

choxi

Everything You Love, For Less

**GRAPHIC STANDARDS
MANUAL**

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INTRO

PURPOSE OF MANUAL

Our goal as a creative team is to create consistent, strategic branding decisions in order to continuously strengthen the Choxi visual identity; to align its strategy; to provide brand uniformity; and to differentiate it from its competitors.

It is important for Choxi to send a clear branding message; a compelling and consistent visual identity using a variety of materials from our clients and suppliers.

This Graphic Standards Manual is a guideline for designers and other Choxi team members to manage the company's branding as a whole through a consistent visual identity and cohesive message. The company's image should have only one look, one voice - it should have common elements that run throughout.

OUR MISSION STATEMENT

We are a team of creative designers dedicated to producing quality work for the Choxi brand. We are constantly improving and challenging ourselves to stay ahead of the competition, while maintaining flexibility and a sense of humour.

CHAPTER 1

ASSETS

LOGO

The Choxi logo is an essential part of the brand. It is to be used with care and precision. See below for its versions.

STANDARD CHOXI LOGO WITH TAGLINE, WHITE BACKGROUND



CHOXI LOGO GRAYSCALE, WITH TAGLINE, WHITE BACKGROUND



CHOXI LOGO REVERSED (WHITE ON COLOR/BLACK)



LOGO DON'TS



Don't stretch, warp or rotate the logo



Don't put the logo in a box without adequate margins



Don't add a drop shadow or alter the logo with effects, such as bevels, gradients, textures, etc.



Don't place the logo on an image or a busy background



Don't change the colors of the logo

ALIGNMENT OF LOGO

To ensure the legibility of the logo, it must be surrounded by equal margins or clearspace. This makes it stand out near competing elements.



Equal clearspace around logo

COLOR PALETTE

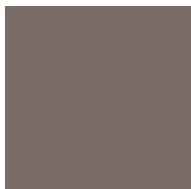
A wide variety of colors may be used for design of Choxii promotional materials, but the colors of the Choxi logo are our staple colors that repeat throughout the website and other promotional materials.



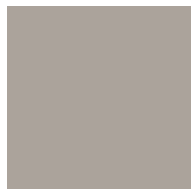
Pantone 1655C
C=63, M=11, Y=100, K=1
Web: #70AB37



Pantone Warm Gray 11C
C=52, M=53, Y=59, K=24
Web: #706258



Pantone Warm Gray 10C
C=50, M=50, Y=54, K=17
Web: #7B6D65



Pantone Warm Gray 7C
C=42, M=41, Y=45, K=4
Web: #978bb82

TYPEFACES

The official typeface of Choxi is Gotham. It is used on most print materials and many online materials such as labeling on imagery. Arial may also be used for large sections of text where Gotham is unsuitable.

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE: ARIAL

Arial is our secondary typeface. It can be used when Gotham weights are not sufficient.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CHAPTER 2

CALENDARS

Calendars (otherwise known as spreadsheets) are the first point of referral for information on which deals are going live on a particular day. There are two types of deal imagery that the Designer creates.

- Daily Deals Images : Images for Deals that go live every day
- Event Images : Images for Events have the same structure and layout of deals, but with some exceptions. Event Deals all belong to the same product category (example: pet products, automobile products, sunglass products, etc). Since the deals are of similar products, a higher level of aesthetic consistency is required.

There is one Calendar for each of these types of deals.

- Working Copy Calendar (Daily Deals)
- Events Calendar (Event Deals)

Each deal has an associated ID (column I on the Working Copy Calendar, column C for the Events Calendar). With this ID, you will be able to find the images and all the information you need to complete your deals in the Portal.

(<https://portal.choxi.com/home>)

See [page \(16\)](#) for an introduction to the Portal.

The *Production Design Coordinator* will email the team a weekly schedule with the deadlines for the team to complete their deals. Deals are launched 7 days a week including holidays. The creative team must always work ahead to compensate for this. This schedule also lists the name of who organizes each day.

Working Copy of the Deals Calendar

WORKING COPY - MAIN DEALS - MAY 1-15 2015										
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive										
fx Email Slot										
	A	B	C	D	E	F	G	H	I	J
1	Email Slot	Notes to Creative	Notes to Editorial	Category	Buyer	Product Title	Product Description	image status	ID	Brand
2	1 - price stamp Only \$59	Pls. change index image to sand, white & taupe. Thanks!	na	Home	Tanya	4-Piece Set: Vibrant 100% Cotton 1000 Thread Count Sheets - Assorted Colors	http://portal.nomorera.com/products/177766	Jamie	254361	
3	Ad buy slot 2					no deal assigned, please look for the ID below for slot 2				
4	3 - price stamp Only \$34	NA	NA	Home	Melanie	Floral Dress-Alternative Reversible Capri-length Assorted Colors	relist - https://portal.choxi.com/products/177766	Jamie	177766	
5	18 - price stamp Only \$24	36 pairs stamp	NA	Accessories (Apparel)	Melanie	36 Pairs: Women's Top, Tummy & Waist Fashion Tube Socks	http://portal.nomorera.com/products/177766	Hazel	254967	
6		7 color icon.	NA	Accessories (Apparel)	Jessica	2-Pack: Water Print Style Long Scarves	https://portal.choxi.com/products/177766	Hazel	255218	
7		relist	relist	Accessories (Apparel)	Jessica	Slim Bag-in-Bag Purse Organizer - Assorted Colors	https://portal.choxi.com/products/177766	Jamie	154908	
8		6 pack stamp	NA	Accessories (Apparel)	Melanie	6 Pack : Unisex Sports Running Athletic Tube Socks	https://portal.choxi.com/products/177766	Hazel	255388	
9		na		Accessories (Electronics)	Danielle	Bluetooth Folding Stand Speaker	http://portal.nomorera.com/products/177766	Jamie	246061	
10		relist	relist	Accessories (Electronics)	nancy	2-Pack: Apple® OEM Lightning™ to USB Charge & Sync Cables	relist 237188	Jamie	237188	

Main Events Calendar

April/May/June 2015 Events										
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive										
fx										
	A	B	C	D	E	F	G	H	I	J
1	Event	NUMBER OF PRODUCTS	Notes	STATUS	PURCHASER(S)	IMAGES	NAME OF EVENT	Mailer Text:	EVENT DESCRIPTION	Writer
2	April 1 Wed	Daily Deals Mailer or Free Shipping								
3										
4	April 2 Thurs	swimsuit event (exclusi	69	complete	Nancy		Love Your Curves: Bikinis & Swimsuits to Flatter Your Figure	Find your perfect fit with the season's hottest looks (and biggest savings).	Pack up the sunscreen, ladies—it's time to hit the beach! Get ready to make a sassy statement anywhere your spring travels take you with these colorful bikinis, tanks, and more that flatter every figure. Choose from fun prints, classic silhouettes, and oh-so-trendy designs to keep you cool (and looking totally hot!) while poolside or sunning on the beach. Sunny weather is just around the corner, so be the first to find your perfect look at the perfect price—before the rush!	Copy approved - Jonah (Tracy)
5										
6	April 3 Fri	Daily Deals Mailer or Free Shipping								
7										
8	April 4th Sat	Daily Deals Mailer or Free Shipping								
9										
10	April 5th Sunday	Daily Deals Mailer or Free Shipping								
11										
12	April 6th Monday	Daily Deals Mailer or Free Shipping								
13									Whether it's a stunning storage	

HOW TO CREATE YOUR DEALS ASSIGNMENTS

The *Production Design Coordinator* schedules the deals daily in the Deals Calendar column H (Image Status) by adding the name of the assigned designer to each deal.

Every designer opens the calendar, find his/her assigned deals and works on them. Once the deal is complete the designer marks the cell with their name green to mark it complete.

The Designer needs to check Notes to Creative Column (B)

To find all the information about the deal and to get images, the Designer visits the portal and look for the specific deal by ID Number Column (I) on the calendar

D	E	F	G	H	I	J
Category	Buyer	Product Title	Product Description	image status	ID	Brand
Home	Marina	3 Piece Rug Set	https://portal.choxi.com	Danielle	263757	
Home	Marina	Portable Two Person Tent	https://portal.choxi.com	Patrick - blurry image	264365	
Home	Jennifer	6-Piece Set 100% Cotton Towel Ensemble by Home Fashion Designs	https://portal.choxi.com	Patrick	264375	Home Fashions Designs
						choxi Danielle 264375
					https://portal.choxi.com	Patrick - blurry image 264375

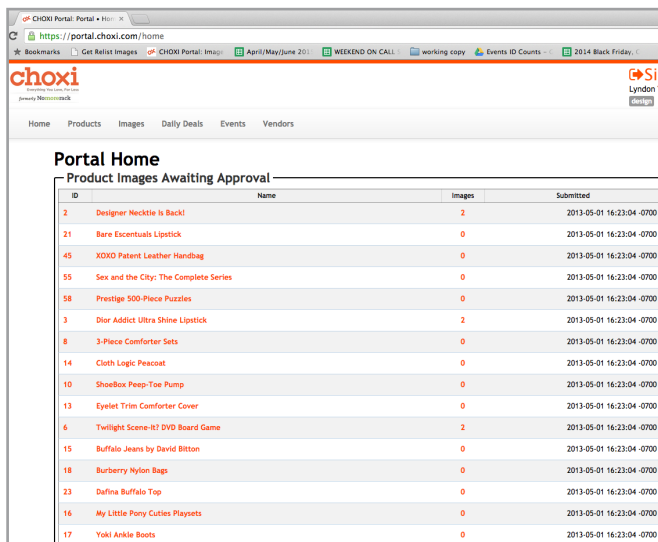
Above: Deals calendar. Assigned deals are in column H. When you finish a deal, mark the cell in the Image Status column in green.

If missing any information, mark it in red, with the reason. Above: the ID is missing the size chart. Once it is resolved, update the organizer and calendar.

