

How to resize, optimize, and choose our Mass.gov images

Sept. 30, 2025

What is Content Lab?

- Focuses on **Content Strategy**: managing your content to reach target audiences and using data and feedback to improve content and user experience
- Thrives on active participation
 - Sharing our learning, dilemmas, feedback, and content
- Values ongoing learning and continuous improvement



Content Lab is aligned to the Digital Roadmap, supporting the goal of high-quality, accessible, user-centric content on state websites

Our purpose: Learning + better content

Community of practice

- We want to continually grow and improve
- We use real content examples – yours and ours
- The methods and practices are the point

Mass.gov content

- Clear before clever
- Current
- Constituent-friendly



Agenda

- Where to get an image
- Resizing Images
- Banner Images Best Practices
- Group exercise
- Best Content Type for Images
- Wrap up

I want an image for my page,
where do I go?

Where to get an image for your page: SmugMug

To browse already licensed images for immediate use, the **Mass.gov Image Library** is hosted on SmugMug

You can [request access to the SmugMug library in the knowledge base](#).

If you already have access, go to:
[Digitalservicesimages.smugmug.com](https://digitalservicesimages.smugmug.com)



Mass.gov Image Library

BROWSE



Except where specifically noted, EOTSS Digital Services has obtained legal rights for Commonwealth of Massachusetts employees to use the photographs contained in this image library for the Mass.gov website. Shutterstock photographs must be used according to the Commonwealth's Digital Media Master Services Agreement with Shutterstock and all [Mass.gov Site Policies](#), and must be credited in accordance with the [Image Guide and Resource](#). If you have questions about how photographs in the image library may be used, please consult with the Mass.gov team.

Where to get an image for your page: Shutterstock

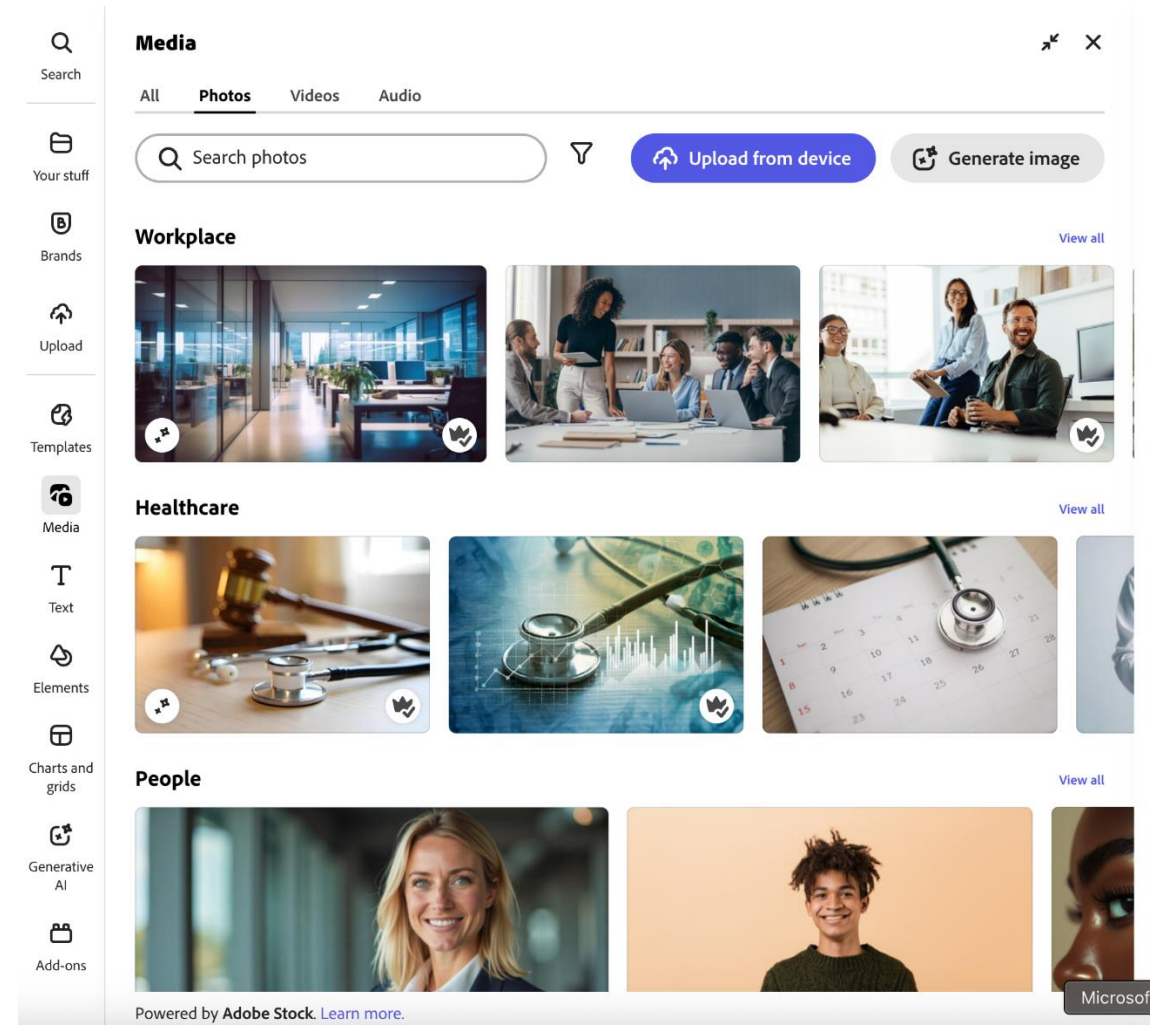
Another option is to [select an image from Shutterstock](#) and submit a ServiceNow ticket to get it licensed and added to the Mass.gov Image Library.



