



Photo & Video Standard

Formats Creative Guidelines

➤ **Agenda**

Text guidelines and product description: pages 1-4

Definitions : page 5

Guidelines for product photos and videos: pages 6-14



1. Text guidelines and product description

Product Description.

- Do not include company information; this section is for product features only
- Specify the product name (you must specify the number of characters in the product name)
- Use the seller's name as a brand or manufacturer only if your product is categorized as Private Label
- Specify the price of the product (also the discounted price, if there is a discount)
- Select the product category (gloves, bags, scarves, shawls, etc.).
- Enter the SKU (Stock Keeping Unit)
- Specify the exact dimensions of the package

General standards for text on the website.

- In the title of the product Gin product profile capitalize the first letter of each word
- In whole the text on the site, you should use numbers instead of words. In articles, you can use the numbers only in dates
- Use only standard text, as special characters or characters like © will not be accepted
- Do not use all caps
- Do not include information about yourself or your company in the product name Gin the title. If you own a trademark, put your trademark information in "Brand" field in "Attribute" section of the product profile. Additionally, you can promote your trademark in the articles on our site
- Do not add subjective comments such as "Hot sale" or "Best seller"
- Do not add promotional messages such as "Hot sale" or "Free shipping" in title Gin product name.

➤ 2. Text guidelines and product description

Description of product attributes (the process of completing the product profile).

Identify a minimum of four main characteristics as attributes that buyers should pay attention to.

For example:

- Brand
- Country of origin (country of manufacture)
- Type of product (purpose - men's, women's)
- Color
- Material
- Size of goods Gif necessary

Description of product attributes by text

- Start each phrase with a capital letter
- Write in fragments and do not put punctuation marks at the end of the text
- Write all numbers in numerals
- Separate phrases in the same bullet with a semicolon
- Do not write vague wording; be as specific as possible about product characteristics and features

➤ 3. Product description

Shipping, return policy section under Settings (Store)

(menu <https://la-ol.de/dashboard/settings/store/>)

■ **Shipping**

In this box you need to specify a detailed description of the shipping conditions

■ **Return Policy box**

This box requires a detailed description of the terms and conditions.

The More from vendor column

- Describe the style and what it can be used for with your product
- Describe your target audience
- Care instruction and warranty information
- Use proper grammar, punctuation and complete sentences
- Do not use hyphens, symbols, periods or exclamation points
- Write in fragments and do not put punctuation marks at the end of the text
- Write all numbers in numerals
- Separate phrases in the same bullet with a semicolon
- Do not write vague wording: be as specific as possible about product characteristics and features

➤ 4. Product description

"More from vendor" column. Do not include the following types of information:

- Seller's name
- Email address
- Website URL (URL should only be entered during the registration process)
- Do not include price and quantity
- Information about another product you are selling
- Do not include promotional or pricing information
- Don't exceed 500 characters, but be sure to include the most important information.

➤ 5. Definitions

Brand

- A unique and identifiable symbol, association, name, or trademark that serves to differentiate competing products or services.
- A name used to distinguish one product from its competitors, which may refer to an individual product, an entire product line, or a company.
- A name or symbol used to identify a seller's goods or services and distinguish them from those of competitors

Manufacturers

- A business engaged in the manufacturing of products
- Any person who manufactures products

➤ 6. STYLE Suggestions

Strive for consistency and a visually captivating experience that showcases the luxury, quality, and sophistication of your products.

- Send high-quality images: use professional equipment
- Customers want to see every side and face of a product, as they decide whether or not to invest in it. We all know that the first impression is the last
- Maintain a consistent style and aesthetic throughout all product photos
- Ensure sharpness, clarity, and accurate colour representation
- Use consistent lighting conditions across all shop product images
- Use diffused or soft lighting techniques for an elegant look
- Avoid harsh shadows or overly bright spots
- Editing: adjust brightness, contrast, and colour levels for a polished look.
- Crop all images consistent
- Video and Lifestyle images: make sure to choose a colour theme and style that fits your product and brand
- Video: focus on the product, its appearance from all sides, and the features it might have. It is simple, short, effective, and perfect if you have static images to include

➤ 7. HOME PAGE

Header image:

Style: Lifestyle picture of your product or a model with the product in an elegant mood with a clean and sophisticated aesthetic with soft lighting. The products need to be styled and arranged in a visually appealing manner. The background should be soft, using neutral colours like black, light grey or creamy white. Pictures in additional colours and styles can also be submitted.



