

Styleguide

2026



Images are **crucial** when it comes to purchasing a product. **High-quality images** can increase sales of your products by **up to 60%**.

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1. Formats

Please note the format information for the following elements:

- > Logo
- > Banner
- > Image sizes



1. Formats

1.1. Dimensions and pixel sizes Logo



Desired format:

- > Ratio: 2:1
- > Minimum pixel dimensions for logo: 180 x 90
(larger is welcome)
- > Logo format: SVG or PNG from 1000px

1. Formats

1.2. Dimensions and pixel sizes Banner



Desired format:

- > Ratio: 10:3
- > Maximum pixel dimensions: 3880 x 1164
- > Minimum pixel dimensions: 1940 x 582
- > Banner format: JPG, PNG

1. Formats

1.3. Dimensions and pixel sizes Image material

Images should be uploaded in **portrait format**. **Landscape format** images will not be accepted.



Desired format:

- > Ratio: 1:1,2
- > Optimal pixel dimensions from: 2560 x 3072*
- > Minimum pixel dimensions: 1000 x 1200
- > Auflösung mind.: 72 dpi
- > Minimum resolution: 50 MB
- > Formats: JPG, PNG, TIFF, WEBP

* only images of this size or larger are suitable for marketing by our team.



2. Correct Upload

Please note the following instructions for uploading image material correctly

- > Product images
- > Images for product variants
- > Order of images

Important: Please add all relevant images for each variant (colour/size) of your product, otherwise products cannot be activated.



> ‚Images for the product‘: Leave blank if there are several colour variants, with the exception of the size chart and the energy efficiency class for light bulbs, which is always inserted under ‚Images for the product‘.

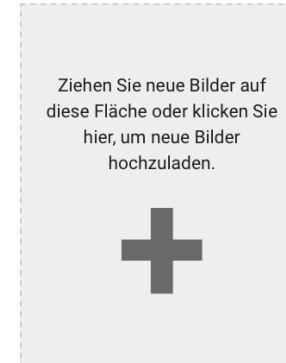
> Create colour variants individually under ‚Images for product variants‘

> The order of the images corresponds to the view on the website; determine the order by dragging.

Bilder für das Produkt

Tipp: Sie können Ihre Bilder hier per Drag-and-drop sortieren.

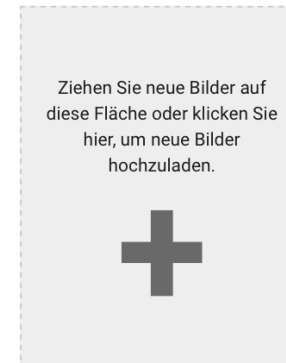
Kleid aus Leinenmix



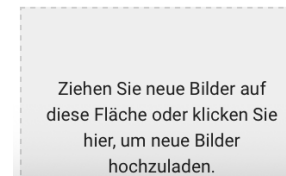
Bilder für Produktvarianten

Tipp: Sie können Ihre Bilder hier per Drag-and-drop sortieren.

Kleid aus Leinenmix (Grün, M)



Kleid aus Leinenmix (M, Rosa)



3. General image guidelines

The images must depict the product accurately and attractively.

The product to be sold must be the focus of the images.

Professional mood images are desirable (e.g. for placement on our homepage or in press releases).

Products that do not comply with our guidelines cannot be offered for sale.

Please therefore note the following requirements.



The image size should be adequate and the image material should be well lit.

We do not accept black and white photographs.

Products should occupy at least 80% of the available image area.

Please indicate the model's height and the clothing size worn by the model in the product description.

Our recommendation: Show both mood images and cut-outs so that customers can get a feel for the product and our marketing team can present your product optimally in various formats.



Example: Good image material

Mood image



Model image



Cut-out
(cleanly cut out)



Hollowman



4. Special cases

Please note the information on the following special cases:

- > Unisex products
- > Light source
- > AI-generated imagery



4.1. Unisex products

Since you assign unisex products to both a women's and a men's category, it is important that the first image shows a female model and a male model together.

Alternatively, use a cut-out image as the first image.

On the other images, you are welcome to show the product on a female or male model.

If you have any questions, please contact freischaltung@avocadostore.de.



Example: Unisex images

Model image both models



Model image individually



Model image individually



Rear view



Detail image



Detail image



4.2. Light Source

If you offer light bulbs, you are obliged to comply with the regulation on the labelling of light bulbs.

You are also obliged to indicate the energy efficiency class.

The last product image to be uploaded is one relating to energy efficiency. Please upload the image under “Image for the product”.



