DIGITAL ASSET STANDARDS

IMAGES

Image Naming = Vendor Part #/SKU + Image Angle or Type. Ex. 12345_Main or 12345_Lifestyle

Main product Image

Angle	Image Contents	Background	Min Size	Min Res	Color Mode	File Format	Clipping Path
Prefer All 3 ➤ Front ➤ Left-Facing ➤ Right-Facing	Product Only ➤ No packaging ➤ No accessories ➤ No embedded text ➤ No illustrations/drawings ➤ Entire Product In-frame ➤ Well lit & In focus	White, Product should fill min. 85% of background	1000 x 1000	72 dpi	CMYK or RGB	TIF, JPEG, PNG, EPS, PSD	None Required

Additional Images

- **Must contain product related content. May use embedded text if it supports the image**
- **Assets which are primarily text must be submitted as PDF and will display in Resources tab ONLY on Web**
- **May not contain products displaying "Other Brands"**

Image Type	Minimum Size	Min Resolution	Color Mode	File Format	Clipping Path
Preferred Alternate views – Top, Back, Bottom, In-Use, Lifestyle, Close-up for detail, Accessories, In Packaging	1000 x 1000	72 dpi	CMYK or RGB	TIF, JPEG, PNG, EPS, PSD	None Required

All Videos will appear in the Image Carousel on the Web Product Page
Videos will also appear, along with PDFs, on the Resources tab on the Product Page

VIDEOS – Welcome!

- **All videos must be in MP4 format. Code h264, video should be 720x480**
- **Asset Naming – Vendor Part#/SKU + Type of Video, Ex. 123456_Marketing**
- **Type of Video examples – Product Review, Marketing, Installation, Assembly, Demo**

INFORMATIONAL ASSETS - All Information and Guides should be in PDF format

- **Asset Naming – Vendor Part#/SKU + Type of Content, Ex. 123456_Specifications**
- **Type of Content examples - Installation guide, Warranty, Specifications, MSDS, Use and Care Manual**

BRAND LOGOS – Vector Art required, EPS format