TWM Best Practices
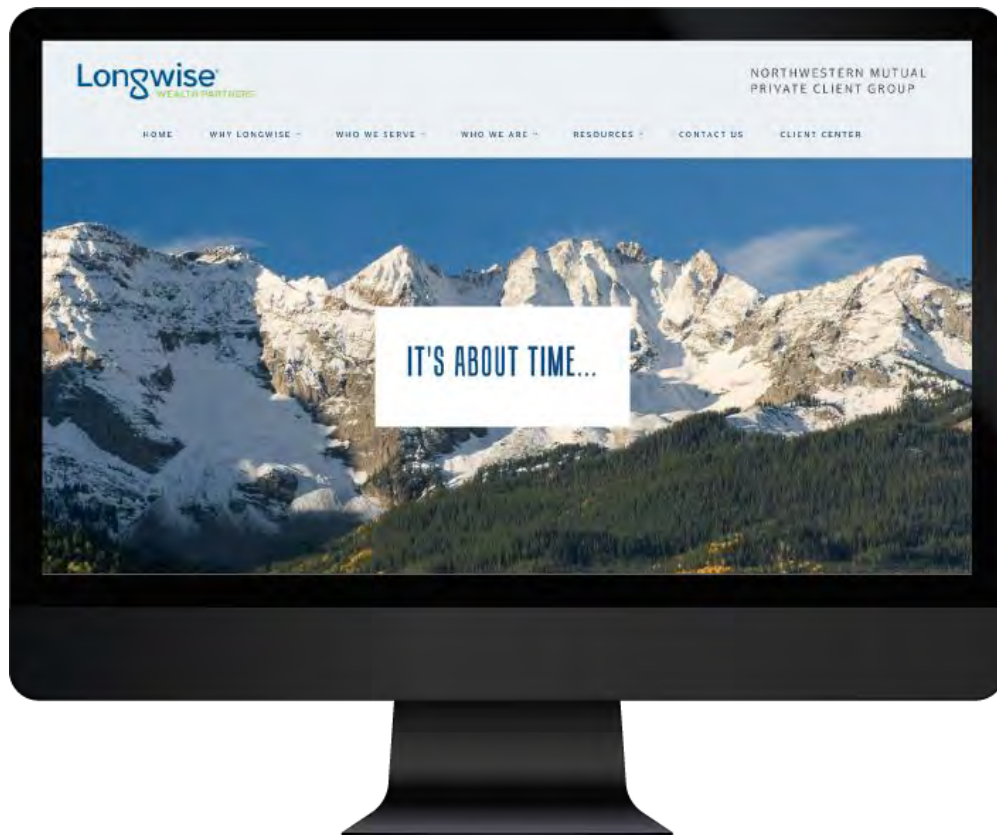
Finding and Selecting a Hero Image

About hero images

A "hero image" is a large, attention-grabbing image that appears towards the top of your Team Website home Page.

Hero images are a great way to welcome visitors to your site with a professional image that represents your brand voice.

For the best results, we recommend high-resolution images that are:

- Visually striking and capture attention with strong composition and vibrant colors

- Relevant to your website's content, purpose, or message

- Consistent with your Firm's brand identity

- Consistent with NM's Brand Photography

- An image size of 2050x1000px or larger
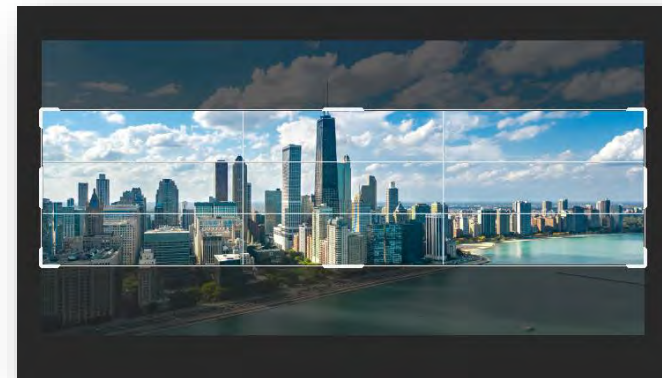
Understanding how your hero image shows up across devices

How much of the image you'll see depends on the size and shape of the device you're using. It's important to select images that look great across all devices.

