



## Asset Specifications

### Validations:

- File name validation – Should be less than 170 characters and should consist of these characters (A-Z a-z 0-9 ! @ # % ^ & () - \_ + = { } [ ] ; , . ~ ` ´ é) ONLY
- Assets with same file name cannot be uploaded, each asset should have a unique file name
- Maximum of 5GB of combined data (images, spins, videos, PDFs) can be uploaded in a single instance



### Images Product Image Guidelines

- Fill 90% of the canvas size
- Showcase the product only (no text, logos, or promotional graphics outside of the "Dimensions18" slot)
- Must feature the exact color/finish of the product being sold

<b>SIZE</b>	1000 X 1000 PIXELS (MINIMUM)
<b>RESOLUTION</b>	72 DPI (MINIMUM)
<b>FILE SIZE</b>	5 KB (MIN) 50 MB (MAX)
<b>COLOR DEPTH</b>	sRGB OR ADOBE RGB ONLY
<b>FILE TYPE</b>	(BMP, JPG, JPEG, TIF, TIFF, PNG, WEBP)



### GIF Image Guidelines

<b>SIZE</b>	1000 X 1000 PIXELS (MINIMUM)
<b>RESOLUTION</b>	72 DPI (MINIMUM)
<b>FILE SIZE</b>	5 KB (MIN) 5MB (MAX)
<b>FILE TYPE</b>	(GIF)

**Note:** GIF images can't be loaded as the front-facing image



### 360° Spin Guidelines

- Must include at least one row of 24 individual JPEG images displayed in 15° increments on 255 white background
- A maximum of 3 rows can be accepted
- Video or CGI files do not qualify as a 360° spin asset; must be image based
- Must be in .zip folder

<b>SIZE</b>	2500 X 2500 PIXELS
<b>RESOLUTION</b>	300 DPI
<b>COLOR DEPTH</b>	sRGB OR ADOBE RGB
<b>FILE TYPE</b>	JPEG (.JPG) ONLY
<b>FILE SIZE</b>	500 MB (Max)
<b>IMAGES PER ROW</b>	ONLY 24 PER ROW, 3 ROWS MAX



### Video Guidelines

- Professionally produced in regard to both video and audio (no smartphone video)
- Must not reference other retailers or competitors
- Must not direct the viewer offsite or reference 3rd party websites
- Must contain actual video footage (no slideshows) and ideally less than 2 minutes long

<b>RESOLUTION</b>	1280 X 720 (16:9) OR HIGHER
<b>FRAME RATE</b>	23.976 (24FPS) Min. – 60.01 (60FPS) Max.
<b>FILE FORMAT</b>	H.264 (MP4,MOV,M4V,W MV) ONLY
<b>BIT RATE</b>	1500 - 100,000 kbps
<b>AUDIO</b>	AAC STEREO (49khz or 96 khz)
<b>FILE SIZE</b>	1 MB (MIN) 2 GB (MAX)



### Document Guidelines

- Documents should not be password protected

<b>FILE SIZE</b>	500 MB (MAX)
<b>FILE TYPE</b>	(.PDF) ONLY

**Please note that the addition of any badges to images, 360 spins, PDF or videos is not allowed.**