



# KP4 Visual Glossary

## Image Strategy

Hero (3:1 ratio); used for secondary and index pages

### Breakpoints:

1500px / 1230px / 999px / 720px / 600px / 480px / 324px



The term “Hero” refers to the following:

- Describes the image position, which is the lead image displayed towards the top of the page
- Refers to the 3:1 image ratio (see below)



### Hero Image

Image is cropped to 3:1 image size.



### Parallax Slider Hero

Panel sized image (2:1) is displayed in a Hero sized container (3:1) for parallax effect.



# KP4 Visual Glossary

## Image Strategy

Panel (2:1 ratio); used for index pages with paginated images in hero container (with parallax)

**Breakpoints:**

1500px / 1000px / 800px / 600px / 480px / 320px





# KP4 Visual Glossary

## Image Strategy

Promo (16:9 ratio); used for KP4 promos, feature/news stories, calendar

### Breakpoints:

1000px / 830px / 720px / 660px / 480px / 320px





# KP4 Visual Glossary

## Image Strategy

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Thumb (1:1 ratio); used for KP4 promos, stories, etc.

**Breakpoints:**

500px / 410px / 320px / 200px / 165px / 121px / 59px

