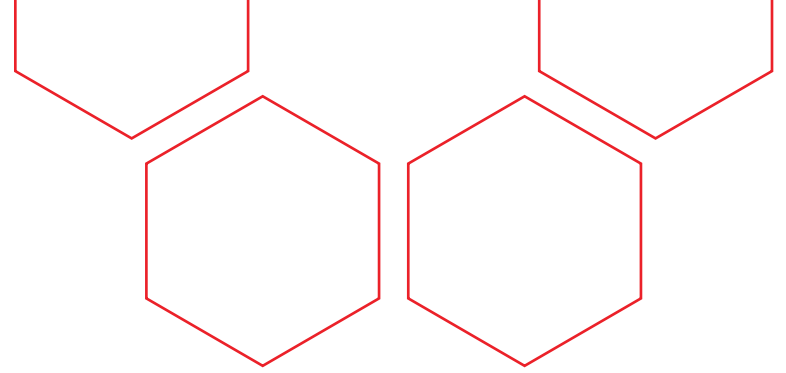


BRANDX

 BON•TON  *Bergner's*  *Carson's*  *Younkers*
 *Boston Store*  *Elder-Beerman*  *Herberger's*

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Complete and consistent high-quality content drives sales

- High quality imagery increases conversion and decreases likelihood of negative reviews or returns
- More high quality images can help SEO rankings and drive additional visitation to your product page
- Adherence to standards provides customers with an elevated, seamless shopping experience, increasing the likelihood of repeat purchases

Note: Images which do not have the correct specifications will appear distorted and will not be published to the site (or will be removed)

Styling Requirements

1. Clean styling and pure white backgrounds only (hex #FFFFFF) for all required images. Non-white backgrounds are only permitted for “Additional Alternate” lifestyle/editorial shots
2. Images must be in color
3. Image should show the entire product and follow cropping standards
4. Images should be cropped with a 5% buffer from the end of the product image to nearest vertical or horizontal border, depending on image perspective (tall vs. wide). When model face is shown, crop above lip should be flush with top of image
5. Images should have natural shadows. Remove shadows on ghost images.
6. Images should be centered in frame

Prohibited Images

The following are not allowed

1. Selfies
2. Logos, watermarks, or text overlays
3. Nudity, profanity, or sexually suggestive images
4. Products in packaging. Exceptions: hosiery/socks, underwear, and undershirts
5. Mannequins. Exceptions: scale shots on jewelry, watches, and some accessories
6. Bad crops. The image should not crop out any part of the product being sold
7. Extra images. All provided images should reflect the product and associated product description

Hero Image

The main product photo
Used as the first photo on the product detail page
Appears as the key selling image when browsing the site

Alternate Images

Supplements the main hero image
Provides additional visual information to the customer
Additional angles: side, back, 3/4 view
Additional crops: zoom on details, full-length figure, inside of product

Variants

Displays different colorways, patterns, or fabrics
Typically a different version of the main hero image

Color Swatch

A square hex code image or photo of the item's color or print
All color and print variants must have a swatch
Swatch specs found on page 7

PRODUCT & LIFESTYLE IMAGES

Required Dimensions

1200 x 1400 px

Aspect Ratio

0.86:1

NO square images,
except color swatches

Min. Resolution

72 ppi

Color Profile

sRGB

Compression

None

Image Type

.jpg

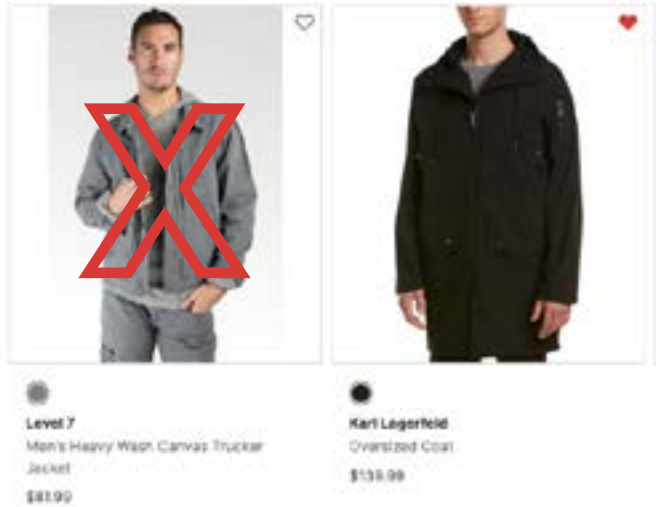
COLOR SWATCH IMAGES

64 x 64 px

72 ppi

.jpg or .png

CATEGORY PAGE VIEW



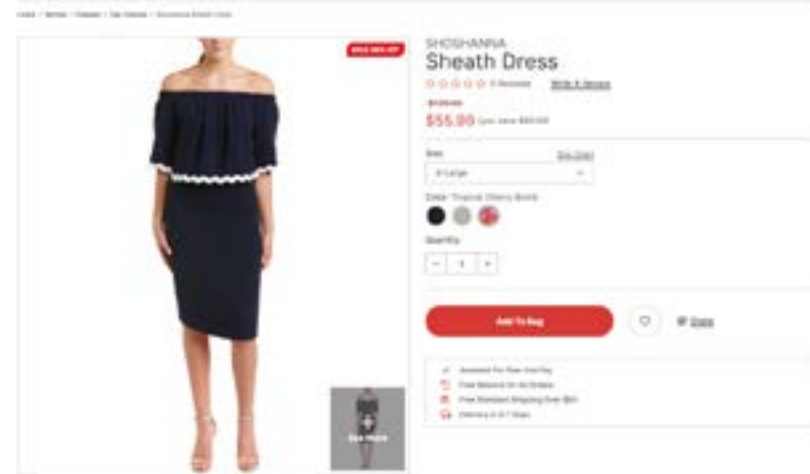
NO

Background should be white
Image should be cropped above lip

YES

Color image
White background
Product centered
No extra products
Cropped above lip; flush with top

PDP VIEW



YES

Color image
White background
Product centered
No extra products featured
Cropped above lip; flush with top.



Product & Lifestyle Images

VendorStyleNumber_angle.file extension

Examples

14886_Front.jpg

19325_top.jpg

99256_side.jpg

55491_lifestyle.jpg



Color & Pattern Swatches

VendorStyleNumber_swatch_colorname.file extension

Examples

14886_swatch_clearsky.png

19325_swatch_softblack.jpg

775491_swatch_pink.jpg

55491_swatch_houndstooth.jpg

Thank you!