

GRAPHIC CHARTER

VERSION 2023.01.26

1 - format and resolution

Largeur :	<input type="text" value="2000"/>	<input type="text" value="pixels"/>
Hauteur :	<input type="text" value="2000"/>	<input type="text" value="pixels"/>
Résolution :	<input type="text" value="72"/>	<input type="text" value="pixels/pouce"/>

- Files extention = *.jpg
- size 2000x2000 pixels
- resolution 72 ppi

2 - background



<input type="text" value="R :"/>	<input type="text" value="255"/>
<input type="text" value="V :"/>	<input type="text" value="255"/>
<input type="text" value="B :"/>	<input type="text" value="255"/>
<input type="text" value="#"/>	<input type="text" value="ffffff"/>

Clean the background with a pure white #FFFFFF
(and nothing else : no shadow effect, no mirror effect on bottom)

3 - Specificity : WATCHES

Each model need 3 views : « light 3/4 FACE » + « SIDE » + « BACK »
not forget to place the hands at 10h10



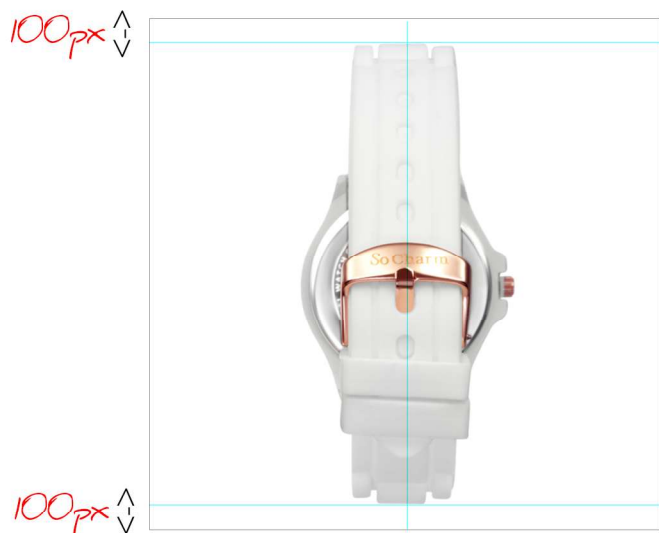
- 100px margin top and bottom
- Naming* : REFERENCE.jpg
- watch centered : dial must be in the middle with the same bracelet size :



the name REFERENCE-2.jpg is already reserved for photo with woman model



- fill the format, no margin
- centered both side
- the dial is embed in 50% of the format (1000px)
- Naming : REFERENCE-3.jpg



- 100px margin top and bottom
- centered
- Naming : REFERENCE-4.jpg

*For naming rules, please respect the uppercase, and lowercase for jpg extension

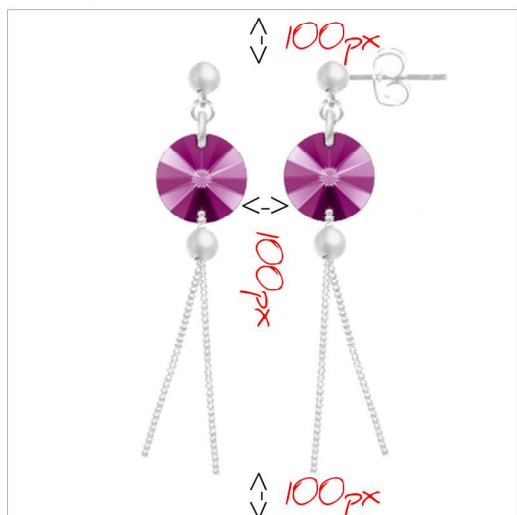
4 - Specificity : EARRING

Need on a single photo, the FACE photo on left
+ a SIDE photo of the attach systeme on right



HOOK TYPE

- 100px margin from :
top / bottom / interspace
- centered
- first earring face view on left
- the second earring with attach visible on right
- Naming* : REFERENCE-1.jpg



