



Printing for Professionals

Image Models

Quick reference card for online communication

(webpages, websites, e-mail campaigns, e-mail newsletters, weblogs etc.)



General Purpose

Model A, B, C, D, E and F can be used on webpages and in e-mails. Their dimensions are sized to the column grid that is used in all online communication.

A column is 13 base grid units wide and the default space between 2 columns is 2 units. Therefore 2 columns together result in a width of 28 units.

A base-grid unit is 12 x 12 pixels. Therefore 1 column is 156 pixels wide.

The width of a model image should never be altered to prevent serious misalignment.

The height of a model image can be altered if needed, but is not advised. Altering the height should be done with base-grid units (12 pixels).

If a 3 columns wide image is needed; a M2 model (e-mail) can be used.



Model A

58 x 17

Purpose: 4 columns image

Pixels: 696 x 204



Model B

28 x 17

Purpose: 2 columns image

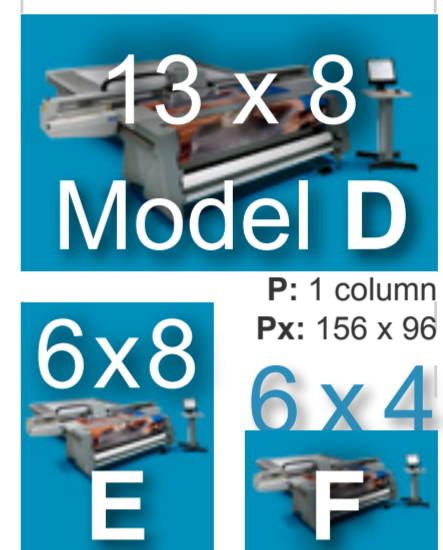
Pixels: 336 x 204



Model C

Purpose: 1 column image

Pixels: 156 x 204



Model D

P: 1 column
Px: 156 x 96

6x8

P: 1/2 column
Px: 72 x 96

E

P: 1/2 column
Px: 72 x 48

6x4

P: 1/2 column
Px: 72 x 48

F

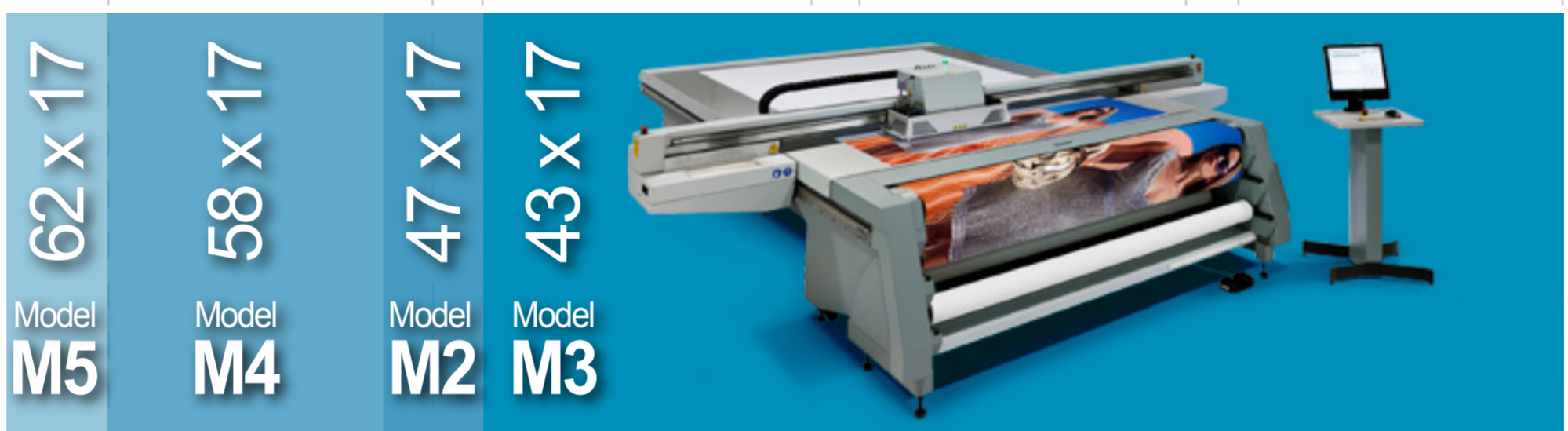
E-mail

Model M is used for e-mail purposes like notifications, newsletters and e-mail campaigns.

Model M2 and M3 should be used in a 3 columns template.

Model M4 and M5 should be used in a 4 columns template.

Model M2 and M5 can only be used when whitespace on the left and right side of the image is unwanted.



62 x 17

Model M5

Purpose: 4 columns e-mail
Pixels M5: 744 x 204

58 x 17

Model M4

Purpose: 4 columns e-mail
Pixels M4: 696 x 204

47 x 17

Model M2

Purpose: 3 columns e-mail
Pixels M2: 564 x 204

43 x 17

Model M3

Purpose: 3 columns e-mail
Pixels M3: 516 x 204

Webpages

Model H should only be used as a header image on webpages. Avoid cropping the image in a way that the subject becomes unclear. Avoid using a white background in a product image.

Model R should be used for the "Image Rotator". (For use with Tridion system only!)

The image is divided in into 2 sections:

The purpose of the left side is to display the Product Name, Tagline and Product Description.

The purpose of the right side is to display product and emotional images

Multiple images are displayed in a predefined sequence with a transition effect.



Model H

32 x 8

Purpose: Page Header

Pixels: 384 x 96



Model R

64 x 18

Purpose: Image Rotator (a product image slideshow)

Pixels: 768 x 216

Units, Grid & Columns

A pica (pc) is a unit of measure in typography. It corresponds always to 1/72 of its respective foot and so to 1/6 inch. There are 12 points in the pica. This pica was notably promoted by Adobe PostScript and nowadays dominates in the printing industry, just like in home computing and its printers. The mathematical base of this measuring unit is an ideal grid unit for use on computer screens, because of the fact that screen resolutions work with inches and dots. The Océ Online Graphic Design is based on a pica grid and so every component corresponds to this 12 points system. An "em" is a unit of measurement in the field of typography, equal to the pt size of the current font. This unit is not defined in terms of any

specific typeface, and thus is the same for all fonts at a given point size. So, 1 em in a 16 pt typeface is 16 points. This length is also called a fire. Because of the accessibility requirements should all online communication of Océ should be designed according the accessibility standards (like Section 508). One of these requirements is readability. All text displayed on screen should always be scalable with the standard browser functionality. However, the Océ Online Graphic Design is a static design with fixed measurements; therefore the page must be scalable as a whole. To accomplish this, all measures in the Océ Online Design are provided in "em" and implemented in the code and style sheets as "em".

The size for "em" will be set to 75% of the default browser setting. This will have the result that the size of 1 em will be equal to 1 pc (pica):

1 unit = 1 pica (pc) = 12 pixels (px)

1em (75%) = 1pc = 12pt = 12px
screen resolution PC = 96px/inch = 8pc/inch
screen resolution Mac = 72px/inch = 6pc/inch