Where to get an image for your page: Adobe Express

If you are using Adobe Express, Adobe does provide a stock image library in its Express program.

An Adobe Stock perpetual, worldwide license allows you to use your licensed asset in all media, including print, presentations, broadcasts, websites, and on social media sites.



I have my image, now what?

Image Resizing Tutorial in Adobe Express (Resize and
Full Express Program)

Resizing your image: Adobe Express (free)

[Adobe Express Free Resizer](#)

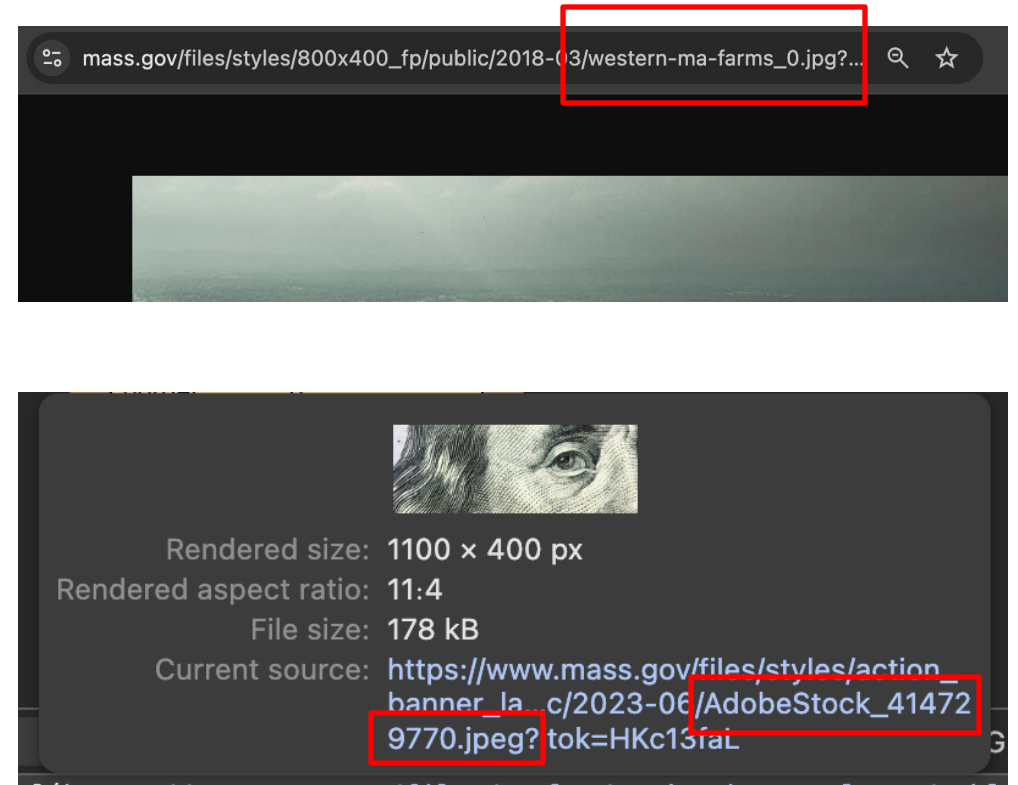
- **Upload your image**
- Set the correct dimensions
- Move image to ideal focus point
- **Download**

[Adobe Express \(Full Program\)](#)

- Open a **New Project**
- Set **Custom Size** and **Create New File**
- **Drag and drop your image file** onto the canvas
- Re-adjust your image in the canvas
- **Export**

Export Settings: How should I save my photo?