PIERCING TYPE

- first earring face view on left
- the second earring with attach visible on right
- Naming* : REFERENCE-1.jpg



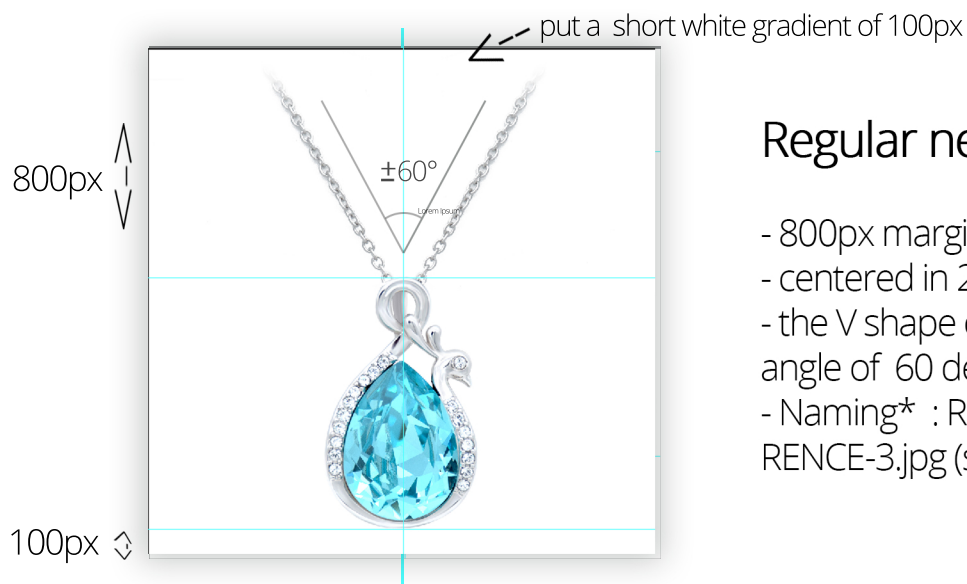
HOOP / CREOLE TYPE

- fill the format, but still 100px margin minimum.
- first earring «3/4 face view» on left
- the second earring «3/4 SIDE view»
- centered
- Naming* : REFERENCE-1.jpg

*For naming rules, please respect :
the full name in uppercase and lowercase for jpg extension

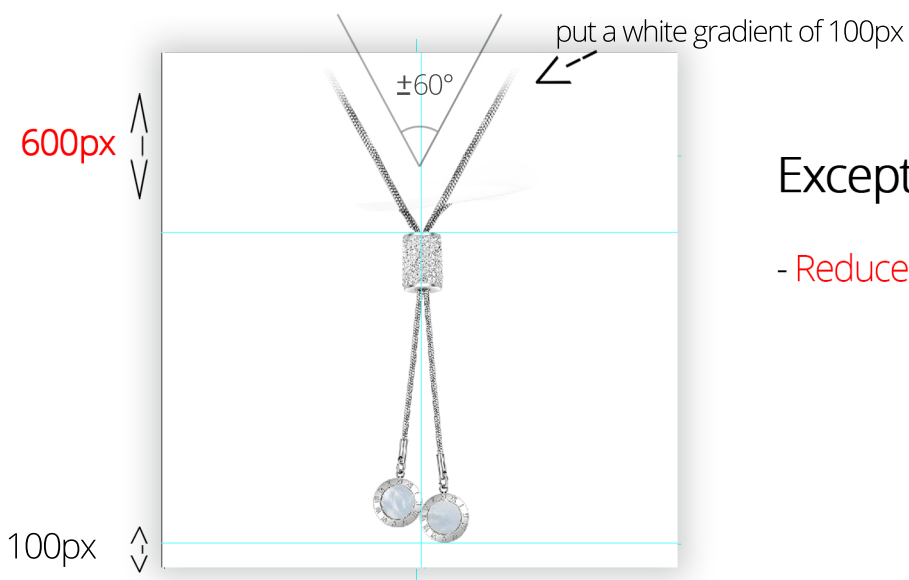
5 - Specificity : NECKLACE 1/2

1 face view , align center. a short part of the chain in a straight « V » shape.



