

The LINKSYS logo is rendered in a bold, white, sans-serif typeface. The letters are closely spaced, and the 'S' characters have a distinctive, slightly irregular shape. The logo is centered horizontally and positioned in the upper half of the page.

# LINKSYS

Photo Retouch Guidelines

2015

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**FILE NAME**

All files must be properly named before distribution or release and must use the following convention:

**Part# or sku# - colorwaycode - angle# - psd or jpg** ex. RE3000\_02-1.psd

**TAGGING AND DAM UPLOAD**

Major Tom uploading process

- FOR WEB SERVICES JPEGS** - Select view (a dropdown menu under "information") **DO NOT USE LEGACY WORDS** eg "hero shot", "front"  
Use number that matches image angle number eg 1, 2, 3 etc. Please see **MT PCM** document for more detail.
- FOR PSD** images needing Keywords (under "keywords" tab)  
Many applicable keywords are already created in folding menu, otherwise create new ones.  
Please have IMM provide proper keywords in photo request.

**FILE SPECIFICATIONS**

Product images should ONLY include images cropped and released as follows:  
Images must match baselines, center point, margins, and shadows as specified.

**1800x1800 PSD** one copy to the **MAIN** appropriate Major Tom folder.

**1000x1000 JPG**, one copy to appropriate **WEB SERVICES** folder.

sRGB color space

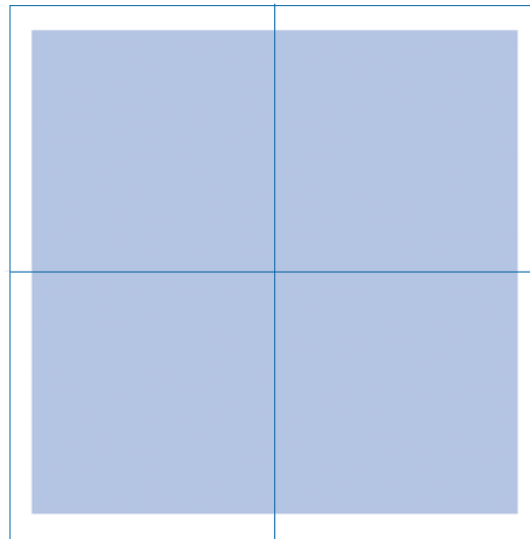
Black point 10

White point 255

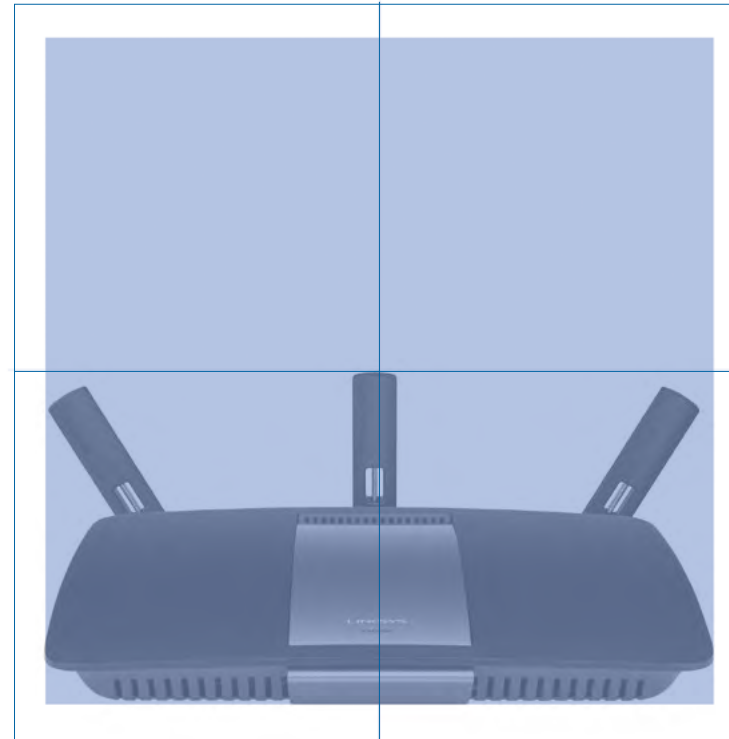


Crop

Original Crop



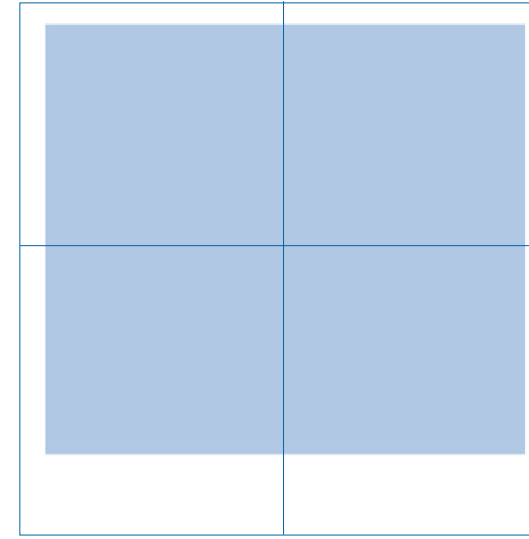
Crop tool



Crop bottom image

Crop

1" Crop



Crop tool



- 1 inch space from bottom of image to crop mark for consistency.
- View 1/4 reflection of product below crop.



