



VENDOR IMAGE GUIDELINES

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TABLE OF CONTENTS

File types / Disclaimer	3	Backgrounds	17
Sizing	4-8	Clipping	18
Cropping	9	Illustrations	19
Orientation	10-11	Composites	20
Exposure	12	Inset Images	21
Styling	13-14	Tags on Products	22
Focus / Movement	15	Alt Images	23
Color Corrections	16		

FILE TYPES

Acceptable File Types* (all other file types are not usable)

- JPEG
- TIFF
- PNG
- PSD (photoshop file)

**If you have other file types that you are unable to convert yourself, please let us know.*

DISCLAIMER

- Before you submit a photograph to Zulily, inc., please make sure you own all necessary rights in the photographic image and have obtained any necessary permission from the photographer or those featured in your photo.
- Do not submit images you regard as confidential or proprietary, or any image that might infringe the intellectual property rights of others.
- By submitting your photo, you grant or assign a nonexclusive, world-wide, royalty-free license to Zulily and its agents or affiliates to display the photo on our website and to copy and display the photo in any related online and offline promotions.

SIZING ON THE SITE – ZOOM FEATURE

Images must meet the following width x height sizing requirements:

Usable (with zoom):

- 1000 x 1201 pixels minimum
- Allows the customer to zoom in on product details while using the desktop or mobile app

Pixels Per Inch (ppi):

- 300 ppi preferred
- 72 ppi minimum



SIZING ON THE SITE – NO ZOOM

Usable (No Zoom):

- 550 x 660 pixels up to 1000 x 1201 pixels
- Customer will NOT be able to zoom in on the product detail.
- This is not ideal for the customer experience however is usable for limited use cases.



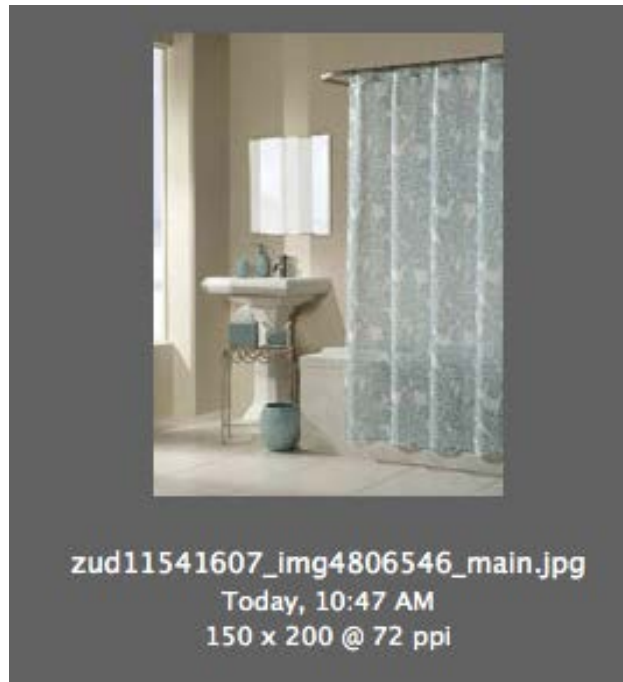
Full size on site

NOT IDEAL BUT USABLE: Zoom function not available when customer hovers over image

SIZING – UPSCALING IMAGERY & MINIMUM REQUIREMENTS

If your images are smaller than the 550x660 pixel minimum, do not increase their dimensions to a larger size. This causes the pixels to be stretched beyond their capacity, resulting in pixilation and blurriness.

If your images are too small, let your merch representative(s) know so we can evaluate if they can be accommodated. In many situations, images that are below our size requirement will need to be reshot at a higher resolution or samples will need to be sent.



Original image size is 150x200 pixels, well below our minimum requirements.



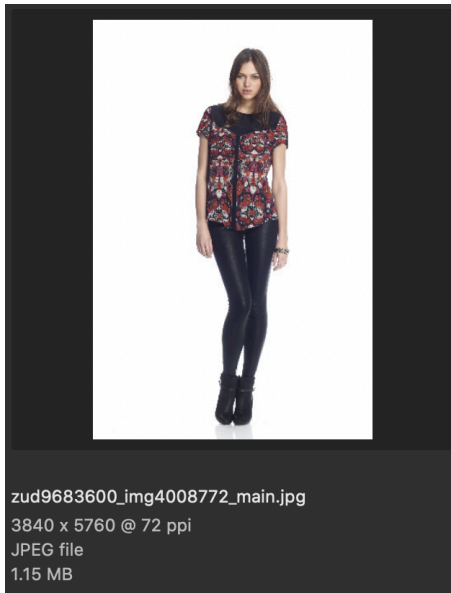
Sized-up image



NOT USABLE: When sized up from a smaller version, the image appears very blurry and pixelated.