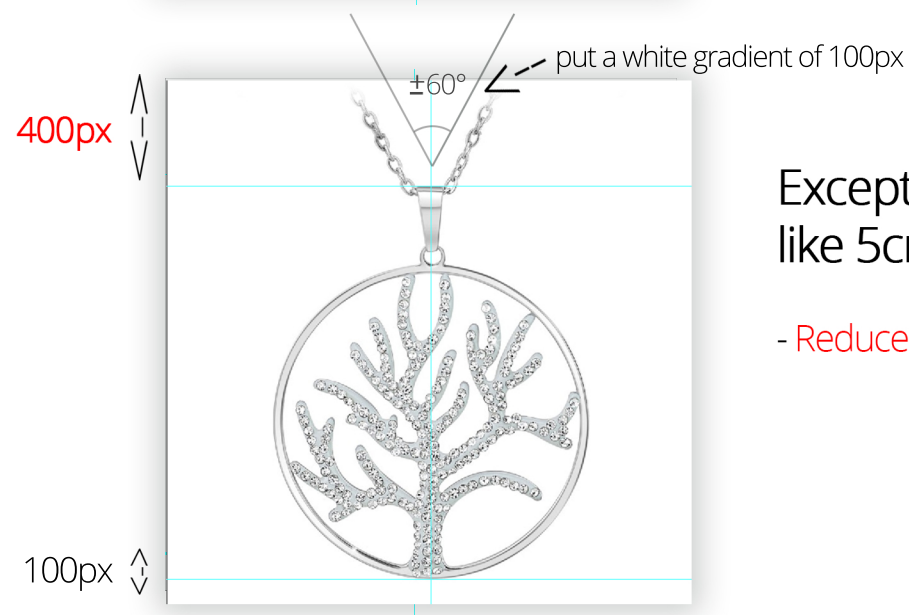
Regular necklace pendant :

- 800px margin top and 100px bottom
- centered in 2000x2000px
- the V shape of necklace must approach an angle of 60 degrees
- Naming* : REFERENCE.jpg , then REFERENCE-3.jpg (slot -2 is reserved)



Exception with « long pendant » :

- Reduce the top margin to 600px



Exception « large pendant » like 5cm or more :

- Reduce the top margin to 400px

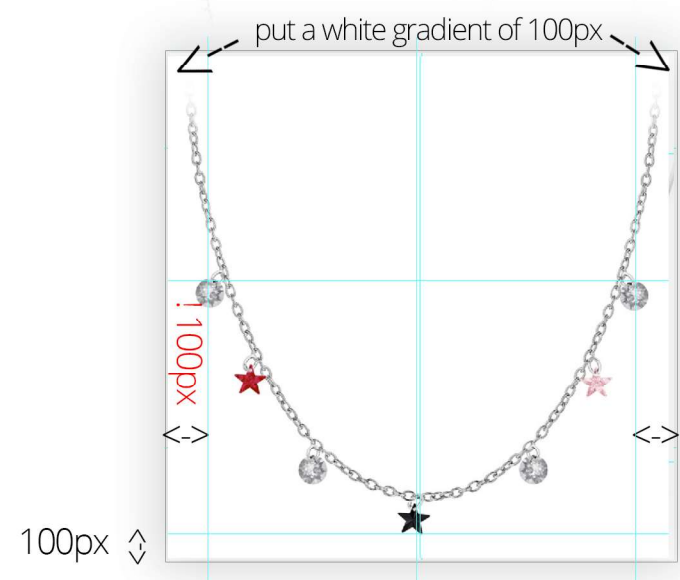
*For naming rules, please respect the uppercase, and lowercase for jpg extension

