

CGU Website – General Image Requirements

Landing pages

Each landing page (Personal, Business, Corporate, About us) needs the following images:

- **1A, 1B - top hero images**
- **2A, 2B - bottom banner images**

Product categories

Each product category needs the following images:

- **3A (if displayed on a landing page)**
- **3C**

Products

Each product needs the following images:

- **3A (if displayed on a landing page)**
- **3B**
- **3C (optional - for important products only)**

Content pages

Important content pages need the following images:

(e.g. Claims page, Careers page, etc)

- **3C**

Other content pages can have the following images:

(e.g. Most of the pages in the About us section, Find an Adviser sub-pages)

- **4**

Non-important content pages can have no images at all.

News articles

Each news article from either the Learn section or the About Us news area needs the following images:

- **4**

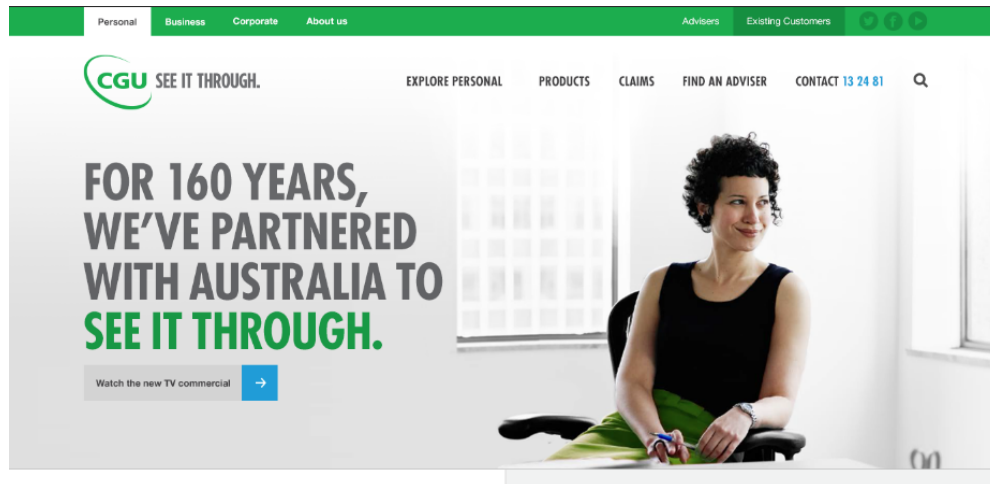
Image sizes - DRAFT - 2014.02.11

1A - Hero Image (Desktop & Tablet)

Size: 1800(w) x 605(h) px

Requirements: Image should be 50% copy area and 50% hero image as shown in the below example. Image should fade to White at top.

Image style: Tier 1: Treated brand images from CumminsRoss



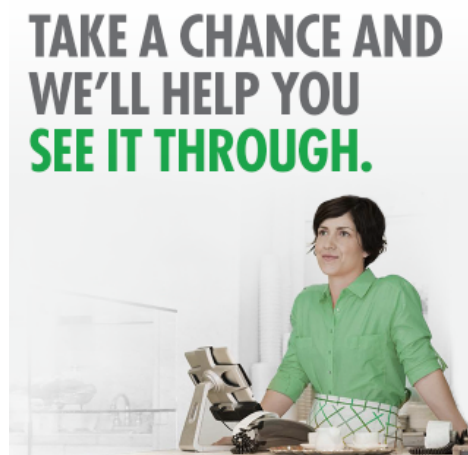
1B - Hero Image (Mobile)

Size: 800(w) x 605(h) px

Requirements: Same image as 1A, but re-formatted for the mobile site.