Crop angle of image



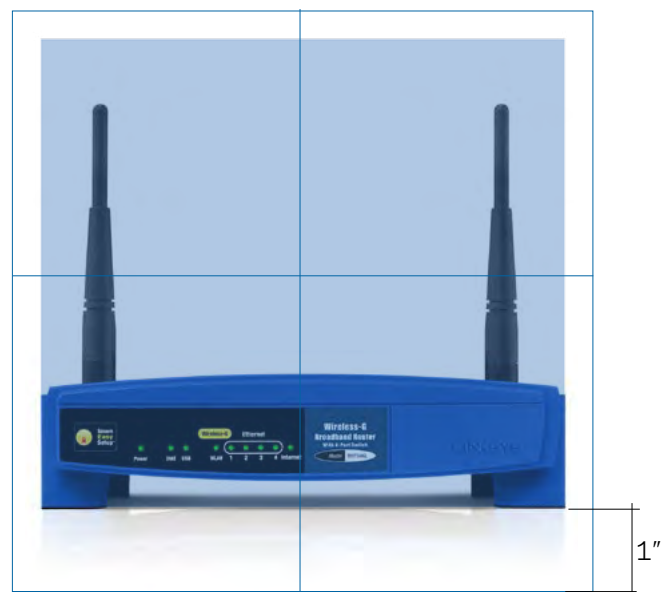
Crop to end of reflection



Crop bottom image  
reflection



Crop bottom image  
no reflection



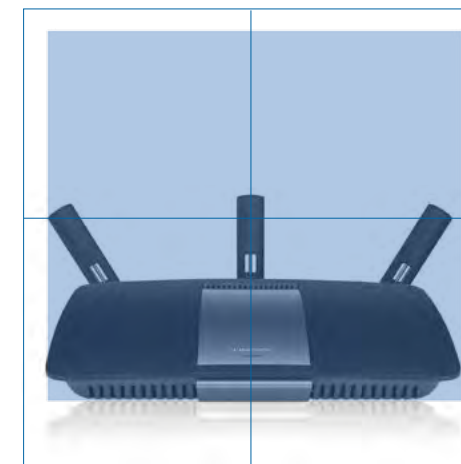
Crop layout preferred



Crop layout center



Crop layout top



Crop layout preferred



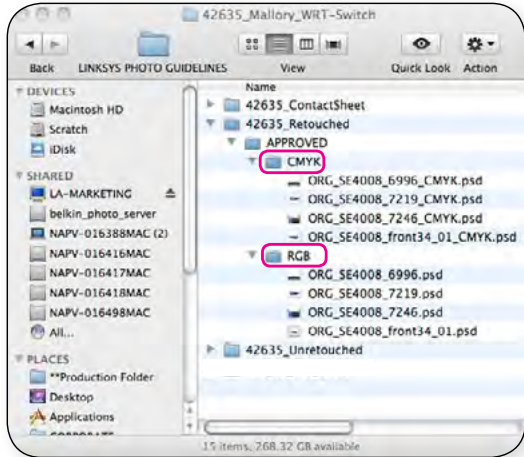
Crop layout center



Crop layout top



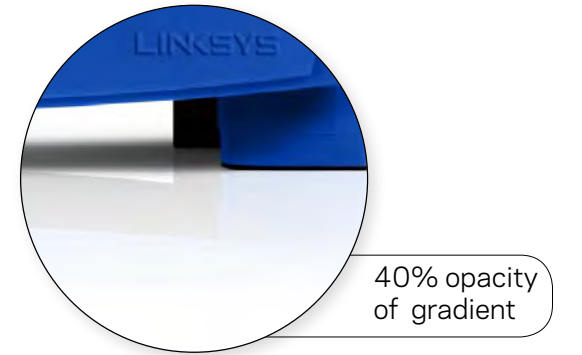
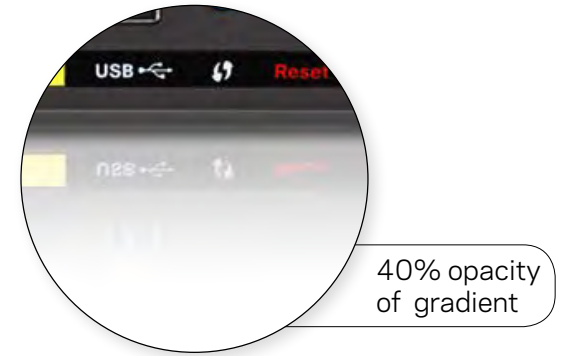
