B2B Administrator Guide

Media Assets

Media Asset Administration

The purpose of this guide is to provide an overview of the specific requirements and options for the following types of media assets:

1. [Product/Style Assets](#)

2. [Collections (*formerly* known as Custom Catalogs)](#)

3. [Online Assets](#)

4. [Dashboard Assets](#)

Each of these will be addressed in detail. When available, there will also be links to further information and additional documentation.

(e)

Product/Style Assets

Product Assets fall into two categories with various components:

1. Product Images:
- · [Primary/Hero Images](#)
- · [Alternate Images](#)
- · [Secondary Images](#)
- · Seasonal Images*
- · [Product Image Technical Specifications](#)

2. Product Videos:
- · Product Videos
- · [Video Technical Specifications](#)

Seasonal Images are an available option when images for the same style change between seasons. Should you wish to implement Seasonal Images please contact your PlumRiver Project Manager for information on this option.

Primary/Hero Images

Primary images *(also known as Hero Images)* are a **requirement** for every product/style. They are displayed site-wide and serve as the main image used in the printed Collections.
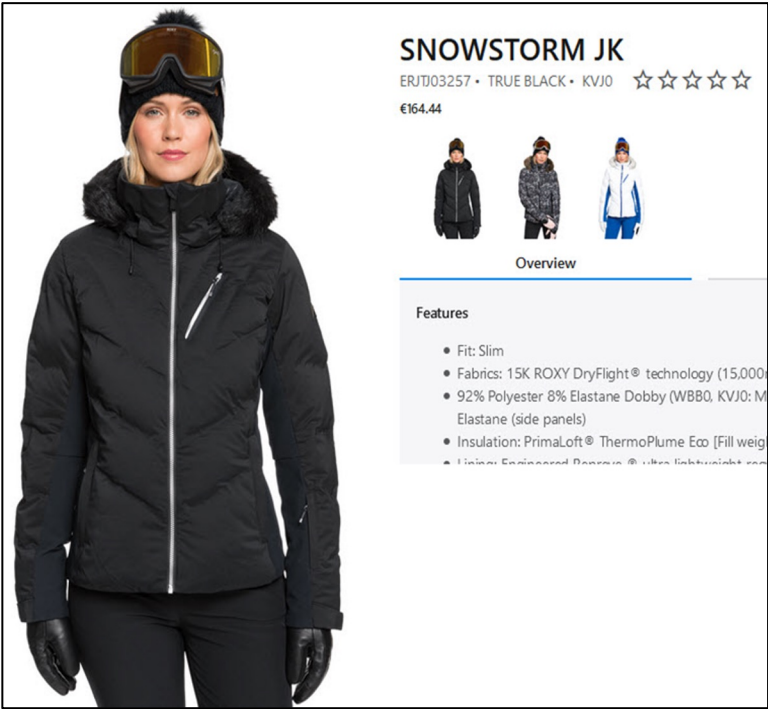

If a Primary Image does not exist for a product, a 'Missing Image' graphic is substituted until a product image is available.

(e)
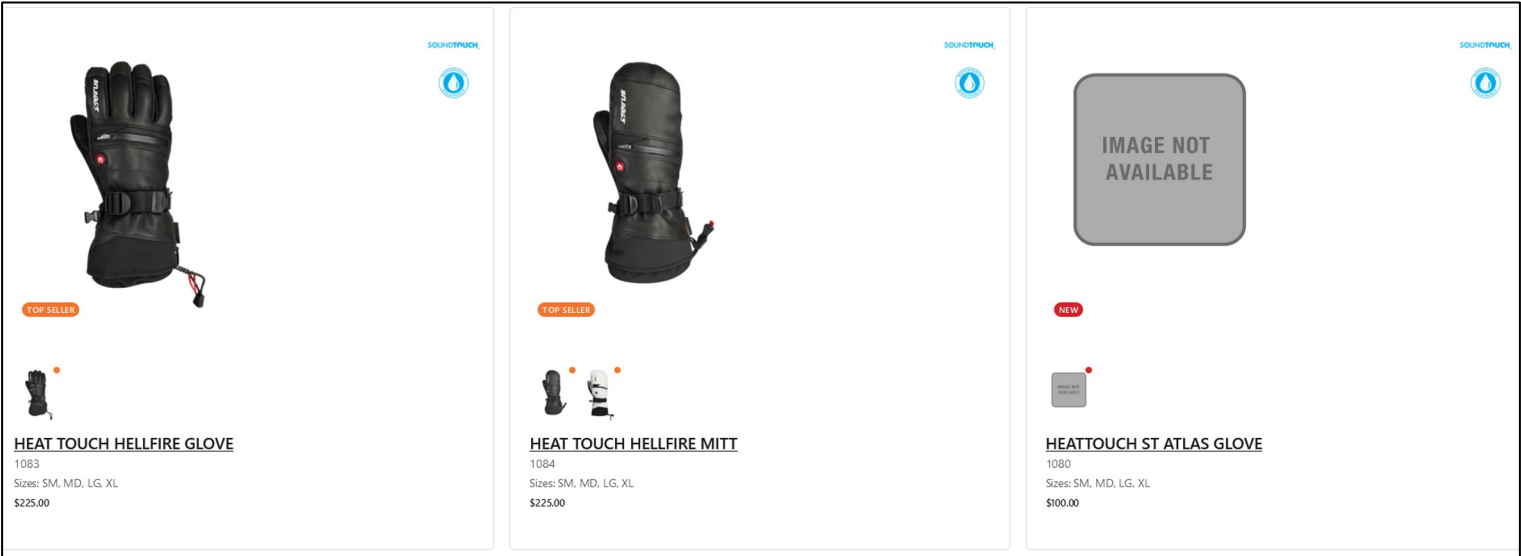
Alternate Images

Alternate Images display different views of the product/style *(i.e. front, back, on model)* and are optional. Alternate Images are only used on the site and not for printing in the Collections.