SIZING – ON-MODEL

For on-model imagery we encourage incorporating diversity across race, age, and size. For on-model images of adults, our site standard is to crop out the model's face. In order to do that, we need to ensure your image is large enough (at least 3000x3550) to fit the product in the space and crop accordingly. We do not crop into the faces of children.



Original high-res image. Example image is 3840x5760 pixels, well above our minimum requirements. There is lots of flexibility to crop into the image.



IDEAL: The product is cropped to our standards and fits the space to our guides.



IDEAL: This image would also work if we needed to crop in to show the pants.

SIZING – ON MODEL

When we receive images that are too small and need to stretch them to fit our guidelines, we run the risk of the image appearing pixelated on our site. **We do not accept images that we need to enlarge to fit our guidelines.**



Original image size is 355x539 pixels, well below our minimum requirements



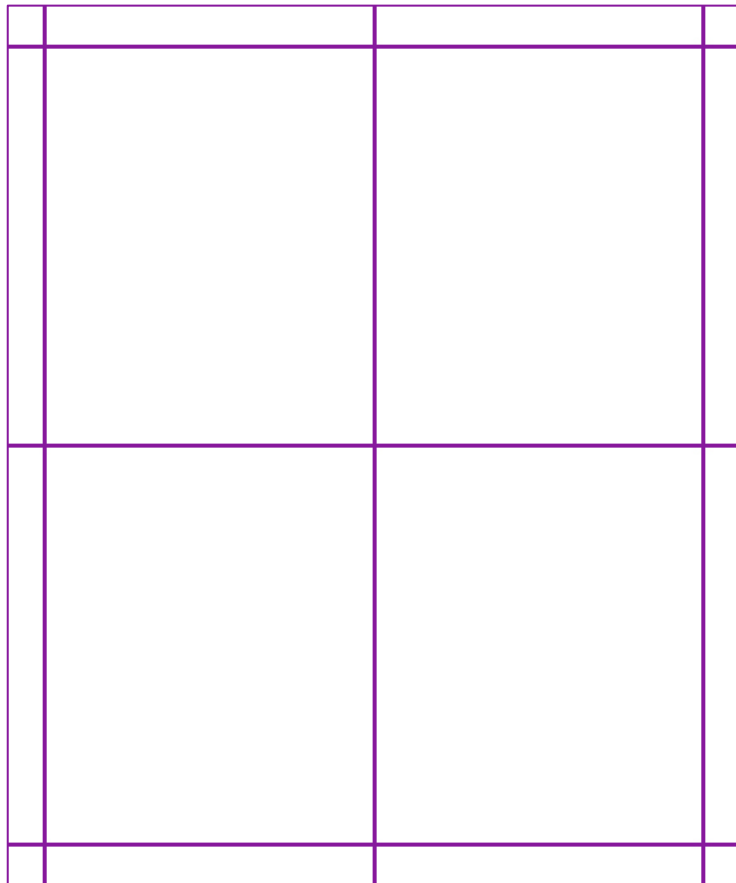
NOT USABLE: Here is an example of how the image fits in the space at 100%.



NOT USABLE: When stretched beyond 100% to fit the space, the image appears pixelated on the site.

