

2022

# style guide





# General image requirements

Great products also need suitable product images. Our style guide shows you what requirements we have for product images.

Products whose product images do not meet our requirements cannot be offered through our marketplace. All images must present the product correctly, authentically and advantageously. Only the product that is offered for sale may be presented.

# The cover image

- The cover image is the main image and it is displayed on the category pages, so it is particularly important
- Suitable cover images are cut-outs, professional models and "hollowman" shots.
- The background should be white or in a neutral and not too strong colour tone
- The product must not be displayed too small and must be in the centre of the image
- Neutral, without separate logo of the brand or shop
- High quality and good pixel resolution







## Additional images

Products should be shown from as many perspectives as possible so that customers can get a good impression.

You are welcome to use the additional images for details and applications.

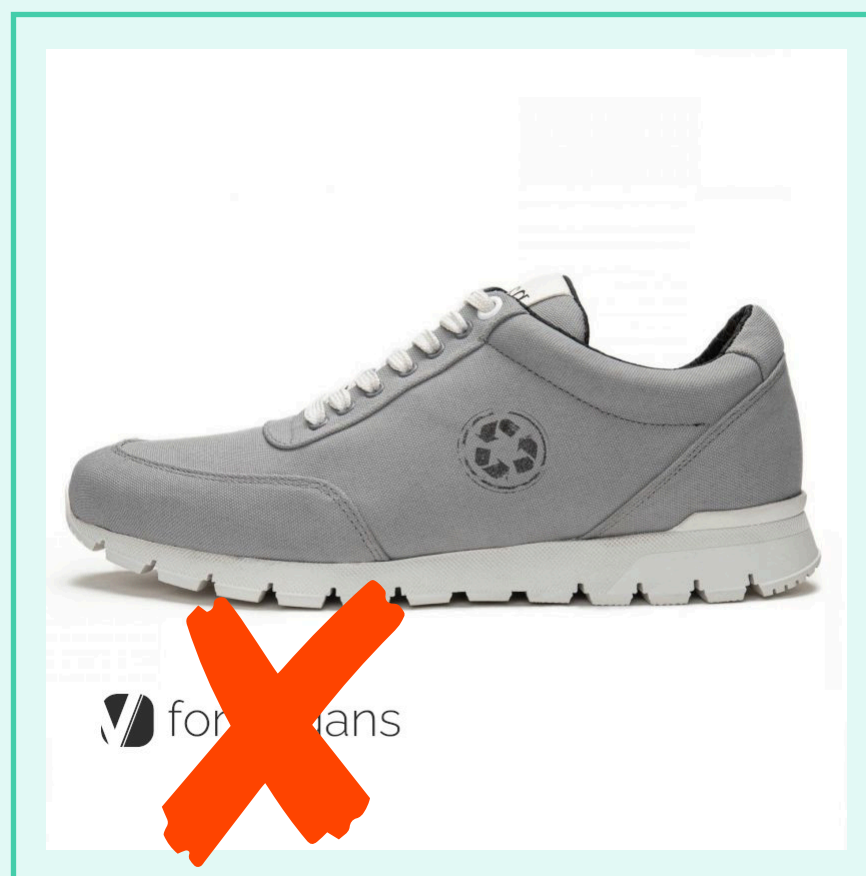
A neutral background is still advisable, but no longer absolutely necessary.

Model pictures are a good addition.



## How images should **not** be

- Clothes should not be lying
- Clothes should not be on hangers
- Dolls and mannequins are not to be used



## Addition of pictures and drawings

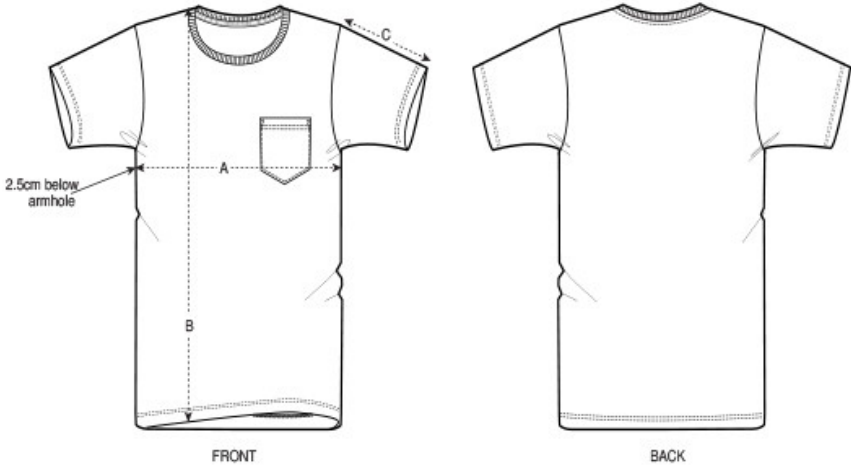
- No added logos
- Texts in images are not allowed
- No drawings



# Exceptions:

Size charts and technical drawings, product-relevant explanations and (quality) seals are permitted as a last image.