In case the deal is marked as a **relist (R)**, please see page (51) for more info. If there is a problem with the deal such as missing images, missing size chart, missing info, mark it in red and type the reason in the box. Also send an email to the buyer to alert them of the problem. The buyer's name is listed in the "Buyer" column. Make sure to CC the *Production Design Coordinators* and *Creative Director*.

CHAPTER 3

PORTAL



The screenshot shows the Choxi Portal Home Page. The page title is "Portal Home" and the main heading is "Product Images Awaiting Approval". Below this is a table with columns for ID, Name, Images, and Submitted. The table lists 17 items with their respective IDs, names, and submission dates.

ID	Name	Images	Submitted
2	Designer Necktie Is Back!	2	2013-05-01 16:23:04 -0700
21	Bare Escentuals Lipstick	0	2013-05-01 16:23:04 -0700
45	XOXO Patent Leather Handbag	0	2013-05-01 16:23:04 -0700
55	Sex and the City: The Complete Series	0	2013-05-01 16:23:04 -0700
58	Prestige 500-Piece Puzzles	0	2013-05-01 16:23:04 -0700
3	Dior Addict Ultra Shine Lipstick	2	2013-05-01 16:23:04 -0700
8	3-Piece Comforter Sets	0	2013-05-01 16:23:04 -0700
14	Cloth Logic Peacoat	0	2013-05-01 16:23:04 -0700
10	ShoeBox Peep-Toe Pump	0	2013-05-01 16:23:04 -0700
13	Eyelet Trim Comforter Cover	0	2013-05-01 16:23:04 -0700
6	Twilight Scene-R2 DVD Board Game	2	2013-05-01 16:23:04 -0700
15	Buffalo Jeans by David Bitton	0	2013-05-01 16:23:04 -0700
18	Burberry Nylon Bags	0	2013-05-01 16:23:04 -0700
23	Dafina Buffalo Top	0	2013-05-01 16:23:04 -0700
16	My Little Pony Cuties Playsets	0	2013-05-01 16:23:04 -0700
17	Yoki Ankle Boots	0	2013-05-01 16:23:04 -0700

Portal: Home Page

The Portal is the central location to find information on deals and imagery. All departments of the company use the Portal to store and gather information on deals, including images.

DETAILS PAGE

Vendors and buyers input information, such as images, color information, style, size, weight of their product and the creative team uses that information to create the images.

From the information on the Details Page, you will obtain all the necessary information to create the deal. The designer will also see which icons to add, and whether or not they will need to add labels on the product images.

choxi
Portal

Products Images Daily Deals Events Vendors Employees

Handbag Republic Procyon Double-Handled Satchel - Assorted Colors

Details Changelog Images Icons Image Attributes Listings Feedback

Index Image

Phase

Submitted Jan 22 2015, 12:56 PM

Status Accepted Edited

Actions Accept Reject

Quality Assurance

Status Approved

QA Notes

Actions Not available

Handbag Republic Tier I

ncy El Rassi

0169

Handbag Republic Procyon Double-Handled Satchel - Assorted

Original Description

- Made of faux leather
- Ziptop closure
- Interior pouch
- Interior pocket
- Measures 17" L x 8" H x 8" D, strap drop: 4.5"
- Available in your choice of Dark Denim, Light Denim, and Turquoise

Description

The right handbag can make or break an outfit. Make sure all you have is the Handbag Republic Procyon Double-Handled Satchel before you head out. It has long handles that extend down the front for a funky look, and a denim-like texture. It's perfect for everyday styles, and transitions well for a night on the town.

Details Page of one ID

ID	Active	In Stock	SKU	Style	Size	Color ▲	Metal	Stone	Accessory	Total	Available	Max	GTIN	MPN	Size
1239832	<input checked="" type="checkbox"/>	Yes	D-0228-BR			Brown				70	66	50			
1239821	<input checked="" type="checkbox"/>	Yes	D-0228-DDENIM			Dark Denim				85	69	50			
1239822	<input checked="" type="checkbox"/>	Yes	D-0228-LDENIM			Light Denim				148	140	50			
1239823	<input checked="" type="checkbox"/>	Yes	D-0228-TQ			Turquoise				184	179	50			

Details page of one ID:Color labels, SKUs, Active (Y/N)

IMAGES PAGE

To create designers assigned deals on the calendar, you must download the images for your IDs from the Portal.

You can download images at <https://portal.choxi.com/products/XXXXXX/images>, where XXXXXX is the ID number of your deal.

Example: <https://portal.choxi.com/products/247914/images>

Designers download images from this page. All images have a SKU number to the right.

For multiple ID downloads please [see page \(29\)](#)

You are here

The screenshot shows the Choxi portal interface. At the top left is the Choxi logo with the tagline 'Everything You Love, Not Less' and 'formerly Nomoremark'. At the top right is the Sigr logo with 'Lyndon Viba design'. The navigation menu includes Home, Products, Images, Daily Deals, Events, and Vendors. Below the navigation, there are tabs for Details, Changelog, Edit, Images (highlighted in yellow), Cons, Image Attributes, Listings, and Feedback. The main heading is 'Handbag Republic Procyon Double-Handled Satchel - Assorted Colors' with a sub-heading 'Color / Style Name'. Below this is an 'Edit Images' section with '+ Add Images...' and 'Start Upload' buttons. To the right is a 'Download Images' section with a 'Download Zip' button (highlighted in yellow). The main content area displays a list of image thumbnails. Each row contains a thumbnail image, a SKU number, and a delete icon. The first row's SKU number '230169_color_dark_denim_580840.jpg' is highlighted in yellow. The other rows show similar SKU numbers for different colors: '230169_color__turquoise_580835.jpg', '230169_color__turquoise_580834.jpg', and '230169_color__light_denim_580836.jpg'.

Image Thumbnail	SKU Number	Delete Icon
	230169_color_dark_denim_580840.jpg	
	230169_color__turquoise_580835.jpg	
	230169_color__turquoise_580834.jpg	
	230169_color__light_denim_580836.jpg	

Images Page, with SKU numbers to the right of the thumbnails

MINIMUM IMAGE REQUIREMENTS + REJECTING DEALS

Purchasers must provide good quality images. As a designer are ultimately responsible for image quality and may reject images if you feel they are not up to the standards and will not represent the product well. If you are unsure, ask your supervisor. If you come across deals that can not be completed, contact the buyer and give them a deadline to fix their deal. If they do not meet the deadline, then have the organizer ([see page 59](#)) deactivate the deal. See below for reasons that a deal can not be completed.

- Backgrounds that are not white
- Improper size and DPI (see below for reference)
- Blurry, or grainy images that are not sharp
- Incorrect lighting, uneven light around the object, bad shadows and highlights
- Apparel that is not ironed
- Missing colors/styles that are being sold
- Cropped model faces. If you must crop the face, please crop it above the lips and showing a bit of the nose.
- Bad compositions or added inserts or text on top of the actual product
- Deals with no image of the product outside of packaging
- Non professional models and photographs
- Bad mannequins
- Badly masked out images
- Product is covered by plastic or string

The standard sizes and quality for images are the following:

Size: 1920 / 72 DPI

OR

Size: 1280 / 72 DPI

OR

Size: 640 / 300 DPI

Nothing lower should be accepted.



Images are stretched



Blurry/grainy images shouldn't be accepted



Text is superimposed over the image



Wrong lighting settings created hard shadows on the left and bottom. Please only use professional models.



This is an example of jagged edges.



Do not take pictures of cables wrapped around plastic or any string.



Images are cut off

Please see our *Image Standards Guide - for Vendors* for more examples.

CHANGELOG

On the the Changelog page in portal
[http://portal.choxi.com/products/\(ID number\)/messages](http://portal.choxi.com/products/(ID number)/messages),
 you can check the history of a created ID. This page shows who has uploaded
 images for an ID and when. If you need to update an ID that has already been
 created, you can check this page to see which designer last uploaded the files.
 Message them through skype to get any necessary files.

You are here

The Walking Dead Men's or Women's 100% Cotton T-Shirt - Assorted Styles

Change History

Design

Leave a note to a department or whole team.

Message

Text

Send

Conversations.

ID	Body	Created By	Created At
No data available			

Auto Messaging.

ID	Body	Created By	Created At
37888013	Field 'image' for ProductDailyDealImage#180551 has been changed from " to 'https://storage.choxi.com/images/products/264135.jpg'	Patrick Wong	2015-05-19 07:16:50-0700
37888012	Field 'image' for ProductFinalizedImage#661188 has been changed from " to 'https://storage.choxi.com/images/products/264135-9.jpg'	Patrick Wong	2015-05-19 07:16:49-0700
37888009	Field 'image' for ProductFinalizedImage#661185 has been changed from " to 'https://storage.choxi.com/images/products/264135-8.jpg'	Patrick Wong	2015-05-19 07:16:48-0700

Designer

Most recent upload date

ICONS PAGE

On the the Icon page in portal
[http://portal.choxi.com/products/\(ID number\)/icons](http://portal.choxi.com/products/(ID number)/icons),
you can add icons to index images.

Scroll through the icons to find the one you need, or type the name of the icon you need into the search field. Click the add button on the right to add it to the index.

You are here

The screenshot shows a web browser window with the URL <https://portal.choxi.com/products/238246/icons>. The page title is «Home Fashion Designs Reversible Plush Blanket - Assorted Colors » icons. The 'Icons' tab in the navigation menu is highlighted. A search filter box contains the text 'Filter icons by name, style or color'. Below the filter is a table of icons:

Icon	Name	Category	Action
PAIRS	PAIRS 4	PAIRS	Add
3 STYLES	Styles 3	Styles	Add
3 YEAR WARRANTY	Warranty 3	Warranty	Add
20 YEAR WARRANTY	Warranty 20	Warranty	Add
GREAT HOLIDAY GIFT	Great Holiday Gift	Special Icon	Add
HIGH POTENCY	High Potency	Special Icon	Add

At the bottom left, there is a 'Save Icons' button highlighted in a yellow box. Below the main content, there is a section for 'Icons:' with a 'No icons attached' message and a 'Great Holiday Gift' icon with a 'delete' button. A 'Save Icons' button is also present in this section.