5 - Specificity : NECKLACE 2/2



Exception with « very small » pendant < 1 cm :

- increase the top margin to 1000px
- vertical and horizontal centered



Exception « wide pendant » > 5cm :

- Align bottom, with a U shape
- **keep a sides margin of 100px** with white gradient effect on borders

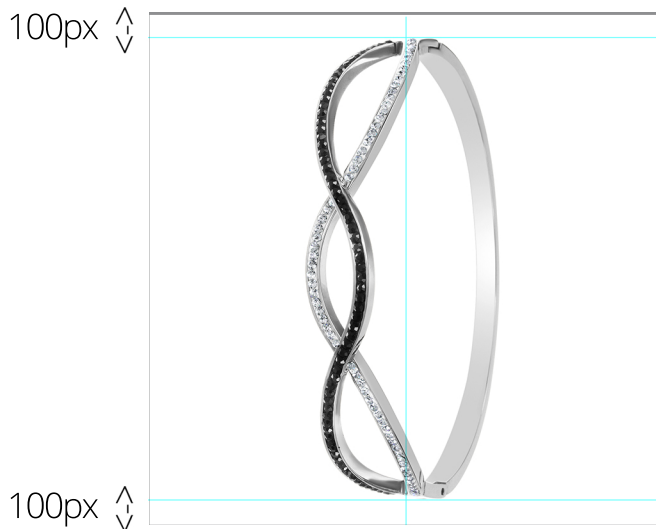


Exception « several chains levels »

- No crossover
- Keep regular space between row 180 to 200px
- keep same global U shape

6 - Specificity : BRACELET

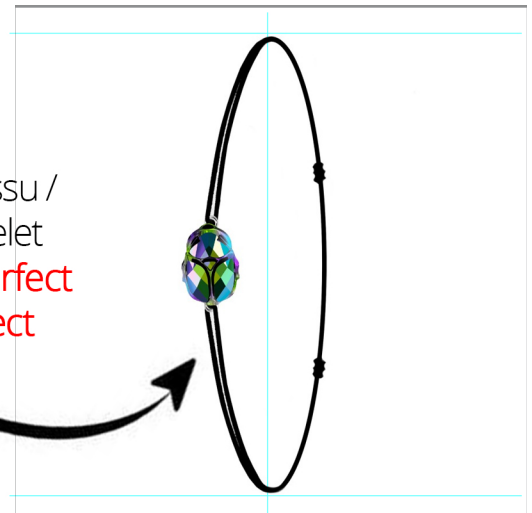
1 view « 3/4 FACE », centered,



- 100px margin top and bottom
- align center
- Naming* : REFERENCE.jpg



for chain bracelet / tissu /
leather / elastic bracelet
**work shape until a perfect
regular ellipse aspect**



Exceptions : set of several bracelet

- FIRST shoot them separatly THEN,
photomount them assembled.
So in a set of 3 bracelets, we need 4 photos : 1 principal view | 3 individual photos



NAMING FORMAT : REFERENCE.jpg

REFERENCE-3.jpg

REFERENCE-4.jpg

REFERENCE-5.jpg

*For naming rules, please respect the uppercase for name,
and lowercase for jpg extension

Other info :



when the product is composed of several chains, separate them clearly for a better readability
no crossover



When the rear part of necklace is too predominant, apply 2 effects :



