# Agency Profile photo and video guidelines

# Agency logo

Your logo will appear in multiple places on realestate.com.au including your Agency and Agent's Profiles and listings.



# Where to update

The agency logo must be updated in Agent Admin (Your profile > Your Agency branding)



## Format

The logo must be 340 x 64 pixels and may be JPEG, PNG, or GIF. If your logo is too small, it can appear pixelated or distorted.

# **Cover photo**

A cover photo adds personality and character to your profile page and showcases your agency's brand. This cover photo appears at the top of your Agency Profile page.





### Safe zones & clearance areas

Different screen sizes will have implications on where the photo is likely to be cropped. The details on the next page provide guidance on where the focal point of your image should sit to avoid unfavorable cropping.



# Where to update

The agency cover photo must be updated in Agent Admin (Your profile > Your Agency branding)



# Format

The image must be 1280 x 600 pixels, and may be JPEG, PNG, or GIF.

To avoid the focal point of your image being cropped out of frame on most screen sizes, ensure that your uploaded image is 1280 x 600 pixels.



#### The clearance area of your focal point should be:

- 168px from the top and 168px from the bottom of your image
- 77px from the left and 77px right from the right of your image

Any part of the image within the safe zone will be visible at all times on all screen sizes. Any part of the image in the shaded area will be cropped out depending on the screen size.



# **Other Tips**

## Do

- Select a clean, sharp photo with a clear focal point
- Choose a photo which showcases your agency's brand
- Consider showing what your team looks like while at work  $\bigcirc$

# **Cover Video**

Agencies with Agency Elevate have exclusive access to add a YouTube video link to their profile. The video will appear when the Agency Profile cover image is clicked.

Clicking on the play button on your cover image will open a media viewer modal to play your video



#### Where to update

The agency cover video must be updated in Ignite by a user with Team Manager permissions (Manage>Subscriptions & products>Agency Elevate)



#### Format

The video must be added as a valid YouTube URL (e.g. https://www.youtube.com/youruniquevideourl)

# **Other Tips**

- Choose a video that showcases your agency's brand or your team
- Keep your video short to keep users engaged  $\bigcirc$

## Don't

- Use images with text or logos as they may get cropped
- 8 Include photos of properties as this may confuse visitors
- Upload profile or head shots as it's difficult to avoid (X)cropping and introduces complexities with staff changes



- Ensure the video is of good quality
- $\bigcirc$ As this feature uses a YouTube video, we recommend you follow YouTube's video resolution and aspect ratio guidelines found here

. the most out of Agency Elevate. If you have any questions

