

Brand Imagery Guide

Key Concepts

Storytelling

Consumers are seeking brands that are authentic. Tell your story brand with beautiful images of your products and the artisans at work making them.



Making

The materials, processes and artisans that make the products are what buyers are interested in. Photograph in action and avoid posed photographs.



Lifestyle

Share your product story through curated and styled scenes. Lifestyle photographs are inspirational and may include people or environments.



Brand Image Specifications



Brand Image Specifications

Brand imagery is used to populate your Brand Profile, showcasing your Brand's story to the world. These can be

- Process images featuring the Makers, the community, materials and process; or
- Lifestyle images featuring styled product shots, collection shots and conceptual photography.

They must follow the following guidelines:

- Must be a mix of landscape and portrait format
- Reduce image size to : 700 px min; 1600 px max
- Must be below 1MB in size
- Must be in .jpeg format
- Not contain any logos or text
- Not be photo collages
- Share up to 10 images

Tips for Brand Imagery



Select images that show who makes your product and where it comes from.



Select images that showcase your range of product.



Select images that showcase your process.



Select images that showcase your materials and techniques.

Great Brand Imagery examples

