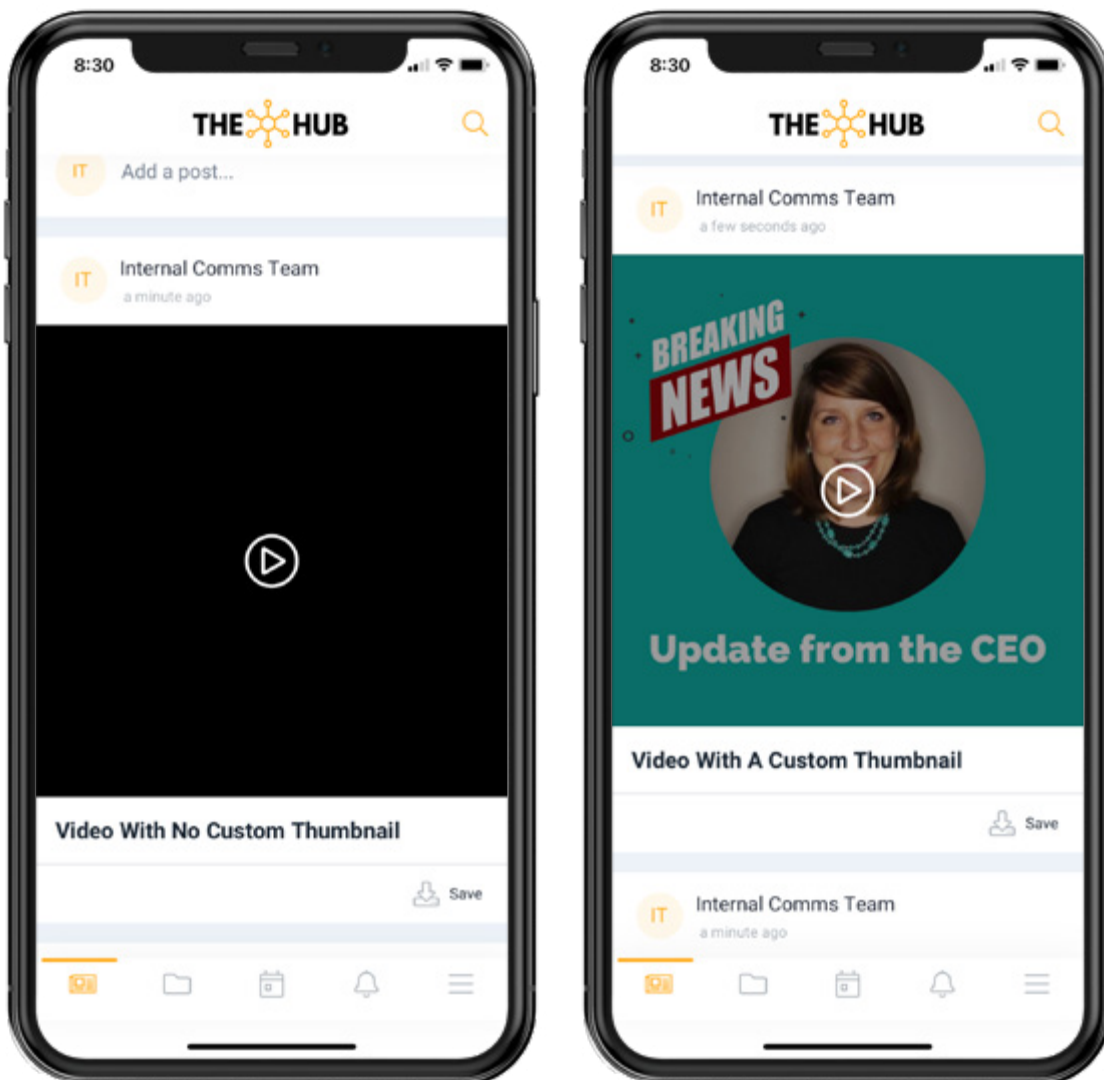
# Thumbnails

CONTINUED

## Custom Thumbnails on Video Content

While thumbnails automatically generate as the first frame on a video upload, this does not always make for the best image. If the first frame of your video is a black screen, for example, all the user would see is a black screen with a play button on top. Or it might be an unflattering frame of the video subject.

To avoid this, we recommend uploading a custom thumbnail for all video uploads. Note: The recommended dimensions are the same for thumbnails on all types of content (max width: 1200px).