A "View Alternates" link displays on the product detail page when Alternate Images are available.
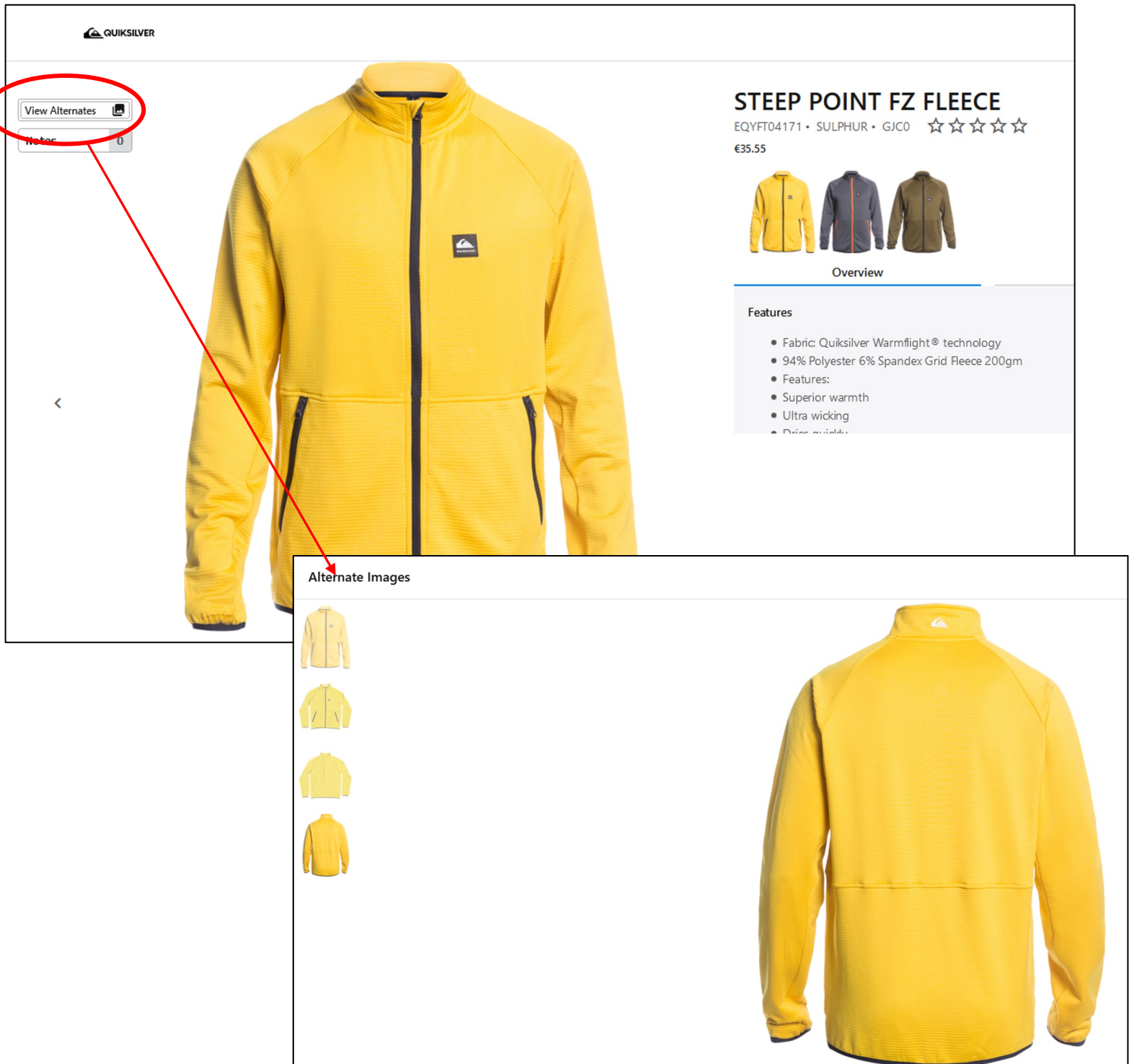
Secondary Images

Secondary Images are a special type of Alternate Image and are optional. They are used for identifying a product view that will be used in the printed Collections. Alternate Images are not generally printed in the Collections, but Secondary Images are the exception.

A product can have many Alternate Images but only one Secondary Image. In the image below the Secondary Images are circled in red.

On the site, Secondary Images are displayed on the Product Detail Page along with any Alternate Images.

Product Images Technical Specifications

Tech Spec	Requirement
Product/Style Number	This is the primary identifier for the product/style. This must match the product number in the products table.
Color	This is the color code. This must match the color number in the products table.
Image Type	This specifies the type of image: P = Primary S = Secondary Image *(for Collections)* A = Alternate Images
Image Number	A sequential number
Seasonal Code	This field only applies when Seasonal Images are utilized. *(Please contact your Project Manager for more information about implementing this feature)*
Size	1275 x 1515 px Minimum
Background	Transparent
File Type	PNG
FTP Location	/products/
File Naming Convention	ProductNumber_Color_ImageType_Number.png

Example	Example File Name
Primary Image for Style A7YN Color 1D7	A7YN_1D7_P_1.png
Alternate Image #3 for Style A7YN Color 1D7	A7YN_1D7_A_3.png

(e)

Product Videos

Videos are **optional**. A product/style can only be associated with one video. When available for a product, the video will display on the Product Detail page.

Tech Spec	Requirement
Product Number	This is the primary identifier for the product/style. This must match the product number in the products table.
Type	This specifies the file type: V = Video
Size	720 x 480 px or larger
Refresh Rate	1200+ kb
File Type	MPEG 4 + H.264 or MOV
FTP Location	/products/videos
File Naming Convention	ProductNumber_Type.mov

| Example	Example File Name
Video for product A7YN	A7YN_V.mov

Your Collections Assets

Assets are used during the generation of your Collections

These assets are specific to an individual Collection, should match the orientation of the associated Collection *(Landscape or Portrait)*, and should not include page numbers.
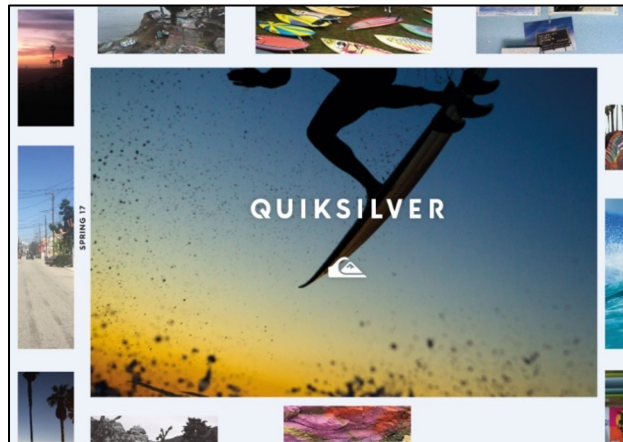
There are four asset types for the Collections:
1. Catalog Covers – Front & Back
2. Collateral Pages
3. Category Pages
4. Technology Icons

Collections are formerly known as Custom Catalogs
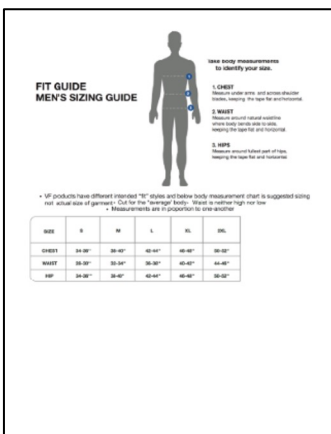
Collection Covers: Front & Back

Front Collection Covers are a **requirement**. They tend to be more graphical:

Back covers may be added to a Collections if desired, but they are **optional**. They are used in a variety of ways:

Collection Cover: FRONT Technical Specifications

Tech Spec	Requirement
Size	Portrait: 8.5 x 11 inches / 300dpi Landscape: 11 x 8.5 inches / 300dpi
Background	Non-Transparent
File Type	PNG *(Must **NOT** contain an alpha channel)*
Catalog Key	This is the primary identifier for the catalog
Image Type	This specifies the type of image: C = Front Cover
Name	This field is optional. Only alphanumeric characters are accepted. When utilized this field will display as the name of the asset in the Collections
FTP Location	/assets/catalog
File Naming Convention	Catalog_ImageType_ImageType[_OptionalName].png

Example	Example File Name
Front Cover for Catalog SS21	SS21_C.png
Front Cover for Catalog SS21 w/ optional name field	SS21_C_Spring21front.png

(e)

Collection Cover: BACK Technical Specifications

Tech Spec	Requirement
Size	Portrait: 8.5 x 11 inches / 300dpi Landscape: 11 x 8.5 inches / 300dpi
Background	Non-Transparent
File Type	PNG (Must **NOT** contain an alpha channel)
Catalog Key	This is the primary identifier for the catalog.
Image Type	This specifies the type of image: B = Back Cover
Name	This field is optional. Only alphanumeric characters are accepted. When utilized this field will display as the name of the asset in the Collections.
FTP Location	/assets/catalog
File Naming Convention	Catalog_ImageType_ImageType[_OptionalName].png

Example	Example File Name
Back Cover for Catalog SS21	SS21_B.png
Back Cover for Catalog SS21 w/ optional name field	SS21_B_Spring21back.png

(e)

Collateral Pages

Collateral Pages are available in the Collections and are **optional**.

