Image guidelines - all images:

1) Image file size: we recommend no more than 200KB; to compress you can use https://tinypng.com/

2) Preview images before publishing (this is an option in the CMS)

Image guidelines - header images and rotating gallery images

1) Image dimensions s/b at least 500 h by 2000 w (smaller ones will be stretched which does not look good)

2) Images for the rotating gallery should not contain text (because images with text embedded will look bad on mobile devices); when you upload you can type a caption for the image

3) Use images where top 20 - 25% does not have important content (this will be covered by the top header section of the page)