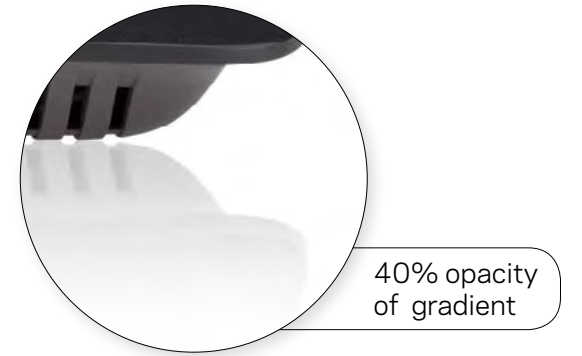
	Print			
	C	M	Y	K
	65	36	0	0



PR Folder

- Separate folders for color value
  - APPROVED (Complete for web and package)
  - CMYK - Package
  - RGB - Website
  - Unretouched Images

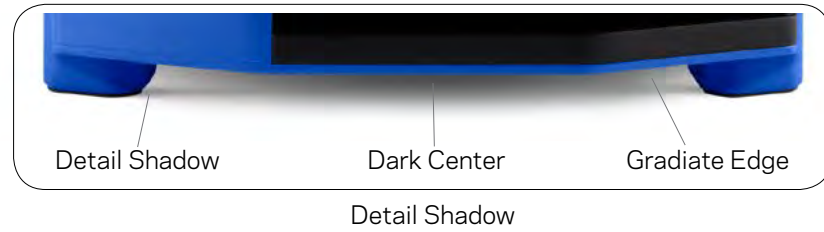
	Web		
	R	G	B
	74	106	200



40% opacity of gradient



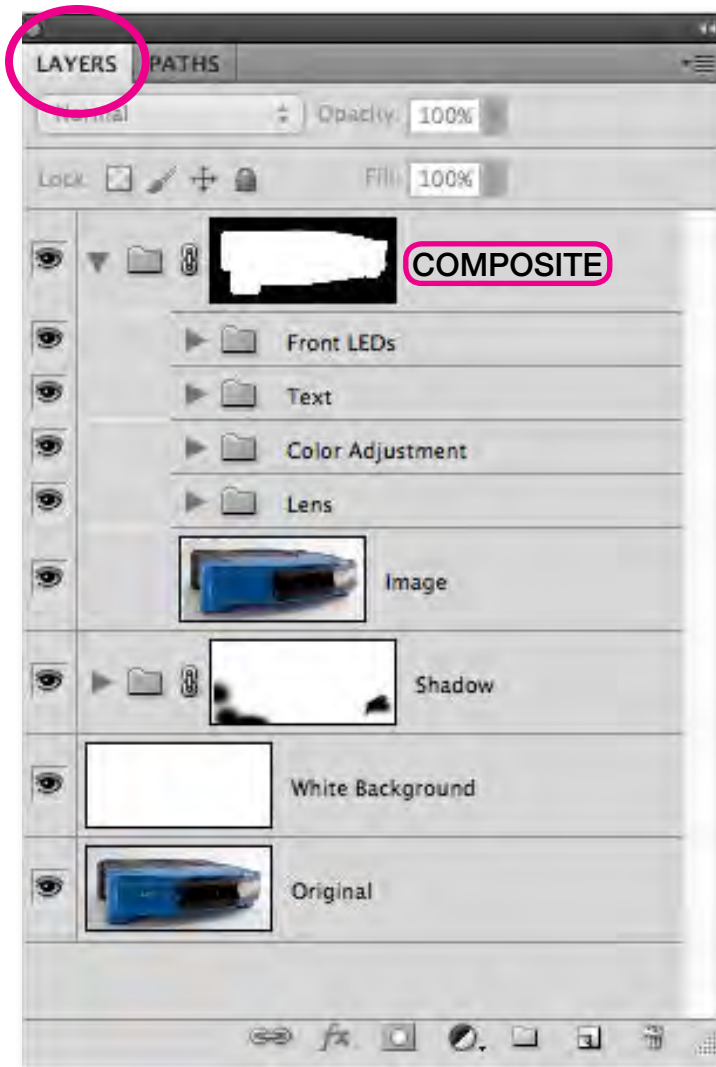
Shadow



Solid Shadow

Angle





Place layers in proper order.  
Image and adjustments in a **COMPOSITE** folder.

