



# IMAGE STANDARDS GUIDE

## BEST PRACTICES FOR THE BEST IMAGE OUTPUT

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## IMAGE INTRODUCTION & REQUIREMENTS

Image size, quality, and variety of views of the product is very important to the Choxi brand. These characteristics showcase your product well, attract more visitors, and sell more items. You will find in this document the guidelines to follow in order for your images to be accepted.

## IMAGE QUALITY REQUIREMENTS

Minimum image size to be provided and uploaded:

Size: 1920px wide/high / 72 DPI

Size: 1280px wide/high / 72 DPI

Size: 640px wide/high / 300 DPI

To check image size on your computer:

MAC: right click > “Get info” > “More info” > “Dimensions”

PC: right click > “Properties” > “Details”

DPI (Dots Per Inch, or PPI = Pixels Per Inch for web) is the resolution (or quality) of an image. Any image is made out of dots/pixels. The bigger concentration of dots/pixels in an image, the better the quality.

More dots/pixels cannot be added using a computer. The camera used to take the image is the one to define the quality of the image. For quality images you need a quality camera.

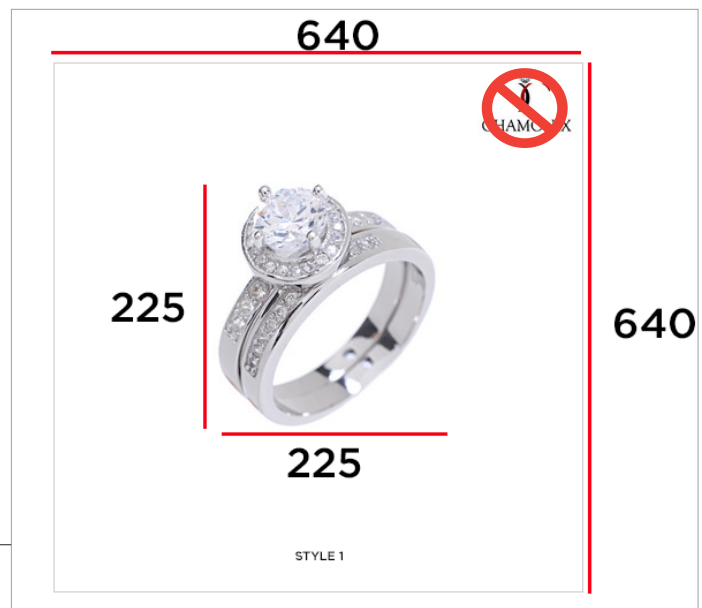
### DO NOT STRETCH IMAGES TO FIT THE SPECS

If you stretch an image to make it bigger using a computer, it doesn't add dots/pixels; it just stretches the existing dots/pixels and creates blurriness.

Think of dots/pixels as pizza dough. You have enough dough to make a 10” pizza, but you want to make a 15” pizza with same amount of dough, so you stretch it out. The problem is that there is not enough dough, so at a certain point of stretching, holes form. It is the same with dots/pixels. If you stretch them from their native size, they develop “holes” or pixellation/blurriness.

Please also consider the size of the nomorerack product page in relation to your image. Your product should cover most of the area.

This ring is too small for the nomorerack product page. Even though the size of the *image* is correct at 640px, the *actual ring surface* is only 225px. This represents just 35% of what is acceptable. The ring will look far away and small.



## LIST OF REQUIREMENTS

- Preferably on a white background
- Proper size and DPI (check page 2 for reference)
- Sharp, not blurry--images with no grain
- Correct lighting, even light around the object--revise shadows and highlights
- Apparel ironed and preferably worn by models
- Provide lifestyle images any time you can
- Provide images of all colors/styles being sold
- Provide images with full face of models, uncropped. If you must crop the face, please crop it above the lips and showing a bit of the nose. Some examples for your reference are on page 6.
- Preferably provide more than one image of the products, different views (example: front, back, inside)
- Provide separate images for views and zoom-ins--please do not create your own compositions or add inserts or text on top of the actual product
- Always provide images of the product outside the package. You may also include product packaging in addition to product image.
- Use professional models and photographs
- Preferably no mannequins
- When removing the background, please be careful with masking out the bodies of models or products. Sometimes the product is masked out unnaturally (example: missing parts of the body or jagged edges) or some of the background is not completely removed.