a blur effect
on rear part

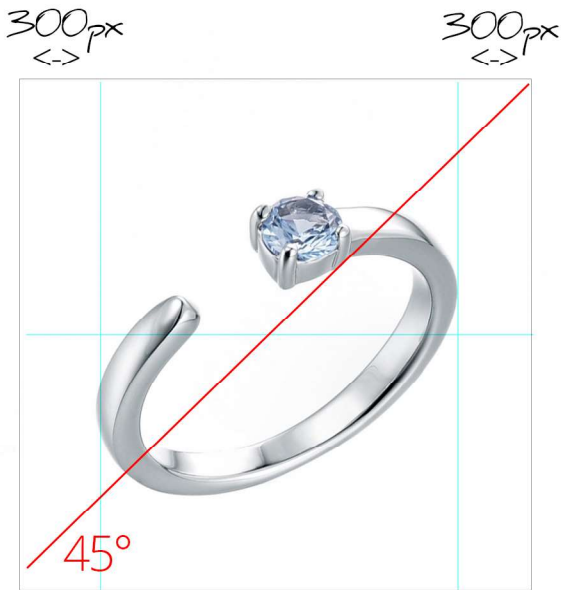


a white layer
opacity 25 - 30%
on rear part



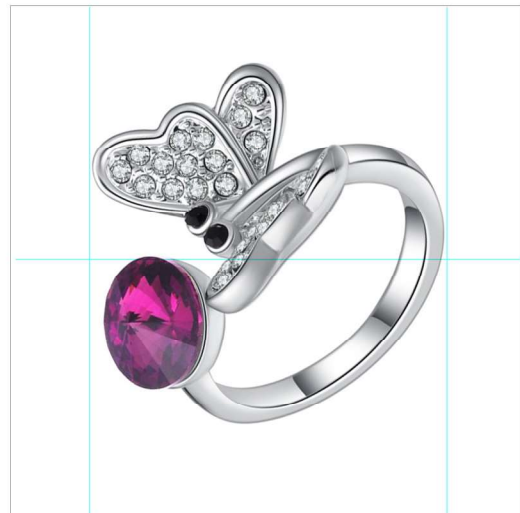
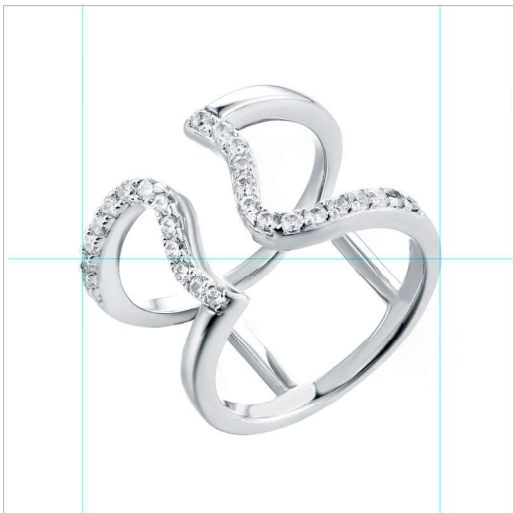
7 - Specificity : RING

1 view, see by 3/4, displayed at 45° :



- 300px margin left and right
- centered
- angle of 45°
- Naming* : REFERENCE.jpg

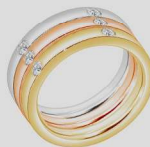
other examples :



Exceptions : set of several rings

- shoot them separately
- AND assembled.

So in a set of 3 rings, we need 4 photos : 1 principal view + 3 individual photos



REFERENCE.jpg



REFERENCE-3.jpg



REFERENCE-4.jpg



REFERENCE-5.jpg

*For naming rules, please respect the uppercase, and lowercase for jpg extension

8 - Specificity : JEWELRY SET

composition with necklace and earring on the same picture



- 100px margin all around
- layout split in 2 column
- Naming* : REFERENCE-A+REFERENCE-B-1.jpg

Exception with wide necklace, prefer a layout with this set up :



*For naming rules, please respect the uppercase, and lowercase for jpg extension

9 - Specificity : WATCHES + JEWELRIES SET

all products of the set in 1 picture :



100px
1100px
100px
600px
100px

MOST CLASSIC VERSION SET :

- 100px margin all around
- watch justify on left
- jewelry justify on top right, centered in the right column.
- packaging on bottom right, centered in the right column, 600px of height
- Naming* : REFERENCE-A+REFERENCE-B-1.jpg

OTHER VERSIONS EXAMPLES :