CROPPING – PRODUCT

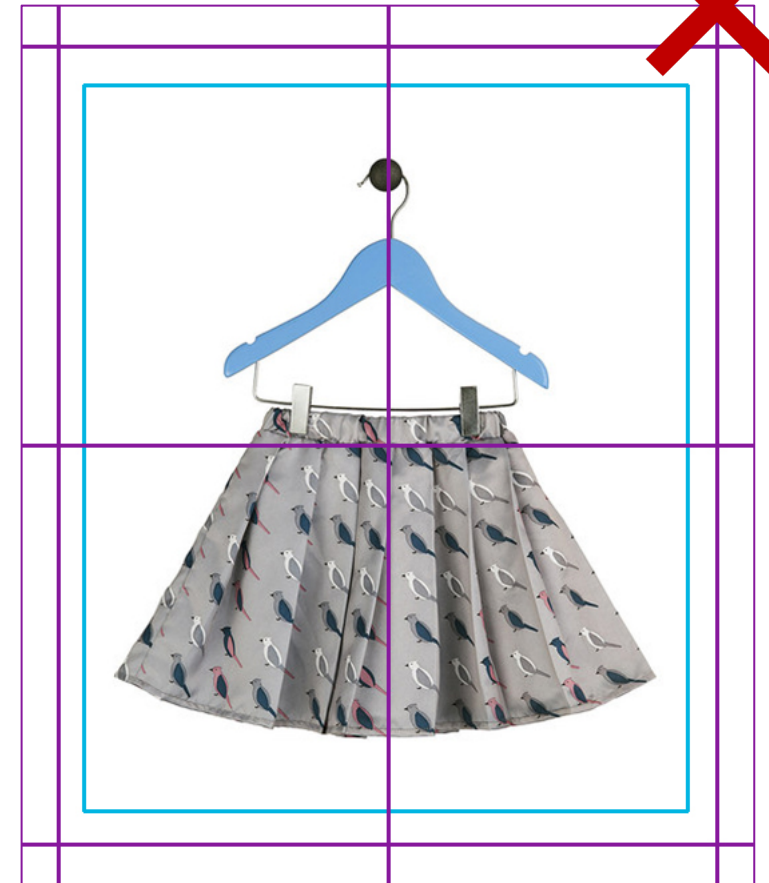
Whether on a white background or lifestyle background, we need your product images to fit to our guides. This ensures accurate sizing and consistency across the site.



Our cropping guides (in purple)



IDEAL: The product fills the space, reaching to our guides.



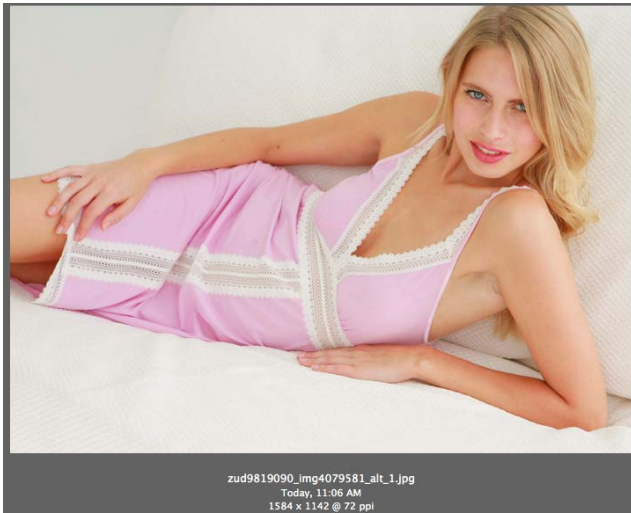
NOT USABLE: The image is too small to fit in the space. At 100%, it does not reach the guides, therefore a higher resolution (ideally 1000 x 1201px) is needed.

ORIENTATION

Because product images on our site have a vertical orientation, we need to make sure images fit the space while making your product as large as possible. To make the image fit our crop, we also need to have lots of background showing in the image—**too little background will often prevent an image from being approved.** The whole product must be showing within the main image.



ORIENTATION



Original high-res image.
Example image is 1584x1182



NOT USABLE: This is what the image would look like when we crop to fit it in the space.



Patterned comforter texture detail

NOT USABLE: Here is an example if we tried to fit the product into the space. With the missing top of her head and the patterned comforter she's lying on, it would be impossible to clone these areas in.

EXPOSURE

Good lighting is imperative for the customer to see the product realistically. When the lighting is too bright and there's not enough contrast, some of the detail is lost and it can be difficult to see the separation between the product and its background. On the other hand, if a product is not well-lit and appears too dark, it can also be hard to see the details. Sometimes these images are usable, but they require a lot of work in photo editing.



IDEAL: Image has good lighting, and all the product details can be easily seen.



NOT USABLE: Image is over-exposed and missing product detail. Edges are blending into the background and some colors are inaccurate.



