

THE ICONIC

BRIEF



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BRAND INFORMATION & UPDATES

BAN ON MICROBEADS

As part of THE ICONIC's commitment to minimising harm on the natural environment, the sale of products containing microbeads (also referred to as microplastics) is prohibited.

A microbead is defined as:

- Solid-phase materials (i.e. solid particulates, not liquids)
- Insoluble in water
- Synthetic
- Non-degradable (e.g. according to standardized tests)
- Made from plastic
- Small size (up to 5 mm, although they can be even smaller than 1 μm , i.e. nano-sized)

Please contact your ICONIC Account Manager for any questions.

COPY INFORMATION

THE ICONIC aims to provide customers with the best possible shopping experience. This is enabled, in part, by the creation of informative product descriptions that highlight the features of each product in a clear, succinct and accurate way.

Information required for **BEAUTY & WELLNESS**:

- Full Ingredient list
- Shipping weight
- Production country
- Volume (ml)
- Colour Hex (If applicable)
- Instructions for usage/application
- Product features
- Descriptive sentence
- Power source/wattage (if applicable)
- Boxed contents (if applicable)
- Warranty (if applicable)



COPY FORMAT EXAMPLE

**Product details**

SKU: CE213AC41MH1

Underscored by a resolute ethos of delivering vegan and cruelty-free formulated products, Australian wellness label **Cedar & Stone** offer a holistic catalogue of natural and organic beauty options for the entire family. From skin-renewing scrubs and moisturisers to delectably-scented room and body mists, Cedar & Stone have every corner of the mindful beauty regimen covered.

- 50gm volume
- The Twilight One: chamomile and kelp night cream for intense hydration and improved elasticity
- Suited to all skin types
- Made using 74% organic materials
- Manufactured in Australia

PLEASE NOTE: This item cannot be returned if it is opened and/or used.

Ingredients: *Aloe Vera Leaf Juice, *Safflower Oil, *Macadamia Oil, *Grape Seed Oil, Shea Oil, Cetearyl Oliviate / Sorbitan Oliviate, *Glycerine Vegetable, Glyceryl Stearate Citrate, Hyaluronic Acid, Olive Squalene, Rosehip Oil, *Jojoba Oil, *ClycerylCaprylate / GlycerylUndecylenate, Crown of Gold Extract , Finger Lime Caviar, Pineapple Extract, Acacia and Xanthan Gum , Vitamin B3, Vitamin E Natural, Co-Enzyme Q10, Bergamot Essential Oil, p- Anisic Acid, Lavender Essential Oil, Citric Acid. *Denotes organic ingredients

IMAGE SPECIFICATIONS



Canvas Size

PET (WHOLESALE): 2362 (w) x 2953 (h) px, 300 dpi
SELLER CENTER (MARKETPLACE): 1600 (w) x 2000 (h) px, 300 dpi
(images uploaded directly into Seller Center must be <2MB)



Colour Profile

Working RGB - sRGB



Grey Background Values

RGB value on the grey background must be 230.230.230



File Size (Seller Center)

Images uploaded into Seller Center must be < 2MB



File Naming

Each file is named according to their SKU - a unique code assigned to a product. Each SKU must be followed by an underscore (_) and a number which corresponds to the order shown on the website

For example:

CO362AA13NKW_1
CO362AA13NKW_2
CO362AA13NKW_3



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MAKEUP**FOUNDATION & CONCEALER****1 FRONT PRODUCT**

- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 SWATCH

- ✓ swatch of makeup or cosmetic product required
- ✓ grey background as stated in image specs

3 CAMPAIGN/MODEL

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

MAKEUP

LIPSTICKS, BALMS & GLOSS

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 SWATCH



- ✓ swatch of makeup or cosmetic product required
- ✓ grey background as stated in image specs