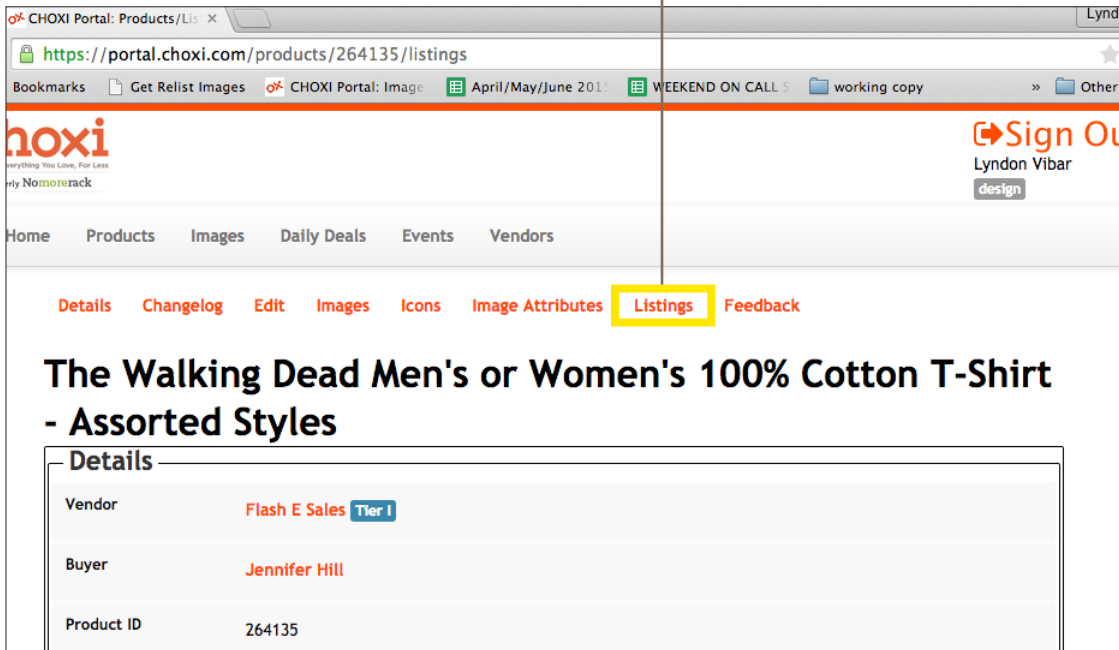
Enter the icon you need here to search for it. Then click the "Add" button.

Click this button to save your icons

LISTINGS PAGE

On the the listings page in portal
[http://portal.choxi.com/products/\(ID number\)/listings](http://portal.choxi.com/products/(ID number)/listings),
 you can find the product page link of deals. You can also see
 the date they are going live and the dates they have
 previously went live on.

You are here



Filter

Product Listings - Past, Current and Future

Display On	Group	Section	Status	Edit	View
Apr 5 2023, 09:00 AM PST	Group 1 - New Deals	Main 9 Deals	Active	Edit	Product Page
May 26 2015, 09:00 AM PST	Group 2 - Everything Else	Main 9 Deals	Active	Edit	Product Page
May 25 2015, 09:00 AM PST	Group 2 - Everything Else	Main 9 Deals	Active	Edit	Product Page
May 24 2015, 09:00 AM PST	Group 2 - Everything Else	Main 9 Deals	Active	Edit	Product Page
May 23 2015, 09:00 AM PST	Group 2 - Everything Else	Main 9 Deals	Active	Edit	Product Page
May 22 2015, 09:00 AM PST	Group 2 - Everything Else	Main 9 Deals	Active	Edit	Product Page

Last day this deal went live

Click here to get the hyperlink for the product page of this ID

UPLOAD PRODUCT IMAGES TAB

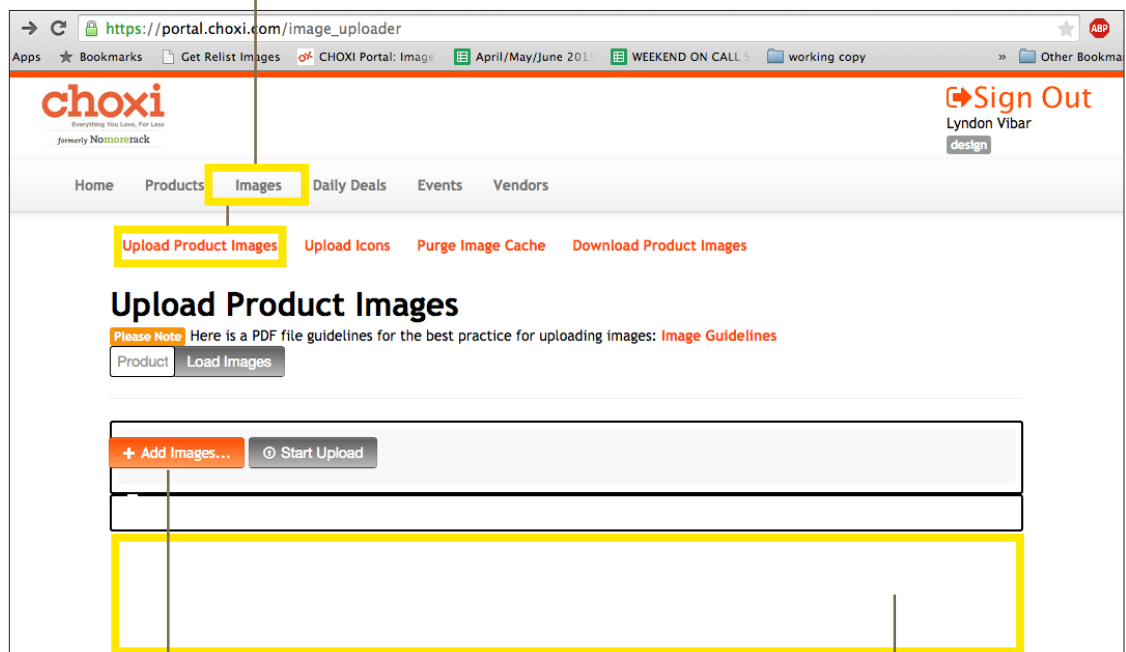
Under the “Upload Product Images” tab on the images page, https://portal.choxi.com/image_uploader, the Designer can upload all the images he/she has created.

The designer can add images in 2 ways:

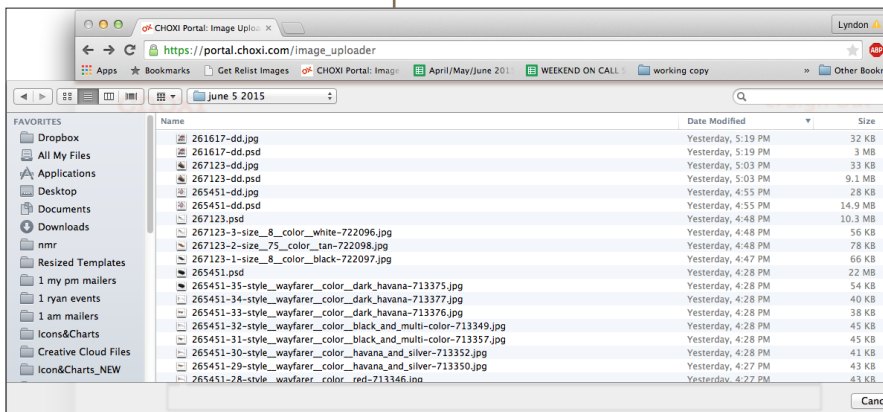
- Click the “ Add Images “ button, to open up a pop up window where the designer can search for and add your images
- Drag and drop your images into the empty space

After images have been uploaded to the designers satisfaction, the designer clicks the “ Start Upload “ button to upload the images.

You are here






Drag and Drop



UPLOAD PRODUCT IMAGES TAB (CONT)

	235008-1-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587879.jpg
	235008-3-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587874.jpg
	235008-4-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587875.jpg
	235008-5-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587872.jpg
	235008-6-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587877.jpg
	235008-7-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587881.jpg
	235008-8-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587873.jpg
	235008-9-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587880.jpg
	235008-10-1252776-hs-breakfast-table-ib-style__glass_breakfast_table_-587878.jpg
	235008-dd.jpg
	235194-1-1253882-760488350119_-size__3-pack-588707.jpg
	235194-dd.jpg

	235008-1-1252776-hs-breakfast-table-
	235008-3-1252776-hs-breakfast-table-
	235008-4-1252776-hs-breakfast-table-

Watch out for missing images. Here we are missing the second position image for 235008. Missing images will create broken images on the website.

UPLOAD PRODUCT IMAGES TAB (CONT)

The designer can load the images of an ID by placing the ID in the “ Load Images : area and clicking the “ Load Images “ button.

Once images are uploaded or loaded, the designer can delete individual images by clicking the trash can button.

Designer can load ID images by placing ID here

Upload Product Images Upload Icons Purge Image Cache Download Product Images

Upload Product Images

Please Note: Here is a PDF file guidelines for the best practice for uploading images: [Image Guidelines](#)

267123 Load Images

Image	Filename	Action
	267123-1.jpg	
	267123-2.jpg	
	267123-3.jpg	
	267123.jpg	

Click here to delete specific images

PURGE IMAGES CACHE TAB

There are some instances where errors may have prevented edited IDs with images that have been changed from updating. In those cases the designer must manually purge the image cache on the “Purge Image Cache” tab on the images page https://portal.choxi.com/image_uploader.

In order to purge the image cache, input the product ID and click the “ Add “ button. The designer may add more IDs to purge but they must be input in the “ Product ID “ field one at a time. When the designer is done inputing IDs, they must click the “ Purge Cache “ button to purge the IDs.