IDEAL: Image has good lighting, and all the product details can be easily seen.



NOT USABLE: Image is over-exposed and missing product/edge detail.

STYLING

If submitting a lifestyle image (i.e. any image that isn't on white), a separate alt image needs to be submitted that is only a non-styled image on white.

When submitting a flat-lay lifestyle image, be sure that the image is product-focused, there's minimal propping, and minimal or no branding on any included props. If a main image is submitted and has prop styling, an on-white image of the product alone is required.



IDEAL MAIN: Here is an example of a flat-lay main with no styling.



IDEAL ALT: This is an ideal alt image—product-focused and showing the back view.



NOT USABLE: Product is obscured by propping in multiple areas and image is visually busy. Focus is pulled away from the product instead of elevating it.

STYLING – BRANDED PROPS

We do not show branded props in our images as it may infringe on usage rights and can be confusing for the customer to figure out what is actually being sold. It is against our policy to show text or logos on branded props; showing them can lead to elevated retouching times. Consider removing labels from your props, using brandless props, or simply turning them in such a way that shows no text or logos.



IDEAL: This image has prop brands removed or products are rotated to appear brandless. This complements the product being sold while removing any notion that other products are being sold.



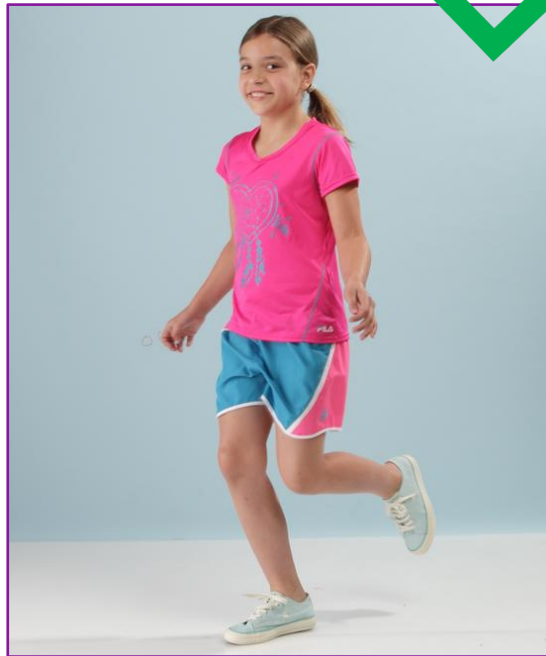
NOT USABLE: This example shows common brands as props and can be misleading to the customer. It also leads to enhanced retouching.

- *Resources for brandless products for styling
 - Brandless.com
 - Publicgoods.com



FOCUS / MOVEMENT

All images need to be clear and crisp. This includes both the foreground and background, when applicable. On-figure focus is also important since movement blur is common, especially with kids. If a product is not in focus, the customer may not be able to see all the details they need in order to purchase.



IDEAL: The model is moving in the shot, but without any kind of blur. The product is in focus and clear to the customer.



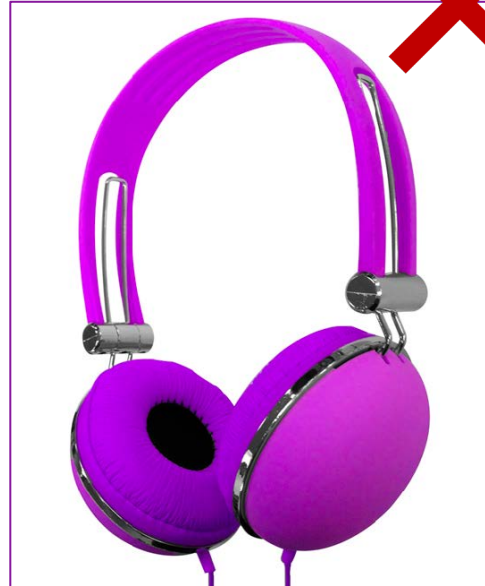
NOT USABLE: The image appears blurry and pixelated. This is usually the result of sizing up an image up from a smaller size. We need to receive original high-res images.

COLOR CORRECTIONS

You may not have product images for every color you intend to sell. However, we want to ensure that your color-corrected product accurately reflects the real product. In some cases, our photo editing department can accommodate color-correction requests. Please reach out to your merch representative(s) if this is something you need.