3 CAMPAIGN/MODEL

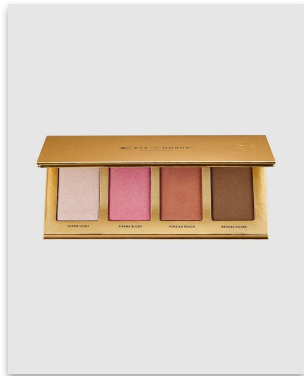


- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

MAKEUP

PALETTES AND COMPRESSED POWDERS

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 SWATCH



- ✓ swatch of makeup or cosmetic product required
- ✓ grey background as stated in image specs

3 CAMPAIGN/MODEL



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

MAKEUP

PENCILS, LINERS & MASCARA

1 FRONT PRODUCT



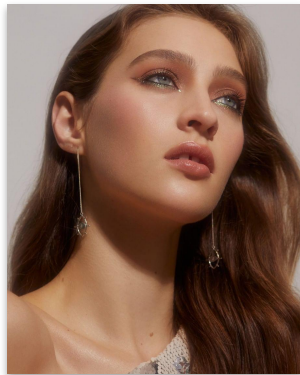
- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 SWATCH



- ✓ swatch of makeup or cosmetic product required
- ✓ grey background as stated in image specs

3 CAMPAIGN/MODEL



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 PACKAGING



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

3 CAMPAIGN/MODEL



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

SKINCARE*POTS & TUBS***1 FRONT PRODUCT**

- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

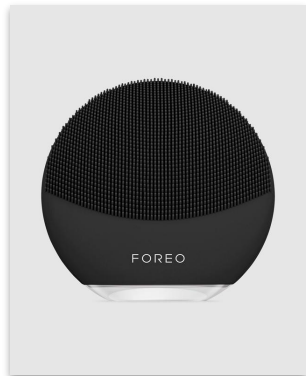
2 PACKAGING

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

3 CAMPAIGN/MODEL

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

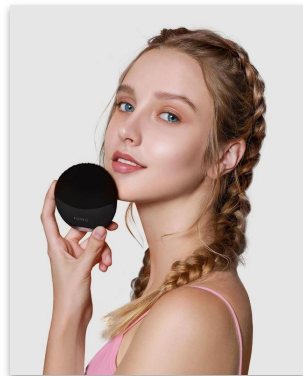
1 FRONT PRODUCT



2 PACKAGING



3 CAMPAIGN/MODEL



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 CAMPAIGN/MODEL



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

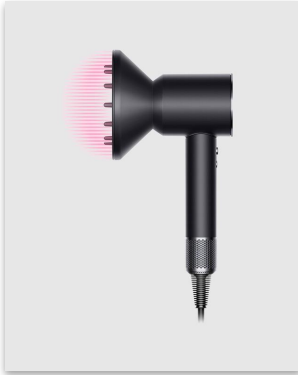
ELECTRONICS

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 ADDITIONAL



- ✓ any additional product imagery of angles or features can be added here
- ✓ please add more than one additional image if required

3 PACKAGING



- ✓ packaging shot of box or packaging
- ✓ if no packaging image is not required

FRAGRANCE

CANDLES & DIFFUSERS

1 FRONT PRODUCT



2 PACKAGING



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ packaging shots can also be added here

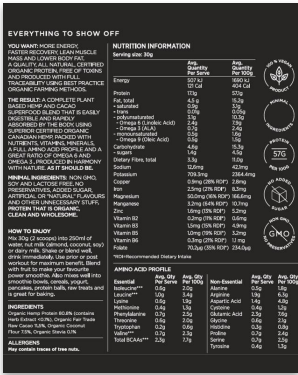
SUPERFOODS & SUPPLEMENTS

1 FRONT PRODUCT



- front facing image of product
- clear imagery, no pixelated imagery will be accepted
- grey background as stated in image specs

2 PACKAGING



- Imagery of product information on back of packaging
- product information must be clear and visible

3 CAMPAIGN/MODEL



- any campaign or additional model imagery can be added to end of sequence
- additional packaging shots can also be added here

FACE & EYE MASKS

SINGLE

1 FRONT



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ flatlay styled neatly and relaxed
- ✓ centre on canvas

2 MODEL



- ✓ angled model shot. Hair to be up and neat - bun cropped off.
- ✓ can be off centre to either side