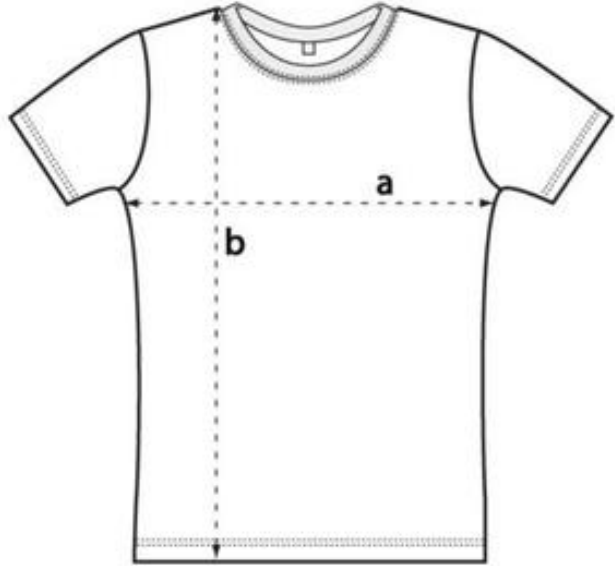




FRONT

BACK

SIZES	XS	S	M	L	XL	XXL	
A	Half Chest	46	49	52	55	58	61
B	Body Length	66	69	72	74	76	78
C	Sleeve Length	19.5	20.5	21.5	22.5	22.5	23.5



