EXPLORE EDMONTON

PHOTO/VIDEO FOR WEBSITE & EMAIL MARKETING

December 2024

ABOUT

The Explore Edmonton team has specific guidelines used for content used on different marketing platforms. This allows our brand to be recognizable and impactful, while catering to best practices in different types of content marketing. Explore Edmonton's brand is valuable thanks to its consistent voice across platforms, its quality presentation of information, and its authentic content.

This tool is to help partners identify the best images to provide when requesting support in the promotion of their event or experience on our website and email newsletter.

MINIMUM IMAGE REQUIREMENTS

Photos that do not meet these requirements will not be used on our website.

ORIENTATION

Landscape:
A horizontal image that is more wide than tall

SIZE

A high quality image that is greater than 1MB, but smaller than 16MB

PHOTO

Does not include any text, graphics, or logos

Why this image would not pass:
- wrong orientation
- too small
- located in Hawrelak park, which is currently closed
- Contains logo, text, & graphics

CONSIDERATIONS FOR IMAGES

The images for the website and email marketing are selected at the discretion of the Explore Edmonton team. Explore Edmonton selects images for use on our website with the following considerations:

- The image follows our minimum image requirements
- The image accurately portrays what a visitor might experience
- The image communicates positive associations with the city, community, and the event
- The image has no political/religious affiliations
- The image is appropriate, respectful, and inclusive
- The image is visually compelling
- The image is not somewhere inaccessible to the visitor (a closed area, outdated location)

WHY DOES EXPLORE EDMONTON ASK ME FOR NEW IMAGES EVERY TIME I SUBMIT A REQUEST?

- Your content has a better chance of being seen in search engine result pages if it contains a photo not frequently used on our site.

- The provision of an up-to-date image with no graphics or text increases likelihood for your page to be being found in the search results of a search engine, such as Google.

- If provided images do not match our requirements, we will use a generic image. These images are used for all festivals, attractions, and events, and may therefore negatively impact the visibility of your page.