

Image Guidelines

Format & Color Mode

Prefer non-layered photography files formatted as EPS, TIF, JPG or any Hi Res format with no compression. Both RGB or CMYK are acceptable.

Image Size

Minimum Image Requirement Standard: 7" x 7" (2000px) at 300 dpi

Maximum Image Requirement Standard: 10" x 10" (3000px) at 300 dpi

Clipping Paths

All Images must contain a Clipping Path named as "Path 1".

Clipping Path should be tightly created around the product inside edge, not auto-generated.

Image Space and Shadows

All Images should have between 0% to 10% space around product on a white background (255,255,255).

Do not include Shadows, Reflections or Mirroring within the images.

Primary Image Expectations

Should be true photography, not a Rendering, of the actual product. Imagery should have isolated non-obscured Product. The Primary or "Main Image" should not contain Infographics, Text, Disclaimers, Calls to Action, overlays with Logos, Brands, Watermarks or Additional Products not part of the "SKU".

BAD	GOOD	Example Explanation
		Primary Image should not show additional products not available for purchase at the product level. Please submit product pairings as a "Group Image" or "Family Image".
		Primary Images should have a Clipping Path on a white background. Products on a colored background can be placed as a "Lifestyle".
		Original Image has too much white space around the product edges. All products should be cropped closely to the edges and contain a Clipping Path.
		Use actual photography for primary images. Primary Imagery should not be a drawn representation of the actual product. Vector Graphics or drawn artwork can be used as "Line Art".
		Overlays with Brands, Watermarks or any other type of "Call to Action" is unacceptable as the Primary Image. Please submit these type of images as an "Alternate Image".
		Product imagery that obscures the product being sold should not be submitted as the Primary Image. Feature usage images as a "Lifestyle".

Other Detail Image Types / Angles

SPR E-Content Image Feeds have the ability to host up to 99 different views of a single product. Submit five images per product at minimum “In Pack”, “Right”, “Left”, “Out of Pack” and “Lifestyle”.



Image Naming

Please name the image as the “SPR SKU _ Detail Type”. Detail Types are listed in the spreadsheet below.

Example Image Naming:

ABC12345_Primary Image

ABC12345_Lifestyle

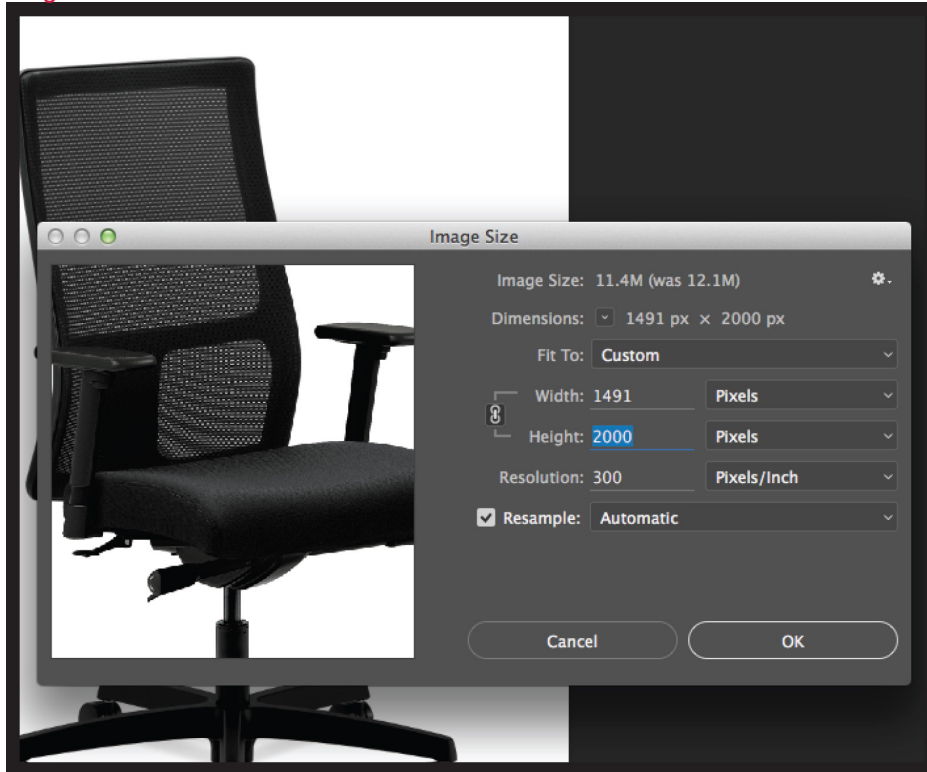
ABC12345_Right

Image Type	Description
Primary Image	Product Photography to be used as Primary Image and Thumbnails
In Package	Product in packaging, including the Carton box, Wrap or Blister Pack
Out of Package	Single Product photographed outside of Packaging, Wrap or Blister Pack
Hero Shot	A unique image of a Product shot at an odd angle to amplify features that “sell” the product
Zoom - Closeup	Close-up feature of the Product
Jack Pack	Close-up of port or area of Electronic Devices where cords are plugged in
Lifestyle	Shot of Product in a “Live setting” that shows the product in use during daily activities
Group Image	Product photographed with a family of related products or Collection
Left	Left Side of Product
Right	Right Side of Product
Front	Front of Product
Back	Back of Product
Top	Top of Product
Bottom	Bottom of Product
Rear	Rear of Product
Finish	Swatch of Wood / Veneer on Furniture
Frame	Sample of Chair Base Color
Shell	Sample of Chair Plastic Color
Swatch	Swatch of Fabric on Chair
Line Art	Black and White Vector representation of the Product
Multiple Assets	Description
360 Rotation	360 Rotation of Product, shown with 36 different views of product at 10 degree angles
Alt Image	Compliance, Certifications, Features and other aspects

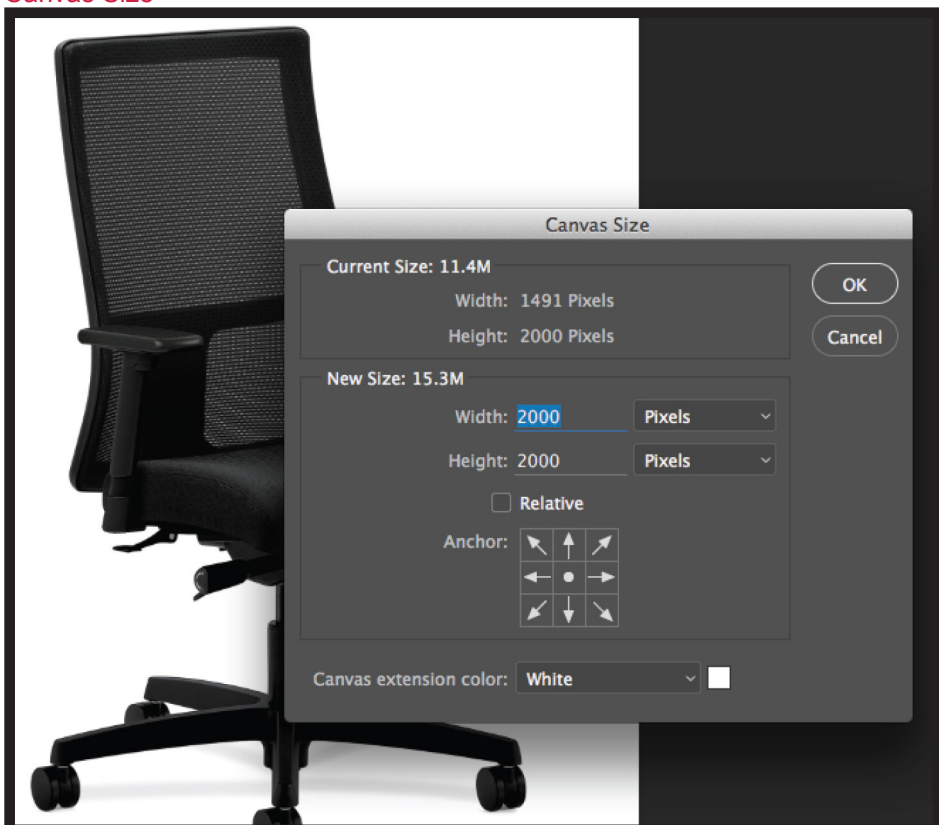
Image Resizing for PIMs - Squaring up an image

- Step 1** Crop / Trim the image to the product edges
- Step 2** Image Size - change the longest side to 2000px
- Step 3** Canvas Size - add canvas to the shortest side making it 2000px
- Step 4** The image should be a square image when complete

Image Size



Canvas Size



Photography & Lighting - Quick Tips

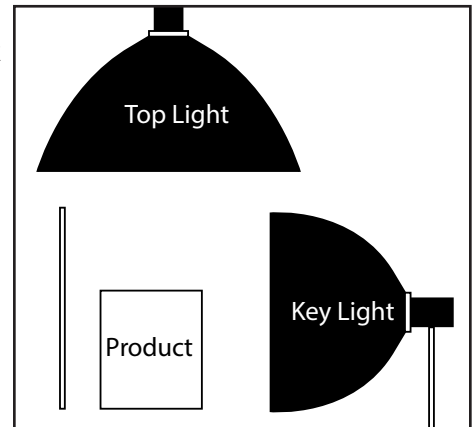
We suggest shooting on a white seamless background sweep to help prevent dark shadows and reflections on your product.