Collateral Pages can appear in the front or back of the Collections

The front/back labels help group these assets in the Collections asset library. *Remember: users can sequence them in the desired order for Collections*

(e)

Collateral Pages Technical Specifications

Tech Spec	Requirement
Size	Portrait: 8.5 x 11 inches / 300dpi Landscape: 11 x 8.5 inches / 300dpi
Background	Non-Transparent
File Type	PNG (Must **NOT** contain an alpha channel)
Catalog Key	This is the primary identifier for the catalog.
Image Type	This specifies the type of image: P = Collateral Page
Image Placement	This designates whether the image should be included after the front cover, or before the back cover: F = Front *(after the front cover)* B = Back *(before the back cover)*
Image Number	A sequential number indicating the correct sequence in which these images should display. Single digits should be 0 padded.
Name	This optional field, when utilized, will display as the name of the catalog asset, in the Custom Catalog Builder. Please use only alphanumeric characters.
FTP Location	/assets/catalog
File Naming Convention	CatalogKey_ImageType_ImagePlacement_ImageNumber[_OptionalName].png

Example	Example File Name
Collateral Page for Catalog SS21 - Front Section	SS21_P_F_01.png
Collateral Page for Catalog SS21 w/ Optional Name – Back Section	SS21_P_B_01_Spring21fitguide.png

(e)

Category Dividers

Category Dividers are shown in the Collections along with cover pages. They are optional.

The catalog labels help to group these assets in the Collections asset library.

Category Dividers Technical Specifications

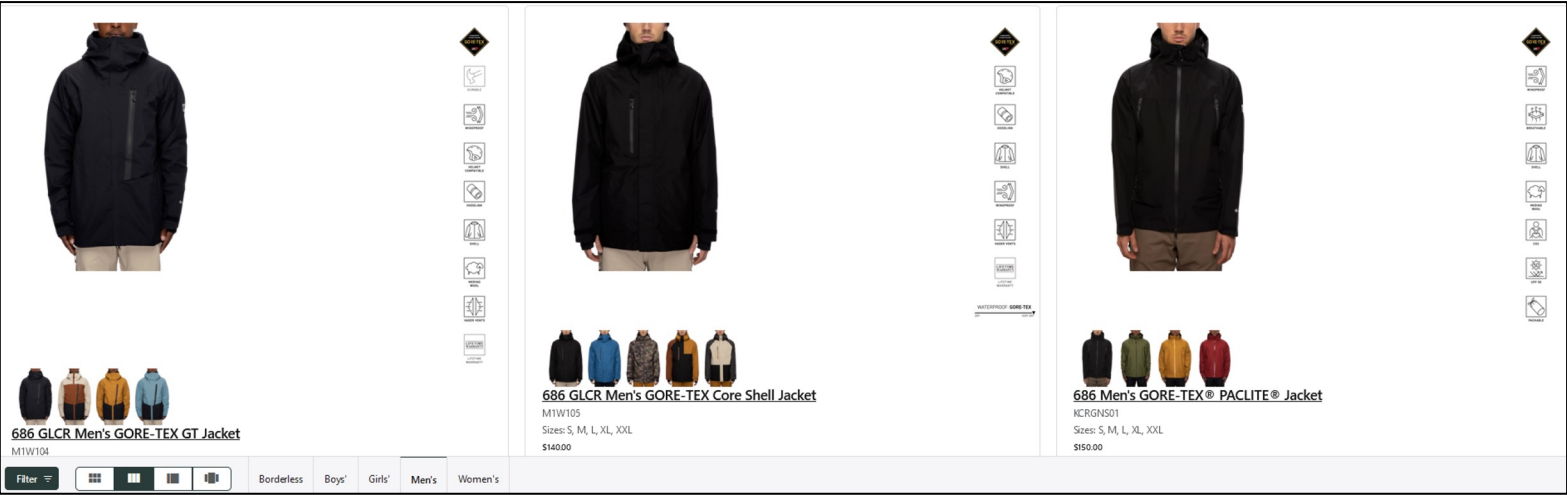| Tech Spec	Requirement
Size	Portrait: 8.5 x 11 inches / 300dpi Landscape: 11 x 8.5 inches / 300dpi
Background	Non-Transparent
File Type	PNG (Must **NOT** contain an alpha channel)
Catalog Key	This is the primary identifier for the catalog.
Category	The product category this image should precede, stripped of all non-alphanumeric characters and spaces. This should match the category in the product files.
Image Type	This specifies the type of image. D = Divider
Image Number	A sequential number indicating the correct sequence in which these images should display. Single digits should be 0 padded.
Name	This optional field, when utilized, will display as the name of the asset in the Collections. Please use only alphanumeric characters.
FTP Location	/assets/catalog
File Naming Convention	CatalogKey_Category_ImageType_ImageNumber[_Optional Name].png

Example	Example File Name
Divider for Catalog SS21 – Yoga Category	SS21_Yoga_D_01.png
Divider for Catalog SS21 – Yoga Category w/ Optional Name	SS21_Yoga_D_01_fitguide.png

(e)

