

**General demands:**

- Each article has to be presented with its own unique image (with an article with a “red shirt” description, there should be an image of a red shirt and not an image of a blue shirt).
- Images should be of a professional quality.
- Do not “blow up” images to meet the criteria unless the image is suitable for it. On the right an example of a poor image that has become blurry after upgrading.



**Product images**

- File format: only TIFF or PNG.
- Resolution: at least 300 dpi.
- Width/height: at least 1000 pixels on one side (e.g. 1000x682).
- Execution: free standing on transparent background.
- The product must at least fill 75% of the image.



- A. Image is not free standing (due to shadow) and doesn't have a transparent background.
- B. Product does not fill 75%, is free standing, but has no transparent background.
- C. This image meets the specifications (black pattern shows transparency).

**Ambience images:**

- File format: only TIFF or PNG.
- Resolution: at least 300 dpi.
- Width/height: at least 2000 pixels on one side (e.g. 2000x1365).

**Logos**

- File format: only TIFF or PNG.
- Resolution: at least 300 dpi.

- Width/height: at least 1000 pixels on one side (e.g. 1000x682).
- Execution: free standing with transparent background.
- With logos and icons the least amount of white around (crop).

**Icons:**

- File format: only TIFF or PNG.
- Resolutie: at least 300 dpi.
- Width/height: at least 300 pixels.
- Execution: free standing with transparent background.