Image should fade to White at top

Image style: Tier 1: Treated brand images from CumminsRoss

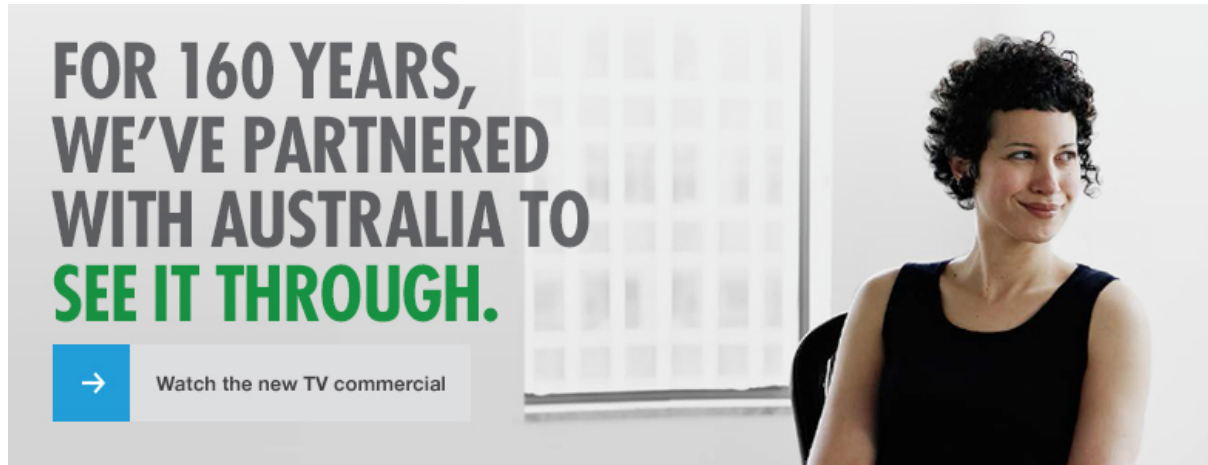


2A - Banner Image (Desktop & Tablet)

Size: 780(w) x 300(h) px

Requirements: Image should be 50% copy area and 50% hero image as shown in the below example. Similar to 1A but re-formatted to fix a box.

Image style: Tier 1: Treated brand images from CumminsRoss

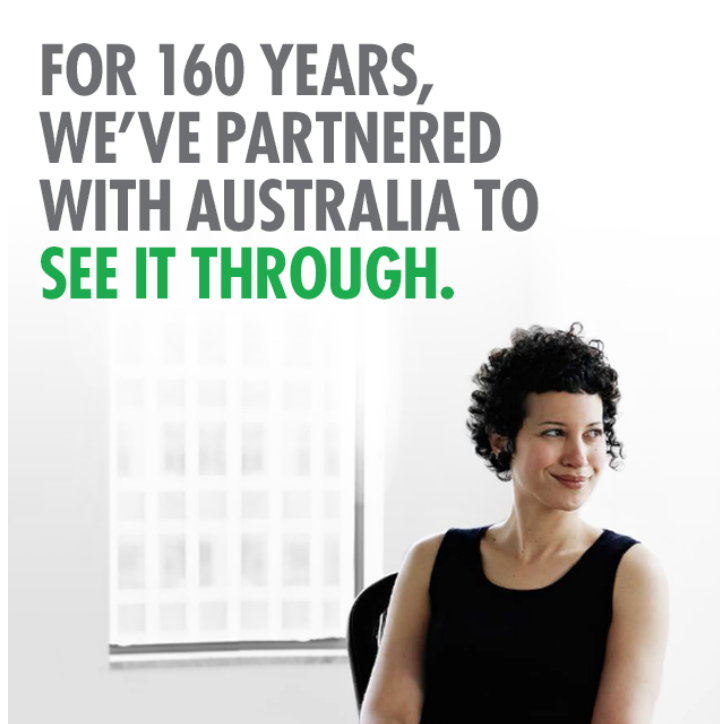


2B - Banner Image (Mobile)

Size: 640(w) x 640(h) px

Requirements: Same image as 2A, but re-formatted for the mobile site by allowing for copy space at the top of the image.