Technology Icons

Technology Icons are pictorial representations of technologies or callouts that apply to a particular product *(i.e. GoreTex, Best Seller, etc)* and they are optional.
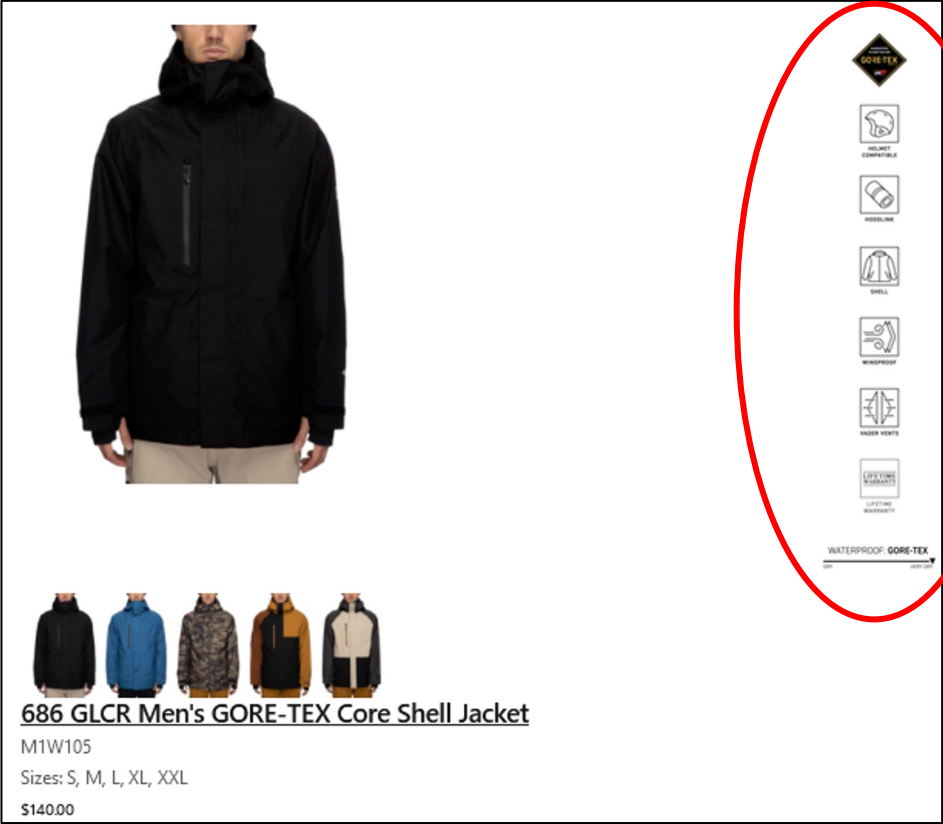
Technology Icons can be included in Collections PDFs and are also visible in the 3-up view of the Digital Catalog.

Technology Icons Technical Specifications

Tech Spec	Requirement
Technology ID	This is the primary identifier for the Technology ID
Image Type	D=Dark technology icon, optimized for light backgrounds
Size	300px Height, Variable Width
Background	Transparent
File Type	PNG
FTP Location	/assets/tech_icons
File Naming Convention	TechnologyID_ImageType.png

| Example	Example File Name
Icon for Best Seller	BestSeller_D.png

(e)

Online Assets

Online Assets are used to provide the user with an immersive brand experience.

There are several asset types that will be covered in this section:
1. Login Page Background Image
2. Brand Logo Images
3. Missing Images
4. Favicon Image
5. Catalog Tiles
6. View Catalog Landing Page Images
7. View Catalog Category Landing Page Images
8. View Catalog Technology Page Images

(e)

Login Page Background Image

The login page is the point of entrance to the Elastic platform. The login page background image is a **requirement**. The Customer Success Team can help you change this image on a seasonal basis.
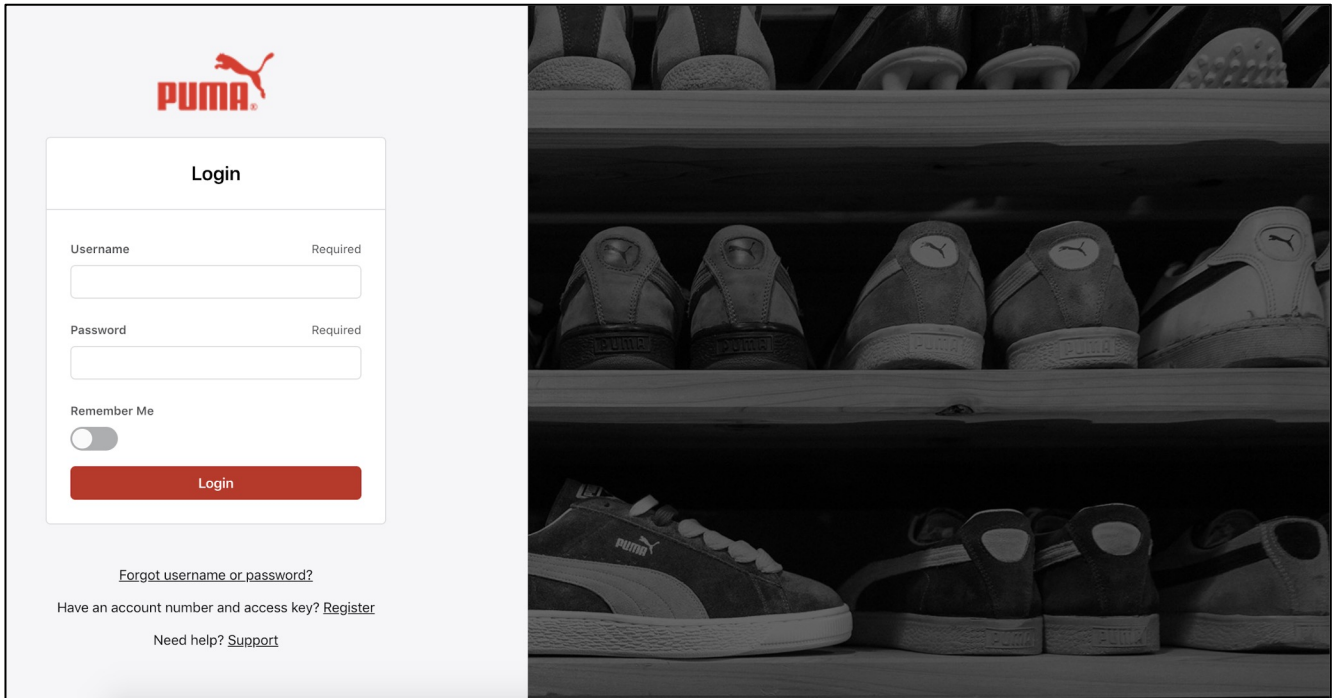
- The background image uses a cover effect. It is meant to work in a responsive design to support multiple device/screen sizes. Do not include text in the photo as it will not render properly on multiple device/screen sizes.

- The subject of the image should be centered to ensure it will remain in the middle of every screen and not cropped out of smaller screens.

(e)

20

Login Page Background Image Technical Specifications

Tech Spec	Requirement
Brand Name	The name of the brand that the image represents using only alphanumeric characters
Image Type	This specifies the type of image: BG = Background
Size	2100 x 1900 px Minimum 4200 x 3800 px Maximum
Background	Non-Transparent
File Type	PNG preferred / JPEG acceptable
Upload Location	Backend only, must open a Support Ticket
File Naming Convention	BrandName_ImageType.png

Example	Example File Name
Login page background image for the TNF website	TNF_BG.png

Brand Logo Image

The brand logo image is a **requirement** and will be displayed within the main navigation header and in other locations throughout the platform. Please use the following guidelines to ensure the best possible presentation of your logo.

