

Specifications for illustration and text for upload

The illustration

All illustrations must be at least 100 mm wide with a minimum of 1181pixels width and 664 pixels height for the 16:9 aspect ratio. If the image height is more than 56.25 mm the pixel height is increased proportionally. See details for 16:9, 1:1 and 4:3 formats below.

16:9, 1:1 and 4:3 format with example text

<div>5 pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</div> <div>7 pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</div> <div>9 pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</div> <div>11 pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</div>	Image Size	100 mm × 56.25 mm
	Total Pixels	1181 px × 664 px
	DPI / PPI	300 dpi
	Aspect Ratio	16:9
	Image Size	100 mm × 75 mm
	Total Pixels	1181 px × 886 px
	DPI / PPI	300 dpi
	Aspect Ratio	4:3
	Image Size	100 mm × 100 mm
	Total Pixels	1181 px × 1181 px
	DPI / PPI	300 dpi
	Aspect Ratio	1:1

Vector file

When uploading a vector file the specification for the image quality is not relevant. Remember to outline all text when saving for vector file.



The numbers are easy to read when in white on black.



The numbers are easy to read when positioned below illustration or chart.



Black text is difficult to read when on colors with low reading. Use white text instead. Or place text below illustration or chart.

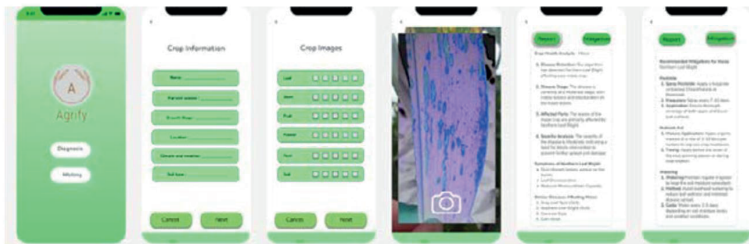
Advice on the text

- Preferable black or colored text on white background.
- Never gradient or low contrast colors.
- No hairline or thin texts in small sizes.
- Preferable 7 pt. in size, only 5 pt. in size when used as single numbers in charts.
- Never 5 pt. for longer texts for reading.

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Examples

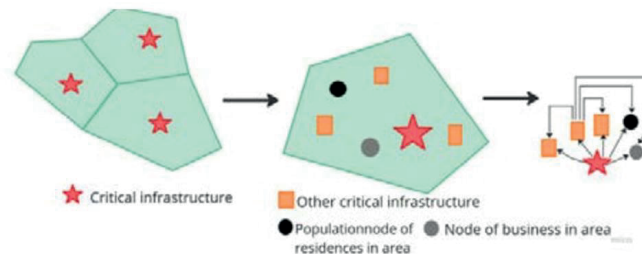
Below are shown some examples of illustrations, where the text is either fine or some adjustments can be made to increase the readability.



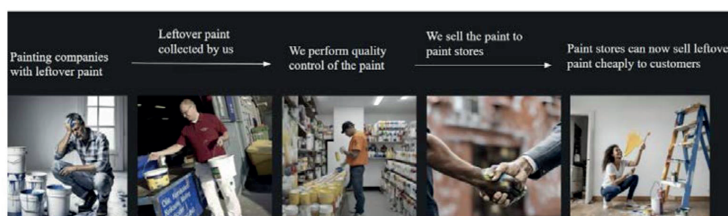
Text are too small in size. They are a part of the smartphone mockup. They can not be adjusted. The image could then be increased in the layout by showing only 3-4 screens, which could be scaled to fit the text column of the page.



The texts are fine in size. When scaled to fit the text column of the page they are easy to read.



The texts are fine in size. Remember to keep a little distance between illustration and text below.



The texts are fine in size. The readability can be increased by setting the text in black on white background.



The texts are too small in size. The readability can be increased by increasing the text size of the last paragraph or, if possible, delete the paragraph and only show the percentages a little bigger.