Image style: Tier 1: Treated brand images from CumminsRoss



3A - Product Image: Object

Size: 900(w) x 550(h) px

Image style: Tier 2: Images from CumminsRoss, detail of an object

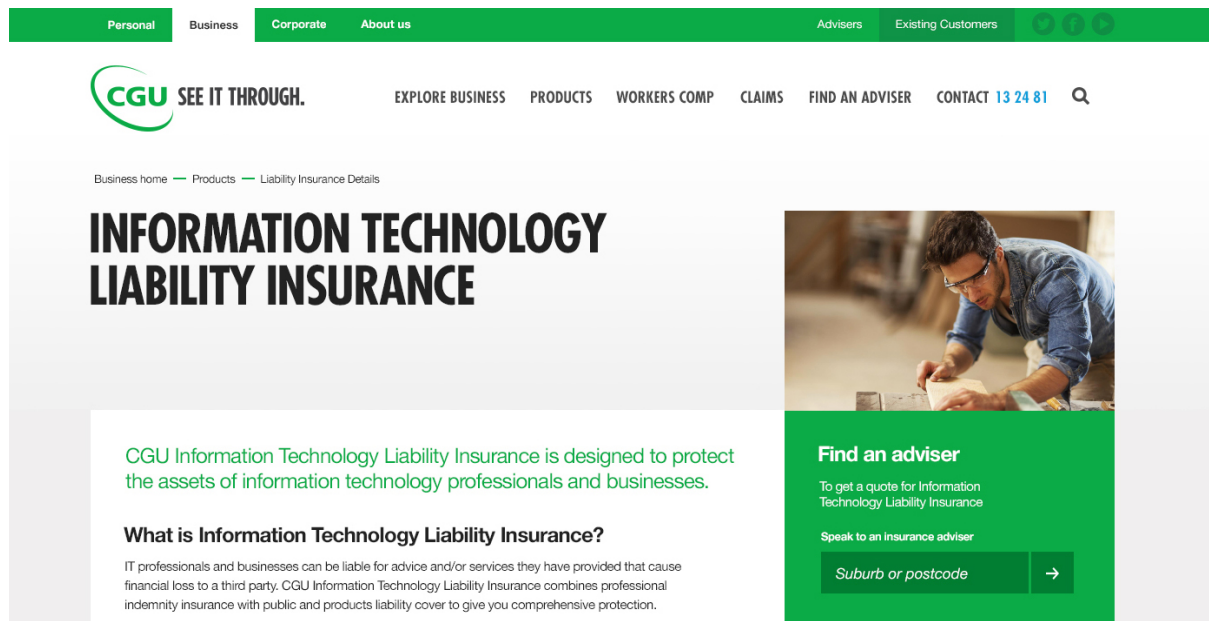
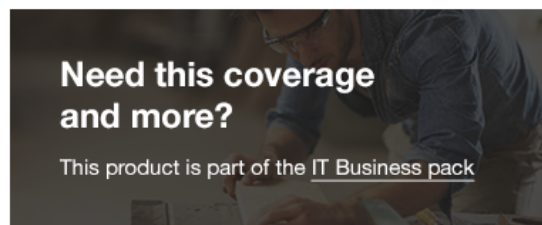


3B - Product Image: General

Size: 900(w) x 550(h) px

Image style: Tier 2: Images from CumminsRoss, observation of someone working

Requirements: Do not place any key detail on the edges of this image as the website may crop this image in a variety of way (from 4:3 to 16:9 ratios).