Spacing	Less space around the logo will allow for the strongest presentation. Spacing around the logo should be as uniform as possible.
Color	Your logo will always be displayed on a white background in the system. A logo with colors and high contrast with white will look the best.
Orientation	Horizontal. Tall logos will render much smaller in the system.
Text	A logo without any copy, taglines or slogans will look best.
Format	.SVG is preferred. .ESP and .AI are also acceptable. If a vector file is not available, please use the following specifications: • PNG-24 image format, transparent background • Minimum width: 300 px **AND** Minimum height: 128 px • Maximum width: 600 px **AND** Maximum height: 300 px • Aspect ratio between 3:2 and 5:1 (wider than tall)

(e)

Brand Logo Image Technical Specifications

Tech Spec	Requirement
Brand Name	The name of the brand that the logo image represents, stripped of all non-alphanumeric characters and spaces.
Image Type	BL = Logo
Type	D = Dark
FTP Location	Backend only, must open a [Support Ticket](#)
File Naming Convention	BrandName_ImageType_Type.png

Example	Example File Name
Dark Logo Optimized for a Light background	Puma_BL_D.png

(e)

Missing Images

If a Primary Image does not exist for a product/style, a 'Missing Image' graphic is substituted until a product image is available.

TW PEBBLES VI
AROL100004
€7.11

TW TAHITI VI
AROL100005
€7.11

IMAGE NOT AVAILABLE

IMAGE NOT AVAILABLE

D TO THE SEA LOGO A
ARJL100962
€7.11

D TO THE SEA RECTANGLE
ARJL100963
€7.11

If desired, the default "Missing Image" graphic can be changed to a custom image that represents a brand or a product.


Picture coming soon...

(e)

Missing Image Technical Specifications

Tech Spec	Requirement
Size	375 x 445 px or larger with same aspect ratio
Background	Transparent
File Type	PNG
FTP Location	Backend only, must open a [Support Ticket](#)
File Naming Convention	Brand_missing.png

Example	Example File Name
Missing Image for Boardriders brand	Boardriders_missing.png

(e)

Favorite Icons (Favicon)

The favorite icon (favicon) is a **requirement**. It is displayed in the user's browser tab to help differentiate one site from another.
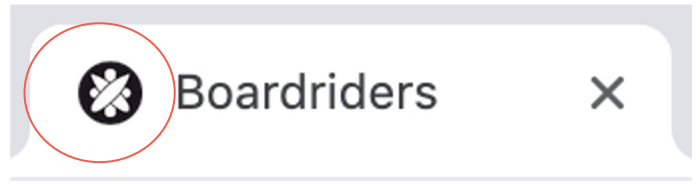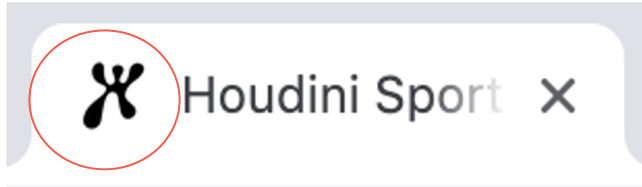
Tech Spec	Requirement
Brand Name	The name of the brand that this image represents stripped of all non-alphanumeric characters and spaces.
Image Type	This specifies the type of image: F = Favorite Icon
Size	16 x 16, 32 x 32 OR 64 x 64 px
Type	ICO
FTP Location	Backend only, must open a Support Ticket
File Naming Convention	BrandName_ImageType.ico
Example	Boardriders_F.ico

(e)

Catalog Tiles

The Explore page will have catalog "tiles" represented by individual catalog cover assets. In addition, the Catalog List page (when you click "Shop Now") will also have these catalog "tiles". These are optional. but strongly recommended. In absence of a catalog cover asset, a generic graphic will be displayed.

Tech Spec	Requirement
Image Type	This specifies the type of image: M = Catalog Tile
Size	800 x 1000 px
File Type	PNG
Image Number	A sequential number
FTP Location	/assets/online
File Naming Convention	Catalogkey_M_01.png
Example	SP21_M_01.png

Catalogs

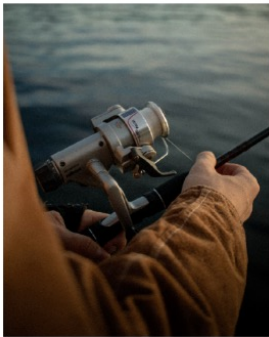Search Catalogs

ATS

| Timepieces At-Once | Cycle At-Once | Eyewear At-Once | Fashion Apparel At-Once | Fish Apparel Preseason 202X |

(e)

Catalog Landing Page Images

The Catalog Landing Page is <u>optional</u>. When utilized, it will be shown when the user selects a catalog in View Mode or when creating an order in Standard Mode. The Catalog Landing Page can introduce a seasonal brand message or story and are often represented as a digital "catalog cover".
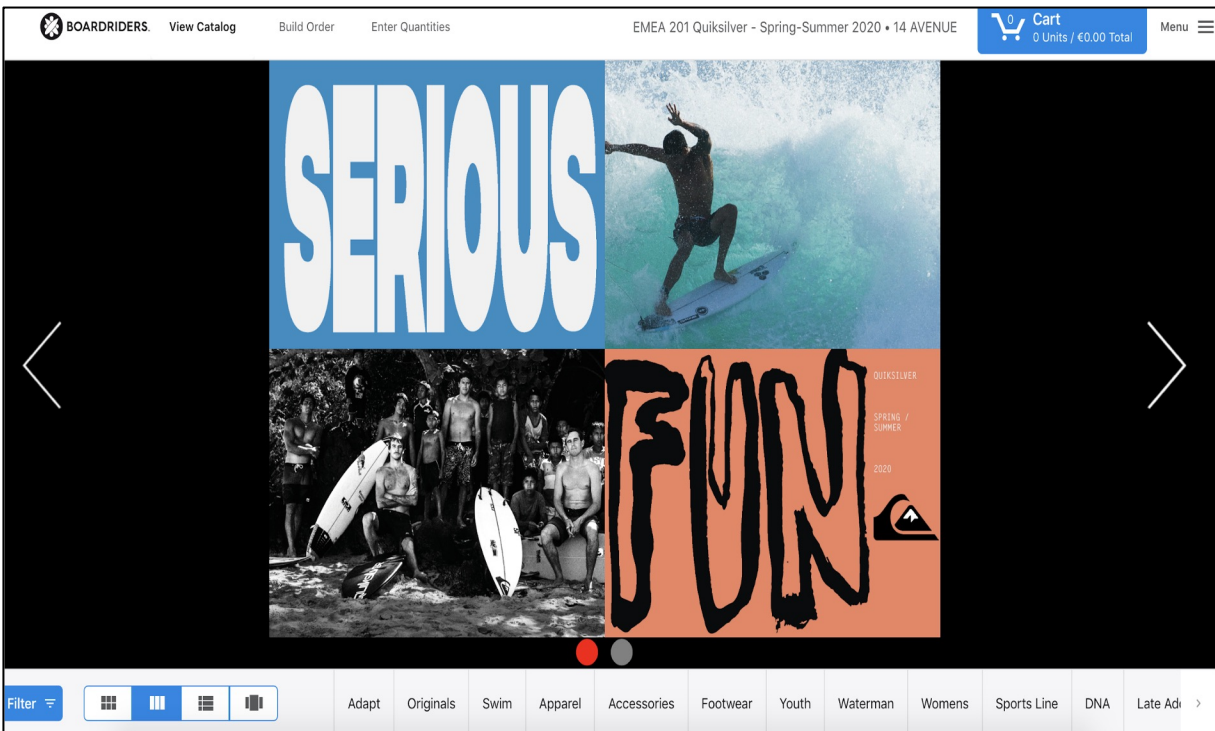
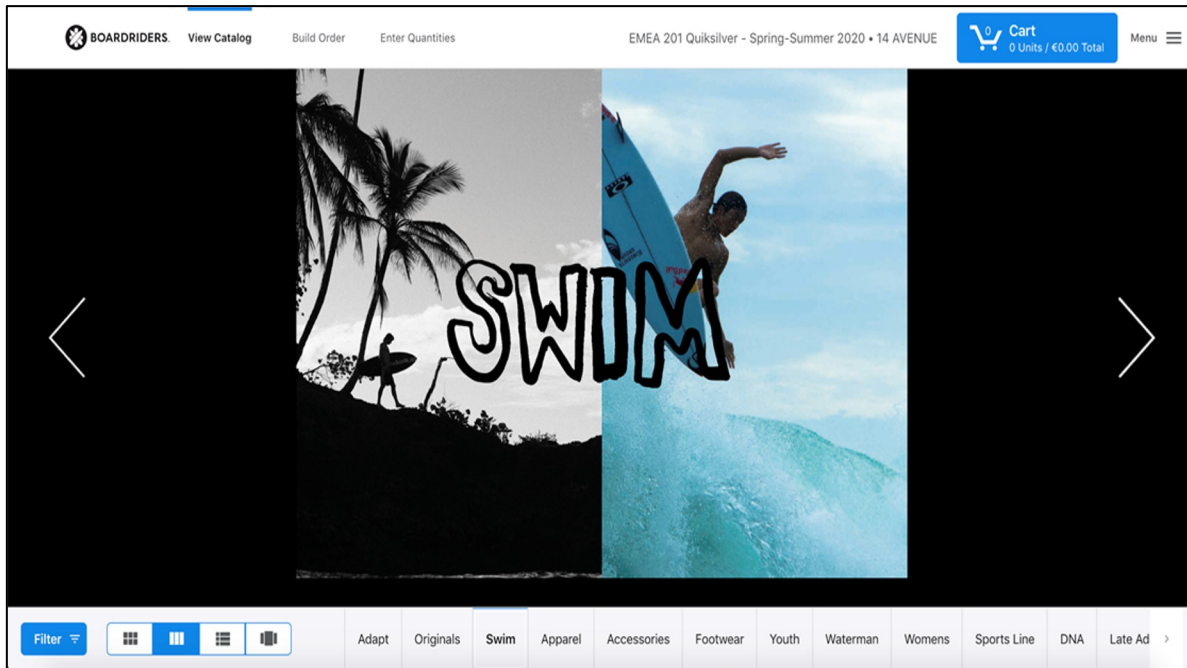# Catalog Landing Page Images Technical Specifications