Use on-camera programmed settings, adjust your camera settings and select the appropriate Kelvin color temperature which matches your lighting source. Be sure to check your color settings with a color card like a Macbeth chart or white balance with a piece of white paper to neutralize color cast.

On camera frame your image as large as possible without lens distortion. Ideally your product will be 3,000 pixels at the shortest dimension.

Photography Tips:

- White seamless background/surface
- ISO should be 100
- f11 or higher (smaller aperture)
- Color accurate strobes or constants to light your product



360° Photography Guidelines

We accept 360 rotations of product views as individual photos. We have a dedicated 360 player that allows the end-user to freely rotate the products, which is why we request single images. Videos of 360 rotations are not acceptable.

360 Photography & Specs:

- Photography to be delivered as Single Photos
- 24 to 36 Single Photos
- Single Axis (Y-axis)
- Clockwise Rotation
- 2000 x 2000 pixels / 300 dpi
- Natural Shadow

Products

Products requiring assembly, like furniture must be built to the highest possible standard. The importance of symmetry, verticality, etc. cannot be overstated - deviations are exaggerated in the rotation process.

Products should be clean

You will need compressed air, a lint roller and static dusting cloth. If you must correct the product after the photography is complete, you will be correcting the product in post production 36 times, or the number of frames shot in the 360.

Camera

X and Y axes need to put the camera at the center of the product consistently in every frame. Some objects will be closer or further from the lens during certain angles. Try to average those distances when centering the object on the turntable.

Exposures

It is recommended you shoot 36 angles of each product, anything less will make your 360 appear choppy.

File Naming for 360 Rotation should have a suffix signifying the frame sequence

ABC12345_01, ABC12345_02, ABC12345_03, etc ...



Videos

We are able to link multiple videos to a single product. If you have more than one video available, send us what you have. We are not allowed to display urls that link back to pages where there are purchase options available. We also prefer no callouts within the video to websites unless the callout suggests going to a closed site where purchase options are not available.

The best case scenario is to host your videos on a closed site or microsite, that allows your Content Team update videos through your own system. But you can also send us videos to host through our Content Feeds.

Video Format

MP4, MOV, MPEG, WMV, AVI or a weblink to an online video service

Video Size, Resolution & Ratio

Preferred – 2160p (4k): 3840 x 2160 (16:9 ratio)

Also Accepted – 1080p: 1920x1080, 1440p: 2560x1440, minimum size of 480p: 640x480

Video Length

Videos should be no more than 2 minutes each. 30 seconds each preferable.

Logos

We accept Logos for all Manufacturers and Brands. All logos should be submitted as Vector Artwork formatted for Adobe Illustrator EPS or AI to allow scalable use in online or print marketing.

Assembly Instructions

Assembly Instructions or “Step by Step” guides to building a product can be associated to products as well. Assembly Instructions should be sent in PDF format with embedded fonts and with external links removed.

Rebates

Consumer rebate offers can be syndicated into our Content Feeds. If you like to add a Rebate to Content, please provide Rebates targeted for end-level consumers not distributors or retailers. Rebates should be sent in PDF format with embedded fonts.

Rebate Guidelines:

- Standard PDF format, under 3.6 MB
- If links are included they should be closed links where purchase options are not visible
- No discounted prices (List prices are ok if specified as such)
- Only list skus carried by S.P. Richards.
- Rebates are for retailers to present to end-consumers
- Targeted to the end-user (consumer), not the retailer
- Include no reference to S.P. Richards on the rebate
- Must be an actual rebate or reward, not just an advertising flyer
- Sent to S.P. Richards at least 30 days before the start of the offer

Transferring Images & Videos

Size restrictions and security issues in our email system do not allow large transfers. Your best options are the following:

- Use a “Drop Box” method to digitally transfer the images (for example WeTransfer, Dropbox, etc)
- Place the images on an FTP hosted by your system
- Send a CD / DVD / Flash Drive

Whichever you choose, please notify images@sprich.com of your method follow to make the Image Team aware of how the images will become available.