Mobile

Wide Monitor

Desktop

Tablet

When selecting hero images, here are some things to keep in mind

Focal Points:

Consider how the photo will be cropped around a central **focal point,** the part of the image that will be visible across all screen widths and devices.

Choose an image where there is plenty of space around your desired focal point.

The red box estimates how visible the focal point will be.

Anything outside of the red box could be cut off.

Team Photos:

Using a team photo for a hero image is unpredictable due to how images appear across different devices. Some individuals may not be visible on mobile but could appear on larger devices.

The photo below is a good example of how team photos can be distorted as hero images even on larger devices.
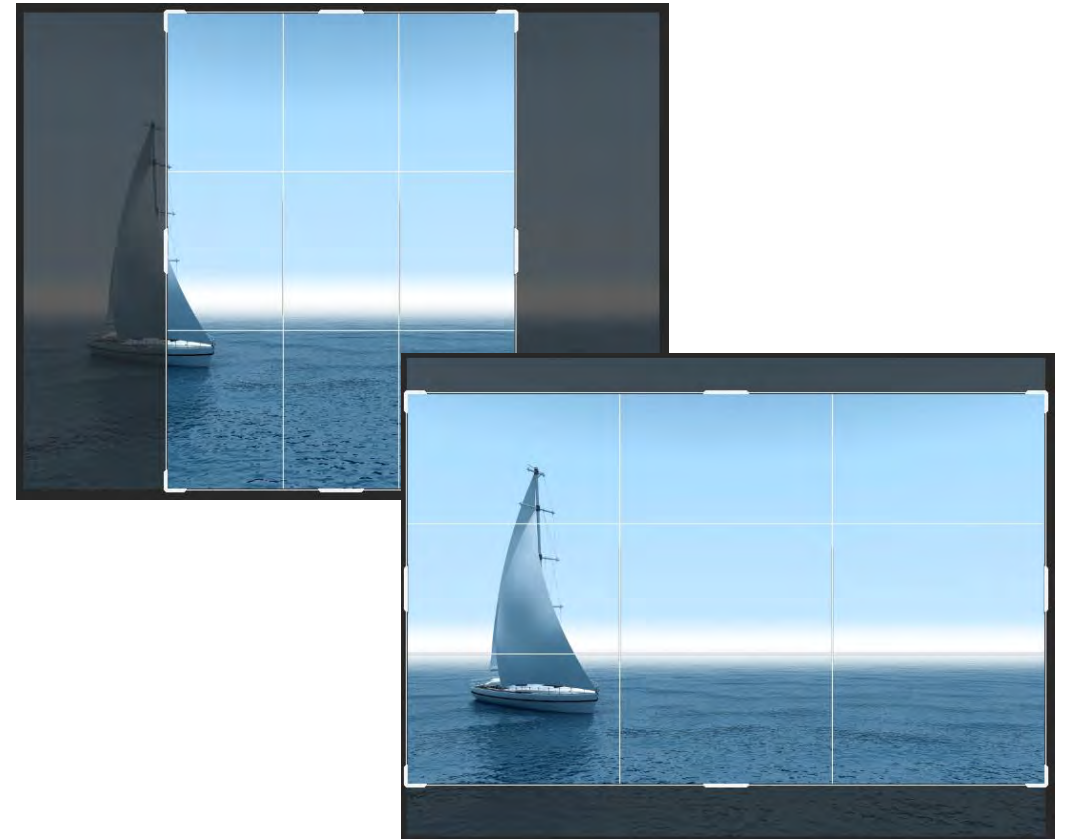
Examples of good and bad photo options based on focal points