All layers to be named properly.

**Original** image before changes, to be placed behind the White Background.



**CLIPPING PATH** is the proper name for the path.

Place **CLIPPING PATH** at the top.

Retouching Notes

POG ONLY

POG images should be saved at 1800 pixels in the longest dimension.  
Cropped to packaging edge. sRGB color profile, saved as tiff.

POG is placed into filename.

Sample filename:

EA6500-POG\_1.tif





IMAGE FOR WEBSITE SHADOW



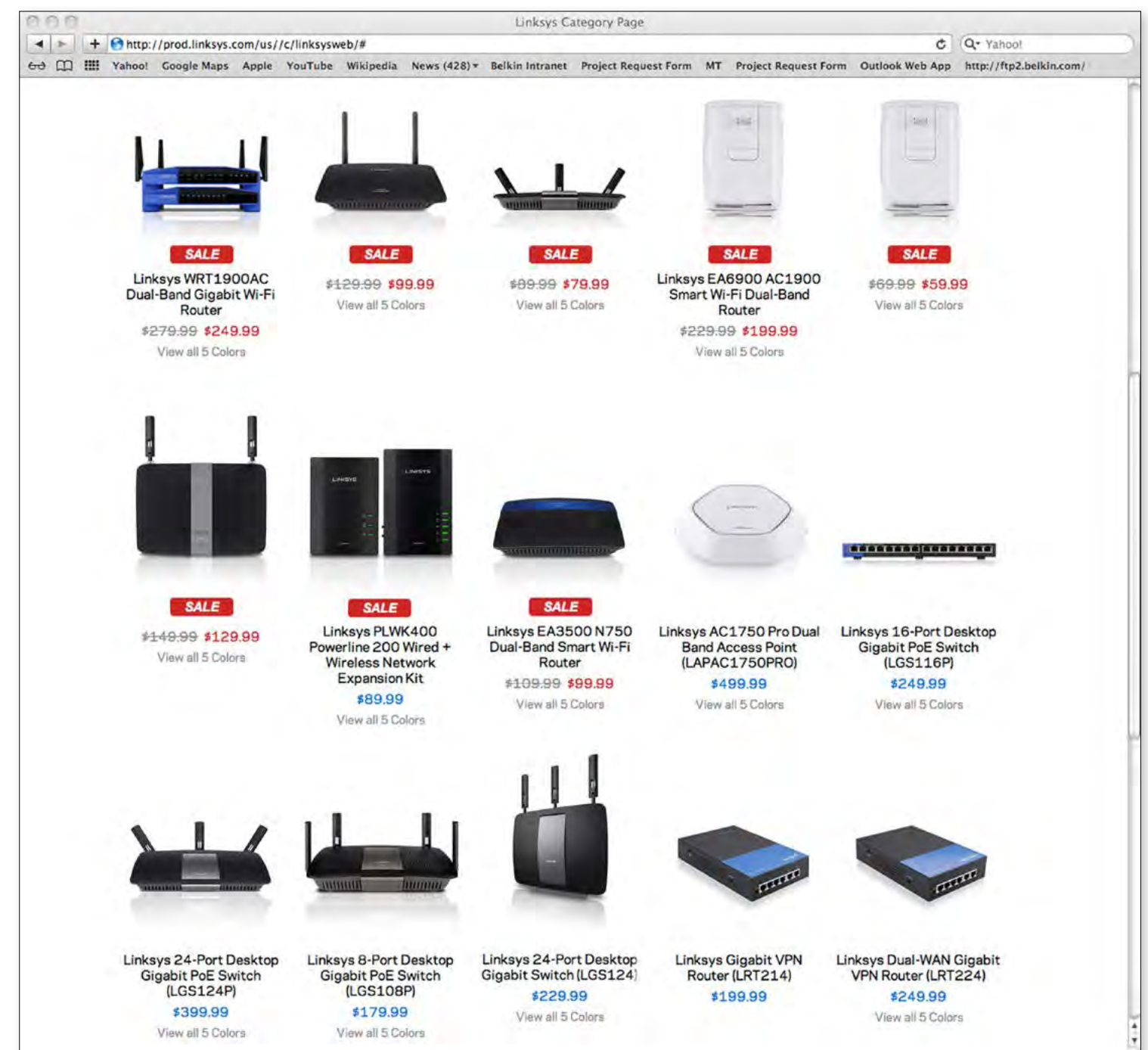
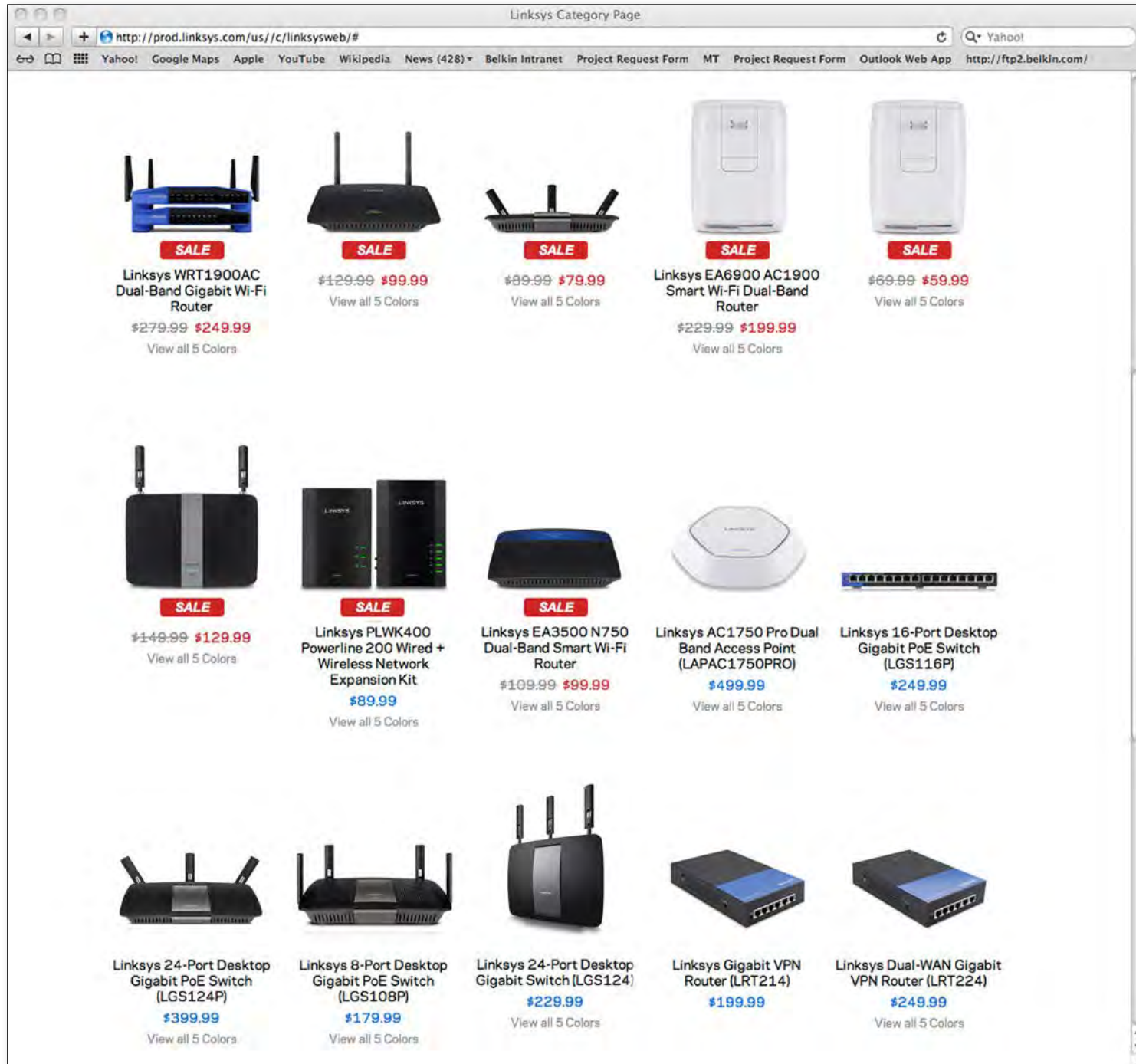
PACKAGE FOR WEBSITE REFLECTION



▪ New angle of product









**LINKSYS**