100px
1100px
100px
600px
100px

with 2 bracelets, and tissu bag



100px
1100px
100px
600px
100px

with 1 necklace, and tissu bag



100px
1100px
100px
600px
100px

with 1 necklace+ 1 bracelet,
and a set box

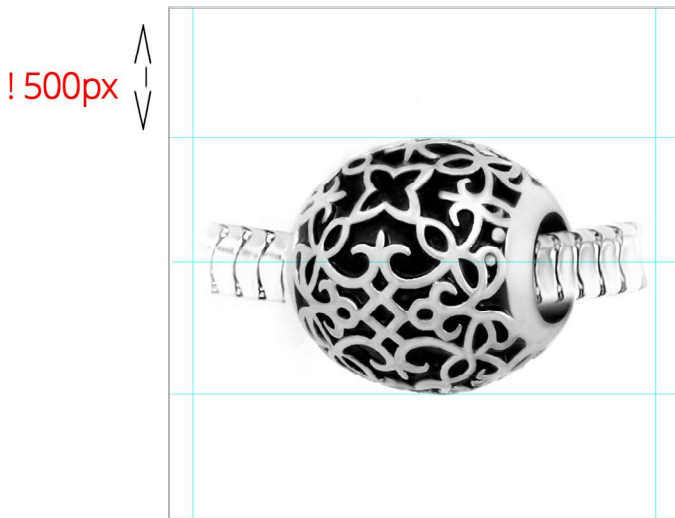


100px
1100px
100px
600px
100px

with 1 necklace+ 1 bracelet,
and a set box

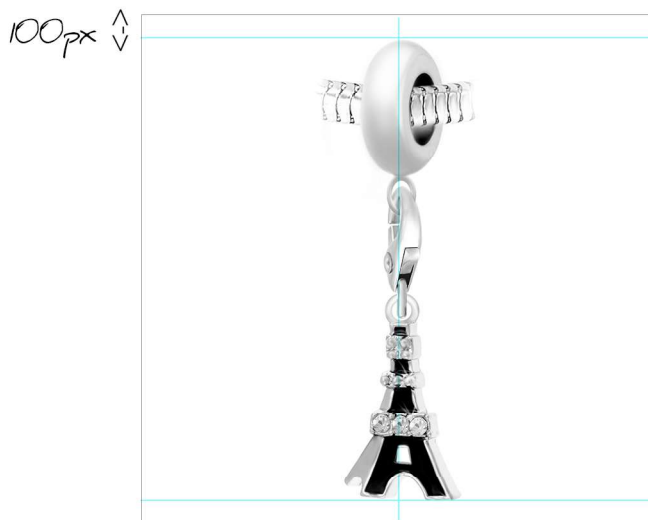
10 - Specificity : BEADS & CHARMS

only 1 view, centered



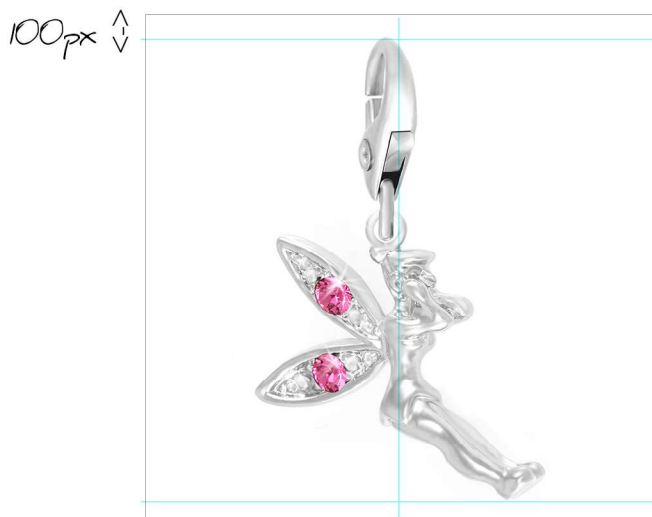
BEADS

- 500px margin top and bottom
- centered
- in editing step, Add a piece of chain** fading white both side before the 100px margin
- Naming* : REFERENCE.jpg