3 BACK



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ flatlay styled neatly and relaxed
- ✓ centre on canvas

FACE & EYE MASKS

SET

1 FRONT



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ flatlay styled neatly and relaxed
- ✓ centre on canvas

2 MODEL



- ✓ angled model shot. Hair to be up and neat - bun cropped off.
- ✓ can be off centre to either side

3 FRONT (one colour)



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ flatlay styled neatly and relaxed
- ✓ centre on canvas

4 BACK (one colour)



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ flatlay styled neatly and relaxed
- ✓ centre on canvas

COSMETIC AND TOILETRIES BAGS

1 FRONT



2 FEATURE (DEPTH)



3 FEATURE (INSIDE)



4 FEATURE (TEXTURE)



- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ place on 22.5cm (h) baseline
- ✓ height should not exceed 2.5cm (h) guide

- ✓ feature shot to feature depth of bag
- ✓ shoot and style accordingly to bag category
- ✓ include back of bag here also if required
- ✓ image and crop determined by photographer and will vary depending on bag category

- ✓ feature shot to feature inside of bag
- ✓ shoot and style accordingly to bag category
- ✓ image and crop determined by photographer and will vary depending on bag category

- ✓ feature shot to feature texture and fabric of bag
- ✓ image and crop determined by photographer

GROOMING

1 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 FEATURE



- ✓ feature shot of any relevant details

3 PACKAGING



- ✓ any campaign or additional model imagery can be added to end of sequence
- ✓ additional packaging shots can also be added here

SEXUAL WELLNESS

1 PACKAGING



- ✓ front facing image of packaging
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

2 FRONT PRODUCT



- ✓ front facing image of product
- ✓ clear imagery, no pixelated imagery will be accepted
- ✓ grey background as stated in image specs

3 ADDITIONAL PRODUCT



- ✓ any additional product imagery can be added
- ✓ no lifestyle or campaign imagery to be added, product imagery only

THE ICONIC | IMAGE BRIEF

IMAGE SEQUENCES

A range of image sequences will be accepted, here are a few examples of what can be expected