- **JPG vs PNG** – **JPGs are preferred due to smaller file size** – they will load faster on your page. If you have PNGs, don't worry! Only switch to JPGs if your pages are loading slow.
- **72 DPI vs 300 DPI** - (DPI: Dots Per Inch) **72 DPI is for screens**, 300 DPI is for printing hi-res photographs or art prints.
- **Give your photo a neutral, descriptive name** like: Federal-Funding_Banner_300x400px. **The file name can be seen by the public.**



Why does my image look weird?

Banner images best practices

The debacle of the responsive banner image

Banners images are difficult to get right – we are here to help.

[Home](#) > [Office of the Attorney General](#)

The Attorney General's Fair Labor Division (FLD)



[OFFERED BY](#) [Executive Office of Labor and Workforce Development](#) | [MassHire Department of Career Services](#) | [Department of Labor Standards](#) | [Show 1 more](#)

Retain Talent

Access support services to help you retain talent, offering resources when facing layoffs, upskilling existing workers, or working to improve workplace safety.



An official website of the Commonwealth of Massachusetts [Here's how you know](#)

[Menu](#) [Select Language](#) [State Organizations](#)

[Mass.gov](#) [SEARCH](#)

[Home](#) > [EEA](#) > [Department of Fish and Game](#)

[OFFERED BY](#) [Department of Fish and Game](#)

Biodiversity Goals for Massachusetts

Massachusetts is leading the way to a future where both people and nature thrive.



TABLE OF CONTENTS

- [Biodiversity in Massachusetts](#)
- [Biodiversity Conservation Goals](#)
- [Goal #1: Protect](#)
- [Goal #2: Restore](#)
- [Goal #3: Sustain](#)
- [Goal #4: Connect](#)
- [Biodiversity Implementation Matrix](#)
- [Public Process](#)
- [Contact](#)

Feedback

Banner Images

Don't use words in the banner image

Do use decorative images, like patterns. Save the message for the content!

Don't use an image that doesn't have room to crop

Do use an image that has a lot of space around the focal point for responsive zoom

Biodiversity Goals for Massachusetts

Massachusetts is leading the way to a future where both people and nature thrive.



Biodiversity Goals for Massachusetts

Massachusetts is leading the way to a future where both people and nature thrive.



Retain Talent

Access support services to help you retain talent, offering resources when facing layoffs, upskilling existing workers, or working to improve workplace safety.



Retain Talent

Access support services to help you retain talent, offering resources when facing layoffs, upskilling existing workers, or working to improve workplace safety.



How to choose a good image for a banner

Choose high quality images, designs, or pattern designs that **will not** lose meaning if part of the image is cut off.



ral funding cuts Massachusetts

ars in federal funding each year to support a
that assist millions of state residents with
ble housing.



Group exercise

Group exercise in Adobe Express

If your boss gave you this image and wanted it as a banner with the logo, what could you do to improve its usability?



Group exercise in Adobe Express

If your boss gave you this image and wanted it as a banner with the logo, what could you do to improve its usability?