## DON'TS

- Do not stretch images to fit the minimum canvas size
- Do not take pictures of clear product on black background
- Do not take pictures of cables wrapped around plastic or any type of string
- Do not squeeze or deform images in any way
- Do not add text, watermarks, or inserts on images
- Do not provide product images with logos on them--your logo should be a separate file
- Do not provide images with navel rings on models
- Do not provide images with piercings on the face (example: nose, eyebrow, lips)
- Do not use models that are angry or with a negative expression, as this reflects poorly on your product. NO frowning models.
- Do not duplicate images in portal (one image per style/color, no need for the same image for different sizes)
- Do not provide the same image just stretched when we have asked for a larger version
- No images of models or mannequins with the head cut off
- No tatoos on models
- No images or group shots with styles/colors that are not being offered
- No badly photoshopped images (bad shadows/composition/badly removed background/etc.)

## CHECKLIST FOR DEALS

Please check the following list for all points to be covered when you are preparing a deal before you finish and submit.

### DESIGN

- Images of all colors/styles in portal
- Quality of images checked
- Size chart provided to buyer in Excel format
- Labeling information in portal is complete, clear, and final (All color/style options)

If you have any questions, please contact your buyer.

### TIP

Our clients cannot touch or feel the products on the site. The more imagery you can provide to showcase your product, the more attractive and well-understood it will be; thus, more items will be sold.

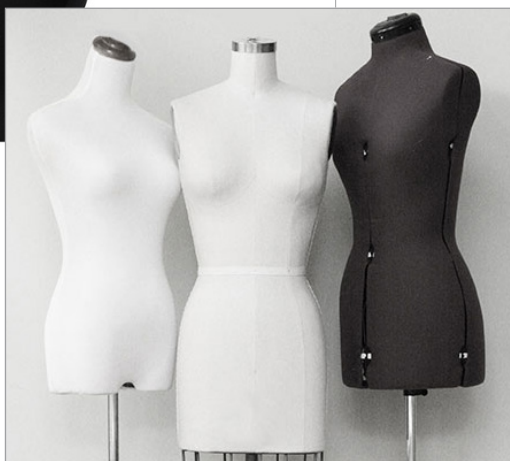
## EXAMPLES

### Models vs. mannequins

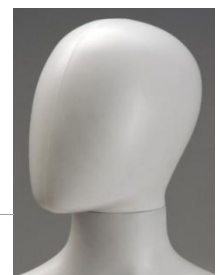
Models add a human feel to the product: they can model the product well, adding movement to the shot. Models simply showcase the product better. We always prefer models over mannequins. One of our short-term goals is to eliminate mannequins on the site. Please consider this in your next photo shoot. If you really need to use mannequins, please use fabric mannequins, which look more elegant and sophisticated than plastic mannequins--which look outdated and cause the product to be perceived as poor quality.



Here are fabric mannequin examples. Some of them have the benefit of being adaptable to various heights/sizes.



For hats, hair bands, masks, etc., please do not use mannequins with faces. Use a real model's face or mannequins like these.



## EXAMPLES

### No models with face cut off (model image requirements)

Our policy is to accept images with full faces. We will crop the face on our end, above the lips and showing a bit of the nose. With this type of cropping, the face looks good and anyone can “complete” the face (eyes and forehead) in their mind and relate to the person. When the model is cropped in other ways, it looks like a mistake and is very unflattering. In some cases if the model looks good and professional we leave the full face. Examples below.

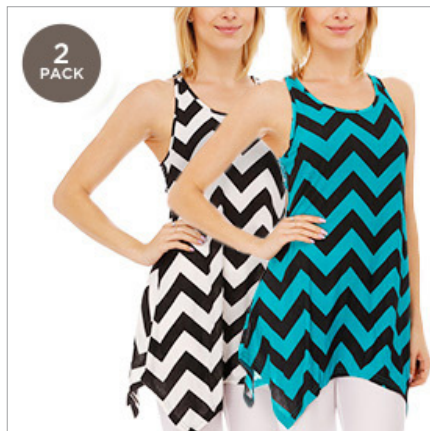
FULL FACE



CORRECT CROPPING



WRONG CROPPING





## EXAMPLES

### Professional models & photography



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



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



When removing backgrounds please be careful masking out. This is an example of jagged edges.

## EXAMPLES

### Poor photoshop work

When you add wrong shadows, proportions, and/or angles, the composition looks fake. If you want a special composition, please send us a request through your buyer and with the individual images. If you are going to remove backgrounds, please make sure you remove them completely and the image does not have jagged edges. Below are some examples of bad Photoshop work.



The angles and position of the speaker are not correct. There is a watermark. There is a lack of shadows, so the products look like they are levitating. There are two light sources, which is not consistent with natural highlights and shadows.