Actual product image



NOT USABLE: The product is poorly color corrected. Note how the color is different than the real product. We want to make sure the product that's shown on our site accurately represents what the customer receives.



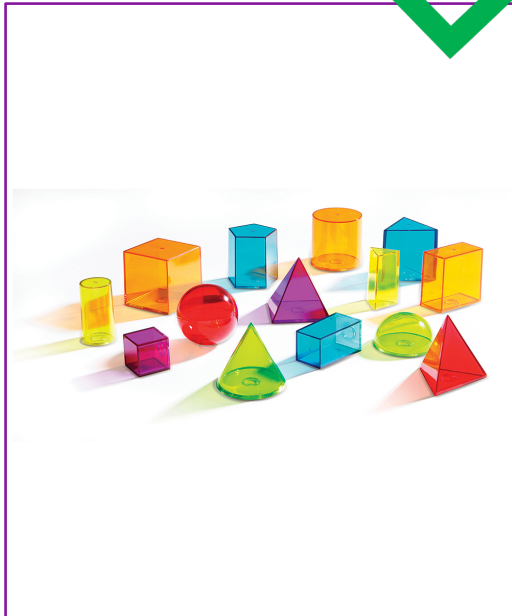
NOT USABLE: The product is poorly color corrected. Note how the product appears flat and unrealistic, even though the color is almost accurate.



Actual product image

BACKGROUNDS

We always want the focus to be on the product we are selling. When a product is overshadowed by a busy background or other products in the image, we must assess whether we can clip out the product. Please shoot all your products on backgrounds ranging from solid 225 white up to 18% medium grey. Avoid patterns or textures whenever possible.



IDEAL: The clean, uniform background fills the space and does not distract from the product.



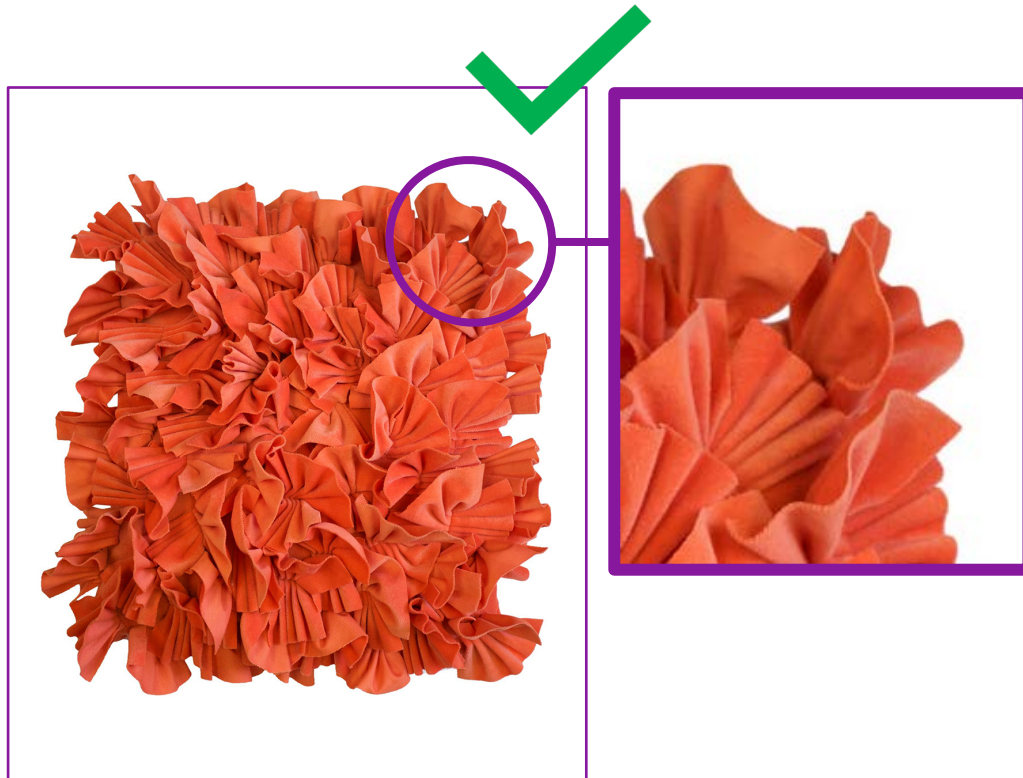
NOT USABLE: Here is an example of a busy background. The flowers are distracting and overlap the product.



