

# Guidelines for uploading images to WordPress

## To-Dos and Definitions for the Naming of Images

### General information

Please take a look at our imagery guidelines in the Brand Portal:

<https://brand.valantic.com/imagery/> (Password: valanticWarmRed)

On this page you will find the exact requirements depending on Route A, B or C.

### Image sizes

- Featured Images: Ratio 16:10 (W:H), minimum 1600 x 1000 pixels (not smaller; larger if you wish, as long as the 16:10 format is retained)
- Header Image: 2560 x 1600 pixels (Ratio 16:10)
- Please make sure that the file size is approx. 300 KB and ideally should not exceed this. This will affect the loading speed of the page.

### Element type and image filename

- Please upload pictures as JPGs files (.jpg)
- Logos as vector files (.svg), if there is no vector file, please upload a PNG file (.png)
- Mockups with transparent background as PNG (.png), without transparent background as JPG (.jpg)
- Please keep the file name descriptive
- The file name should be written in lower case letters, without spaces, special characters or umlauts. Please use hyphens ("-") and no underscores("\_") as separators.
  - e.g. man-holding-digital-tablet-device, businesswoman-doing-presentation-in-boardroom, woman-in-car-looking-out-of-window

- For images of people: first-name-surname-job-title-company.jpg, *e.g. dr-holger-von-daniels-ceo-valantic.jpg*)
- If it is an image from Getty images, iStock or other image databases, please add the image ID to the file name, *e.g. female-developer-coding-on-two-screens-1451456915, colleagues-in-meeting-1250307252*

## Uploading into WordPress

### Alternative Text

The Alt text is displayed if the image is not loaded, and read aloud for the users with vision impairment. It should describe what is shown in the image and contain the main keyword whenever possible. It should not contain quotation marks or any other non-alphanumeric characters. Google will truncate the text from the first quotation mark.

### Title

This text is displayed when hovering the mouse over the image. It should be a descriptive sentence (e.g. a shortened version of the Alt text). It should not contain quotation marks or any other non-alphanumeric characters.

### Caption

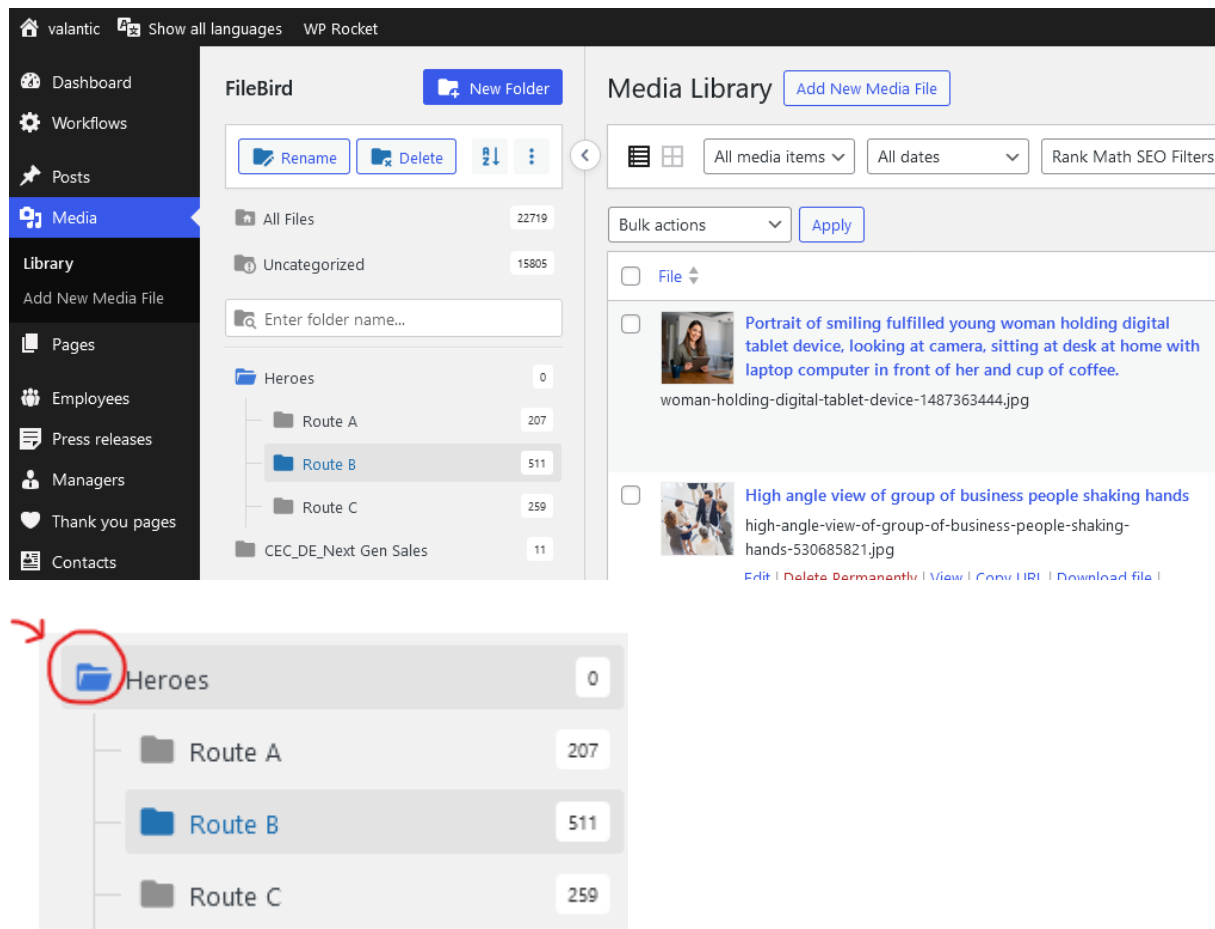
This text is displayed as an image caption in image modules where the image description is displayed in the frontend (e.g. in blog posts).

### Description

The description is not displayed, but is used for internal sorting. You can make a note of the relevant image category (e.g. hero banner, featured image, mockup, infographic, etc.) – this makes it easy to filter the images in a later search. If your image comes from an image database such as Getty Images or iStock, you can also enter the image ID there.

## Media Library

In our WordPress media library you will already find a lot of stock images that have already been generatively expanded and can be used, e.g. in the hero headers. Please select the desired route and a suitable image for your page.



## Tip: Expand Images with Generative Fill in Photoshop

Adobe Photoshop has been at the forefront of image editing and manipulation for decades. With the advent of generative AI, Photoshop has integrated new features that allow users to enlarge image sections and generate background material seamlessly. This capability is particularly useful for marketing purposes, such as header images for our website that need to fit specific shapes like into the header of Route B (circle) or C (valantic shape) without losing important elements. In this Wiki article you will find step-by-step instructions on how to use these functions effectively: [https://dabero.sharepoint.com/sites/ContentCampaigns-valanticevernine/SitePages/image-expansion-with-GenAI-\(PhotoshopExpand%20Images%20with%20Generative%20Fill%20in%20Photoshop.aspx](https://dabero.sharepoint.com/sites/ContentCampaigns-valanticevernine/SitePages/image-expansion-with-GenAI-(PhotoshopExpand%20Images%20with%20Generative%20Fill%20in%20Photoshop.aspx)

Here you can find the Photoshop template: [Template Expand header generatively.psd](#)