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

**Breakpoints:**
500px / 410px / 320px / 200px / 165px / 121px / 59px