You are here

The screenshot shows the Choxi website interface. At the top left is the Choxi logo with the tagline 'Everything You Love, For Less' and 'formerly Nomorack'. At the top right is a 'Sign Out' button for 'Lyndon Vibar' with a 'design' role indicator. The main navigation bar includes 'Home', 'Products', 'Images' (highlighted with a yellow box and a line pointing to the text 'You are here'), 'Daily Deals', 'Events', and 'Vendors'. Below the navigation bar are three buttons: 'Upload Product Images', 'Purge Image Cache' (highlighted with a yellow box), and 'Download Product Images'. The main content area is titled 'Purge Image Cache' and contains a section 'Products & URLs'. This section has a 'Product ID' label above a text input field (highlighted with a yellow box) and a '+ Add' button. Below this is a 'URLs' section with the heading 'Supported URL formats' and a list of three examples: '/path/to/img', 'host.com/path/to/img', and 'http://host.com/path/to/img'. A large empty rectangular box is positioned to the right of these examples. At the bottom of the 'Products & URLs' section is a large orange button labeled 'PURGE CACHE'. An annotation on the left side of the page says 'Place IDs that you need to purge here' with a line pointing to the 'Product ID' input field.

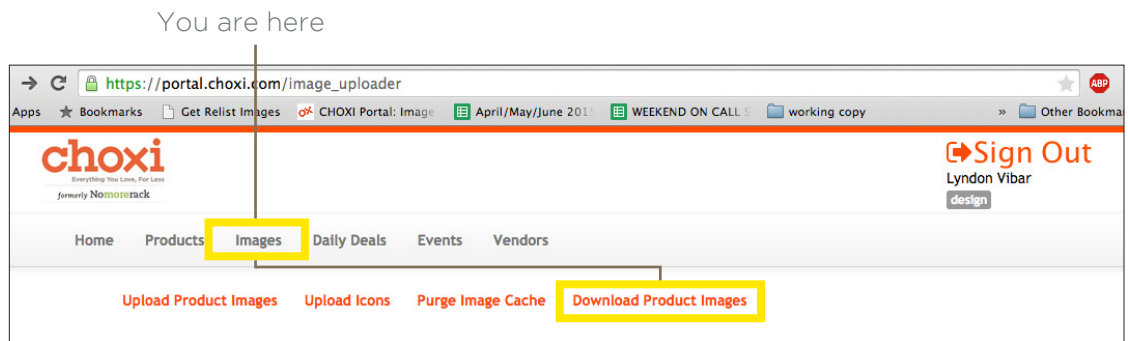
Place IDs that you need to purge here

DOWNLOAD PRODUCT IMAGES TAB

On the “ Download Product Images “ tab, the Designer can view and download multiple IDs at the same time. The Designer can choose the following types.

- Vendors - images uploaded by vendors
- Designers - images uploaded by designers
- Index - just the index image of each ID uploaded by the designer

Once the designer has input the needed IDs and clicked “ Search Images “, the designer can click “ Download Images “ to download all the images that are displayed.



Product image downloads

Search form
Enter product IDs separated by commas, spaces or line breaks.

Type
vendors

Product ids
262965

Search images

Download form
Enter product IDs separated by commas, spaces or line breaks.

Images for product #262965

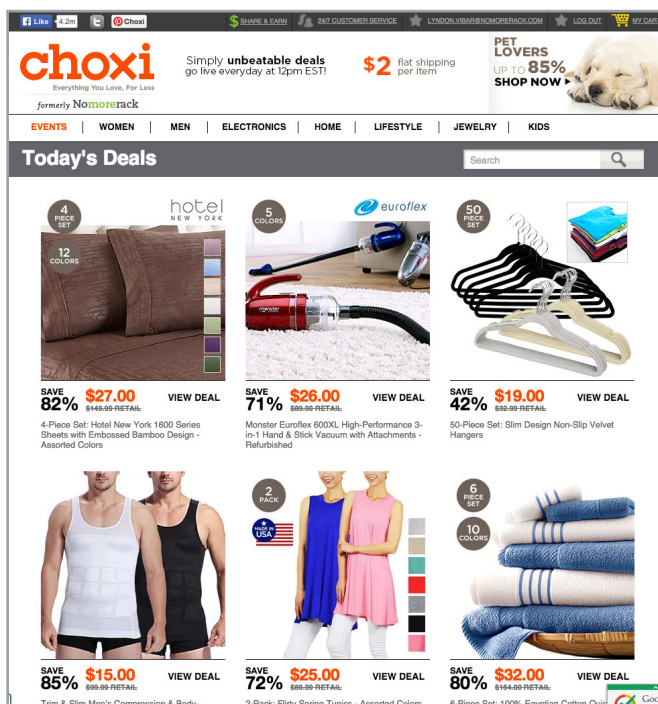
Download images

vendors
designers
index

The diagram illustrates the workflow for downloading product images. It shows a 'Search form' where a product ID '262965' is entered and the 'Type' is set to 'vendors'. A 'Search images' button is shown below. The 'Download form' section shows the search results for product #262965, displaying five images: a bed, a chair, the PCT logo (Est. CALIFORNIA 2001), another bed, and another chair. A 'Download images' button is located below the images. A legend on the right side of the diagram shows a blue box for 'vendors', a white box for 'designers', and a grey box for 'index'.

CHAPTER 4

DAILY DEALS



Deals: main page of website

There are approximately 120 deals that go live per day, which are the most important revenue source for Choxi. Deals are the first thing people see when entering the website.

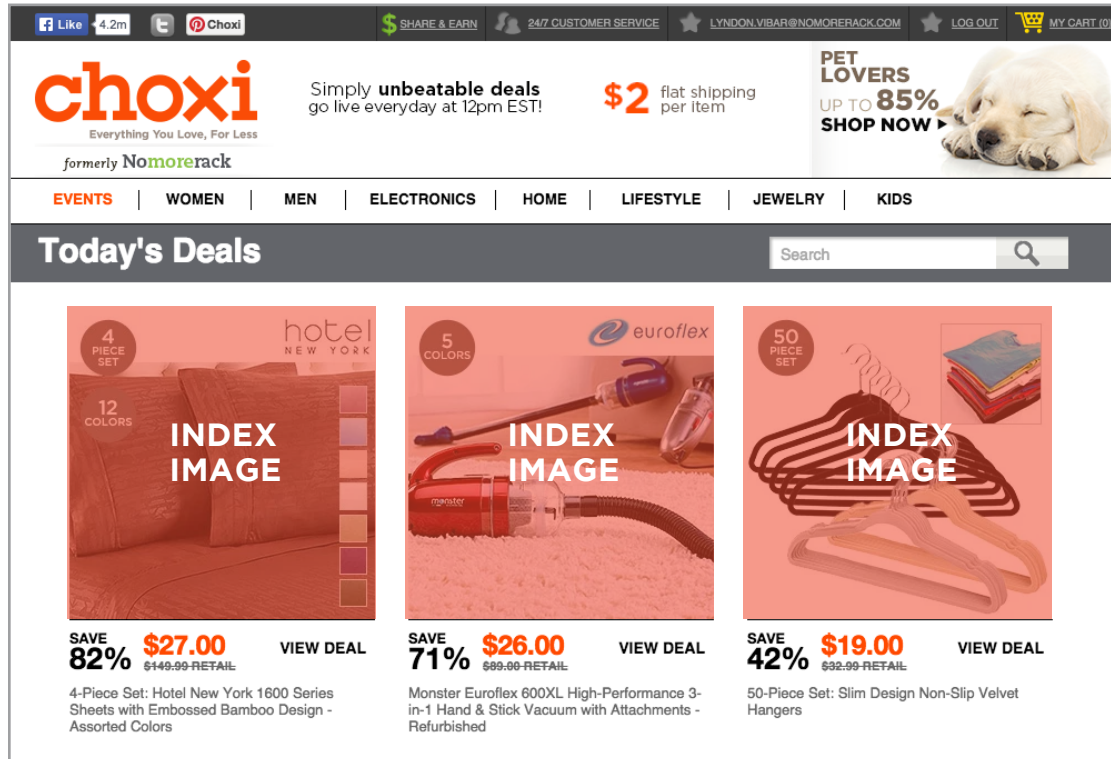
Deals go live each day at 12pm EST / 9am PST.

Please make sure to CC the *Production Design Coordinators* and *Creative Director* when sending any emails regarding deals.

INDEX IMAGES

Index images are the most important images on the Choxi website. They are the first thing the customer sees when visiting the website. They have to look attractive and interesting enough for users to want to click and further search the website.

Attention to detail is absolutely vital. Any errors cause problems to all departments, so be extremely detail oriented. Errors can result in product returns and company losses.



Main page of Choxi site. Index images in orange

NAMING CONVENTION

Naming convention: ID-dd.jpg or ID.jpg
(Example: 209203-dd.jpg or 209203.jpg)

Size: 280x280px.

DIMENSIONS + WEIGHT

Index images are 280x280px.

Please be diligent in checking image weight. Quality comes first but weight is important too, as it affects the loading speed of the site.

Index images should not exceed 25kb each, unless the image quality is affected.

INDEX IMAGE LAYOUT

Be creative with layouts, however sometimes the products will need to be centered. Try different layouts, but keep in mind the limitations, including images given, and the positioning of logos and icons. Also make sure to mind the Buyers requests in the Creative Notes Column (B) of the deals Working Copy Spreadsheet.

Use lifestyle images (if provided)! Lifestyle images showcase the products well. If a product is not recognizable without looking at the title, it needs a lifestyle image. You can also add stock imagery if no lifestyle image is provided. There are many available in [Dropbox](#), if nothing is suitable you may search for more in [iStockphoto.com](#). The *Production Design Coordinator* or *Creative Director* will download the image for you.

Note: Rings should always be placed at a 45 degree angle. Sometimes this can change depending on the product.



