

# Background Image Questionnaire

The background image will appear on all pages on the agency's website. The background image is maintained on the site by WIN, and it can be changed on request from the agency.

There is a gray gradient below the background image. This can be changed to a solid color at the agency's request.

There are two options for your selection of a background image:

## Option 1 – Pre-selected Images:

Choose one of these images:



Capitol Dome



Cityscape –  
Milwaukee



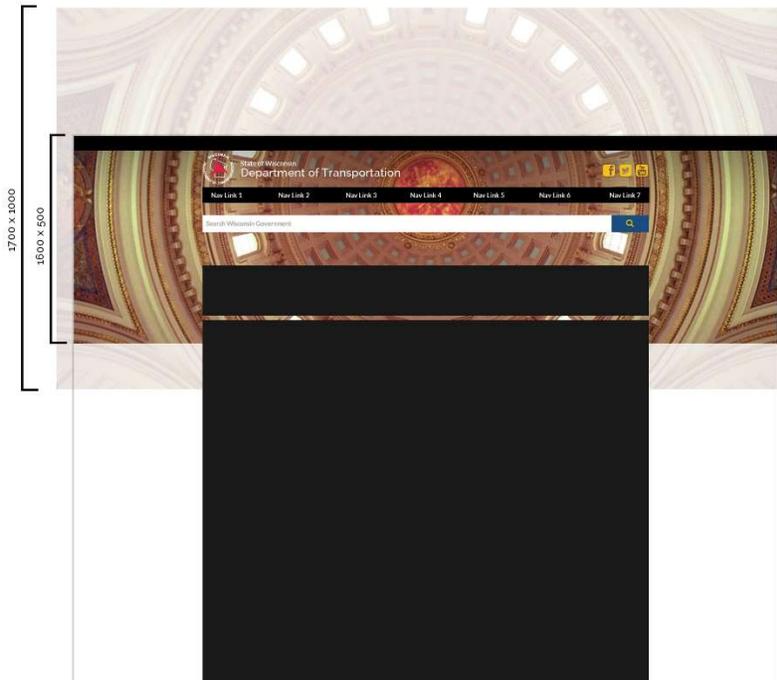
Memorial Union  
Terrace

## Option 2 – Provide a Custom Image:

Your provided custom background image must fall within these specifications:

- Must be in .tiff, or high resolution (300 dpi) .jpg, format
- Minimal size of 1700px x 1000px (You can check size by right clicking image, clicking on the properties panel and viewing dimensions)
- Image will be cropped to a 1600px x 500px visible area for desktop 600px x 325px for mobile - see diagram below for how the image will be cropped
- Cannot be “busy” with multiple contrasting colors. Items, like text, that overlay the image must be visible and accessible to users with disabilities
- Ideally the photo is a cityscape or landscape, without people
- Darker pictures are better than lighter pictures
- Cannot originate from a Google image search
- Cannot be copyright protected by photographer
- Must be accompanied by written affirmation (photo release) that the agency has rights to use the image





**Custom Image Ideas:**

- Government (Capitol dome, Capitol grounds)
- Business (cityscape or Madison, Milwaukee, or another city)
- Education (Bascom Hill, Memorial Union, a high school graduation)
- Landscape (farm fields, barns, forests)
- Travel/Tourism (Milwaukee Lakefront, Door County, Apostle Islands, State Fair, Lambeau Field, Miller Park, Camp Randall Stadium)
- Seasons (Fall color, ice caves at Apostle Islands, lakes)

**The file name of the image you are providing:**

**The file name of the photo release for your image:**



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