

CREATING THE **PERFECT PRODUCT**

This crib sheet will give you all the information you need to know about how to create the perfect products for your website. It is essential that this process is followed to make sure that your products are represented as best as possible.

1 ONE IMPRINT AREA PER PRODUCT

Each product should only have one area for logo printing. Please note that it is not possible to display multiple print areas on any product.



2 ONE PRODUCT VIEW PER IMAGE

The image shown for each product should only show the product from one perspective (e.g. the front). Multiple perspectives (e.g. front and back together in one image) should be avoided.



3 ONE IMAGE PER COLOUR

Each colour of a given product should be featured in its own image. There should be no situation whereby a single image features multiple colours of the same product. On the website, images of each available colour will be listed underneath a larger image of the currently selected colour. Selecting each of these images will bring up a larger preview of that colour (below).



CREATING THE **PERFECT PRODUCT**

Continued...

4 **PRODUCT IMAGES MUST BE IDENTICAL FOR THE SAME PRODUCT**

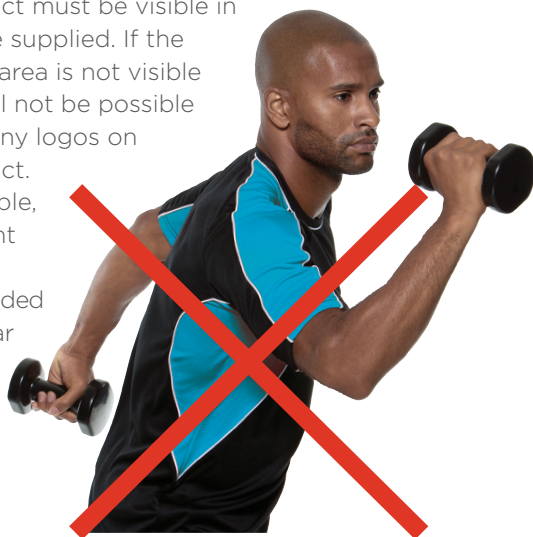
Images for any variations of the same product (e.g. different colour T-shirts) should be as similar as possible. This includes attributes such as the size, scale, orientation and distance from the camera. If the images are not identical then this will affect how the logos are displayed for each variation.

The images for the below products are identical. This means that the logo area (green rectangle) will be the same size on both images. The logo will therefore be displayed the same for each product when previewed on the website.



5 **VISIBLE BRANDING AREA ON THE IMAGE**

The area where the logo will be printed on the product must be visible in the image supplied. If the branding area is not visible then it will not be possible to show any logos on the product. For example, if you want a T-shirt to be branded on the rear then do not take a picture of it from the front.



6 **HIGH RESOLUTION IMAGE**

Images should be high resolution so that they look sharp when uploaded to a website, up to a maximum size of 2000 x 2000 pixels and a resolution of 300dpi. It should be remembered that the product will be shown at different sizes depending on the webpage being viewed. Therefore, products might look fine when their image is small but could become blurred when larger previews are considered.

CREATING THE PERFECT PRODUCT

Continued...

7

THE IMPRINT AREA MUST BE EITHER SQUARE OR RECTANGULAR

Please note that this only relates to the imprint area itself, not the shape of the branding. For example, a circular logo can still be printed inside a square branding area. Additionally, where possible the print area should be shown face on. This will help to ensure that the image is not warped when previewed on the website.



8

A DUPLICATE IMAGE WITH A DOTTED LINE TO SHOW IMPRINT AREA

This will help to make sure that the branding area that is shown on the website is correct.



9

PRODUCT PRICING

The price displayed for the product must be the base price of the product and should include the cost of either a one colour or full colour print alongside the origination costs and any additional charges.

10

THE BACKGROUND FOR EACH IMAGE SHOULD BE TRANSPARENT

The presence of a background can affect the clarity of the image and will also have implications for the styling of the site.

Equally, the image quality can be affected. Where possible, the background should be omitted.