Lifestyle images used, good layout



Stock imagery added to highlight product better

Rings at a 45 degree angle

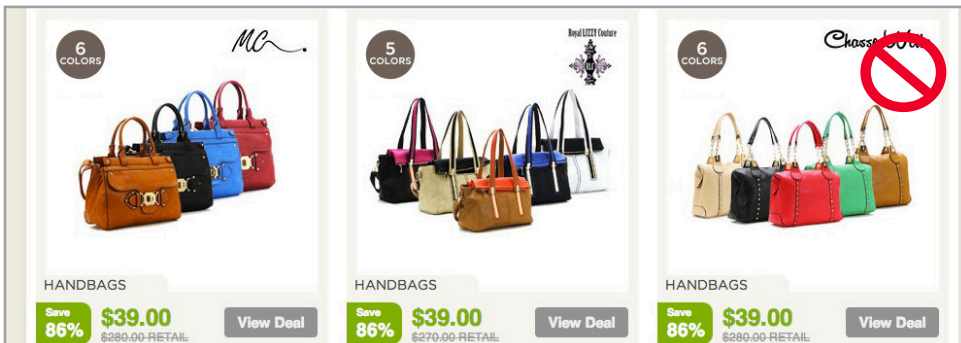
CONSISTENCY IS KEY

Keep in mind while creating images that they have to remain as consistent as possible with the other images. You will collaborate with the team and *Creative Director* to find suitable layouts that are similar but not necessarily **the same**.

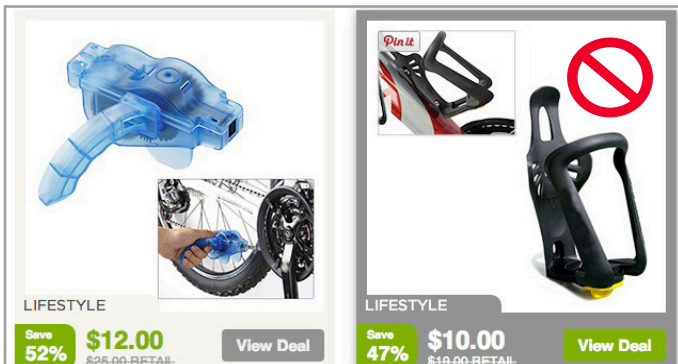
Below are some examples of **inconsistent** layout to avoid.



Size and number of watches is inconsistent



Number and size of bags are not consistent, also icons not needed



Inserts not consistent in size or placement

ATTENTION TO DETAIL

Attention to detail is **vital** to this position and company. Images with any of these problems below will be rejected and will need to be revised:

- blurry images or icons or logos
- spots or lines on images
- incorrect icons or logos
- incorrect positioning concerning the flap
- bad background removal jobs
- white outlines on items
- jagged edges
- yellow/blue tints
- bad lighting (too dark or too washed out, dark spots)
- overcrowding
- bad positioning/layout
- bad color correction
- skin colored mannequins

Also, mind the buyers' requests in column B and add required logos for brands mentioned in column J or in the title. If you see that the index image needs an icon or logo and hasn't been asked for in the Creative Notes column (B) or the Brand column (J), please take initiative and add it.

See below for examples of bad compositions.



Icon is incorrect (there are 6 colors shown), no need for an icon as all colors are shown.



Item is not centered, color is not fixed (looks blue), 25px not left at bottom, bad lighting.



Too busy, white outlines present, 25 px margin ignored (insert), Made in USA icon covering the items, mannequins are skin toned and not white.

INDEX IMAGE LOGOS

Logos are placed on index images on the top right corner, and there are size templates for each logo in our library in drop box.

Max. width 110px.

Place 10px away from the top right corner, even distance from edges, and not touching any of the product.

Templates must be created for new logos by the designer who receives a new logo from a buyer, or who finds a new logo that isn't in the templates folder.

Here is the link to the templates folder in [Dropbox](#).

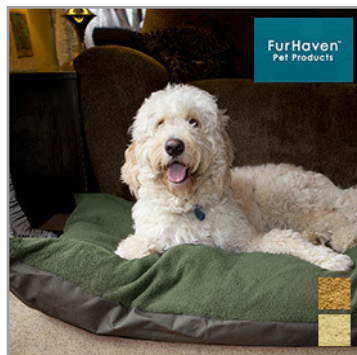
In some cases there are logos that are paired with brands. (Ex. Bluetooth) These logos are placed below existing logos and can be found in [Dropbox](#) as well.

Do not use logos with .com or any other domain address.

DO NOT use Apple logo or any images from the Apple website (most have a "glare" on them). Check with the *Production Design Coordinator* if unsure.

DO NOT use the Strivectin logo or logos affiliated with the Beats by Dr. Dre Brand.

See examples below.



Logos positioned well, good sizes, on white backgrounds, not overlapping anything

ICONS

Icons are put onto images to add more visual information for the user. There are several different icon templates in [Dropbox](#).

PRODUCT INFORMATION ICONS



Warm Gray Circle icons - the X is replaced by the appropriate number.

X Pack - multiple items that are sold together but are exactly the same

X Pairs - reserved for bottoms (jeans/pants), socks, underwear, gloves, earrings, shoes, and sunglasses

X Piece Set: the products are not the same, but the items are usually sold together as a set

X Piece Bundle: items that usually wouldn't be sold together, but are meant to be a one time deal



Warm Gray Stripe - measurements: the X is replaced by the appropriate number



Warm Gray Stripe - also used for secondary information

All are flush left at the same position. For on line text is 11pts for all, for 2 lines 10pts and 10pts leading. Also the X alignment is 12.10px

For all the Y alignment is 3.55 px

XX KT

X CT

X CTW

Warm Gray Rectangle - also used for jewelry measurements: the X is replaced with the appropriate number

FOR JEWELRY MEASUREMENTS

KT denotes Karat, a measure of the content of pure gold in jewellery, such as 10kt = 41% pure gold, 14kt = 58% pure gold.

CT denotes diamond weight, such as .01 = 1/100 of a carat while 1.0 = 1 carat.

CTW denotes Carat Total Weight; usually indicates that there are multiple stones, and their weights are added together.

SPECIAL/SEASONAL ICONS

No information on these icons should change.



ICON RULES

In general, there should only be two icons max used per index image. Warm Gray circles on the top left, and other icons are placed underneath. The only exception for this are the “Best Seller” icon and “Door Buster” icon. These icons always go on top.



Door Buster



Best Seller

Two icons used here. The green circle has been moved from the original position in the top left corner to accommodate for the For Dad icon



When two Warm Gray icons are requested:

- Always put the X Pack or X Pairs on top, then the other
- If both X Colors and X Styles icons are requested, then put X Colors on top

Do not change the size of icons.

Make sure that icons match the portal information.

Do not create new icons if not needed. Ex. if an “assorted styles” icon is requested, use the “X styles” icon and find the right number of styles offered.

Always use the measurement signs: ' and " - not the word inch or foot, and use straight quotes, not typographer’s quotation marks (Shift + Ctrl (or Alt) + ') and (Ctrl (or Alt) + ').

The Exclusive icon usually goes on the product page as well when it is requested for the index page. Please use the template [here](#), and below is the icon:



When the customer has more than one choice of branded products to choose from (and more than one logo), use the Choose Your Brand icon.



Supplementary icons can move from the left side of the index to the right side of the index, depending on what makes the best composition.

The icons below are supplementary icons.

available in

plus+
SIZE

Available in Plus Size

plus+
SIZE

Plus Size

available in

big&
TALL

Available in Big and Tall

big&
TALL

Big and Tall



Made in USA

SWATCHES

Swatches are used when there are up to 9 colors available for a product. If there are more than 9 colors, use the X Colors icon instead.

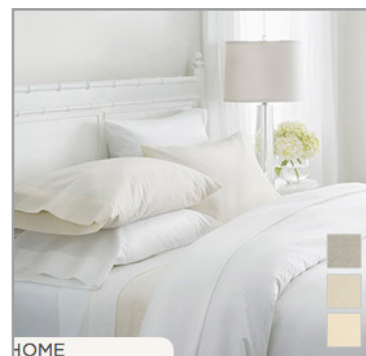
Do not show only one single swatch. Always use at least two.

Do not overlap swatches onto any product, unless it is a background or a less important part of a lifestyle image.

Do not use swatches for jewelry.

Please use the swatch template in [Dropbox](#)

Examples below.



Swatches positioned well, nothing overlapping, borders used only where necessary



Items covered by swatches, incorrect size/positioning

GRID TEMPLATES

For some product IDs the best solution is a gridded design. In order to maintain consistency with spacing, when applicable, you will use these templates. These can be found in [Dropbox](#).



INSERTS TEMPLATES

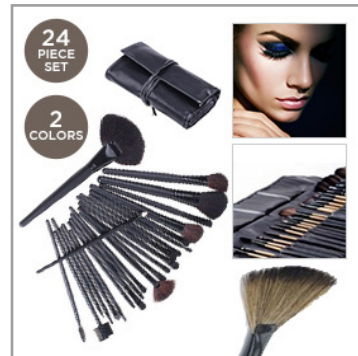
Inserts are used to provide extra information on the product. You can also use inserts for information that will not fit into the design of your image any other way. Use inserts sparingly.

Inserts and swatches should not be used together - use X Colors icon if using an insert (see middle image below).

Always use the inserts templates in Dropbox.

Below are examples of the insert templates that can be found in Dropbox.

Please make sure to only use inserts in the positions found below.



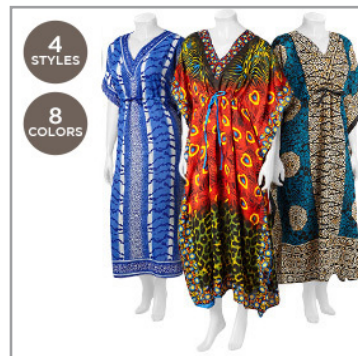


Inserts positioned well, showing extra information about the product

MANNEQUINS

You will sometimes get mannequins instead of models for some products. In these cases make sure to turn the mannequin white. Remove the head and create a stump for the top of the neck where it is cut off.

See examples of index images below.



GOOD LAYOUTS

Below are some good layout examples. They are creative with the use of space, icons and logos are in the correct positions, and extra shadowing and inserts are added when necessary.



