

Zale Corporation Photography Standards

Vendors – Please adhere to these standards when submitting your own images.
If your images do not meet up to these requirements, please submit photography samples instead.

❖ Sizing.

- ✓ The ideal size and quality are 2000 x 2000 pixels at 300 dpi/ppi.
- ✓ The minimum acceptable quality is 400 x 400 pixels at 72 dpi/ppi. A cropped square at this size is ideal.

❖ Background.

- ✓ White background with drop shadow.
- ✓ Please send a layered file.

❖ Contrast.

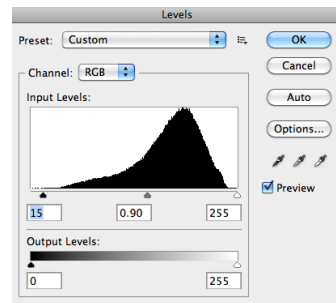
- ✓ Make sure the product is defined.
- ✓ Create facets with contrast to give the stones dimension.
- ✓ Adjustment – move black point until it reaches information on the histogram.



Good Contrast



Not Enough Contrast



❖ Positioning.

- ✓ Important to include alternate views of the item, if possible.
- ✓ Below are examples by jewelry type.

Rings – Note that diamonds must have facets, and not a “frozen milk” look. We really prefer more of flat or slightly angled main image, then an alt view of the side and / or higher angle.



Main Image



Alternate 1



Alternate 2



Alternate 3

Zale Corporation Photography Standards

Bracelets



Main Image



Alternate 1

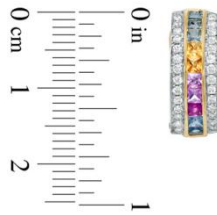


Alternate 2

Earrings



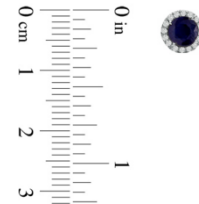
Main Image



Alternate 1



Main Image



Alternate 1

Necklaces/Pendants – Please include some of the chain in the image.



Main Image



Alternate 1



Main Image



Alternate 1



Main Image



Alternate 1



Main Image



Alternate 1

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Sets – When the set is comprised of a necklace and earrings, please shoot the main image as below, with pendant on left, and earrings to right.



Main Image



Alternate 1



Alternate 2

Charms – For the main image, show the completed bracelet. For the alternate shot, choose a charm that represents the size and shoot with a ruler.



For further information or any clarification questions, please contact Brett Johnson, the manager of photography at bjohnso1@zalecorp.com.