BEADS WITH PENDANT or CHARMS

- fill the format, let the usual 100px margin all around
- centered
- in editing step, Add a piece of chain** fading
- in editing step replace the lobster**
- Naming : REFERENCE.jpg



CHARMS

- fill the format, let the usual 100px margin all around
- centered
- in editing step replace the lobster**
- Naming : REFERENCE.jpg

* For naming rules, please respect the uppercase, and lowercase for jpg extension

** for psd part element, ask at : raphael@socharm.fr

10 - Specificity : OTHER PRODUCT / NEW PRODUCT ?

only 1 view, centered



CENTRAL PART (for custom bracelet)

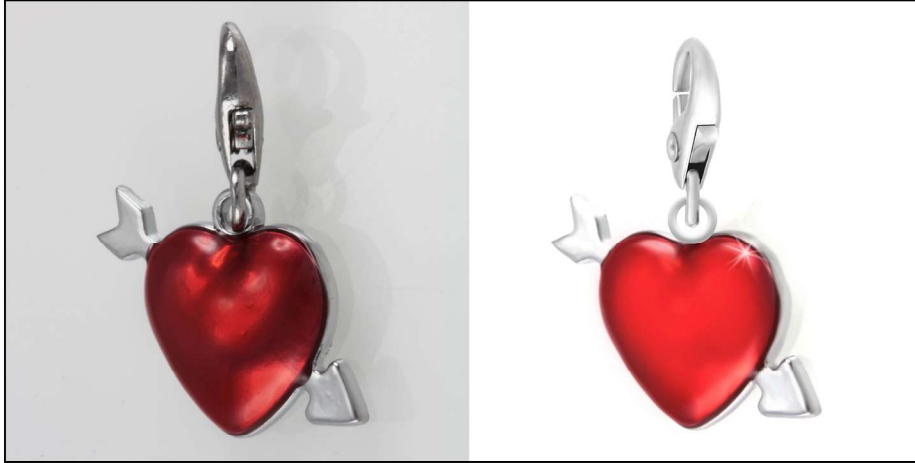
- 100px side margin
- centered
- Naming : REFERENCE.jpg

«NEW PRODUCT» HOW TO :

*If you have a new item not listed in this PDF,
please follow this simple protocol :*

- 1 - shoot only 1 sample of this kind, make us 2 or 3 choice of display*
- 2 - send us the photo per email at : raphael@socharm.fr*
- 3 - shoot the entire collection only after our validation of charter*

11 - improve photo : Charms and beads



clean metals, dust,

improve contrast



paste element :

- lobster for charm
- piece of chain for beads

(ask for these elements in PSD files at raphael@socharm.fr)



12 - improve photo : Watches



**Do not forget to
place the hands
at 10h10**

*clean metals,
dust,
improve shadow
of metal parts.*

*make all crystals
brighter*

*and black part
darker*



*add fake reflect
on metal*

*reconstruct the
inside of the bra-
celet, if altered by
plastic support*

13 - improve photo : Jewelry



*clean metals,
shadow and dust,*

*improve the chain in
back if altered by the
support*



*sometimes add
chain or crystals*

*(ask for these elements in
PSD files at [raphael@so-
charm.fr](mailto:raphael@so-charm.fr))*

14 - improve photo : Tips

some effect to **improve metal parts**, add black fake reflect, or light flare on crystals, to **increase the brightness, contrast**



15 - improve photo : a special attention to Crystals / Strass elements

is one of the most important point to look after :

Crystals have to be bright and very contrasted, with visible faceting
first, work on this during the photo shoot, adding very strong light reflect, like a flash pointed directly on crystals for reveal faceting.



then you have to strongly improve it again under photoshop adding contrast, fake flare,



