

Visual Content Best Practices

This document explains how to submit images for the website, with technical, creative and accessibility tips to help ensure your visuals are authentic, on-brand and high quality.

Strategic

- ☐ Use images that support the content and storytelling
- ☐ No stock photography or AI generated content for people, campus life or mascot
- ☐ Use real SFSU students, faculty and staff photographed within the past 5 years
- ☐ Active, candid, vibrant and authentic photos using natural light.

File Naming and SEO

- ☐ Use descriptive names that relate to the image content
sfsu-campus-library.jpg not *IMG_1234.jpg*
- ☐ Use lowercase to prevent case-sensitive issues
student-center.jpg not *Student-Center.JPG*
- ☐ Use hyphens to separate words
financial-aid-office.jpg not *financial_aid_office.jpg*
- ☐ Use relevant details when useful, such as time, event or location
sfsu-hall-of-fame-2025.jpg

Standards and Quality

- ☐ .jpg for photographs
- ☐ .png for logos, graphics or images requiring transparency
- ☐ Embed sRGB color profile for web consistency
- ☐ Export for web with an overall file size of 200-900 KB

Alt Text

- ☐ Provide concise, accurate descriptions with a maximum of 125 characters
- ☐ Avoid keyword stuffing; prioritize clarity and usefulness for screen readers
- ☐ Exclude the words *image* and *photo*

Submission Requirements

- ☐ Upload to the appropriate content image Box folder matching the template or campaign
- ☐ Include naming and alt text consistent with this guide
- ☐ Photo releases or permission from identifiable subjects to use their image

AT A GLANCE CHECKLIST

- ☒ Descriptive, lowercase, hyphenated file names
- ☒ Meaningful alt text for accessibility, authentic and inclusive imagery
- ☒ Current, high-quality photos
- ☒ Proper format and compression
- ☒ sRGB color profile embedded
- ☒ Proper consent documentation