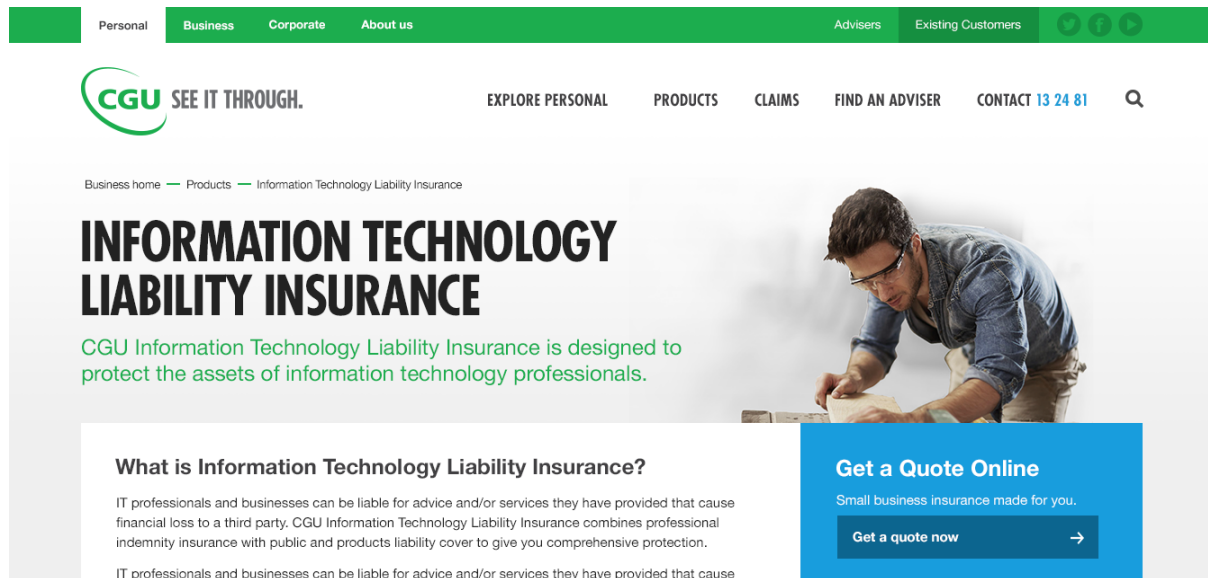
A screenshot of the CGU website's "Information Technology Liability Insurance" page. The page has a green header with navigation links: "Personal", "Business", "Corporate", "About us", "Advisers", and "Existing Customers". Below the header is a navigation bar with "EXPLORE BUSINESS", "PRODUCTS", "WORKERS COMP", "CLAIMS", "FIND AN ADVISER", and "CONTACT 13 24 81". The main content area features the title "INFORMATION TECHNOLOGY LIABILITY INSURANCE" in large, bold, black letters. Below the title is a green box with white text: "CGU Information Technology Liability Insurance is designed to protect the assets of information technology professionals and businesses." To the right of this box is a smaller green box with the heading "Find an adviser" and a form to "Speak to an insurance adviser" with a "Suburb or postcode" input field and a right arrow button. The page also includes a breadcrumb trail: "Business home > Products > Liability Insurance Details".

3C - Product Image: Hero (Tablet & Desktop)

Size: 600(w) x 300(h) px

Image style: Tier 2: Images from CumminsRoss, treated

Requirements: Image should fade to transparent on top, left and right sides.

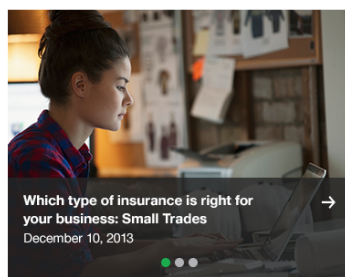


4 - General content / news image

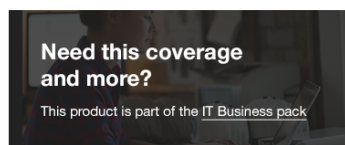
Size: 900(w) x 550(h) px

Image style: Tier 2: Images from CumminsRoss

Requirements: Do not place any key detail on the edges of this image as the website may crop this image in a variety of way (from 4:3 to 16:9 ratios).



Assorted pages > News Article



Content pages > Photo Block



Business / Personal Learn tab > Featured Video