

Asset Sizes & Word Counts for Each Component – UPDATED ON 28th OF JUNE, 2023

Please visit [Component Collection](#) page to see the structure of each component.

Visual Asset Sizes for Each Component

Images:

All images should be 1mb file size at maximum & in jpg format. The given sizes below are the maximum sizes for each component.

**For header images which are going to be used in blogs, events, perspectives and case studies, please refer to the existing publications.*

- [Page Banner](#): 1920x1280 px
- Header img for blogs: 1200x800 px
- Header img for events: 1920x1280 px
- Header img for perspectives: 1920x800 px
- Header img for case study: 1920x1000 px (*please make sure that the header has the subject in the right-hand half of the image to avoid any overlaps with case title*)
- [Large Text Media](#): 1920x1280 px
- [Carousel Slider Tabs](#): 1920x1280 px
- [General Carousel](#): 1920x800 px
- [Highlight](#): 530x626 px

The following components usually take the images from the headers of the relevant pages. If there is no association, the default value for each component should be 1200x800.

- [Overlay Cards](#)
- [Border Cards](#) (with image)
- [Text Media](#)
- Thumbnail (*if it is associated with the banner image on the respective page, then please refer to the same banner dimensions as 1920x800*)

Documents (PDF):

All PDF files should be 5mb at maximum.

Videos:

All videos should be 10mb & in mp4 format.

Character Counts

Please note that the given sizes are the maximum values for each component.

- [Tabs](#): 25 characters
- [Accordion](#)
 - Title: 30 characters
 - Text: 690 characters
- [Page Banner](#)
 - Title: 40 characters
 - Subtitle: 70 characters
- [Careers Large Text Media](#)

- Title: 35 characters
 - Text: 600 characters
 - CTA: 20 characters
- [Overlay Cards](#)
 - Title: 45 characters
 - Text: 145 characters
- [Quote](#): 270 characters (expandible, no restriction)
- [Keypoint](#): 150 characters (expandible, no restriction)
- Carousel Slider Tabs
 - Tab text: 50 characters
 - Title: 40 characters
- [General Carousel](#)
 - Title: 50 characters
 - Text: 435 characters
 - CTA: 20 characters
- [Highlight](#)
 - Title: 30 characters
 - Subtitle: 60 characters
 - Text: 520 characters
 - CTA: 20 characters
- [Highlight for Case Studies](#)
 - Tagline: 20 characters
 - Title: 115 characters
 - Subtitle: 125 characters
 - Text: 530 characters (expandible, no restriction)
- [Stats](#): 65 characters at maximum
- [Large Text Media](#)
 - Title: 40 characters
 - Text: 600 characters
- [Text only](#)
 - Title: 90 characters
 - Subtitle: 100 characters
 - Text: 700 characters
- [Border Cards \(no img\)](#)
 - Title: 25 characters
 - Text: 325 characters
 - CTA: 20 characters
- [Border Cards \(with img\)](#)
 - Title: 25 characters
 - Text: 280 characters
 - CTA: 20 characters
- [Page Teaser](#): 20 characters
- [Text Media](#)
 - Title: 50 characters
 - Subtitle: 50 characters
 - Text: 430 characters
 - CTA: 20 characters