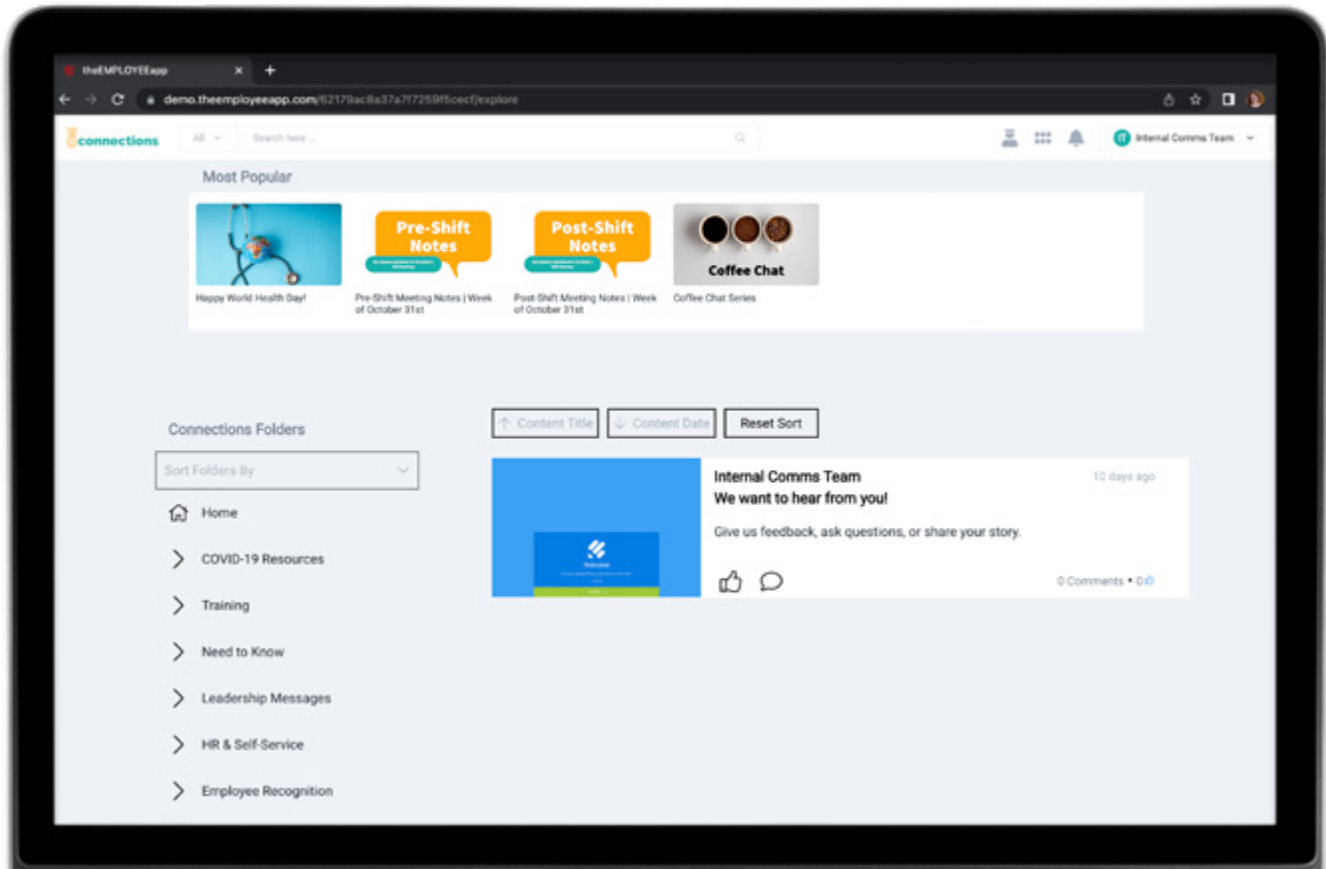
# Thumbnails

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## Optimizing Thumbnails for Most Popular Content Carousel