All pictures will be checked and confirmed by us and must have proper licensing and copyrights.

Background colour:
black: hex colour code #161616, RGB 22, 22, 22
grey: #938c66, RGB 182, 179, 163,
creamy white: #FFFBF1, RGB 255, 251, 241

Size: min. 1400 x 500 px,
max. 2800 x 500 px, 72 dpi
no more than 500 KB

➤ 8. HOME PAGE

Header image:

Style: Lifestyle picture of your product or a model with the product in an elegant mood on a medium grey background. A clean and sophisticated aesthetic with soft lighting.

The sale banners are also visible on the top of the shop and brands page

Enjoy your first order with
ATTRACTIVE PRICE

Size: min. 1400 x 500 px,
max. 2800 x 500 px, 72 dpi
no more than 500 KB
background: #938c66
RGB 182, 179, 163

Sale image / Best selling Items:

Style: clean product shot on white background, more information at point 3. shop page and 6. style suggestions



Size: min. 1500 x 1500px
max. 2500 x 2500 px, 72 dpi
no more than 250 KB
Aspect ratio: 1:1



background:
hex colour code #ffffff
RGB 255, 255, 255
Image formats: JPG or PNG,
webp, RGB color space

➤ 9. HOME PAGE

New Items Slider with New Items product images

Style: Lifestyle picture of your product or a model with the product in an elegant mood. Lifestyle picture of your product in an elegant mood with a clean and sophisticated aesthetic with soft lighting on white background. The products need to be styled and arranged in a visually appealing manner of the shop and brands page.



Size of each product image:
min. 1400 x 1400 px
max. 2500 x 2500 px, 72 dpi
no more than 250 KB

background:
hex colour code #ffffff
RGB 255, 255, 255
Image formats: JPG or PNG,
webp, RGB color space

The pictures shown may only be used as an information resource and should not be used outside of the La Ol' Markt website.

Best Selling Items

Style: Lifestyle picture of your product or a model with the product in an elegant mood.



Size: min. 1500 x 1500 px
max. 2500 x 2500 px, 72 dpi
no more than 250 KB

➤10. HOME PAGE

Sale image:

Style: Product picture or a picture of a model with the product in an elegant mood on a medium grey background.

A clean and sophisticated aesthetic with soft lighting.

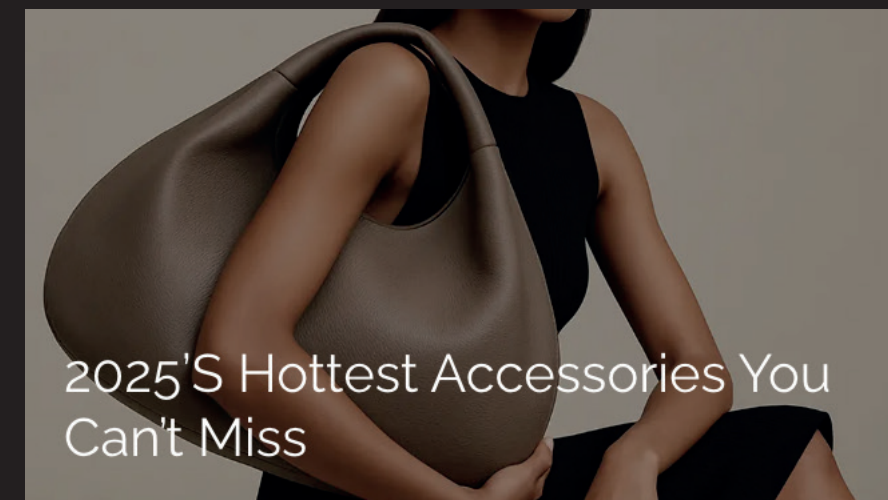


Size: min. 330 x 410 px,
max. 660 x 820 px, 72 dpi
no more than 250 KB
hex colour code #938c66
RGB 182, 179, 163

10 Designer post preview and article images

Style:

- Lifestyle picture of your product
- close-up or
- manufacturing documentation or
- editorial image
- complementing the content of the article



Size: min. 1500 x 1500px
max. 2500 x 2500 px, 72 dpi
no more than 250 KB
Aspect ratio: 1:1

➤ 11. SHOP PAGE - Images

Image requirements for photo selection of products Up to 6 images of each product to provide a comprehensive view.