Tech Spec	Requirement
Catalog Key	This is the primary identifier for the catalog
Image Type	This specifies the type of image: L = Catalog Landing Page
Image Number	A sequential number indicating the correct sequence in which these images should display. Single digits should be 0 padded.
Size	Width: 1820px / Height: 720px
Background	Non-Transparent
File Type	PNG
FTP Location	/assets/online
File Naming Convention	CatalogKey_ImageType_ImageNumber.png

Example	Example File Name
Landing page #1 for the SS21 catalog	SS21_L_01.png

(e)

Category Landing Page Images

Category Landing Pages are <u>optional</u>. When utilized, they will be shown when the user first selects a category/tab (footer filter) within the View Catalog page.

# Category Landing Page Images Technical Specifications

Tech Spec	Requirement
Catalog Key	This is the primary identifier for the catalog.
Category	The category this image should precede, stripped of all alphanumeric characters and spaces. This should match the category in the product files.
Image Type	This specifies the type of image: L = Landing Page
Image Number	A sequential number indicating the correct sequence in which these images should display. Single digits should be 0 padded.
Size	1280 x 720px
Background	Non-Transparent
File Type	PNG
FTP Location	/assets/online
File Naming Convention	CatalogKey_Category_ImageType_ImageNumber.png

Example	Example File Name
Category Landing Page #1 for Boots Category of SS21 Catalog	SS21_Boots_L_01.png

(e)

Catalog Technology Page Images

Catalog Technology Pages are <u>optional</u>. When utilized, they provide more detailed content about a given technology. When a user clicks on a technology icon or technology listed as text within the technology tab the details will be shown.
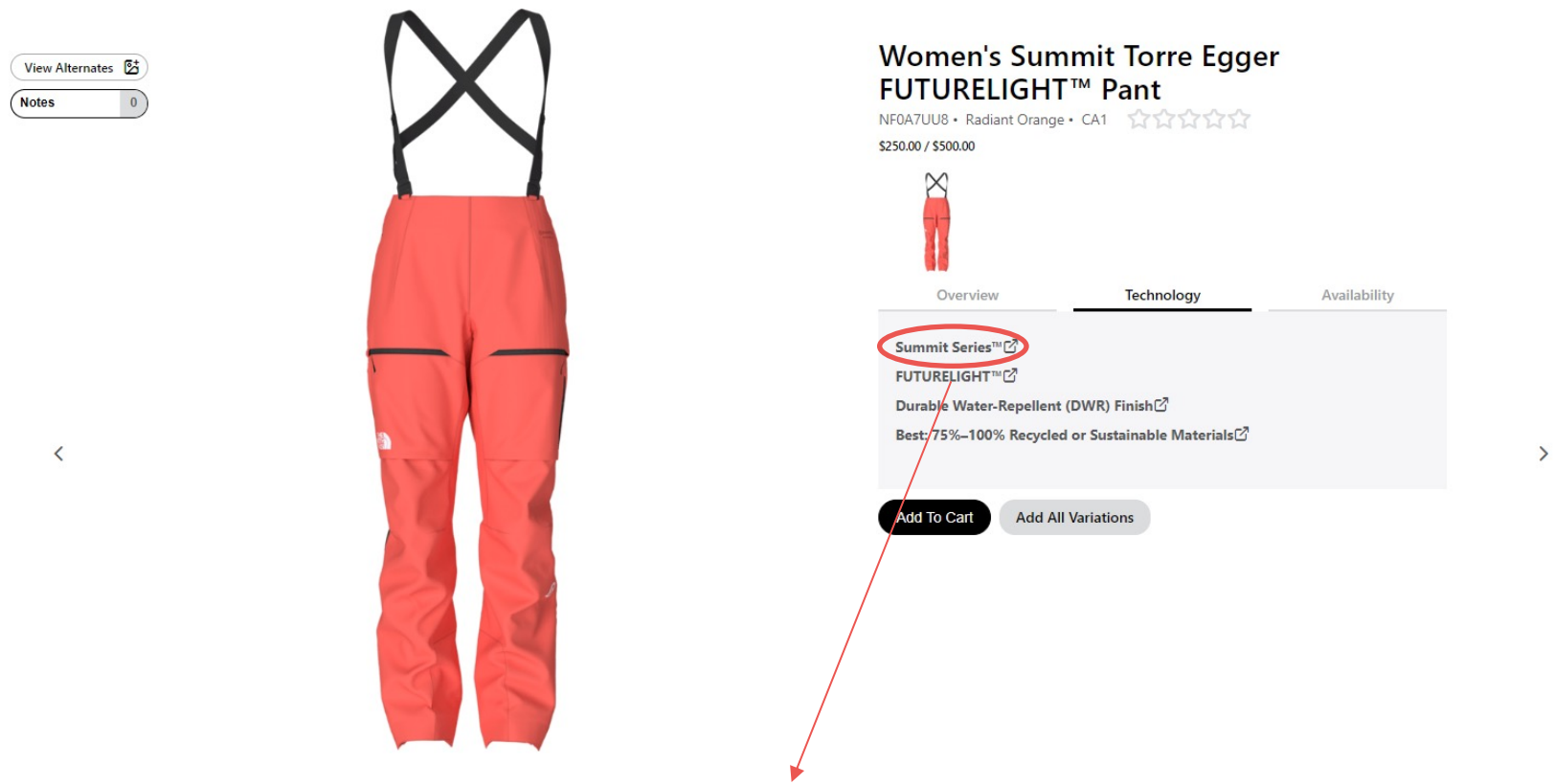
FUTURELIGHT™

