



QRC – Images 101 Overview

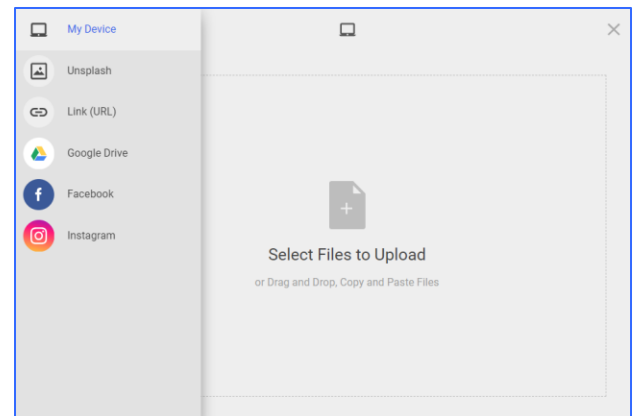
MARKETING SUITE KNOWLEDGE GUIDES ON IMAGES:

- [Updating Your Portrait Image](#) – How to add or change your headshot photo in Marketing Suite
- [Adding a Link to Your Image](#) – How to add a hyperlink to images in emails and websites
- [Resizing Images](#) – Information on proper image specifications in Marketing Suite and tools for resizing images
- [Adding ALT Tags to Images on Your Website](#) – How-to-guide for implementing this SEO best practice

Images - Overview

AVAILABLE IMAGE UPLOAD OPTIONS:

- **My Device:** Upload images directly from your computer
- **Unsplash:** A library with thousands of royalty-free stock images
- **Link (URL):** Hyperlink to an image hosted on another website
- **Google Drive:** *Not approved for use at this time*
- **Facebook:** Pull images from your Facebook
- **Instagram:** *Not approved for use at this time*



EQUITABLE APPROVED BRAND IMAGES

Equitable has a library of brand approved stock photography that can be used in your marketing communications including in email, web, social and more. To view the full list of photography and download the image assets visit the [Equitable brand hub](#)

HEADSHOT / PORTRAIT PHOTO BEST PRACTICES

- **Find a great background** – that can be a professional setting, a neutral-colored wall, or lush outdoor location
- **The photo should just be of you** – you do not want partially cropped sections of other people in your portrait
- **Wear appropriate clothing** – business or business casual attire is best.
- **Updating your headshot** – get a new headshot every other year. You want to make sure your headshot accurately reflects your brand and stays looking modern and fresh.

PHOTO RELEASE FORMS

When uploading your own images to the platform, if people are shown in the image, be sure to have acquire their written approval to use their image via a [photo release form](#), prior to including the image in your marketing.



Website Images

IMAGE SPECIFICATIONS FOR MARKETING SUITE WEBSITES:

Image Type	Image Size Recommended
Team Member	600 Pixels Wide
Portrait Image	600 Pixels Wide
Image Section	600 Pixels Wide
Blog Image	600 Pixels Wide
Events Image	600 Pixels Wide
Custom Rotator or Hero Image (Homepage)	2,000 Pixels Wide
Background Image for a Page Section	2,000 Pixels Wide

SELECTING IMAGERY FOR YOUR EQUITABLE ADVISORS BRANDED WEBSITE

Photography helps bring the Equitable brand to life with images of genuine, unposed moments. Learn more in our [brand guidelines](#).

When selecting imagery for your Equitable Advisors branded website, we highly recommend leveraging our library of [pre-approved, on-brand stock photography](#). However, if the Brand Hub doesn't have exactly what you're looking for, make sure to avoid the following issues when it comes to stock photography you plan to source directly:



❌ Do not use portraits that are staged or overly sentimental.



❌ Do not use ambiguous, blurry images that do not communicate a message.



❌ Do not use images with light or little contrast.



❌ Do not use digitized images or photo montages.



❌ Do not use overly colorized or saturated images.



❌ Do not crop more than 1/4 of a face.



❌ Do not use abstract textures or landscapes.



❌ Do not use black-and-white, monotone or duotone photos.



❌ Do not feature subjects under non-naturalistic lighting.

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