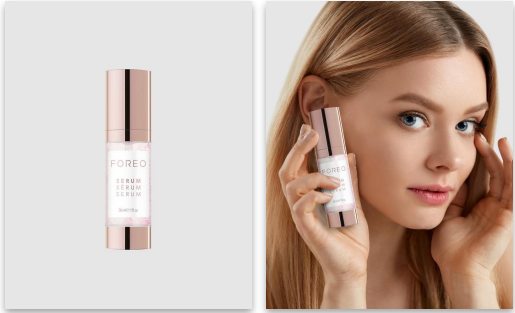
PRODUCT/PACKAGING



PRODUCT/CAMPAIGN



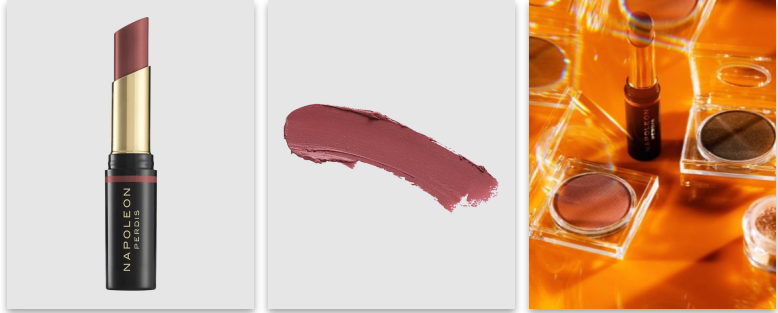
PRODUCT/MODEL



PACKAGING/PRODUCT/CAMPAIGN



PRODUCT/SWATCH/CAMPAIGN

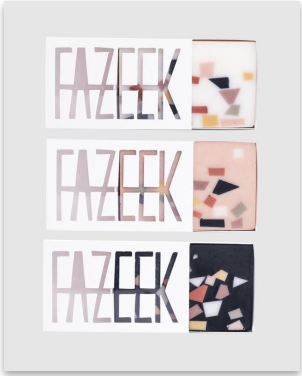
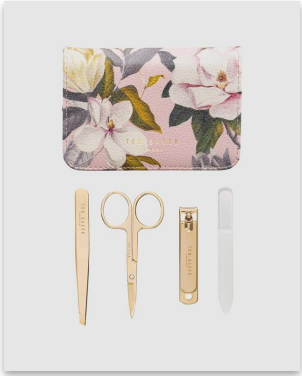
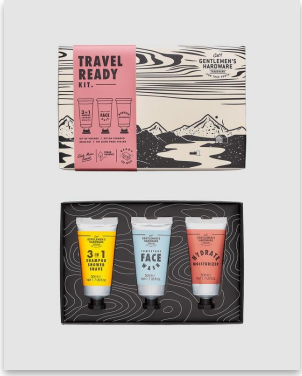
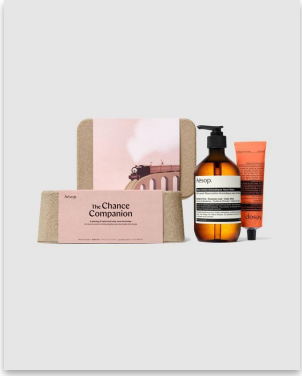


THE ICONIC | IMAGE BRIEF

SETS & GIFT PACKS

HERO IMAGES - examples of what can be expected for sets and packs - flatlay or front facing preferred. Please include packaging shot where possible as hero image.

PACKAGING - examples of what can be expected for sets and packs - please include product both in and out of the packaging if available.



VIDEO SPECIFICATIONS

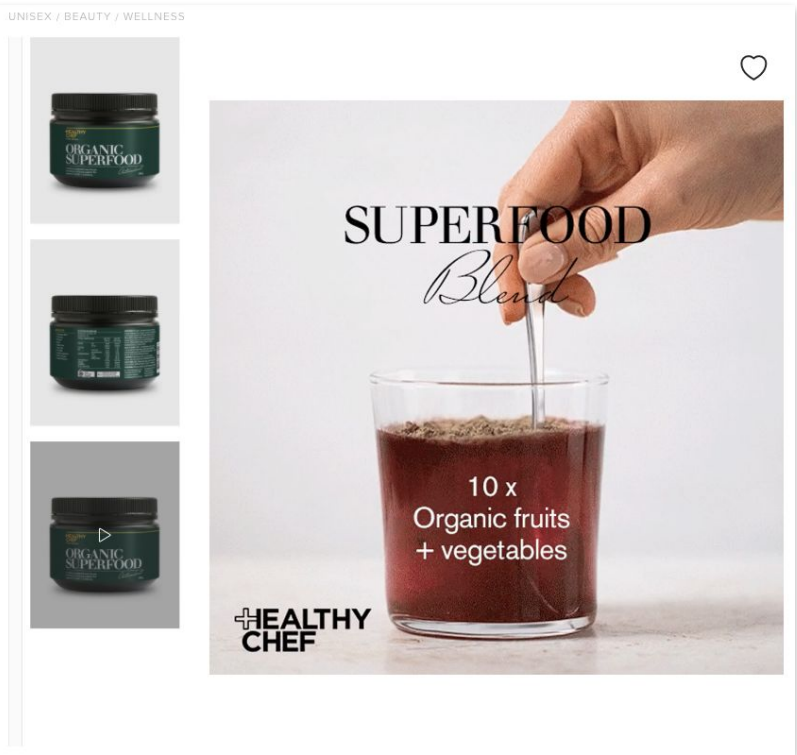
- ✓ 1080 w : 1382 h video resolution at least (any empty background will be filled with black background)
- ✓ Video be provided in a mp4 format (h245 or h265 codec)
- ✓ 25 - 30 fps
- ✓ Audioless for product
- ✓ Video plays on a loop so a fade in and out at 230.230.230 RGB grey is preferred where possible



VIDEO EXAMPLES

Below are some examples of how video will be displayed onsite

<https://www.theiconic.com.au/organic-superfood-1083644.html>



<https://www.theiconic.com.au/bump-pregnancy-journal-1170227.html>