Example: Light source specification

The energy consumption label for light sources must show the following:

- > the energy efficiency class
- > the name of the make and model
- > the average consumption in kWh/h
- > A QR code that links to information about the model in the new EU product database.
- > EU Regulation Number



DAS ENERGIELABEL FÜR LAMPEN

- 1 Name des Herstellers und des Modells
- 2 Farbbalken zur Darstellung der Energieeffizienzklassen
- 3 Energieeffizienzklasse der Lampe
- 4 Stromverbrauch pro 1.000 Stunden
- 5 QR-Code führt zur Datenbank EPREL
- 6 Nummer der EU-Verordnung

Quelle: Europäische Kommission (energy labelling of products)

4.3. AI-generated imagery

AI-generated images offer many possibilities. However, there are a few points to consider.

Please ensure that commercial use of the images is permitted by the AI platform. Please also consider the rights of models.

Products are sometimes altered in AI-generated images. Be sure to depict products realistically.

It is also important to ensure that AI-generated model images look realistic.

For greater transparency, add a note to the product description stating that the image is AI-generated.



5. Good image material: Main image

The main image can be seen in the product preview and is the first image shown under the product details.

Ideally, the main image should be a mood image. Alternatively, we recommend a subtle, single-colour background in cream, beige, light grey or white.

The product should be the focus and clearly recognisable.

There should be no graphics on the main image, as this makes it unsuitable for marketing purposes.



Example: Good main images

Mood image



Model image



Cut-out



Hollowman



Position Main image

Product preview in category



LANIUS
Strickhose aus aus Bio-Merino-
wolle
249,90 €



LANIUS
Strickhose aus aus Bio-Merino-
wolle
249,90 €



-30%
LANIUS
Culotte aus Bio-Baumwolle
111,90 € UVP: 159,90 €
30-Tage Bestpreis*: 111,90 €



-30%
LANIUS
Marlenehose aus TENCEL Lyocell
118,90 € UVP: 169,90 €
30-Tage Bestpreis*: 118,90 €

Single product view



-30%

Marlenehose aus TENCEL Lyocell

LANIUS ⊕⊕⊕⊕⊕ Noch keine Bewertungen

Du sparst 30%
118,90 € UVP: 169,90 €
inkl. MwSt. (soweit erhoben)
30-Tage-Bestpreis: 118,90 €

Farbe: anthra melange



Größe: 42

34 36 38 40 **42**

1  In den Warenkorb 

Verkauf und Versand durch: LANIUS
Widerrufsbelehrung | Datenschutzerklärung | AGB | Impressum

Kostenloser Versand innerhalb Deutschlands
Retourebedingungen
Lieferzeit: in ca. 1-3 Werktagen

6. Good image material: More images

Show your product from different angles in the additional images and clearly illustrate how the product works.

This is especially important for textiles: show details such as the inner lining, seams, patterns, buttons or appliqués.

Size charts can be used as the last image.

You can upload up to 12 views – feel free to make use of this option.



Example: Good additional images

Model image of entire look



Model image detailed look



Cut-out



Material detail



Material detail



Mood image

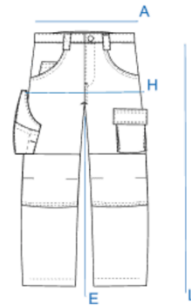


Size charts are possible as the last product image

Size charts are important so that customers shopping online can realistically assess which size fits them. In the best case scenario, this can help avoid impulse purchases and returns.



Jo Men Jacket	A	C	F	K
DE	Brustweite (cm)	Saumweite (cm)	Rückenlänge (cm)	Ärmellänge (cm)
S (44/46)	92	94	75,9	66
M (48/50)	100	102	77	67
L (52/54)	108	110	78,1	68
XL (56/58)	116	118	79,2	69
XXL (60/62)	124	126	80,3	70



BENN Herren Arbeitshosen	A	H	E	L
DE	Taille	Hüfte	Innenbeinlänge	Seitenlänge o. Bund
DE	cm / inch	cm	cm	cm
46	78 / 30	94	80	106
48 (94)	83 / 31	102	80 (+7)	106 (+7)
50 (98)	88 / 32-33	106	81 (+7)	107 (+7)
52 (102)	93 / 34-36	110	81 (+7)	107 (+7)
54 (106)	98 / 38	114	82 (+7)	108 (+7)
56 (110)	103 / 40	118	83 (+7)	109 (+7)
58 (114)	108 / 42	123	83 (+7)	110 (+7)
60	113 / 44	127	84	111
62	118 / 46	130	84	111

Images with infographics are possible as the last product image

Graphics can be used to illustrate product features and details. Please focus on these aspects when using graphics. We do not permit advertising messages. For further information, please refer to page 44.