FUTURELIGHT™

Our advanced breathable-waterproof technology

- Athlete tested, expedition proven
- Waterproof with high-level air permeability
- Sustainably crafted and featuring fabric made with recycled materials

(e)

Catalog Technology Page Images Technical Specifications

Tech Spec	Requirement
Technology ID	This is the primary identifier for the technology. *(please see Data Integration Document for details)*
Image Type	This specifies the type of image: T = Technology Page
Size	800 x 600px
Background	Non-Transparent
File Type	PNG
FTP Location	/assets/online
File Naming Convention	TechnologyID_ImageType.png

| Example	Example File Name
Waterproof Technology detail page	Waterproof_T.png

(e)

Dashboard Assets

Dashboard Asset types:

1. Marquee
2. Explore: Links
3. Carousel Images
4. Content Ribbon Images
5. Carousel or Ribbon Videos

- Dashboard Assets are managed through the Admin CMS Portal and do not require a specific naming convention *(except for an appropriate file extension).*

- Multiple dashboards can be set up to target different constituent users or groups e.g. user type (*rep vs dealer),* dealer type *(wholesale vs special pricing group)* or by region *(USA vs Europe).*

- If the dashboard images provided do not exactly match the size specifications, they will be stretched or cropped accordingly.

Marquee

- A Marquee sets the tone for the page. This image or video is found at the top of the Explore page and spans the whole width of the browser or display, edge-to-edge. Assets display at 2.74:1 ratio.

- A minimum of one Marquee media asset is required, add up to 4.

- Assets should be provided as follows:

- Image: Recommended Size – 1920 x 700, recommended format is .png, .jpeg, .jpg, or .gif

- Video: Recommended Size – 1920 x 700 px, recommended format is .mp4 or .mov (cannot exceed 50 MiB)

- Marquee videos do not have sound. If you wish to use audio, upload your video linked to the Marquee. That way it will open in a new window with sound.
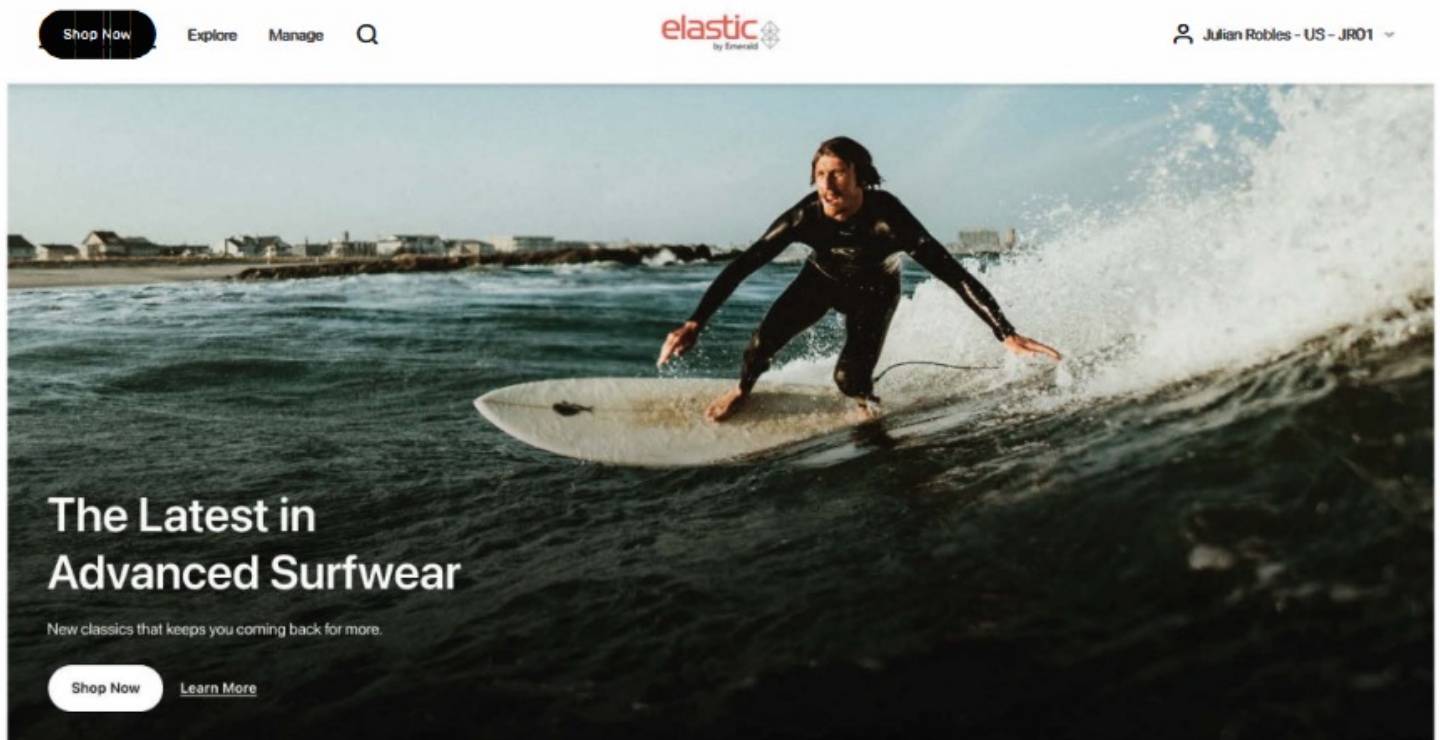
Explore: Links

- Links to external content

- If there are more than 3 images, the view becomes a slider where clicking the arrow will slide in additional images

- Links can be image based or text

- Assets should be provided as follows:
    - Recommended Dimension: 445px x 445px, Minimum
    - Background: non-transparent
    - File Type: .png or.jpeg