**Yes, use:** *The kayakers are close enough for each kayak to be visible at nearly every width.*

No, don't use: *The boat is too close to the edge of the photo to make it the focal point.*
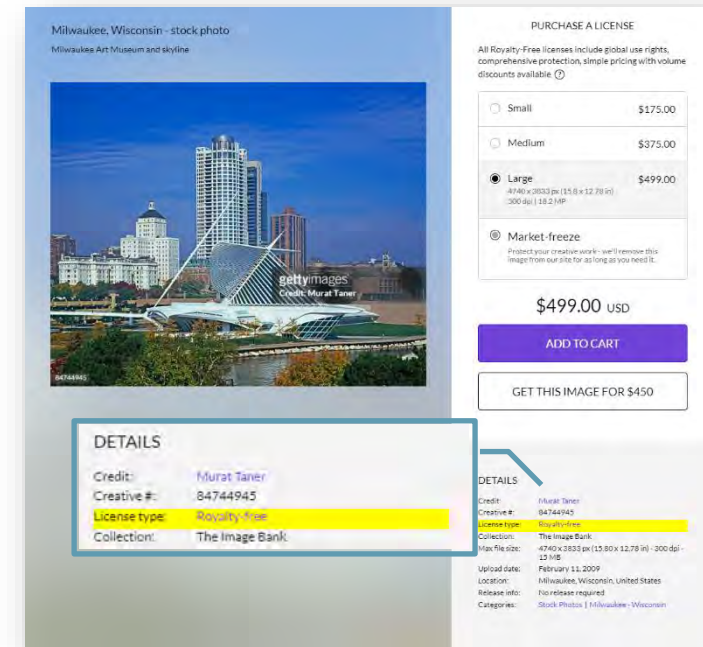
Finding A Hero Image

Utilize Northwestern Mutual's Getty subscription

*Our [Getty subscription](#) allows you to utilize hero images **free of charge.** Note: Avoid using iStock as it can be difficult to identify if the hero image is covered by our subscription.*
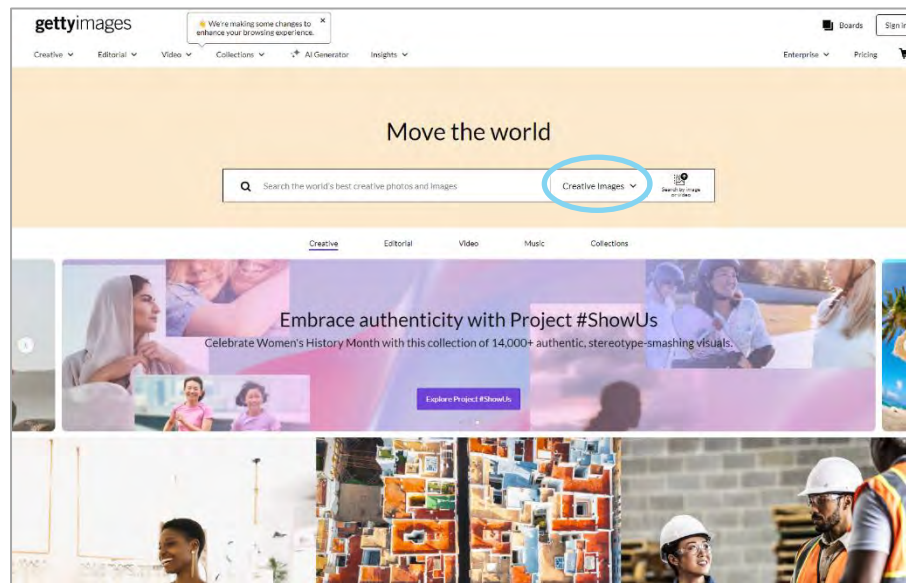
Select **"creative images"** from the dropdown menu to find images enabled by our license.