There are different skin types in the same image. One is old one is young. One is white one is darker and with freckles. The hands are way larger than the head. Lack of proportion, texture and shapes make this image look fake.



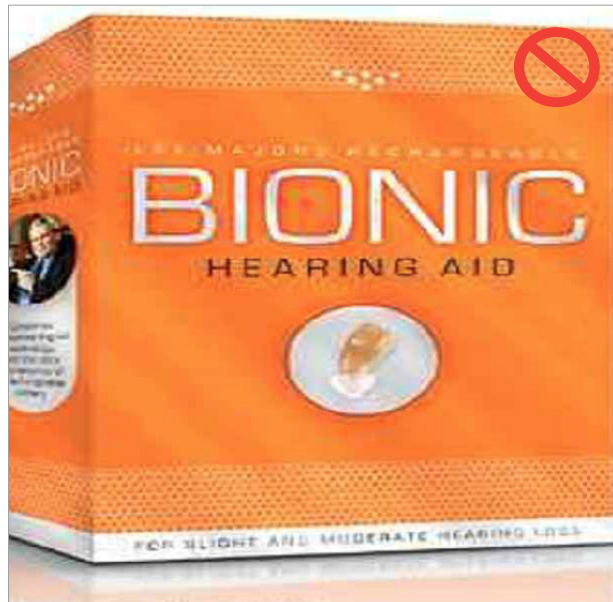
The girl and dog do not fit in the seat. The legs look like they are levitating. There are two light sources, which is not consistent with natural highlights and shadows. The dog's hair looks carelessly cut off and has jagged edges. Is the dog stretching one of its legs? It seems like it. On the right an image of a dog in a natural setting--check the position of his legs.



## EXAMPLES

### Images cut off

When product images are cut off, it reflects poorly on your product. In other ways, it looks like a photography mistake and creates visual tension, as something natural is missing. For example, in the shot below of pants it looks unnatural that the feet are not there. In addition to all the images below being cut off, the last two are blurry and stretched to fit the minimum size canvas.



# EXAMPLES

## Lifestyle images vs. product images

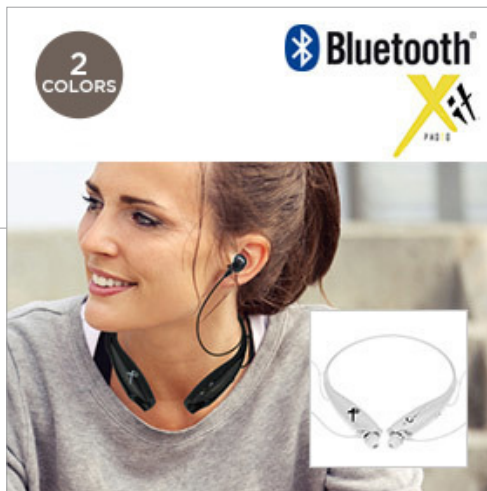
Lifestyle images showcase how the product can be used and/or provide a real-life context. People can relate to your product easier and understand what it is about without even reading the product description. Below are some good and bad examples.

EXCELLENT COMPOSITIONS



Model wearing the product vs. just the product sitting flat.

ACCEPTABLE COMPOSITIONS



BELOW IMAGES  
Good examples of compositions and lifestyle images together.



## EXAMPLES

### Views of product

At least one full view of the product outside the box.

Suggestions of views: Front, Side, Back, Bottom, Inside, and Zoom-ins.



#### BELOW IMAGES

Good example of different views. Front, Side, Back, Bottom, and Inside.



## EXAMPLES

### Squished & distorted imaging

Do not squeeze or deform images in any way.  
Some bad examples below.



Do not stretch images to fit the minimum canvas size.

## EXAMPLES

### Sharp vs. blurry, grainy, and unfocused imaging



Do not provide grainy and blurry images.

These are examples of good images vs. blurry. All images are at 72 DPI, but the images on the left/bottom and bottom/right are bad quality and pixel information has been lost.



## EXAMPLES

### Clean imaging

Do not add text, watermarks or inserts on images. Do not provide product images with logos. Provide your logo as a separate file and preferably in eps or ai.



#### BAD COMPOSITION

Gutters are not even between shots. Navel ring on the model not allowed. Please provide the original images on a white background, not edited or cut off.



IMAGE THAT VENDOR SUPPLIES

Refrain from placing logos onto the images you provide us. We will add the logos if you request this. We have rules in terms of size and position.

#### RIGHT IMAGE

Please refrain from adding backgrounds. This composition is missing the natural shadow behind the model, plus there is a white outline all around the child and the logo. The masking of the hair was done without care.