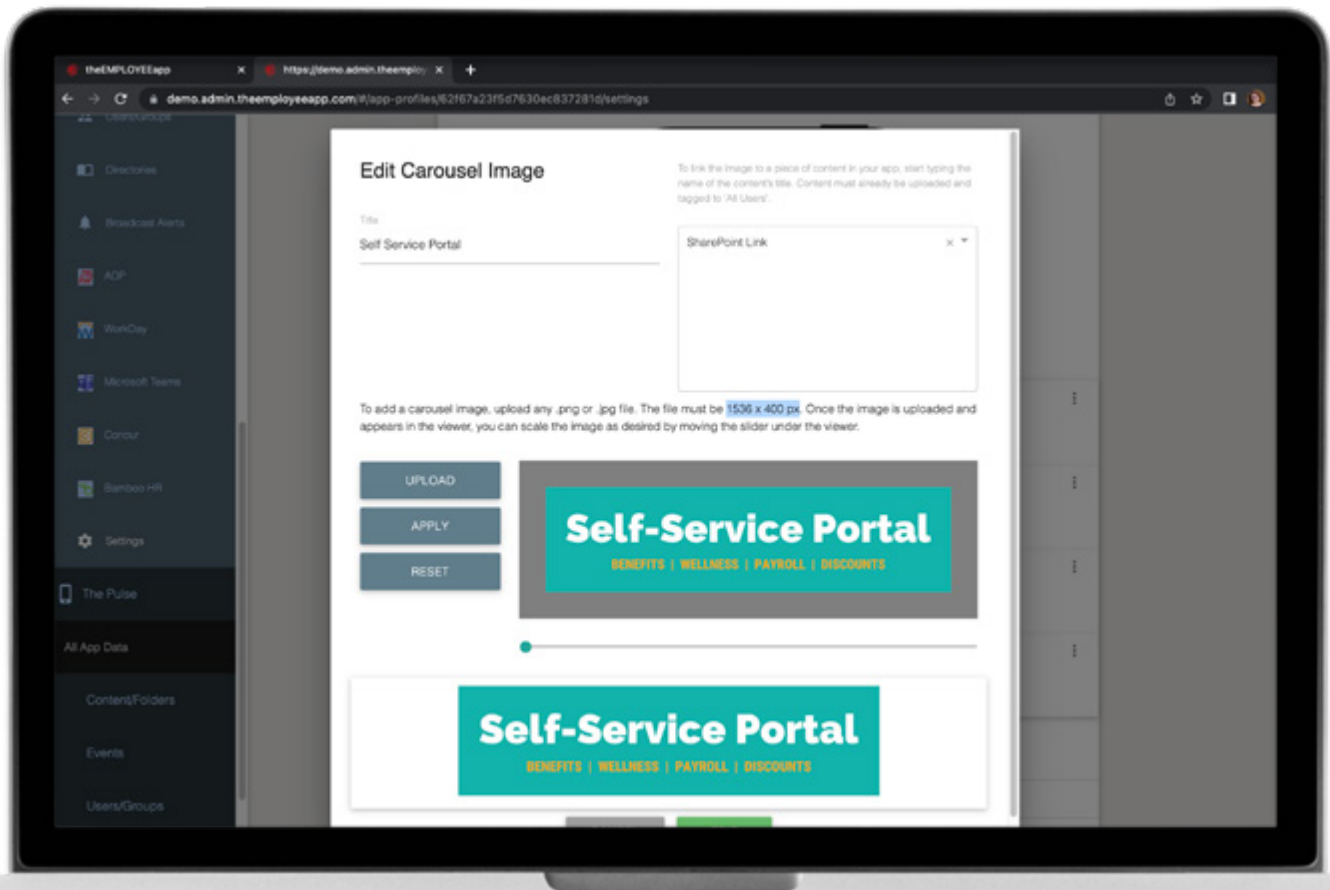
While the Most Popular content section is analytics-driven and not hand-picked, it's important to consider how thumbnails will appear in this carousel if they end up there.

Most Popular pulls thumbnails from the News Feed and scales them to fit a 90 x 160 px content frame. This means vertical images are at risk of being cut off. Therefore, **horizontal thumbnails** are most optimal.




# Carousel Images


Carousel images can be any .png or .jpg file. The **optimal size is 1536 x 400px**. You will be able to preview exactly how your carousel banner images will appear when uploading them in the CMS.



# App Logo

If you choose to change your app logo within the app, the new **logo must be 500 x 160px**. For optimal clarity and resolution, however, we recommend designing your logo as 2500 x 800px.

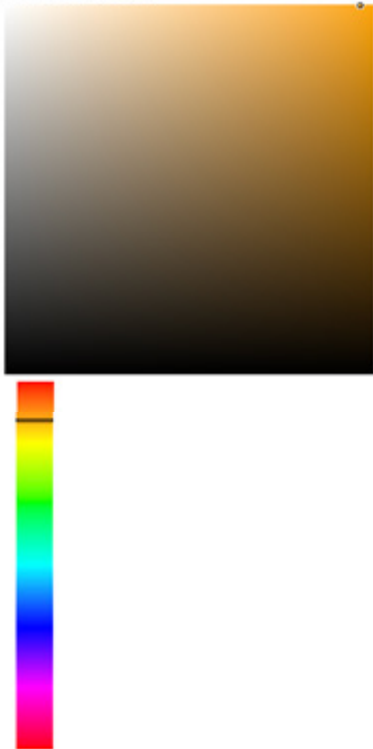
 General App Information

 Branding


This is where you can customize your app with your logo and other brand imagery. You can also designate the color of your app to match your brand colors.

