

# SEAFOLLY

## IMAGE SPECIFICATION

**FORMAT** JPEG (.jpeg/.jpg)

**FILE SIZE** Maximum individual image file size of 4MB

**DIMENSION** 1600px (w) x 2216px (h) pixels

**RESOLUTION** 300dpi High Resolution



Grouped/Set Image



Configurable Image

# IMAGE NAMING CONVENTION

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## CONFIGURABLE PRODUCTS

- File names for product images must include the *style number*, *colour*, order

**style number** — **colour** — **order** .jpg

- Configurable products will include the cropped image and the full body image.
- Order needs to be given as a sequential numeric (1, 2, 3, 4...)

IMAGE ORDER SUFFIX		
First image (hero)	_1	Front Crop (Top)
Second image	_2	Back Crop (Top)
Third image	_3	Front Full Body
Fourth	_4	Back Full Body
Additional images	_5, _6, _7....	

- Style numbers and colours must exactly match those of the product on AP21.

Mapping:

**style number** — **colour** — **order** .jpg

30501-100\_black\_1.jpg

30501-100\_black\_2.jpg

30501-100\_40054-100\_black\_3.jpg

30501-100\_40054-100\_black\_4.jpg

## Colour Coding Matrix:

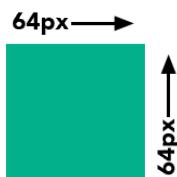
COLOUR NAME	
No Colour	Blue
Black	Purple
Grey	Red
White	Pink
Brown	Yellow
Beige / Khaki	Orange
Green	Peach
Aqua	Miscellaneous / Multi
Indigo	

## Colour Swatches:

Seafolly sometimes uses custom colours such as Moss, Spice, Rose Pink. However, for website purposes all colours will be mapped to colours from the basic colour matrix.

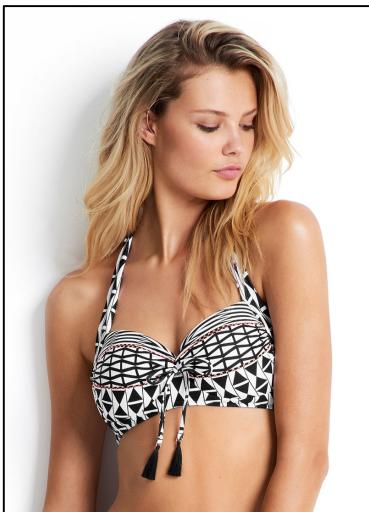
- Moss → Green
- Spice → Orange
- Rose Pink → Pink

And the swatch image name will use the basic colour (i.e. green.png)



green.png

Front Crop



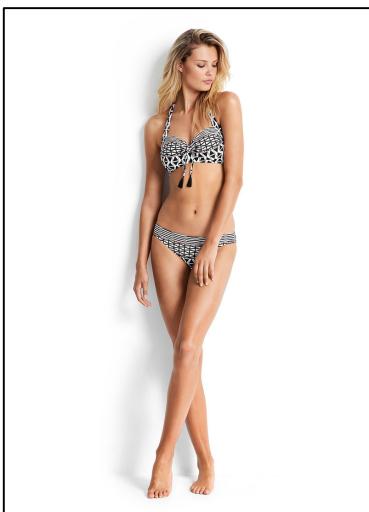
30501-100\_black\_1.jpg

Back Crop



30501-100\_black\_2.jpg

Front Full Body



30501-100\_40054-100\_black\_3.jpg

Back Full Body



30501-100\_40054-100\_black\_4.jpg

- Full body image always includes style code for both pieces even when uploaded with the configurable product.

## GROUPED PRODUCTS / SETS

- File names for product images must include the two configurable style numbers, colour, order.

style number — style number — colour — order .jpg

- Sets will only require the full body image.

Example Images:

FRONT



BACK



30501-100\_40054-100\_black\_3.jpg

30501-100\_40054-100\_black\_4.jpg

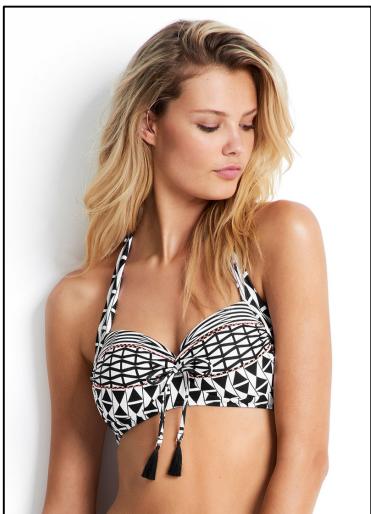
## PRODUCT TYPES

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Full body images for all product types are the same however the crops are slightly different.

### SWIMWEAR – BIKINI TOPS

Front Crop



Back Crop



- Bikini tops are typically cropped from above the head and stops just above the belly button.  
It is important to try and fit the whole piece in the image.
- The back image needs to be cropped proportionately the same as the top.

### SWIMWEAR – BIKINI BOTTOMS

Front Crop



Back Crop



## SWIMWEAR – ONE PIECES

Front Crop



Back Crop



- One pieces are cropped from above the head and stops just below the crotch. It is important to try and fit the whole piece in the image.

CLOTHING / OVERSWIM

Front Crop



Back Crop



Front Crop

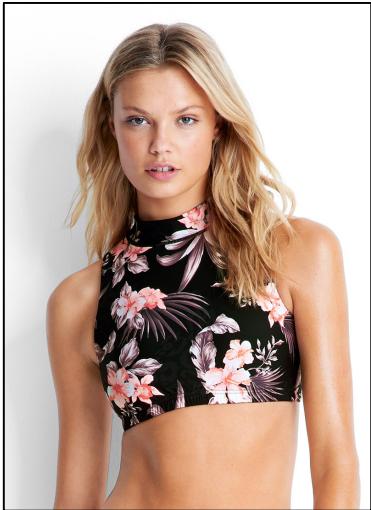


Back Crop



## ACTIVE WEAR - TOP

Front Crop



Back Crop



## ACTIVE WEAR - PANT

Front Crop

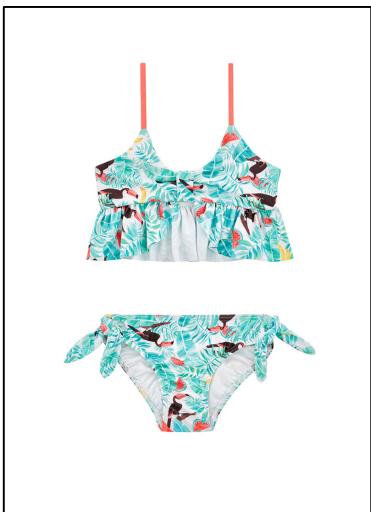


Back Crop



## GIRLS

Front



Back



- Girls images don't have full body shots. Tops and bottoms always get sold together so you only need a front and back image.

## GREY BACKGROUND FOR EXTERNAL USE

Front



Back



Ghost Image



- In some cases, for external use such as Zalando, images need to be saved with a grey background.
- Grey #F6F6F6