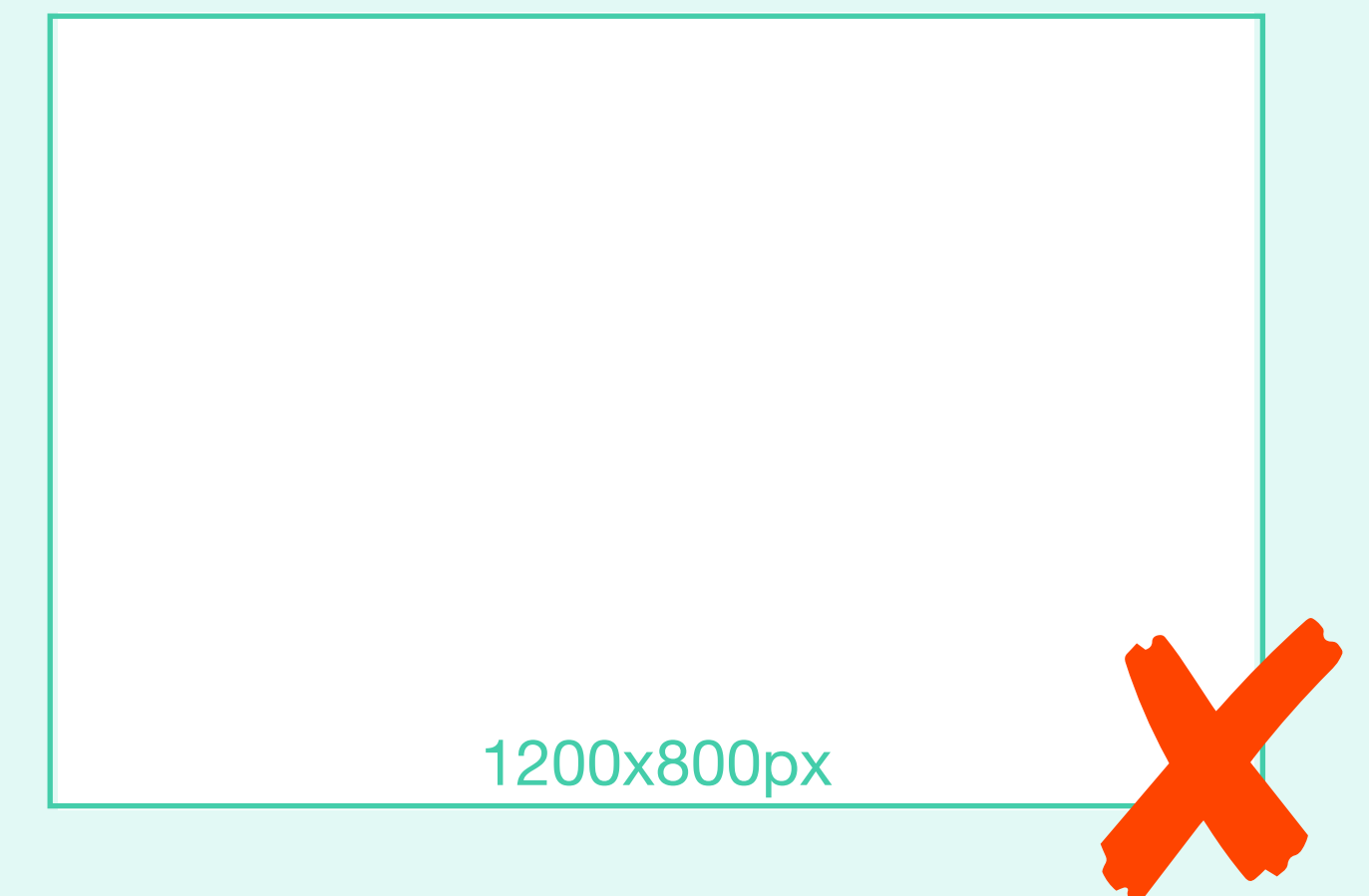
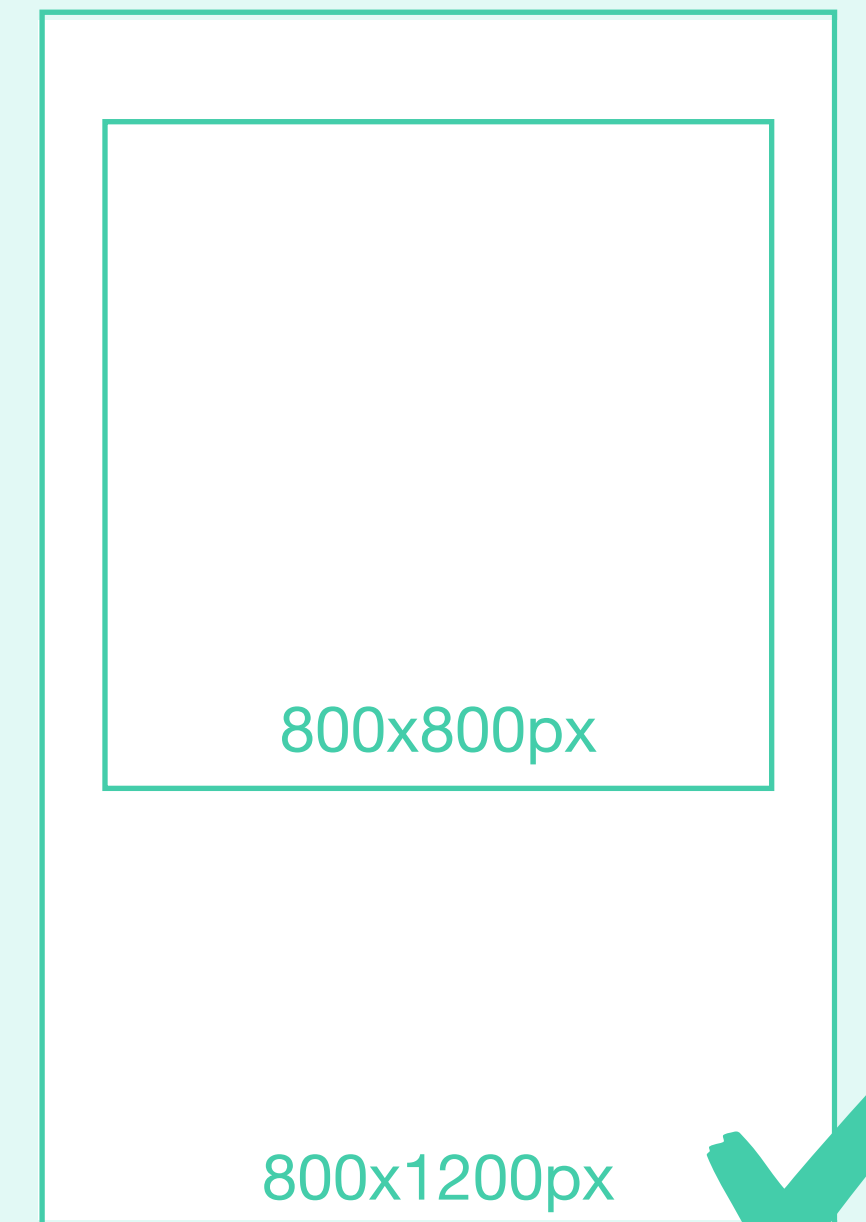
	S	M	L	XL	
a	18 46	19 48	20 50.5	20 3/4 53	inch cm
b	26 66	27 68.5	28 71	29 73.5	inch cm

## Quality, format, size and file types

- Images should be square, minimum 800 x 800 pixels

Images in portrait format should have a maximum aspect ratio of 1:1.5, with a minimum width of 800 pixels (e.g. 800 pixels wide, 1200 pixels high). Our recommendation: Width of at least 600 pixels

- Portrait images over 1:1.5 will be cropped by us and may not be displayed
- Pictures in landscape format are **not** accepted
- We accept the file formats JPEG (.jpg), WebP (.webp) and PNG (.png)



# You got questions?

send us a mail to [support@for-vegans.com](mailto:support@for-vegans.com)

chat to us via the vendor dashboard

Or click on the same button right here

Contact support