*Note: You may only upload PNG or JPG image files*

Select Brand Color



#FFAA0A



#FFAA0A

Upload Custom Logo  
(Image size MUST be 500 pixels width x 160 pixels height)

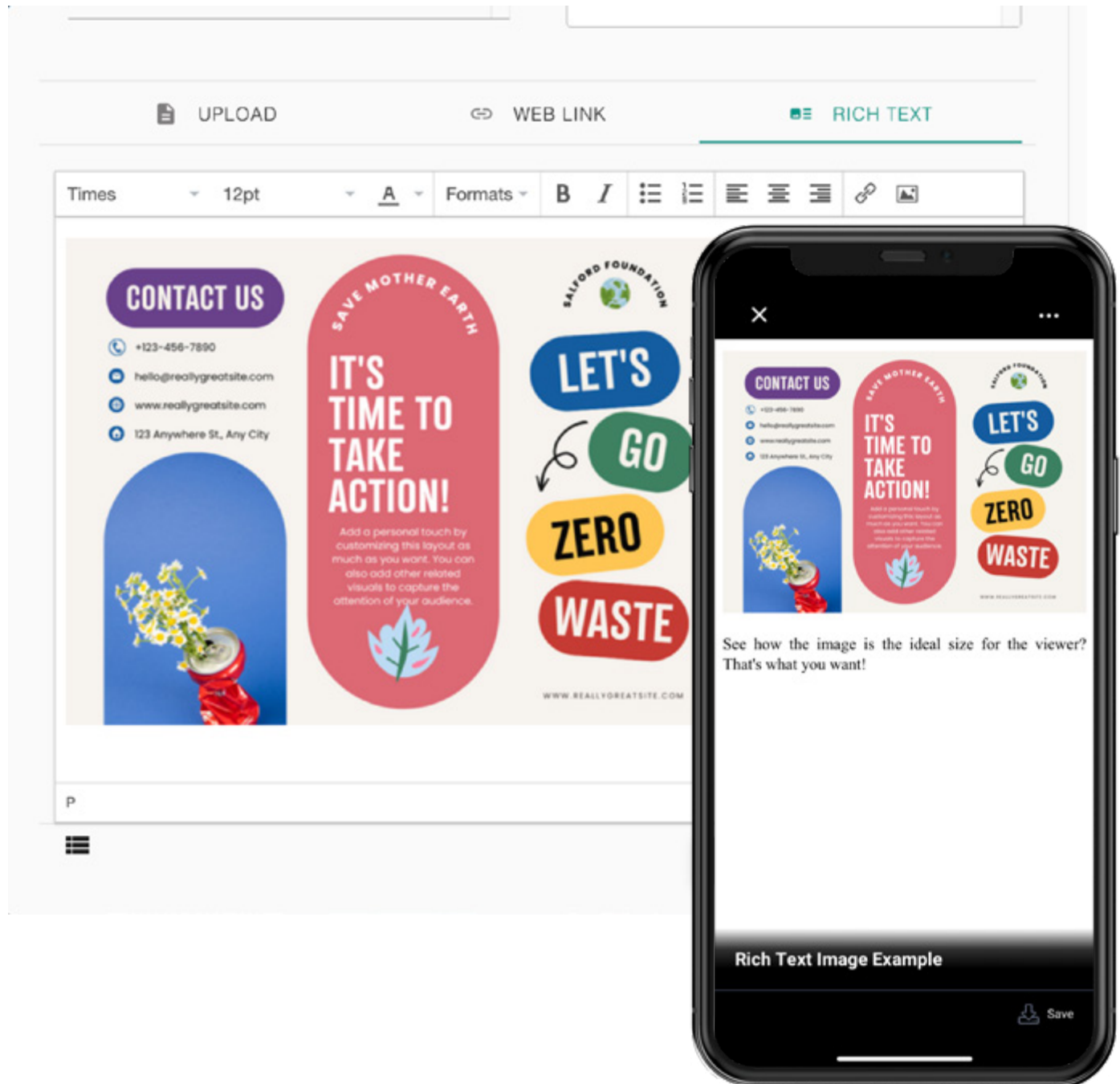
UPLOAD

SAVE



# Images in Rich Text

When creating content in Rich Text, you can paste in or upload relevant images. We recommend using images that are **520 x 375px**. These will fill the screen in an optimal way.