Include:

- Front view
- both sides
- back, top and bottom view
- open product if appropriate
- close-up shots to showcase details to show any unique features
- highlight intricate stitching, hardware, textures, or embellishments
- If the product comes in different variations (colours, sizes, finishes), show each variation.
- background: use clean white background
- the product should take up 85% or even more of the image area
- create a small natural shadow
- keep the size of the product in the same distance and dimension when you shoot it from different sides, close-ups, inside-view can be closer.
- also include a shot of the product in a lifestyle setting or on a model if possible
- don't show third-party content in the image and video

The pictures shown may only be used as an information resource and should not be used outside of the La Ol' Markt website.

Shop image:

Style: clean product shots on white background,



hex colour code #ffffff

RGB 255, 255, 255

Image formats: JPG or PNG,
webp, RGB color space

Size: min. 1500 x 1500px
max. 2500 x 2500 px, 72 dpi
no more than 250 KB

Aspect ratio: 1:1

➤12. SHOP PAGE - Video

Video requirements: create a professional-looking video that focuses on the product, its appearance from all sides, and the features it might have

You can provide:

- a product highlights video,
- 360 degree video or
- video with a model wearing, holding the product
- include a thumbnail in Aspect Ratio 1:1 in .png .jpeg or webp format
- don't show third-party content in the image and video
- Video formats: MP4, MOV, 3GP, AAC, AVI, FLV, or MPEG-2, recorded RGB
- profile, a bit rate of 1 Mbps or higher
- ideal video shouldn't be more than 2 mins long
- Audio: bit rate of 128 kbps, and a sample rate of 44 kHz or higher

Shop video:

Style: clean product video on grey background or a lifestyle video with an elegant and sophisticated aesthetic.



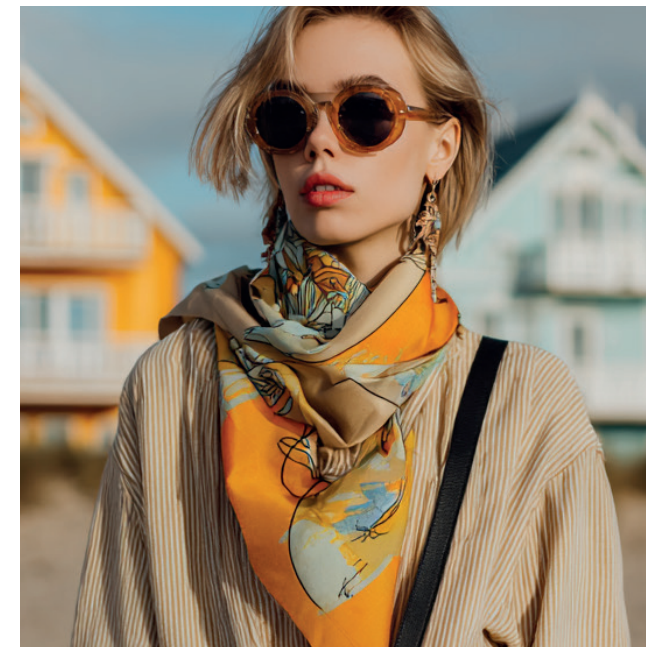
Video Size: 1080 x 720 px
max. 1920 x 1080 px
Aspect ratio: 16:9

hex colour code
#e7e7e7
RGB 231, 231, 231

➤ 13. NEW ITEMS - New Collections

New Item/Brand:

Style: Lifestyle picture of your product or a model with the product in an elegant mood.



Size: min. 1500 x 1500 px
max. 2500 x 2500 px,
72 dpi no more than 250 KB

➤14. DESIGNER PAGE - JOURNAL

Designer post preview and article images

Style:

- Lifestyle picture of your product
- close-up or
- manufacturing documentation or
- editorial image
- complementing the content of the article



Preview image:

Size: min. 700 x 450 px,
72 dpi, no more than 250 KB



Article images:

Size: 1200 x 500px
72 dpi, no more than 250 KB



**THANK YOU FOR YOUR ATTENTION. IF YOU HAVE ANY QUESTIONS,
PLEASE DO NOT HESITATE TO CONTACT US PERSONALLY.**

Email: info@la-ol.de

Phone Number: +49 176 618 79445

Website: <https://la-ol.com>