



Image Guidelines

Product Image Requirements

Our systems are designed to support jpeg or png image formats and sizes, and while our systems can work with your existing product assets, sending your product to us in the right file format is critical to getting great looking imagery throughout all our products and across diverse platforms.

What do you recommend?

File Type: PNG (Portable Network Graphics Format) Background:
Transparent Color Mode: RGB Size: max is 10MB

Document Size: 10x10in Resolution: 300

Primary Image Naming Convention

The correct naming of your product images with the conventions below, assures they will display with their corresponding product and colors or SKU. You must also take special care at using web-safe naming as web server and Internet browser compatibility is paramount, in doing so, we require that only letters, numbers and the underscore are used for file naming (no symbols or any special characters are allowed). Our system requires a simple naming convention where concatenated system product keys are used to generate unique filenames.

This is the following format: ProductNumber_Gender_Color.<ext>

Where product number **TEE0001** with color **BLK** and gender code **M** will become filename (the extension in this example assumes a file type of **PNG**):



TEE0001_M_BLK.png

Alternate Imagery Conventions

Our solutions support displaying of related product images across platforms. The naming convention follow the regular product naming *with the addition of an extra underscore delimiter plus an arbitrary unique identifier*. The example above could have two extra images as follows:

TEE0001_M_BLK.png (primary front product image)

TEE0001_M_BLK_BACK1.png (back print)

TEE0001_M_BLK_SIDE1.png (side details)

*notice that the words BACK1 and SIDE1 are not necessarily found within the system and they could just be as simple as _1 and _2 or a _a and _b

Why PNG?

The PNG format does not use compression and therefore is a “lossless” format that retains all of the details apparent in your original design. This file type offers a transparency feature and is the only file format we accept for Premium Printing.

Do you accept other file types?

Yes, but quality could be a concern.

JPG or JPEG - JPGs are ideal for photographs because of their ideal mix between compression and image quality. If your design is primarily text-based, has straight edges, or large blocks of solid colors, we do not recommend this format. Overall, JPGs work best for photographs on products offered with basic printing.



What size/resolution works best?

We've found 300 DPI resolution to be the best combination of image quality and file size. Designing your image above 300 PPI will increase the file size exponentially while the image quality will remain essentially the same.

How big can my file be?

Our servers will accept files up to 10 MB in size.

Logo Image Requirements

Size and format requirement follow the same convention as product images in that we request crisp, *transparent*, high resolution logos so that we can assure proper printing of order reviews and exports to PDF. We prefer logos in eps vector format, but it is not a requirement.

Naming Logo Files

Naming logos require your client code plus an underscore and the brand/division code. For example, a designated client code is **CLI (for Client Name)** and the brand/division codes follow your internal system code, where Brand 1 has the division code 10. Thus examples of logo files would follow:

CLI.eps or CLI.png for the primary client logo.

CLI_10.eps or CLI_10.png (for the brand 1)

What about vector for product?

We do not support vector artwork as product images. If you have vector CAD drawings they must be first exported into a web-compatible raster format as discussed above.

