

# Website Asset Checklist

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## Banner Image & Hero Graphics

These photos are critical and are typically the initial visual representation of your website. When taking a photo, ask your self “where would I place text on this image without ruining the image or readability of the text?” You want a photo that looks good by itself or with text on top of it.

- Subject matter in-focus on left, neutral & out of focus background on right
- Subject matter in-focus on right, neutral & out of focus background on left
- Subject matter in-focus in the center

## Images that convey high-emotion

Typically speaking, high-emotion photos are unposed and the subjects are not looking directly at the camera.

- Candid photos of people laughing together
- Candid photos of people communicating, with an obvious focal point
- Candid photos of people

## Specific images that relate to each page’s primary objectives

Consider all the pages on your website’s top navigation bar and define a word that can convey the intention behind this page. Then, try to get photos that resonate with each page.

- Page-specific images for every page on your top-tier navigation

## Images that include your brand colors & style guide

Utilize your organization’s brand colors in photos whenever possible, whether it be the subject, background or foreground.

- Images that utilize colors that are the same as your brand guidelines
- Images that incorporate colors that are similar to your brand guidelines