15.1 - Metal color tonality

*USE THIS PHOTO AS REFERENCE
for our metal color aspect and tonality*



«PINK GOLD»

«SILVER»

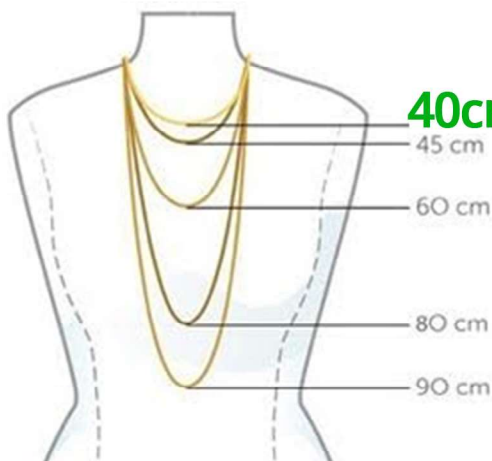
«REGULAR GOLD»

16 - PHOTOMONTAGE : a special attention to scale / size ratio

we need a photomontage to give a good idea of the size to help customers. we provide the models photos



for this example,
you need to reconstruct the missing part of chain,
or find a similar one on internet



40cm (it's 99% of our necklace)

45 cm

60 cm

80 cm

90 cm

you will have all dimensions on demand,
(size of the crystal stone, dial diameter of watches,
length of necklace chain. ...)

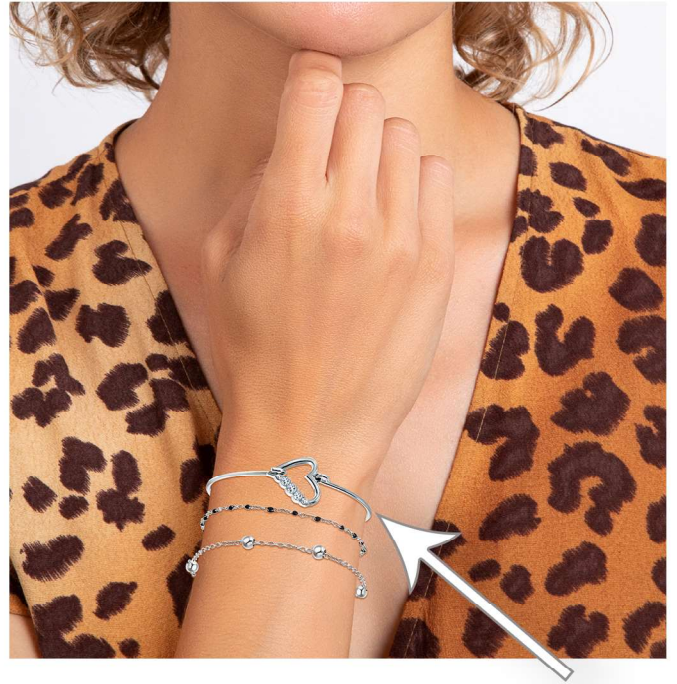
note : most of our chain have 40cm length,
so the pendant reach near the collarbones

16.2 - PHOTOMONTAGE : Display order

BRACELET SET : most of the time, we provide the display order needed in a «read-me.txt» attached to the photo but without brief, the default charter rules is :



in this view the biggest product on left



in this photomontage view, the largest product is put in first, close the the wrist

Same for «NECKLACE SET» most of the time, we provide the display order in a *.txt attached to the photo but without brief, the default charter rules to apply is :



the thinnest andshortest chain must be on top
The longest / biggest chain / with pendant must be in bottom

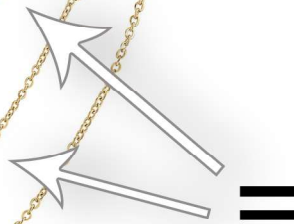


16.3 - PHOTOMONTAGE : Specificities

SPECIFICITIES ON MULTI-ROW COLLARS :



- No crossover
- keep same global U shape



Keep regular space between row
180 to 200px