

How to create a great

Hero Image ▶

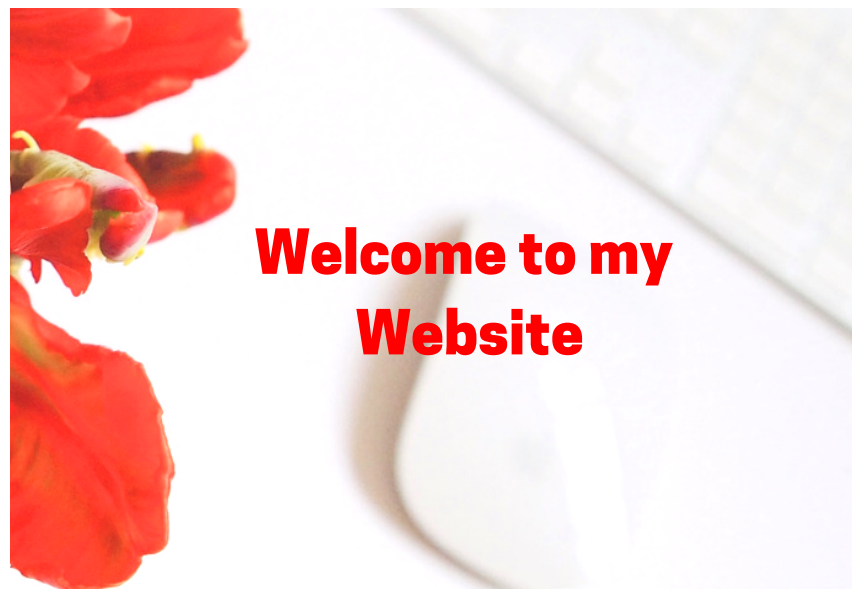
FLAT
WHITE
WEBSITES ▶

1 Use the right resolution

A Hero Image, which will fill the entire screen, needs to be a high-quality image.

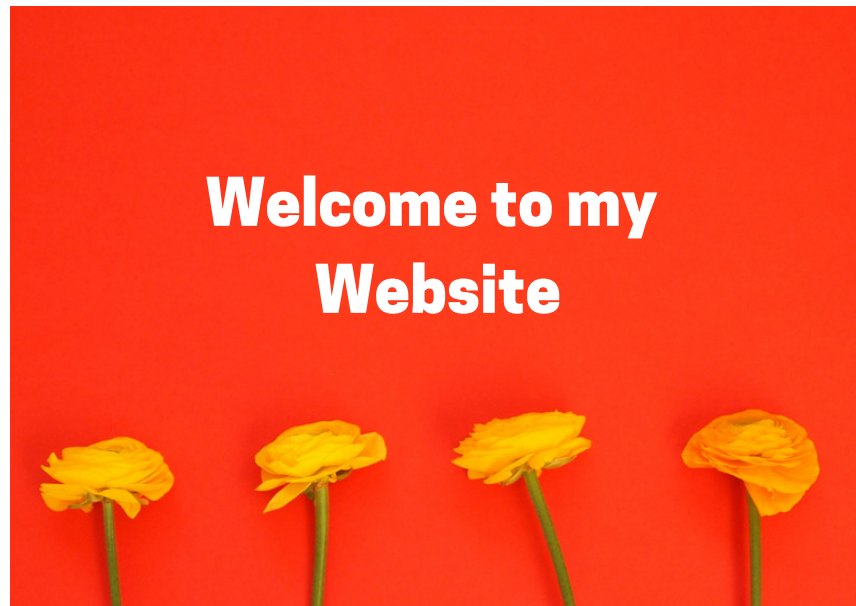
You can't increase an image's resolution without losing quality, but you can reduce the image's pixel size to reduce loading time.

Aim for 2500px width, with a maximum file size of 1MB.



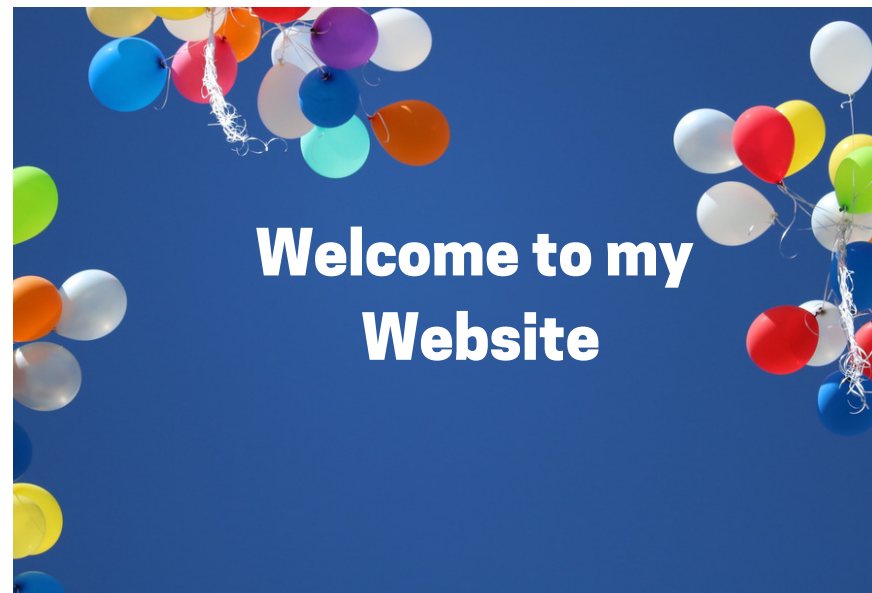
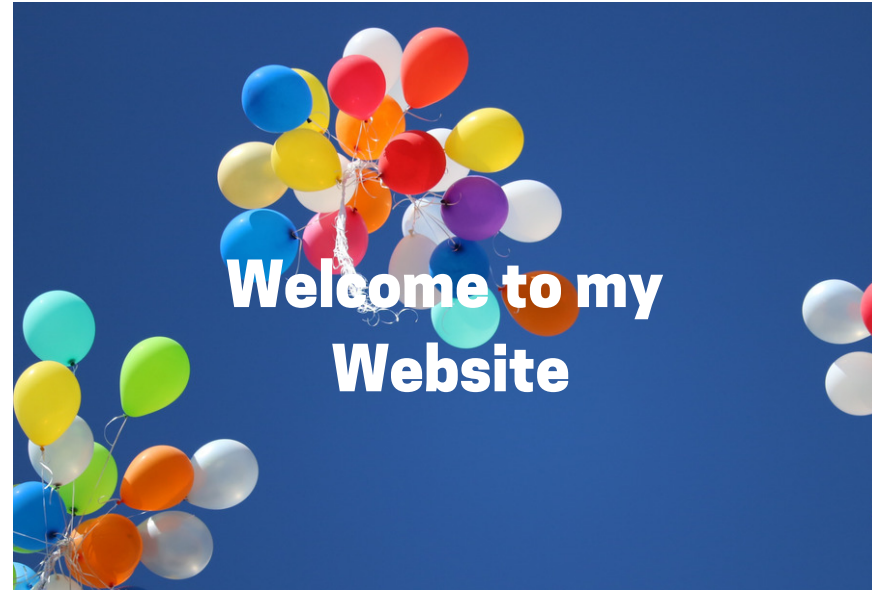
2 Keep it simple