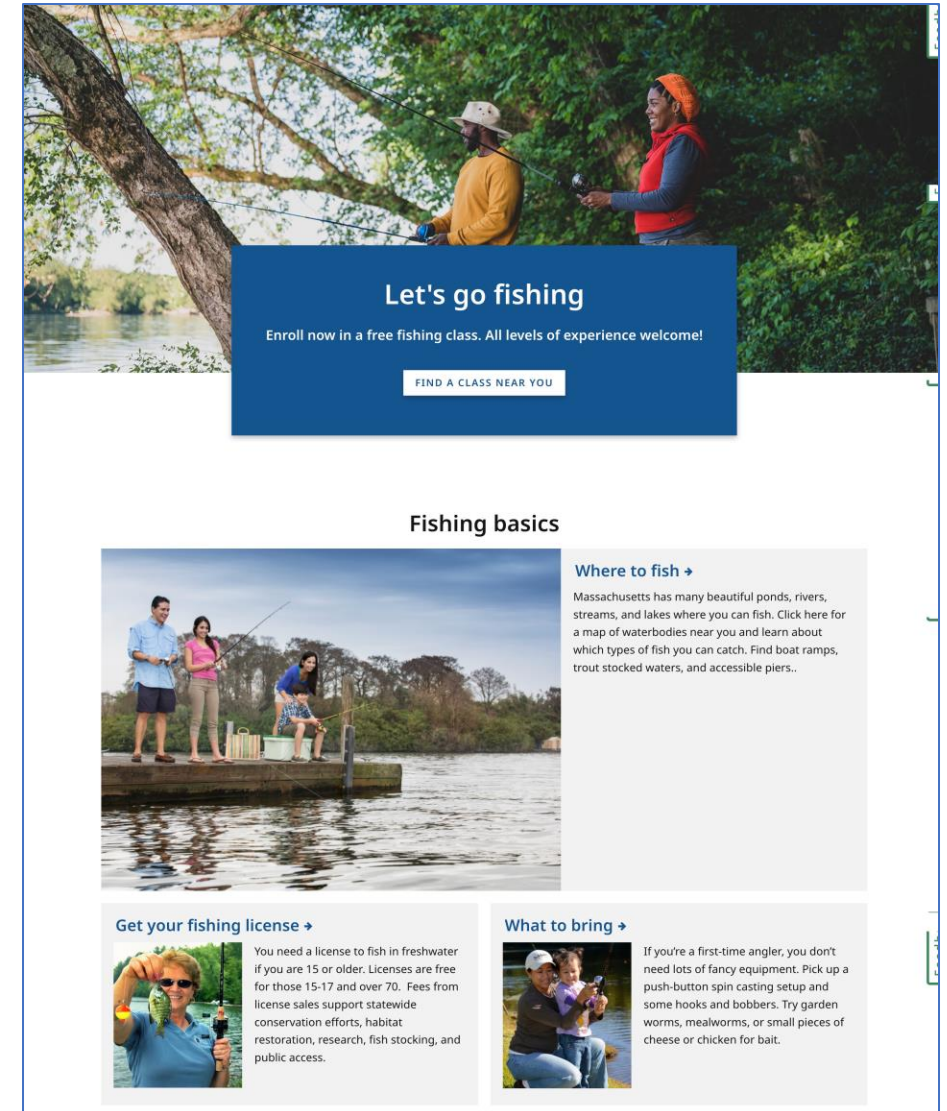
- White space!
- If you must add a logo, make it a non-word marked logo and put it in the center of the image for reduced cropping.

Best content types for images

Best content types for images

You can use images on all content types, but should you? Some are more appropriate for image display.

- [Promotional page](#)
- [Organization page](#)
- [Service page](#)
- [Information Details](#)



Let's go fishing

Enroll now in a free fishing class. All levels of experience welcome!

[FIND A CLASS NEAR YOU](#)

Fishing basics

Where to fish →

Massachusetts has many beautiful ponds, rivers, streams, and lakes where you can fish. Click here for a map of waterbodies near you and learn about which types of fish you can catch, Find boat ramps, trout stocked waters, and accessible piers..

Get your fishing license →

You need a license to fish in freshwater if you are 15 or older. Licenses are free for those 15-17 and over 70. Fees from license sales support statewide conservation efforts, habitat restoration, research, fish stocking, and public access.


What to bring →

If you're a first-time angler, you don't need lots of fancy equipment. Pick up a push-button spin casting setup and some hooks and bobbers. Try garden worms, mealworms, or small pieces of cheese or chicken for bait.

Promotional

- Support marketing or awareness efforts
- Have primary call to action
- Visually appealing
- Choose your images wisely
 - [Emergency preparedness month](#)
 - [DOC recruitment](#)

Home > Massachusetts Department of Correction > Careers, Internships, Volunteering, and Guardianships



Become a Correction Officer

Would you like to become a correctional professional? Join our dedicated and diverse team of over 4000 mission-driven professionals across 13 facilities supporting vital work that cares for approximately 6000 incarcerated individuals.

[CONNECT WITH THE RECRUITMENT TEAM](#)

Register for one of our upcoming Info Sessions

September 2nd, 4th, 9th, 11th, 16th, 18th, 23rd, and 26th.

Click the link below and send us an email.

[REGISTER TODAY](#)

Feedback

Organization and Service

Organization and Service are both navigational content types. They can both have a banner image. Both also can have a [mosaic](#) or [card group with images](#).