NOT USABLE: We are unable to show visible portions of other products with the main product we are selling.

CLIPPING

When your images have been clipped out and placed on a white background for us, we appreciate it. However, we must make sure it was done accurately. Good clipping should maintain the integrity of the edge and be as detailed as possible.



IDEAL: This is an excellent clipping job. The edge is clean and maintains the integrity of the product.



NOT USABLE: The product was not clipped out well. Note how it appears jagged and rough, with areas of the product missing.

ILLUSTRATIONS

We do not allow illustrations as main product images. By showing any illustrated elements, we are unrealistically portraying the product the customer will receive. Illustrated elements that show movement may be used as alts.



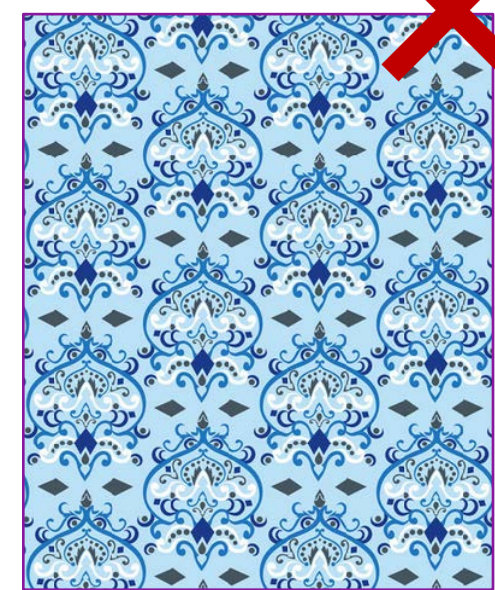
Here is an example of the actual product.



NOT USABLE: This is an illustrated example. Note how different the illustrated version looks from the actual product.



Here is an example of the actual product.



NOT USABLE: This is an illustrated example and only supplies details regarding the product's decorative pattern, not its physical qualities.

COMPOSITES

A composite is when two images or products have been put together into the same image. This can be realistically created. However, it can be challenging to accomplish, and we want to ensure that the image looks natural to the customer. **When successfully done we can accept these as alt images only.**



IDEAL: Here is an example of the model and the product composited into a living room background. The shadows appear natural and it looks realistic.



NOT USABLE: The product is placed onto a background. The shadows are not realistic and make the product appear to be floating on the grass.



INSET IMAGES

We show the front of a product as the main image and the back as an alt (exceptions permitted). We are not able to show the front of a product and the back of a product together in one image, especially if they are inset and blocking details on the main image.



IDEAL MAIN IMAGE



IDEAL ALT IMAGE



NOT USABLE: We can't accept images with inset images as mains. These need to be submitted as separate main and alt images.



NOT USABLE: We can't accept a product and that product in-use together in the main shot.

TAGS ON PRODUCT

We do not show tags on product images. Please remove tags and/or product packaging whenever possible.



IDEAL: The product does not have a tag.



NOT USABLE: Product hang tags are distracting and make the product appear to be of lower quality.

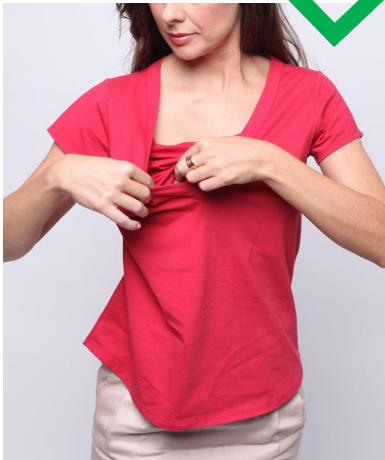


NOT USABLE: Occasionally we can remove tags, but if they cover any part of the product then they are too difficult to remove in editing.

ALT IMAGES

Alt images help support the visual details of your product and are extremely beneficial to the customer shopping experience. These alt images may include close-up details, the inside, packaging, back view, etc. They should show anything that can't be seen in the main image.

IDEAL ALT IMAGE EXAMPLES



Function of product



Close up of product detail



Assortment; not sold together



Interior of product



Alternate side of product

THANK YOU!

Please reach out to your Merch representative(s) if you have any questions regarding your images for submission.