



IMAGE GUIDELINES

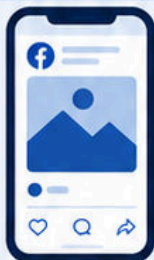
FOR DIGITAL MARKETING SUBMISSIONS



16:9

1. STANDARD DIGITAL GRAPHICS

- Use a 16:9 aspect ratio for most Chamber digital marketing submissions.
- **Preferred size:** 1920 x 1080 px
- **Smaller option:** 1280 x 720 px
- Keep important text, logos, and focal points away from the outer edges.



2. FACEBOOK FEED POSTS

- Use Facebook feed-specific sizing rather than the standard 16:9 format.
- **Preferred size:** 1080 x 1350 px
- **Square option:** 1080 x 1080 px
- Keep important content centered for best display.



3. OUTDOOR DIGITAL SIGNAGE

- **Required base size:** 384 x 96 px
- Files must use exact multiples of 384 x 96 px
- Examples: 768 x 192 px, 1152 x 288 px, 1536 x 384 px
- **Maximum video length:** 6 seconds
- **Video format:** MP4
- All graphics and videos must be under 5 MB
- **Recommended text:** 3 to 5 lines max for readability for passing drivers
- Keep signage messaging simple and easy to read.



4. LOGOS & FILE PREP

- Graphics can be PNG or JPG
- Transparent background graphics must be PNG
- Provide a high-resolution logo whenever possible
- Use clear, readable text and high-quality images
- Submit files sized correctly before sending



5. NEED HELP?

The Chamber can assist with basic guidance for marketing submissions. For custom graphic design or ongoing support, we recommend our preferred partner, **Dayton Allied Business Solutions**.

