

Cascade CMS Image Guide

Want to keep your pages loading quickly and looking their best? Preparing images before uploading them to Cascade CMS helps improve site performance and ensures your images display correctly across devices.

Image Best Practices

- **Resize before uploading.** Cascade CMS can change how large an image appears on the page, but it does **not** reduce the file size. Uploading appropriately sized images improves page load times.
- **Keep file sizes small.** When exporting images, adjust quality settings to meet the recommended file sizes below while preserving image quality. If you're downloading images from the Digital Asset Manager (DAM), choose the **Screen** export option to automatically optimize them for the web.
- **Choose the right file format.**
 - **JPEG (.jpg):** Best for photographs.
 - **PNG (.png):** Best for logos, graphics, or images that require transparency.
 - Some common file types that **WON'T** work include HEIC, PDF, and RAW files. Convert these files to JPEG or PNG before uploading.
- **Export web-optimized images.** If you're downloading images from the Digital Asset Manager (DAM), choose the **Screen** export option to automatically optimize them for the web.

Recommended Image Sizes

Content Type	Aspect Ratio	Orientation	Recommended Dimensions	Recommended File Sizes	Notes
Banner	16:9 to 3:2	Landscape	1920 × 900 px to 1920 x 1280 px	≤ 500 KB (up to 800 KB if necessary)	Center the primary subject and leave plenty of space around it so it crops well on different screen sizes. Avoid text or fine details, as the

					dark overlay and page heading may obscure them.
Image Cards	1:1	Square	500 × 500 px	≤ 150–250 KB	
Campus News	1:1	Square	800 × 800 px	≤ 250–350 KB	
Photo Gallery (Cover Image)	16:9 to 5:4	Landscape	1200 × 675 px to 1200 × 960 px	≤ 500 KB	A horizontal image provides the best experience and prevents the gallery header from becoming overly tall.
Photo Gallery (Additional Images)	Any	Any	Maximum width: 1500 px	≤ 500 KB	Any orientation works well. These images are only displayed after a visitor opens the gallery.
Profile Listing	1:1	Square	800 × 800 px	≤ 200–300 KB	Use a square headshot with the subject's eyes centered horizontally and vertically, and leave some space around them. The image may be cropped as a square, portrait, or landscape depending on the screen size, so leaving extra room helps ensure the subject remains visible.