Position additional images



Bowling Shirt

Rotholz

⚪⚪⚪⚪⚪ Noch keine Bewertungen

129,00 €

inkl. MwSt. (soweit erhoben)

Größe: S

- XS
- S**
- M
- L
- XL
- XXL

Farbe: Navy



1 [In den Warenkorb](#) [♥](#)

Verkauf und Versand durch: **ROTHOLZ**
Widerrufsbelehrung | AGB | Impressum

Versand- und Retourebedingungen
Lieferzeit: in ca. 1-3 Werktagen [v](#)

7. Good image material: By category

- > Shoes
- > Pullovers
- > Shirts
- > Trousers
- > Dresses
- > Bags & Backpacks
- > Furniture
- > Home textiles
- > Cosmetics
- > Decorative products



7.1. Shoes

- Centre
- Ensure correct order
- Avoid laces that stick out too far
- Show as many perspectives as possible



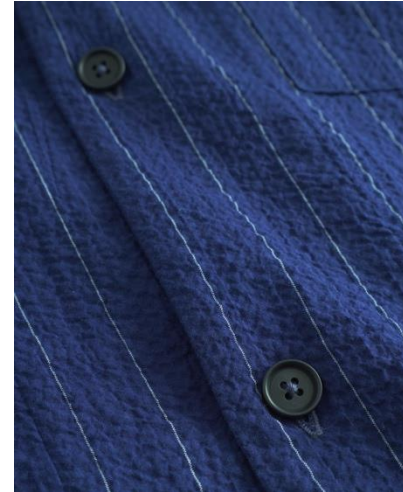
7.2. Pullovers

- Ensure that the shoulders and sleeves are even
- The waistband should be straight
- Preferably also show rear view
- Provide close-ups of materials and special features



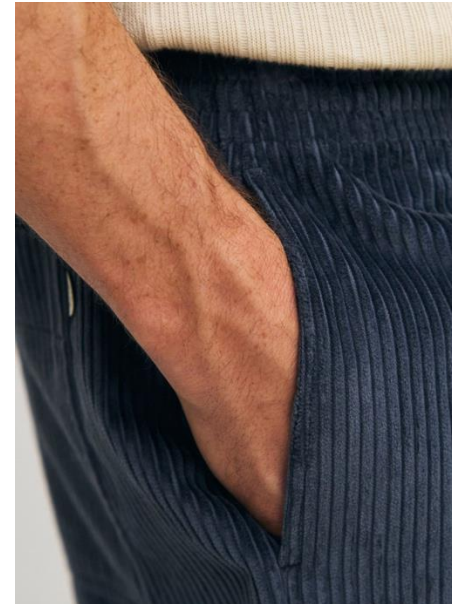
7.3. Shirts

- Show front and rear view
- Provide close-ups of collars, cuffs and materials
- Lifestyle/mood image as outfit inspiration



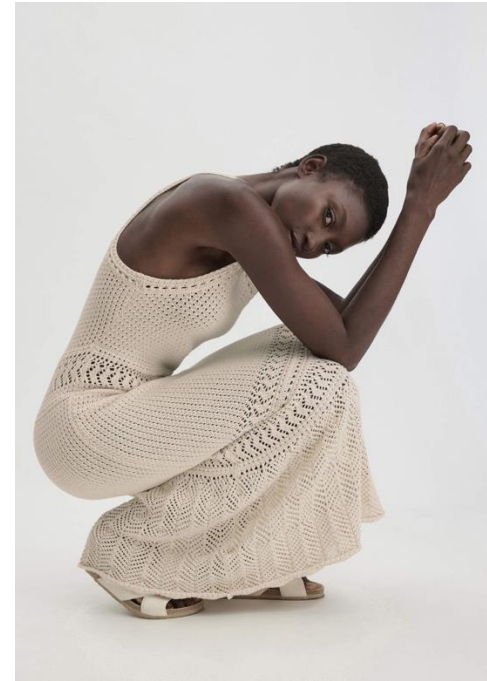
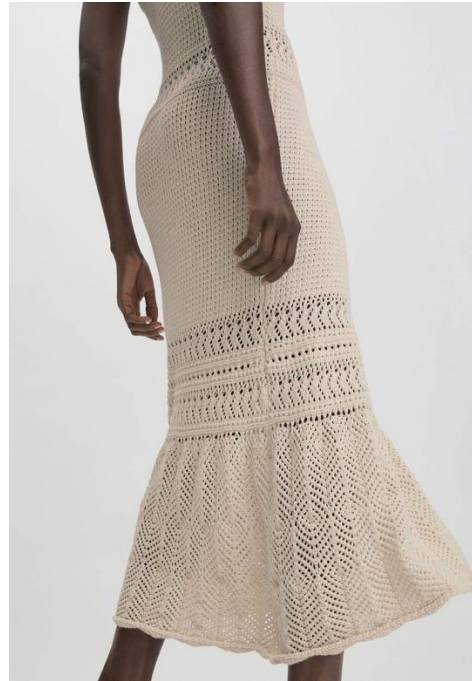
7.4. Trousers

