PRESSPAGE

NEWSROOM IMAGES

Aspect ratio, explained

Why some images get cropped in your newsroom, and how to upload images that fit every time.

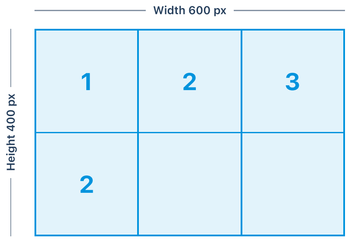
01 · WHAT IT IS

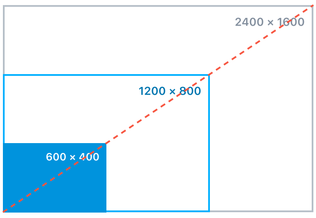
Aspect ratio is the shape of an image

It compares an image's **width** to its **height**, written as two numbers: **width : height**.

An image 600 px wide and 400 px tall fits exactly 3 equal squares across and 2 down. Its aspect ratio is **3:2**.

600 : 400 divide both by 200 **3 : 2**





02 · SIZE VS. SHAPE

Same ratio, any size

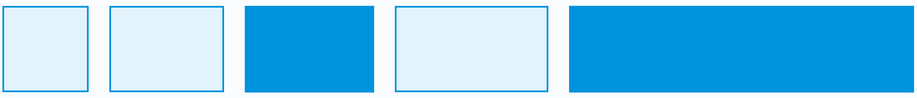
All three rectangles are 3:2. They're different **sizes** but the same **shape**, so their corners sit on the same diagonal line.

This is why Presspage can show one image on a 24-inch monitor and a phone without distorting it: the size changes, the ratio doesn't.

03 · COMMON RATIOS

Different ratio, different shape

The first number gets bigger as the image gets wider. Here are the shapes you'll meet most often, all shown at the same height.



1:1
Square. Logos, profile pictures, social posts.

4:3
Phone and compact camera photos.

3:2
DSLR photos. Often used for headline thumbnails.

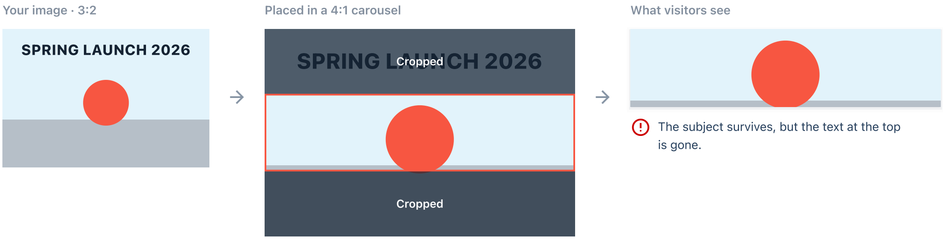
16:9
Widescreen. Video, presentations, TV.

4:1
Wide banner. Often used for news carousels and page headers.

04 · WHY IT MATTERS

When the shapes don't match, the image gets cropped

Each newsroom module has a fixed shape. If your image has a different ratio, it's scaled to fill the space and anything that doesn't fit is cut off.



The subject survives, but the text at the top is gone.

05 · GET IT RIGHT

Four habits for images that fit

Check the module

Different modules use different ratios. A carousel may be 4:1 while thumbnails are 3:2.

Match the ratio

Upload images already in the right ratio, or crop them in the Asset Manager.

Go big enough

Use images 1,000–2,500 px wide. Small images look blurry when stretched to fit large screens.

Keep text out

Text in images is easily cropped off. Put it in the headline or caption instead.

06 · QUICK MATHS

Work out the height you need

Divide the width by the first number, then multiply by the second.

Example: 2,000 px wide at 4:1

2,000 ÷ 4 × 1 = 500 px tall

Ratio	1,200 px wide	1,920 px wide
1:1	1,200 × 1,200	1,920 × 1,920
4:3	1,200 × 900	1,920 × 1,440
3:2	1,200 × 800	1,920 × 1,280
16:9	1,200 × 675	1,920 × 1,080
4:1	1,200 × 300	1,920 × 480