Creative layouts, good use of space, showing multiple colors and styles, shadowing added, icons not touching product, inserts added only when necessary, swatches added.

PRODUCT IMAGES

Naming convention: ID-POSITION-META.jpg

Example 1

209203-XXX-1095883-org-516-bx-color-black-470020.jpg

(Please replace the xxx with the position of the image.)

209203-1-1095883-org-516-bx-color-black-470020.jpg

Example 2

207392-XXX-1084286-em-839-207392-style__unisex_warm_knit_snowboarding_beanie_hats-459414.jpg

(Please replace the xxx with the position of the image.)

207392-2-1084286-em-839-207392-style__unisex_warm_knit_snowboarding_beanie_hats-459414.jpg

DIMENSIONS + WEIGHT

Product images are 640x640px.

Please be diligent in checking image weight. Quality comes first but weight is important too, as it affects the loading speed of the site.

Product images should not exceed 200kb each, unless the image quality is affected.

The screenshot shows a web browser window displaying a product page on the Choxi website. The URL is https://www.choxi.com/daily_deals/view/3314046-super_soft_down_alternative_reversible_comforter__assorted_colors?src=slot1. The page header includes the Choxi logo, navigation links (EVENTS, WOMEN, MEN, ELECTRONICS, HOME, LIFESTYLE, JEWELRY, KIDS), and a search bar. The main content area features a large product image of a white and gray reversible comforter, with the text 'PRODUCT IMAGE' overlaid. To the right of the image, the product title is 'Super-Soft Down-Alternative Reversible Comforter - Assorted Colors'. The price is listed as '\$32.00 Our Price' with a crossed-out retail price of '\$299.99 Retail'. Below the price are dropdown menus for 'Select a size', 'Select a color', and 'Quantity: 1'. A prominent orange 'BUY NOW' button is present. A countdown timer shows '85% SAVINGS' and 'TIME LEFT 01:23:36'. At the bottom, there is a 'SHARE & EARN UP TO \$1,000' section with social media icons for Facebook, Pinterest, and Like. A 'Want to know more?' section lists product features: 100% polyester with all-polyester fill, specially engineered down-alternative fiber, super-soft microfiber, reversible design, and availability in various sizes and colors. Product image thumbnails are visible at the bottom left of the main image area.

Product page which comes up when you click on the corresponding index image. Note the product image thumbnails on bottom left.

PRODUCT IMAGE LAYOUT

Most products are centered on a white background. Make sure the product is centered with adequate margins around it while effectively maximizing the space used. Make sure to scale up the images in order to adequately fill up the white space on the canvas.

Mind the rules on positioning of logos, check if they were requested in the Brand column (J) and add them if necessary.

Consider the buyers' requests in column B.

DO NOT add icons.

Keep products organized and in order. For example, keep all of the same colors together, keep items alphabetical if they have letters on them (ex. monogram pendants need to start with A and finish at Z).

Consider whether or not the images need labels.

Show the alternate views of a product at the end, if the alternate view is only shown in one color (ex. inside of bags, back view of clothing/jewelry).

Use lifestyle images (if provided)! Lifestyle images showcase the products well. If a product is not recognizable without looking at the title, it needs a lifestyle image. You can also add stock imagery if no lifestyle image is provided. There are many available in [Dropbox](#). If nothing is suitable you may look in [iStockphoto.com](#). Contact the *Production Design Coordinator* in order to purchase it. When you receive an image of a model, crop out the head above the nose.

When you receive an image with a mannequin, make it white (desaturate and lighten) if it is not already white. Remove the face and create a stump for the top of the neck. ([see page](#))

Use all images provided unless they are not good quality, including lifestyle images, and ask for better ones if bad quality.

Soften harsh shadows, and fade out the bottom of cut off shadows so they don't look cut off.

Add size charts for all clothing ([see page](#))



Make sure to adequately fill white space.

MANNEQUINS

You will sometimes get mannequins instead of models for some products. In these cases make sure to turn the mannequin white. Remove the head and create a stump for the top of the neck where it is cut off

See examples below for product images.



Before



TEAL

After



Before

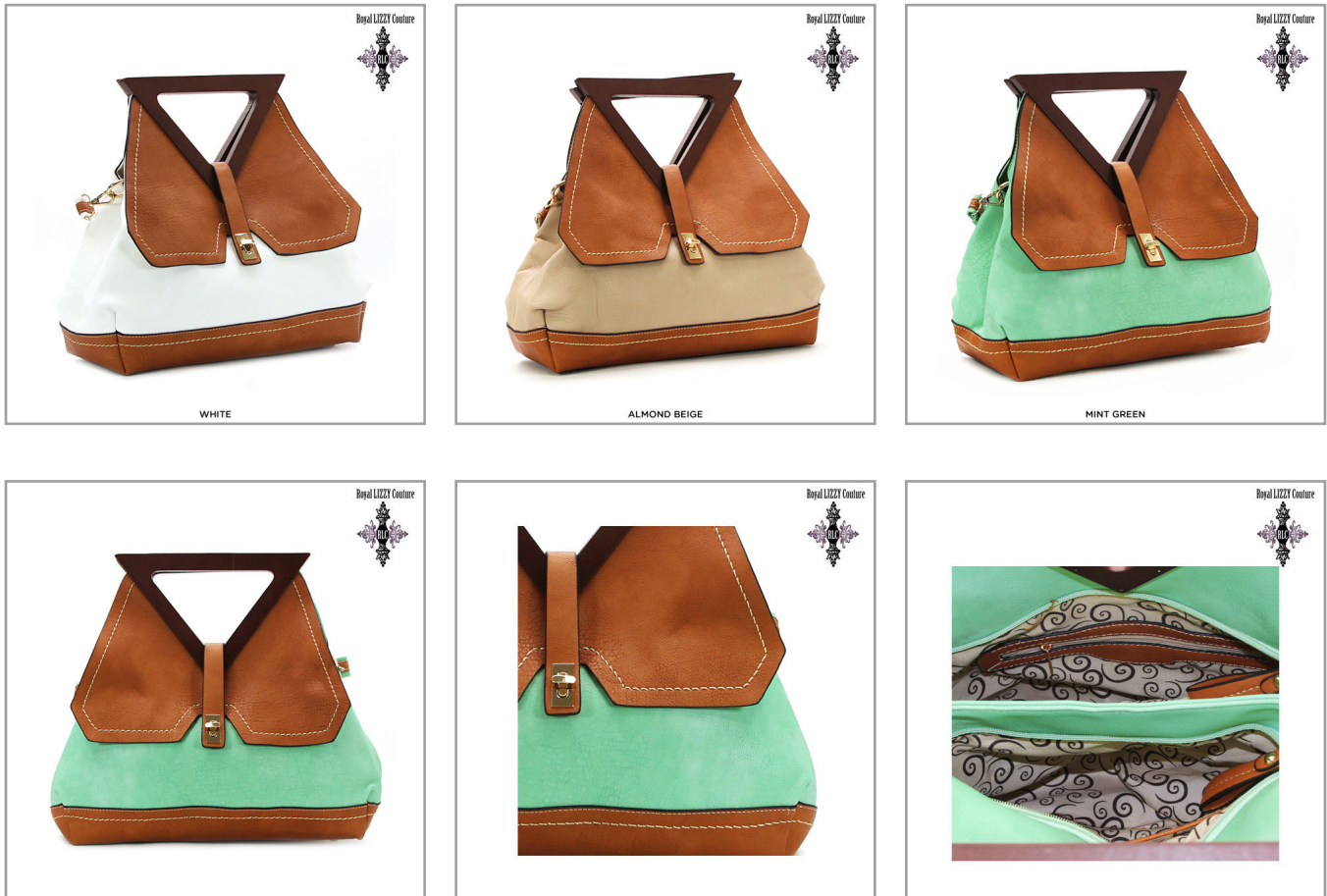


BATIK | RED

After

When you only have the alternate views of one color, do not label the alternate view images. Put them at the end after all the color choices have been shown.

This is especially important for handbags - see below.



Above are miniature versions of the product images for one ID. There are three colors available. The alternate views (the 2nd row) of only the Mint Green were provided by the vendor, therefore they are not labelled, as they represent the alternate views for all the colors available in this ID.

When you have an ID that is a pack/pairs, you do not need to label the images, unless there is a choice of color (and that is mentioned in the description on the Portal).

LOGOS

Add logos to product images. Templates are to be used and are in [Dropbox](#).

Top right corner, 15px top and left padding.

Max. width 130px, height varies.

DO NOT use Apple logo or any images from the Apple website (most have a “glare” on them).

DO NOT use Strivectin or Beats branded logos.

Check with the *Production Design Coordinator* if unsure.



Maximum width: 130px - see the blue guides above
Height: varies per logo
15px top and left padding - see the blue guides above
Location: top right

SIZE CHARTS

All clothing deals need a size chart.

Excel files are provided by buyers in [Dropbox](#), and they will provide a link to the file in the Notes to Creative column in the calendar. If it is not there press command + F (mac) or ctrl + F (pc) and input the ID in your search bar. You should find a .xls file with the deals corresponding ID number. If it is not there, please ask for it by email and CC the *Production Design Coordinator* and *Creative Director*.