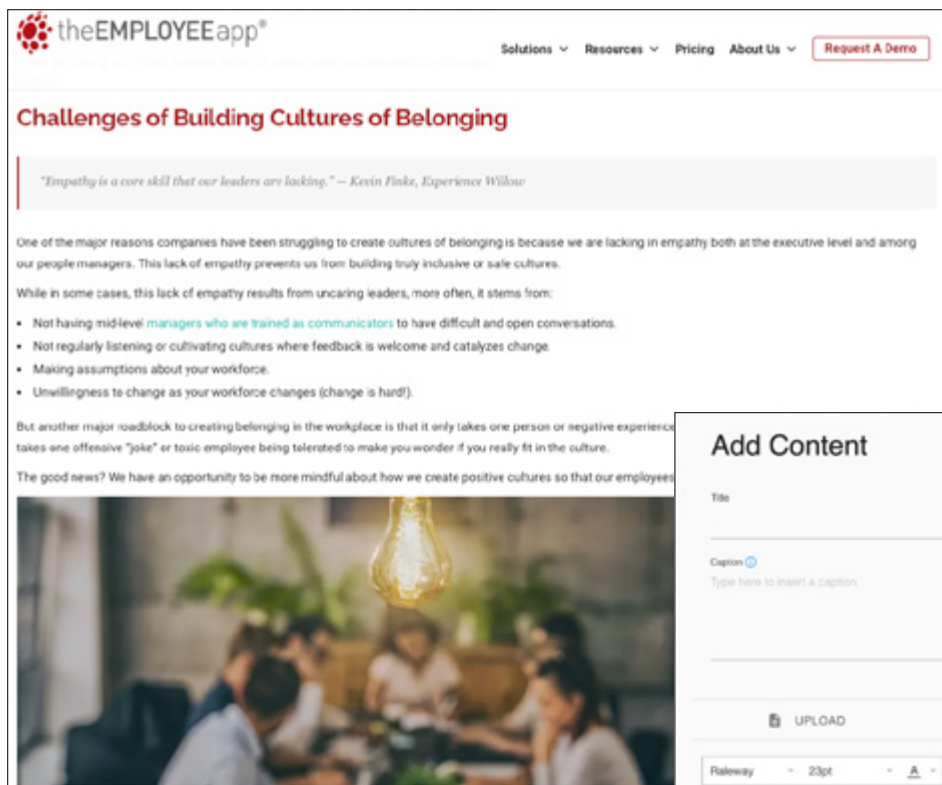


# Rich Text

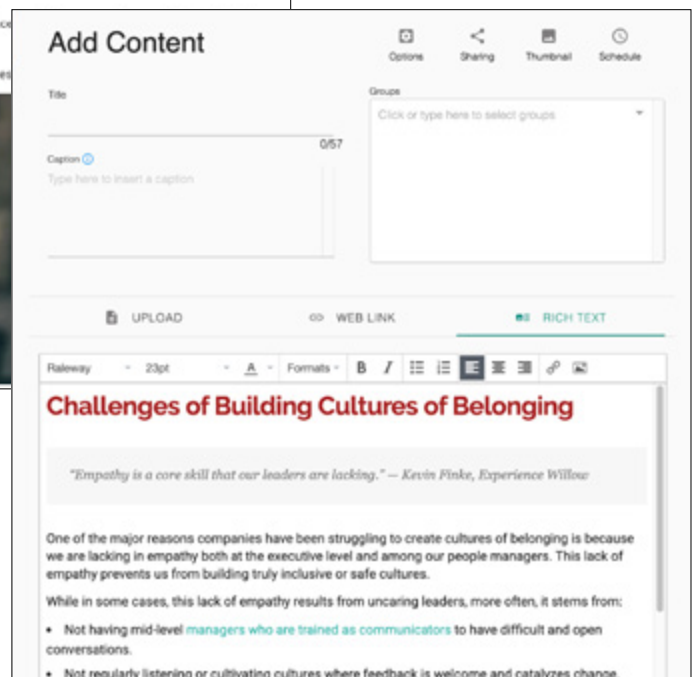
CONTINUED

## Pasted HTML Article With Image

You can also paste in entire blogs or articles from the internet into Rich Text. Our app retains the source HTML formatting (both text and images) fairly well. If styled properly, the content will also be mobile-friendly.



Source Content copied  
into your CMS



# Event Images

When uploading a custom image to a calendar event, the image will show up in three places: the news feed (optional), the calendar, and the event details page. We recommend making these images **no taller than 120px and 400px wide**.

