LANDS’ END– DIGITAL ASSET SPECIFICATIONS Rev. 2/1/21

**MINIMUM REQUIREMENTS [Images & Videos]**

**Images must be professionally styled, lit, captured, and retouched**

**Image File Specifications:**

**Pixel Depth** = 2000 x 3000 pixels min (larger is fine)

**ColorSpace** = SRGB or Adobe RGB

**Aspect Ratio** = 2x3

**File Background** = White (255) no shadows

**File Format** = .tif or uncompressed JPG

**No Layers** = Flatten to background

A screenshot of a social media post

Description automatically generated

**Metadata in file IPTC Description Field**

(LE Style Number) - (Product Name)

(Product Color) - (Color Code)

(LE Product Category)

(Season)

Vendor supplied image / (vendor name)

***Example* text:**

518013 - Gabor Muir Sandal

Red Kombi Suede - YXO

CAT 56

SS20

Vendor supplied image / GABOR

**Accuracy:** Image must accurately represent the product

**Quality:** Product must be clear and in focus at 100% magnification

**Styling:** All product imagery is to be captured according to the Lands’ End-approved lighting, set and styling guides, and must include appropriate additional views (ALTs)

Refer to Lands’ End Style Guide provided

**Usage Rights:** Document Who (model) | When (length of time) | Where (channel specific rights)

**General Image Content Rules:**

**Image Review:** Incoming imagery to be reviewed by the Lands’ End Product Page Production & Digital Merchandising teams

**Identical Items with Multiples Sizes:** Require only one image (i.e. shirt that is offered in sizes XS-XL only needs one image submitted)

**No Added Graphics:** Including emblems, awards, badges, overlays, logos, watermarks, etc.

**Minimums:** Require ONE image for each color

Additional lifestyle, alternate images, details, features, etc. are acceptable

**Maximums:** No more than 8 images for each color

**Uploading Assets:**

**Upload to Portal:** Vendor is responsible for uploading assets into a vendor-specific portal in the Lands’ End Censhare DAM

A specific Vendor Login has been provided with the Digital Asset Delivery email

**Image Naming Requirements:**

**File Naming:** Should be divided into parts by underscores where applicable (see below chart)

Lands’ End style number

Season

Position of Image Identifier

Color Code

\*Please use all uppercase letters and no spaces in the name

**Style #:** Number must match exactly as displayed in the Lands’ End Merchandising System. Lands’ End to provide those numbers to Vendor.

**Season:** Lands’ End to provide a guide to this with the *Conversion Chart* (sent once LE processes data)

**Position of Image identifier:** Maximum images = 8

* **FF**: *Front view of image*
* **FB**: *Back view of image*
* **FS**: *Side view of image*
* **F1**: *Alternative view/lifestyle image*

**Color Naming:** Each image must contain a 3-letter color code representing the Lands’ End color name

If vendor can’t provide the LE provided data (Style #, color code), then we’ll need the following from the vendor in the name:

* + Vendor number
  + Vendor description
  + Vendor color name

**Example File Name:** LEStyle#\_Season\_Pos#\_ColorCode.tif

The following examples are the minimum requirements when assigning names to assets.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lands End Style #** | **Season** | **Pos #** | **Color Code** | **File Name (Pre-Assigned by Vendor)** |
| 123456 | Spring Summer 2020 – SS20 | FF Front (Spot 1) | FLO | 123456\_SS20\_FF\_FLO.tif |
| 123456 | Fall Holiday 2020 – FH20 | FB Back (Spot 2) | FLO | 123456\_FH20\_FB\_FLO.tif |
| 123456 | Spring Summer 2020 – SS20 | FS Side | BLU | 123456\_SS20\_FS\_BLU.tif |
| 123456 | Spring Summer 2020 – SS20 | F1 Alternative image | GRN | 123456\_SS20\_F1\_GRN.tif |

**Swatch Requirements:**

* Lands’ End website system requirement needs both a large swatch and small swatch for each style/color
* **Small Swatch**:
  + **Specs**: 70px x 20px
  + **Naming convention**: Style #\_ColorCode\_SS
* **Large Swatch**:
  + **Specs**: 500px X 750 px
  + **Naming convention:** Style #\_ColorCode\_BS

|  |  |  |  |
| --- | --- | --- | --- |
| **Lands End  Style #** | **Color Code** | **Swatch Type** | **File Name (Pre-Assigned by Vendor)** |
| 123456 | FLO | Big Swatch | 123456\_FLO\_BS.tif |
| 123456 | FLO | Small Swatch | 123456\_FLO\_SS.tif |
| 123456 | BLU | Big Swatch | 123456\_BLU\_BS.tif |
| 123456 | BLU | Small Swatch | 123456\_BLU\_SS.tif |

* **Recommendations when creating swatches**
  + Zoom in on product to represent the color
  + Create Large swatch first – then scale down to create the Small swatch