- Show on a model if possible to demonstrate the fit.
- Create optimally symmetrical legs
- Show front and rear view



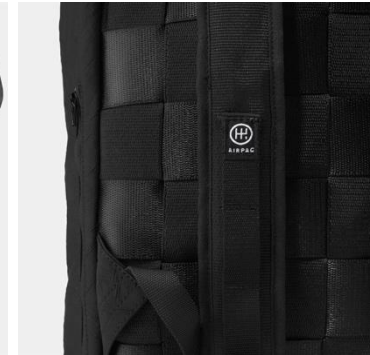
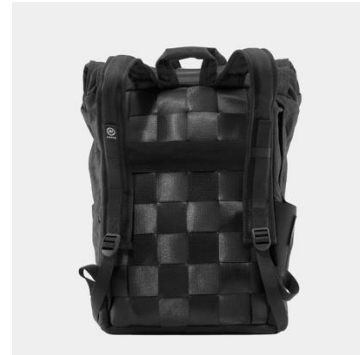
7.5. Dresses

- Show interior, front and rear views
- Provide close-ups of material, cuffs, buttons and other special features.



7.6. Bags & Backpacks

- Show front and rear view, side view, interior view (complete bag)
- Provide close-ups of material, fastenings, carrying strap
- Ideally, photograph on a model due to the size perspective



7.7. Furniture

- Used in bright, friendly settings
- Demonstrate functionality
- Show from all sides



7.8. Home textiles

- Show in use in bright, friendly settings
- Close-Ups on material
- Clear colour and motif recognition



7.9. Cosmetics

- Aesthetic presentation through set-up in soft colours, plants, etc.
- Show open and closed: primary packaging, secondary packaging, e.g. bottle and box, macro shots of the product (optional: texture swatch)
- Show in use, also for size comparison (e.g. in your hand)
- Lifestyle/mood image (conveys brand value and mood)



7.10. Decorative products

- Use in the room: Mood image, for size comparison
- Close-up (surface, pattern, material)
- Side view, perspective
- Exempted overall view
- Optional: Packaging



8. Images we reject

- > Reclining & hanging (with exceptions)
- > Gloomy, garish backgrounds (see explanation)
- > Collages and multiple product variants in one image (see explanation)
- > Group photos (with exceptions)
- > Drawings, logos, texts (with exceptions)



We also reject:



Objects in front of the face



Poorly lit, unprofessional images



Accessories not included



Images showing only labels



Unrecognisable persons



Product is smaller than 80% of the image area



Image showing only the packaging



Image borders or frames

8.1. Reclining & hanging

Not welcome:

Reclining



On a coat hanger



- > Similarly, clothing must not be depicted on mannequins or hangers.
- > **Exception:** For children's fashion, flat lay images are permitted. However, the same rule applies here: no children's clothing on mannequins, hangers or hangers that have been retouched afterwards.

8.2. Gloomy or garish backgrounds

Not welcome:

Gloomy coloured background



Brightly coloured background



- > A dark, busy or very bright background is not desirable, as it does not fit well with the overall view of the categories and is therefore not suitable for our marketing purposes.
- > **Instead**, we recommend a calm, bright, clean background to present your product in the best possible light for marketing purposes.

8.3. Collages, several product variants

Not welcome:

Multiple views



Multiple colours



- > Multiple product views in one image are not desirable.
- > Each colour variant of a product must be shown as a separate image.
- > Only images of variants on offer may be displayed.
- > Multiple colour variations in one image are not desirable.
- > **Exception:** The colour variations may be shown together in the last picture.

8.4. Group photos

Group photos are generally not permitted – all products must be visible individually.

Exceptions:

- > The product is unisex
- > The products shown are sold as a set
- > The group photo is placed as the last image

8.5. Drawings, logos, texts

In general, no logos, watermarks, brand names, text, graphics, advertising messages* or seals should be added to the photo, especially not on the main image, as this will render the images unsuitable for marketing purposes on our part.

Exceptions:

- > Certain seals** or product-related declarations are permitted individually as the last image.
- > Graphical explanations of functions and product details on the last image (see page 25).
- > Size charts and technical drawings/flats are permitted as the last image.

*By advertising messages, we mean: calls to action (e.g. 'Buy'), promotional descriptions ("optimal", 'best'), special offers, overlays, barcodes, brand names or logos.

**We allow certain seals on the last image: GOTS, IVN Best, FairWear, Cradle to Cradle, Fairtrade, Cosmos, Natrue. For further information, please contact freischaltung@avocadostore.de.

If you have any questions, please contact:

freischaltung@avocadostore.de