Elastic Enterprise Links
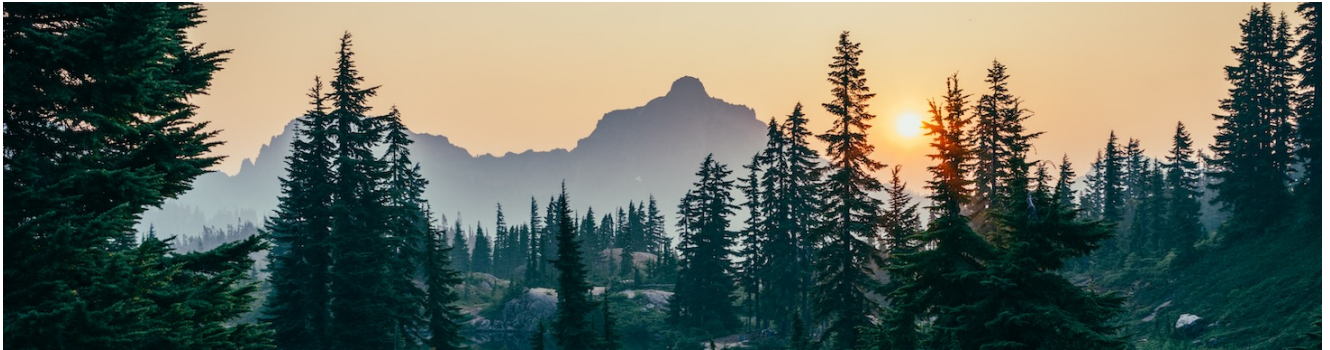
Carousel Images – only for sites without the Explore Page

- Carousel Images are wide banner images which automatically rotate and are used to display new seasonal information, sales or collections.

- A minimum of one Carousel Image is **required** however up to 4 can be uploaded into any single dashboard.

- Carousel Images must be in the following format:
 - Size: 1470 x 385 px (3MB maximum)
  - Background: Non-transparent

  If you have enabled to Explore homepage, the carousel will not display, but the file is still required. You can use this placeholder.

(e)

# Content Ribbon – only for sites without the Explore Page

- Content Ribbon Images are smaller call-outs often linked with a video or external URLs.

- Content Ribbon Images are <u>optional</u> and , if used, there must be 4 uploaded into any single dashboard.

- Content Ribbon Images must be in the following format:
  - Size: 355 x 195 px
  - Background: Non-transparent

(e)
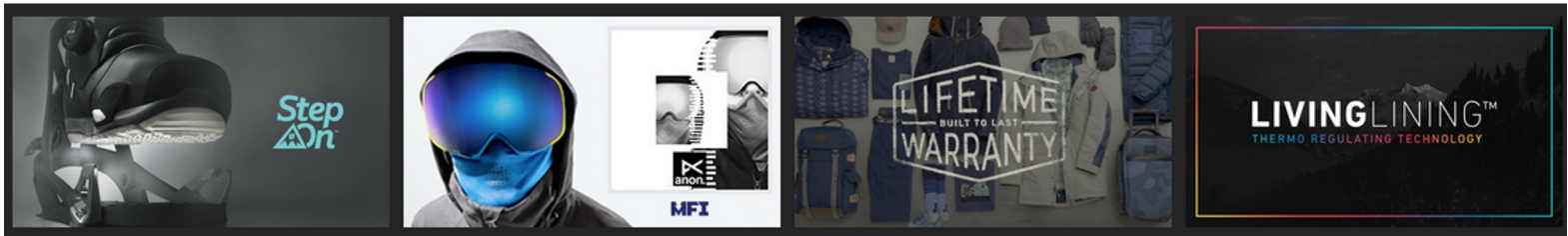
Carousel or Content Video

- Carousel and Ribbon images are <u>optional</u> and both may utilize embedded video.

- When the user clicks the Carousel or Ribbon image containing an embedded video, a popup window will open.

- Carousel or Ribbon Videos must be in the following format:
    - Size: 720 x 480 px
    - Type: MP4, MOV or WEBM

(e)
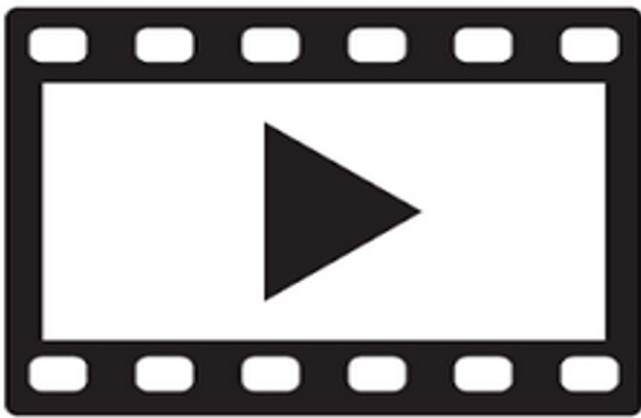
Food for Thought

Timing Consideration
- The time required to perform a full data import depends on the size and number of changes to the data set, including the media such as product images.

- When images or video are added, one time processing greatly increases the timing of imports.

- Media assets need to be provided in advance of product imports.

Digital Asset Manager (DAM)
- DAM systems provide marketing images, lifestyle pictures, logos, videos and other brand related data.

- Elastic can integrate with a number of DAM's including Scene 7, ShotFarm and Bynder among others.

Alternative/External Image Hosting

Elastic offers image hosting through Amazon S3 Web Services. Image assets stored on our FTP server are processed into the cloud. These images can then be disseminated throughout the world for quick load times via a Content Delivery Network (CDN).

(e)

Deliverables Summary

The following Media Assets are <u>REQUIRED</u>:

- Marquee asset
- Primary/Hero Product images
- Catalog Front Cover images
- Login Page Background image
- Brand Logo images (Dark & Light)
- Favicon image
- Carousel image (1)

The following Media Assets are <u>OPTIONAL</u>:

- Secondary/Alternate Product images
- Branded "Missing Image" image
- Product Videos
- Catalog Back Cover images
- Catalog Category Divider images
- Technology Icon images
- Online Catalog Landing Page images
- Online Catalog Category Landing Page images
- Online Technology Page images
- Additional Dashboard Carousel images
- Dashboard Content Ribbon images
- Dashboard Carousel or Content Ribbon Videos
- Explore: Links

Asset Delivery Summary

SFTP Locations

Folder	Subfolder	Assets
assets	catalog	Catalog Front Cover Catalog Back Cover Collateral Pages Category Dividers
assets	online	Catalog Tiles View Catalog Landing Page View Catalog Category Landing Page View Catalog Technology Page
assets	tech_icons	Technology Icons
products		Product Images Lifestyle Images
products	videos	Product Video

Email the following to your Elastic Project Manager

Asset Type
Login Page Background
Brand Logo
Favorite Icon (Favicon)
Branded Missing Image

Setup in the Dashboard in Admin CSP

Asset Type
Marquee – Image or Video
Explore: Links images
Carousel Image
Content Ribbon

(e)

Need Help?

Please contact our support team!

Online: https://admin.support.elasticsuite.com/support/home **and**
https://en.support.elasticsuite.com/support/home

(e)