Don't choose an image with too many colours - any text will get lost.



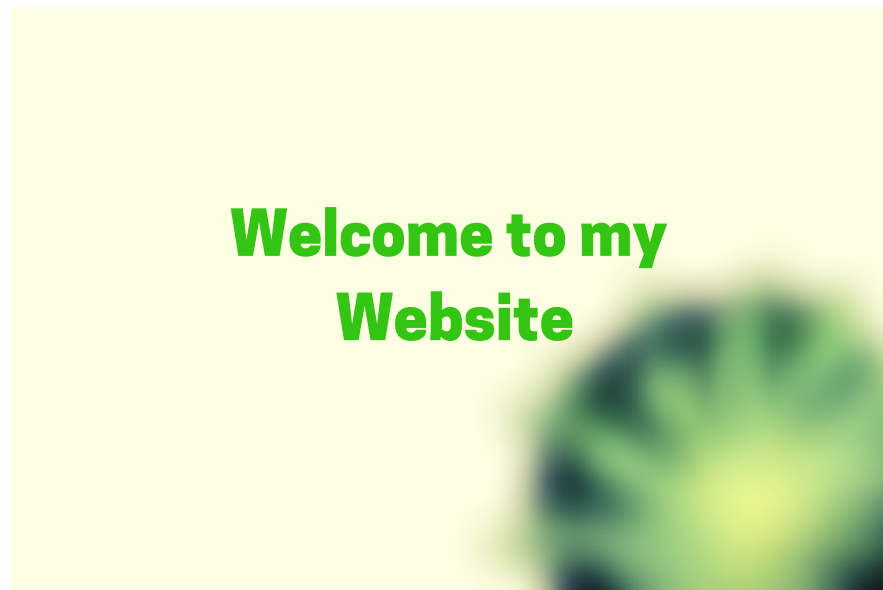
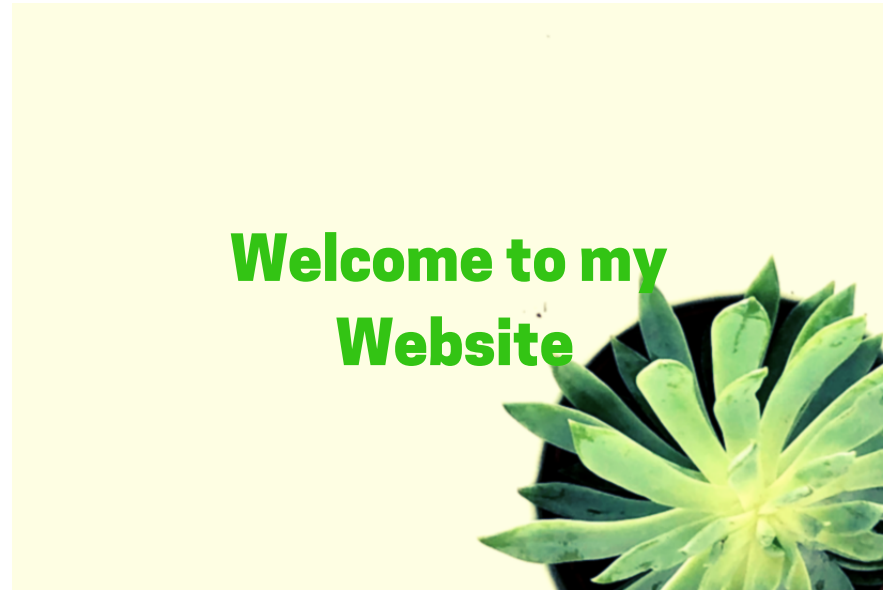
3 Aim for a clear area

Crop your image to create a clear central area - text will be much easier to read.



4 Add a Blur

Blurring an image can bring the text into focus.



5 Tint it

Tinting a busy image will reduce the contrast, which can make the text stand out more clearly.

Tinting is also a great way to emphasize with your brand colours.