- Mosaic is more restrictive

- Must have 5 images
- Must be resized to exact dimensions
- Only image and link
- [Lemon laws](#)

- Card groups are more flexible

- No minimum or maximum number
- 3 image cards display side-by-side on page
- Can have image and link, or image, link, and text
- [Department of Revenue](#)

Information details

Information details is the most flexible content type for image display.

- Can add a banner image
- Can add card group with images
- Can use visual story to stretch an image or data visualization across whole width of page

- [Hero act](#)

Executive Office of Veterans Services > HERO Act: A New Era For Veterans

OFFERED BY Executive Office of Veterans Services

HERO Act

The HERO Act is the most comprehensive and expansive legislative package dedicated to the welfare of veterans in Massachusetts history. Since its filing, additional provisions were added by the Senate and House to create over 30 provisions, including spending, policy initiatives, tax credits, and statute changes, organized into four categories.




TABLE OF CONTENTS

- Benefit Expansion
- Commitment to Inclusivity
- Modernization of Veterans Services
- Recognition & Honoring our Veterans

Benefit Expansion

\$2,500
Tax credit for small businesses hiring veterans

\$2,000 to \$2,500
Increases the disabled veteran annuity

- Behavioral Health Treatment:** Expands access to behavioral health treatment by allowing veterans to be reimbursed for visits to outpatient behavioral health providers.
- Increases the Disabled Veteran Annuity:** Increases the disabled veteran annuity from \$2,000 to \$2,500, phased in over two years, and will be one payment, annually, on August 1.
- Increases the Vet-Hire Tax Credit:** Increases to \$2,500 a tax credit for small businesses hiring chronically unemployed or low-income veterans. Eligible veterans include those receiving SNAP benefits, chronically unemployed veterans, and unemployed service-connected disabled veterans.
- Active-Duty Buyback Program:** Extends the timeframe for veterans in public service to utilize the Active-Duty Service Buyback program from 180 days to ten years.
- Prevents the "COLA Cliff":** Ensures that a cost-of-living adjustment in Social Security benefits will not affect veterans' eligibility for Chapter 115 benefits mid-fiscal year.
- Increases Local Flexibility for Veterans Property Tax Exemptions:** This bill allows municipalities to double property tax exemptions with local options and ties the annual property tax abatement amount to inflation.
- Protects Access to Sales Tax Exemption:** Ensures that veterans who qualify for the disabled veteran license plate can use the Purple Heart specialty license plate for sales tax exemptions.
- Increases Support for Military-Connected Students:** Requires public school districts to provide support services to military-connected students when a parent or guardian is called to active duty. (M.G.L. Chapter 178, Section 30 Acts of 2024)
- Creates a Military Family Advocacy Program:** Establishes a program to protect against child abuse on military installations. (M.G.L. Chapter 178, Section 147 Acts of 2024)
- RMV Disabled Veteran Fee Update:** Expands exemptions for motor vehicle excise tax, drivers license fee, and registration fee to all veterans who are 100% service-connected disabled.

Veterans Service Buyback Application +

Veteran Financial Benefits +

RMV Disabled Veteran Fee and Tax Exemptions +

HERO Act Official Bulletin +

DLS Property Tax and Excise Tax Bulletin +

Active Duty Buyback Program Updates +

Information details pages continued

Information details is the most flexible content type for image display.

- Can use "Add image" to display images at different sizes
 - Display images side-by-side if you select extra small or small
- There's also an option to [wrap text around images](#)
 - [Digital accessibility fundamentals: Color](#)

Examples of Accessible Trails in MA



Brewster's Woods All-Persons Trail, Mass Audubon owned, (Appalachian Mountain Club) AMC constructed. Concord, MA



Harold Parker accessible trail, constructed and managed by DCR. Concord, MA



Coes Park, City of Worcester, and Greater Worcester Land Trust. Funded by the Land and Water Conservation Fund stateside program. Worcester, MA

Editing alt text

You can edit alt text on images already embedded on a page.

For rich text images

- Select the pen icon to edit
- Select the image and select the pen icon again
- Edit the alt text
- Select embed to return to the rich text editor
- Select save

For images using 'Add image'

- Select the pen icon to edit
- Edit the alt text
 - You can also change the size, select/deselect text wrapping
- Select save

Wrap up

Wrap up and upcoming sessions

- We post everything in the Content Lab Teams channel
- We'll continue our discussion on images.
Sign up for:
 - Oct. 9: [Workshop](#) on images
- Sign up for a Content Lab Consult if you're looking for help with a content strategy issue