HOW TO CREATE A SIZE CHART

- Buyer provides an Excel file
- Open the Excel file and navigate to the correct sheet. Example: Women's Shirt tab for a size chart for a Womens Shirt Deal.
- Select the table information and copy by pressing command + C (ctrl + C on PC)

	X-SMALL (0-2)	SMALL (2+-4)	MEDIUM (4-6)	LARGE (6-8)	X-LARGE (8-10)
BUST	34.5	35.5	36.5	38.5	40
NATURAL WAIST	26	27	28	29	31
LOW WAIST	30	31	32	33	34
HIP	36	37	38	39	41

SIZE CHART

INCHES	32B	34B	36B	34C	36C
BUST	24.5"-26.5"	26.5"-28.5"	28.5"-30.5"	26.5"-28.5"	28.5"-30.5"
UNDERBUST	29"	31"	33"	31"	33"
CUP SIZE	2"-3"	3"-4"	3"-4"	4"-5"	4"-5"



- Open the Indesign Size Chart Template in Dropbox:
- Highlight the cell information on the InDesign Table

SIZE CHART

	X-SMALL (0-2)	SMALL (2-4)	MEDIUM (4-6)	LARGE (6-8)	X-LARGE (8-10)
BUST	34.5"	35.5"	36.5"	38.5"	40"
NATURAL WAIST	26"	27"	28"	29"	31"
LOW WAIST	30"	31"	32"	33"	34"
HIP	36"	37"	38"	39"	41"



- Paste the information into the template by pressing command + V (mac) or ctrl + V (pc)
- Remove any unnecessary cells. Add the unit of measurement (either and straight quotes for inches or add a disclaimer stating that the measurements are in inches.

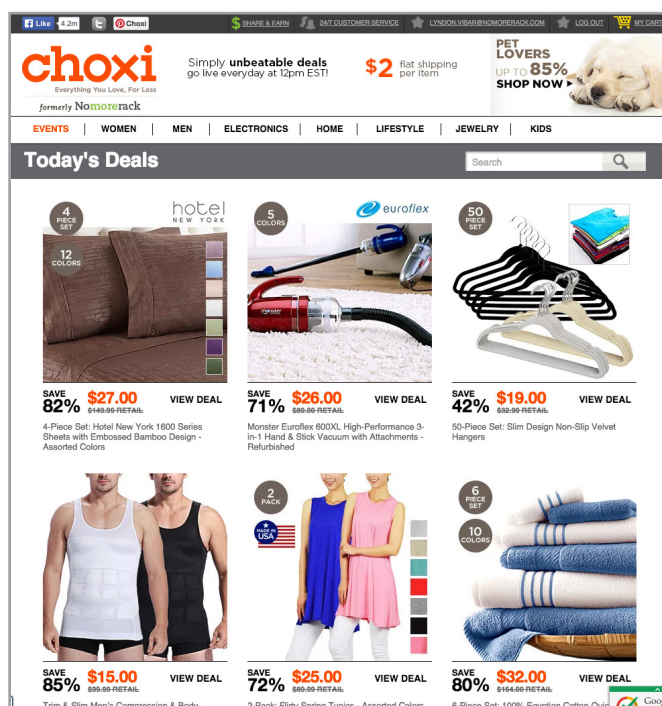
Naming convention: ID-POSITION.jpg

Example
209203-7.jpg

The position is always in ascending numerical order.
The size chart is always in the last position of an IDs images.

CHAPTER 5

DEALS MAILER



Deals: main page of website

Every day a Deals Mailer goes out. This mailer includes deals that are going live that day. This mailer includes 26-30 daily deals.

The Organizer of the calendar day of the daily deals is responsible for creating the mailer of that specific day. To check the organizing process, [see page \(59\)](#)

** Please note. This chapter is subject to change. A new responsive mailer will soon be created with new guidelines.*

MAILER IMAGES

Be creative with mailer images.

Change angles, sizes, zoom, but stay within the branding guidelines of swatches and icons.

The price stamp ribbon should be on the top left, but can be moved depending on the positioning of other mailer images beside. There should not be 2 ribbons directly beside each other.

Sizes recap:

Large: 400 x 250px (1px #cbcbcb top border)

Medium: 310 x 220px (1px #cbcbcb inside border)

Small: 200 x 215 px (1px #cbcbcb inside border)

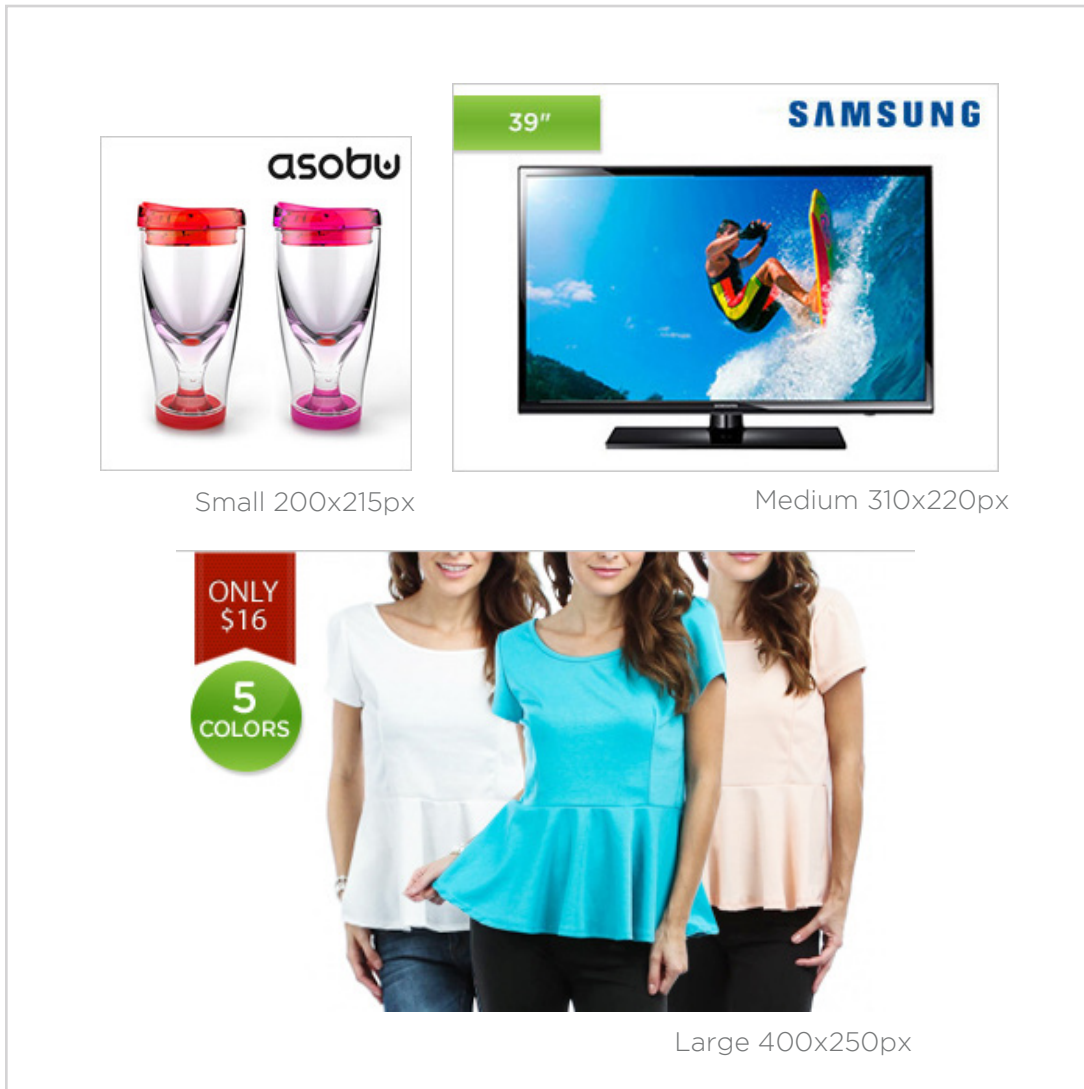
All images must have a 1px #cbcbcb border on the inside edge, except the large size, which has a border only on the top inside edge. There are templates for each image size with the border and price ribbon on them in [Dropbox](#).

DEALS MAILER

In the meantime, the deals organizer will create the deals mailer. The deals that are selected for the mailer are in the Deals Calendar in column A, marked in the order that they will appear in the mailer.

IMAGE DIMENSIONS

Large: 400 x 250px
Medium: 310 x 220px
Small: 200 x 215 px



Example of all mailer sizes. The two smaller images have a gray border all around; the large image has a gray line on only the top edge.

See page 63 for detailed information.

Below is an example of the deals mailer template. There are between 20-30 selected IDs per mailer. Each image has beneath it a header (red) and a liner (gray). The headers and liners are sent by Editorial by email and the designer enters them into the mailer template. There are also category names on top of each image. They can be found in the Deals Calendar in column D. When entering any text, **copy and paste** it from the source instead of typing it in to avoid mistakes.

MAILER ICONS

Mailer icons are the same as the above, except for the Only \$XX icon below. This is to be added when requested only.

TODAY'S NEW DEALS JUST WENT LIVE

Stay in style with the hottest deals online - fresh new deals every day! Starts 9 AM PST/ 12 Noon EST

WOMEN



Popana Super-Soft Maxi-Skirt
The Top Trend in Versatility

HOME



Sunbeam Handheld Garment Steamer
Perfectly Pressed Results

Header sent by email

KITCHEN

**6-Pack: Fresh Caught
Whole Maine Lobsters**

Fresh, Delicious & Easy!

SAVE 42% Shop Now >



WOMEN

LIFESTYLE

LIFESTYLE

PATHS & UPLOADING

SFTP CREDENTIALS

HOST: storage.choxi.com
PORT: 22
USER: storage
PASSWORD: NOM0Ch0x199

URL FOR DEALS MAILER IMAGES

storage/content/images/mail/newsletter/MMDDYYYY/(ID number).jpg
/MMDDYYYY/ update this with the date of the mailer
(ID number) update this with the ID of the image
example: storage/content/images/mail/newsletter/05262015/26429.jpg

IMAGE SRC FOR MAILER

img src="http://mcontent.choxi.com/images/mail/newsletter/MMDDYYYY/(ID number).jpg
/MMDDYYYY/ update this with the date of the mailer
(ID number) update this with the ID of the image

PRODUCT IMAGE HYPERLINKS

a href="https://www.choxi.com/?src=email_dm_home"

Please note that the image src is http and the image hyperlink is https.