If under the license type says **"Royalty-free,"** it's a creative image and covered by our subscription.

Once you find an image, reach out to your **marketing consultant** or **submit a ticket** with the Stock Photo ID number to have your **new hero image added.**

Make sure your intended hero image is not an editorial image

Editorial images are not covered by Northwestern Mutual's Getty subscription.

You can tell if your intended image is an editorial image by looking at the license type.

If the listed license type is **"Rights-managed,"** then it's an editorial asset.

The following image types are **likely editorial:**

- Celebrities

- Professional athletes

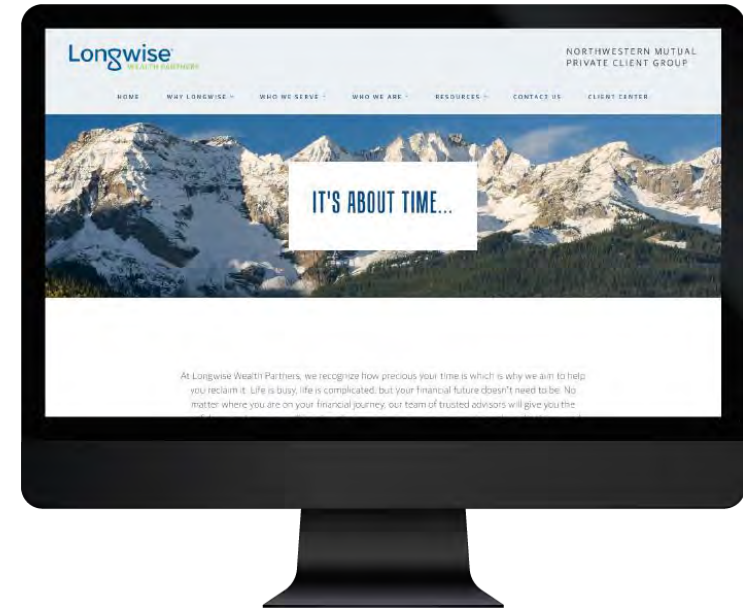- Highly visible institutions, such as universities

- High profile events

Reducing the height of your Hero Image (for TWM Sites Built Prior to 2024)

If your hero image is full screen and you want more content displayed, you can request to have the image height reduced with Hero Shrink.
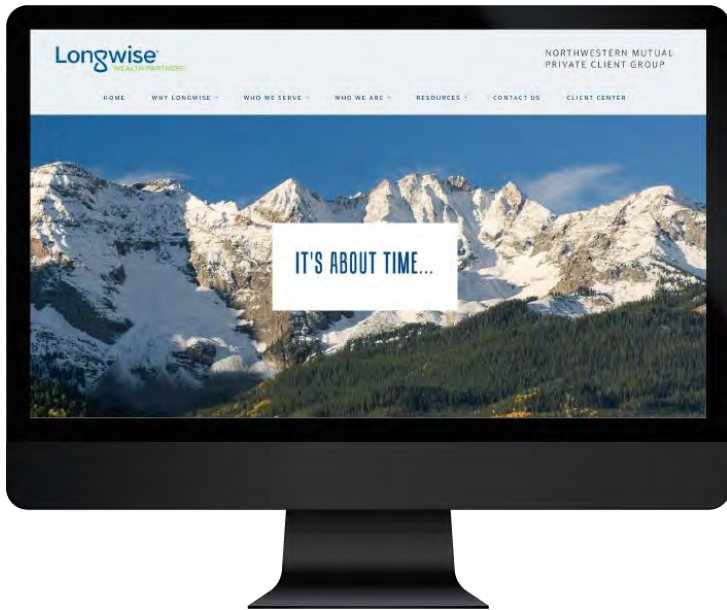
Hero images will automatically be applied as a full screen image.

Reach out to your **marketing consultant** or **submit a ticket** to have "Hero Shrink" applied to your site.