Dear Partner,

We welcome you in a place, where you will find set of advice, which can help you to better present your offer. We want your photos to look as good as possible, so for that reason we have prepaped set od tips and tricks, which will help you choose right photographs for your offfers.

Here, you'll discover what kinds of photos perfectly match our style, as well as learn about the technical requirements that ensure the high quality of published materials. Our goal is to keep our website cohesive, aesthetic, and visually appealing, so we greatly appreciate your collaboration. If you have any feedback or need further information, please feel free to contact us at partner@modivo.com. We'll be happy to answer any questions you may have.

Thank you for helping us create a beautiful and welcoming online space. Read our guidelines and enjoy creating content that will captivate our customers and help boost your success!

Best,

MODIVO Team

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Basic technical requirements

- Photo aspect ratio: **3:4**

- Maximum file size: **10MB**

- File format: **.jpg .png** or **.webp**

- Dimensions: **2048 x 1536 ppx**, **72 dpi**

- Color profile: **sRGB IEC61966-2.1**

- Background: white/gray, close to color #efefef

Requirements – Clothing

- Studio photos on a model or ghost mannequin packshot

- Balanced proportions between the product and the background

- Natural model in natural poses with subtle makeup

- No visible vulgar or offensive words on the product

- Even lighting without overexposure or color washout

- First images must show the front and back of the product

- Unisex products must feature two models of different genders in each product shot.

FAQ

What should not be included in the photo?

- Your own logo or brand logo
- Text
- Graphics (e.g. prints)
- Logo next to the size chart

How many photos can I add to the offer?

- A minimum of 3 photos is required

What background should the offer have?

- Solid color

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- Gray or white, in warm tones: #fofofo, #eeeeee, #f2f2f2, #f1f1ef
- Balanced proportions between the product and the background
- The model should not be pasted onto the background

What model should look like?

- Natural poses
- Subtle makeup
- Appearance that aligns with the presented brand

What are lighting requirements?

- Soft, gentle light
- No harsh contrasts

DOs&DON'Ts

In this section, you'll find a set of guidelines with visual examples that should be followed.

By applying these tips, you'll enhance the appeal of your offer and increase your chances of making a sale!

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BACKGROUND

Use a warm white or gray background – here are some sample tones you can use: #fofofo #eeeeee #f2f2f2 #f1f1ef.

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FRAMING

Do not crop the model's figure or face in unflattering places.

DIMENSIONS

Ensure the photo has the correct dimensions to avoid the appearance of white "borders.

STUDIO-LIKE QUALITY

We all enjoy admiring photo shoots in beautiful locations or with special arrangements, but they can distract from the product. **When uploading photos to the site, make sure they have a studio-like quality to give the products the best exposure**. Creative-themed photos or outdoor shoots, on the other hand, work great for your marketing campaigns.
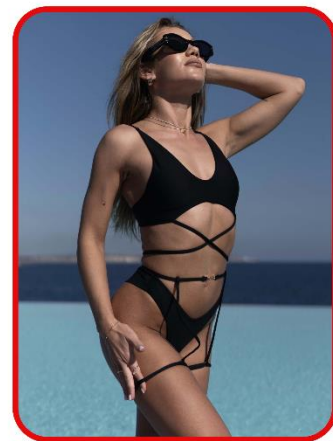
POSE

When working with models, ensure they strike natural poses – this will help the customer accurately assess how the item looks on the body.

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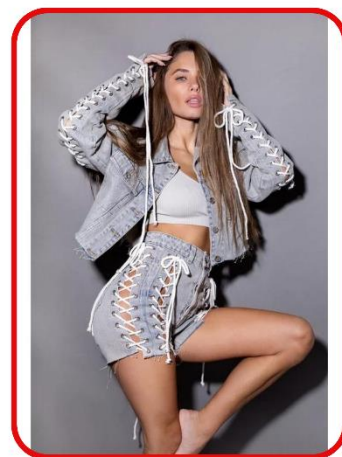
GRAPHIC ELEMENTS

Do not include the brand's logo or any additional graphic elements in the photo.

PACKSHOT

Take product photos in ghost mannequin style – this will better showcase your assortment.

MULTIPLE PRODUCTS

Make sure that only one product is present in the photo to avoid confusing the customer.

UNDERWEAR

Photos must not be vulgar or display, for instance, nipples.

INSPIRED PRODUCTS

We all enjoy admiring the works of top designers. However, let's remember to draw inspiration from them rather than copying their designs.

At the same time, we want to remind you that selling counterfeit products is illegal. You can find more information on this topic on the websites of the relevant authorities- the Patent Office, the Office of Competition and Consumer Protection, oraz the European Union Intellectual Property Office.

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HANDBAGS

When photographing handbags, make sure to capture the entire item, a close-up of the details, and a shot from the back.

TIP: Including a photo of the bag with a model increases your chances of making a sale.

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FOOTWEAR

Remember to position the photographed footwear facing to the right and centered in the frame. The first product photo should show the shoe facing right, while the second should feature both shoes angled.

ACCESSORIES

When presenting various accessories, remember to use a solid background and include close-up shots of the details.

JEWERELLY

When buying jewerelly online, we care to see how it looks in detail or how it presents itsefl while wearing. Provide solid background, detail photo and show product in use.

Avoid providing images with colorful background, in packaging, on mannequins or those on which product is not visible.

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you & me

A little gift to make you smile.

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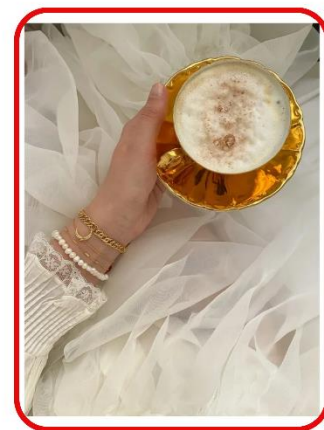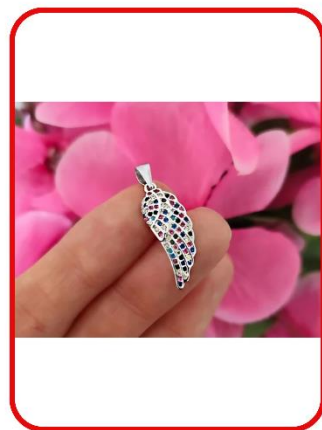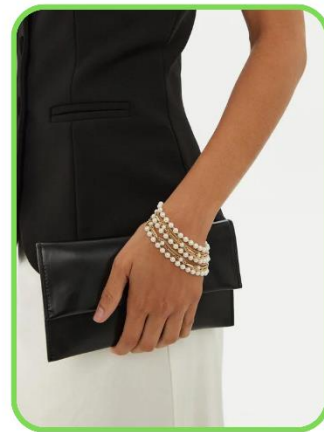
HOME DECOR

When photographing products from this section, pay attention to accurately showcasing the item in a studio-like manner. Focus on ensuring that the photos best reflect what is included in the offer, so that buyers have no doubts about what they are purchasing.

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