ADDITIONAL INFORMATION

To view image directly on server on a web browser, use:
<http://mcontent.choxi.com/images/mail/newsletter/20150526/26429.jpg>

DROPBOX

USERNAME: monica.vallejo@nomorerack.com
PASSWORD: 2014NMR_creative

CHAPTER 6

DEALS PREVIEW

A Deals Preview is sent out for every days deals in order for all necessary parties to make sure all aspects of the deals are correct.

ORGANIZATION PROCESS

Once the images for a day's deals are completed, the designers upload their images. It is the organizer's responsibility to ensure that all images are correctly uploaded. If IDs are marked complete on the Working Copy Spreadsheet, but images are not present in portal, the organizer must follow up with the designers of the missing images. It is also his/her responsibility to follow up with the team throughout the day on their progress for their day's deals.

The organizer changes from one day to the next, but a schedule will be sent to you each week.

ORGANIZATION PROCESS RUNDOWN

- 1.) Each designer makes sure all their assigned deals are completed. This includes images named correctly, complete images for each ID, and correct labeling of images if necessary etc.
- 2.) The *Production Design Coordinator* gets the preview link from the *Production Coordinator* and supplies it to the design team.
- 3.) The designers upload their images into the portal and check their deals with the preview link.
- 4.) Organizer reviews the preview link vs working copy. Once satisfied, the organizer sends preview link to the *Production Design Coordinator* who reviews the deals.
- 5.) The *Production Design Coordinator* sends edits or changes to the creative team. The creative team adjusts their deals and tells the organizer once these are done. (Team completes edits within one hour of receipt).
- 6.) The organizer prepares the HTML AM Mailer, adds the copy provided by editorial, and sends the html to the *Production Design Coordinator* for review. The *Production Design Coordinator* sends any Mailer edits to the organizer. [See page \(52\)](#) for more detailed information on the HTML AM Mailer.
- 7.) Once the deals and the HTML have been approved by the *Production Design Coordinator* and *Creative Director*, the organizer sends an email for approval to the purchasers and editorial teams. For more detailed information [see page \(60\)](#).
- 8.) The *Product Manager* sends back an email with changes/updates . The creative team adjusts their deals and tells the organizer once these are done. (Team completes edits within one hour of receipt).
- 9.) The organizer sends final email to all editorial, purchasing and email specialist.

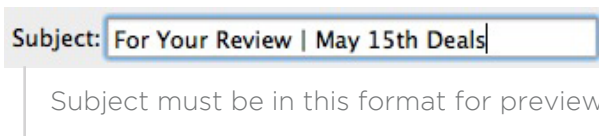
SENDING PREVIEW

The organizer sends out the preview link to purchasing. The preview link is available 2 or 3 days before the deals go live, provided by the *Production Coordinator*.

Below is a checklist to review before sending out the preview link:

- Check preview link for missing images or broken links. If any, make sure they are not on the calendar for that day, and contact the *Production Coordinator* to remove those IDs, and write this down in the email that you send with the purchaser's name, and the reason for deactivation (17889 - cancelled - Tanya; 172839 - need better images - Danielle)
- Review the mailer for errors (images, headers, broken links)
- Make sure that all designers have uploaded their edits

After this, the organizer sends the preview link and mailer to purchasing and others (dealreview@choxi.com email group on gmail)



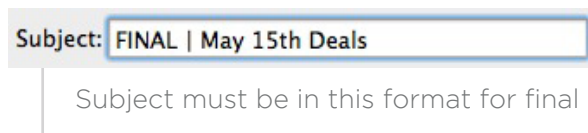
The preview email must be sent in 1 of 2 timeslots:

11AM PST / 2PM EST
OR
2PM PST / 5PM EST

The purchasing team leader collects edits from the purchasing team and sends all together to the organizer within 5 hours on Monday-Thursday, and 2 hours on Friday. There are usually around 10-20 edits.

The organizer distributes the edits which are marked with the designer's name, and the designers complete their edits from purchasing. All edits must be complete within 2 hours of receipt. This takes precedence over other deadlines.

The organizer then sends the final email to all parties involved. This is the final preview: no edits should be made after this, except in extenuating circumstances when the *Production Design Coordinator* or *Creative Director* are contacted.



Note: If sending Monday preview for review on Friday, it must be sent out in the first time slot.

CHAPTER 7

EVENTS

Events provide our customers with an alternative way to shop our site, drawing attention to one type of product per event. Events are similar to deals, but all products in an event are similar. For example, there are shoe events, electronics events, etc. Events go live every day at 3pm EST/12pm PST. The images are to be prepared like deals, with an index image and one or more product images.

You can find which events go live and who is assigned to them on the Dedicated Events Calendar (shared through Google Drive).

Deadlines for events images are assigned by the *Production Design Coordinator*.

CONSISTENCY WITHIN EVENTS

Consistency within an event is very important. All of the index images in an event need to look like a cohesive group, for example, all shoes must face the same way in each image, all necklaces must be aligned the same way, etc. This is to send a clear brand message, and to create familiarity with our users. Random angles, sizes, and positioning will not be accepted - this is how Events and Deals differ. If your event has relisted items, make sure that the logos on the index images are all the same size. Please also make sure that relisted items are changed to reflect the current imagery standards as listed in this manual and all icons are updated to their newest version.

Quilted Comfort

THE SPRING BEDROOM MAKEOVER

STARTING AT \$29


The Master Suite Makeover: Quilts, Bedding & More

Your bedroom should be the most relaxing place in your home, and plush, ultra-soft bedding can make all the difference. Indulge in hotel-quality quilt sets and pillows with this premium collection from our favorite brands. Choose from delicate vintage-inspired accents, easy-care designs, and a wide variety of colors to help you coordinate any room into a truly decadent retreat. Rest and relax—enjoy every night with these fabulous deals on luxury bedroom essentials.

Event Ends in 2 days and 1 hour

SHARE & EARN UP TO \$1,000


✉
f
Pinterest
Like
13



SAVE 63% **\$45.00**
6120.00 RETAIL

BUY


3-Piece Set: Lena Vintage Quilt & Shams



SAVE 59% **\$45.00**
6110.00 RETAIL

BUY


3-Piece Set: Gramercy Park Premier Reversible Quilt & Shams



SAVE 76% **\$59.00**
6250.00 RETAIL

BUY


3-Piece Set: Island Leaves Premier Embroidered Quilt & Shams



SAVE 59% **\$45.00**
6110.00 RETAIL

BUY


3-Piece Set: Gramercy Park Premier Reversible Quilt & Shams



SAVE 76% **\$59.00**
6250.00 RETAIL

BUY


3-Piece Set: Golden Medallion Premier Embroidered Quilt & Shams

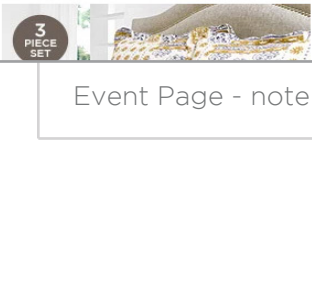


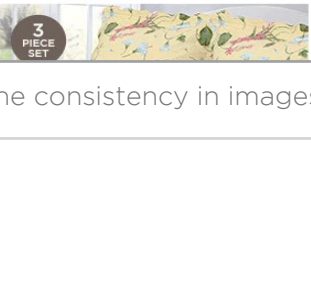
SAVE 59% **\$45.00**
6110.00 RETAIL

BUY

3-Piece Set: Gramercy Park Premier Reversible Quilt & Shams



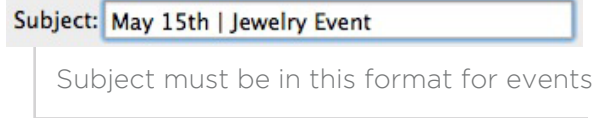




Event Page - note the consistency in images

EVENTS REVISION PROCESS

Send completed images in a zipped folder to the *Production Design Coordinator* by email and CC the *Creative Director*, subject: [Date] | [Event Name]



Production Design Coordinator and *Creative Director* send edits.

Event designer completes edits.

Event designer uploads event images through the portal.
Event links can be found here: <http://portal.choxi.com/events>.

If the event link is not there, please contact the *Production Coordinator*.

Event designer reviews the event page for any relisted IDs that need to be updated to our current branding standards.

Designer provides the event link to the *Production Design Coordinator* and *Creative Director* for a final creative review. After completing any final creative edits, the designer provides the link for review to all the purchasers involved in the event. The *Production Design Coordinator* and *Creative Director* must be CC-ed on this email.

EVENT BANNERS

Event banners are for drawing more attention and marketing the events going live on the website. They are used on the website and in marketing efforts.

Banners are assigned by the *Creative Director* on the Events Calendar (Google Docs spreadsheet)

The content for the banners is on the Events Calendar. Sometimes extra info like “% off” and “from \$XX” is marked there as well. Please add any information there onto the banner.

90% of the time we use images of the products to make a nice composition. For this, you can refer to the design examples in [Dropbox](#) under Reference Material/Event Banners. The other 10% of the time we use stock photography. You can use images from our library under Reference Material/Stock Images. Also you can look for something new that fits your banner at [istockphoto.com](#) (Don't buy the image until the banner gets approved).

Once you are done with the banner you will send it to the *Creative Director* for approval and will send comments to you.

Once the banner is approved by the *Creative Director*, the *Creative Director* sends the banner to Irrum, Melina, Editorial and the Buyers whose events we are designing for. They sometimes make changes or additions.

You will then update your banner and resend for approval to the *Creative Director*.

You will upload the 3 banner sizes to the FTP under [images/events/banners/all/](#)

The sizes are as follows:

large: 460 x 240 px
medium: 300 x 240 px
thumb: 180 x 180 px

The naming protocol is as follows:

event-ID-large.jpg
event-ID-medium.jpg
event-ID-thumb.jpg

Finally, add your large (event-ID-large.psd) banner PSD to [Dropbox](#): Reference Material/Event Banner PSDs. For weekends, all the resized banner jpegs (large, medium and thumb) must also be uploaded into [Dropbox](#).



Three banner sizes, notice how the information changes according to the dimensions of the banner.