



RETOUCHING GUIDELINES FOR AMAZON, OVERSTOCK, WALMART, AND OTHER ONLINE MARKETPLACES

These guidelines ensure all jewelry product images are consistent, high-quality, and complaint with major online marketplace standards. The goal is to present each item clearly and attractively, highlighting craftsmanship, material quality, and design accuracy.



IMAGE SPECIFICATIONS

- ❖ **Ideal Size**
2000 × 2000 pixels
- ❖ **Aspect Ratio**
Square (1:1) unless otherwise specified.
- ❖ **Product Coverage**
Product should fill 85% of the frame.
- ❖ **Background**
Pure white with RGB values (255, 255, 255).
- ❖ **Resolution**
300 DPI (for crisp detail and zoom functionality).
- ❖ **File Format**
JPEG (.jpg or .jpeg) recommended; TIFF (.tif)
- ❖ **Color Profile**
sRGB color space.
- ❖ **Clarity**
Image must be sharp, clear, and free of pixelation, jagged edges, or noise.
- ❖ **Compression**
Use high-quality compression; avoid visible artifacts.
- ❖ **File Naming**
Use clear, structured filenames for delivery:
 - SKU_Main.jpg
 - SKU_Angle.jpg
 - SKU_CloseUp.jpg
 - SKU_Measurement.jpg
 - SKU_Lifestyle.jpg

FILE NAMING CONVENTION

Ensure each filename matches the SKU and image type for easy cataloging.



SKU_A.jpg



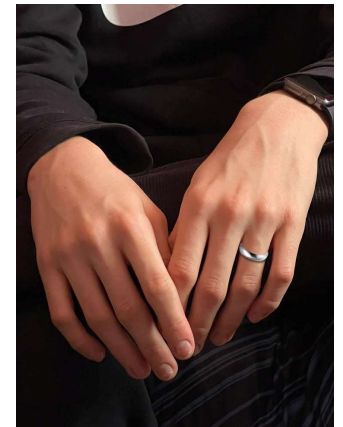
SKU_B.jpg



SKU_C.jpg



SKU_Measurement.jpg



SKU_Lifestyle.jpg

❖ MAIN

Front-on view from slightly above of the full jewelry piece. Pure white background. No logos, props or text.

❖ ALTERNATE ANGLE

Show a different angle or perspective to highlight depth and structure.

❖ CLOSE UP / DETAIL SHOT

Highlight specific craftsmanship details such as gold stamp, clasp, back, stone setting, or engraving.

❖ MEASUREMENT IMAGE

Show clear measurements (in millimeters or inches) using clean, legible overlay graphics. Make sure all measurements are proportional to the ruler.

❖ LIFESTYLE IMAGE

Display product in context (e.g., on model or styled setting). Background should be soft, neutral, and complementary to the jewelry.

❖ **General Quality**

Images should look high-end, clean, and realistic — not over-edited.
No distortion or misrepresentation of product color, size, or finish.
Avoid excessive glow, fake sparkles, or over-smoothing.

❖ **Metal Retouching**

Polish and smooth metal surfaces to remove dust, scratches, and blemishes.
Preserve natural reflections and gradients avoid making metal look flat or plastic.
Maintain true color (e.g., yellow gold vs. rose gold vs. white gold).

❖ **Gemstones & Diamonds**

Enhance brilliance and contrast slightly to emphasize sparkle.
Preserve natural inclusions unless specified for removal.
Ensure consistent color and lighting across all gemstones in a single image.

❖ **Shadows & Reflections**

Add soft, natural shadows or reflections beneath the jewelry when appropriate.
Shadows must be subtle and realistic — avoid dark or heavy drop shadows.
Reflections should enhance realism without cluttering the image.

❖ **Color Accuracy & Tone**

White balance must be neutral — no yellow, blue, or gray color cast.
Colors should match the physical product accurately (especially metal tone).
Avoid over-saturation; aim for realistic contrast and brightness.

❖ **Composition & Cropping**

Jewelry should be centered and symmetrically aligned.
Maintain consistent framing and zoom level across all product images.
Leave a small uniform margin (~5–10%) around the jewelry.
Follow the 85% product fill rule strictly.

❖ **Consistency**

All images from the same collection or product type must have:
Consistent lighting and exposure.
Uniform color temperature.
Identical cropping and centering.



Retouching MAIN, ANGLE, and CLOSEUP Images

- ❖ The background image should be kept and remain as the original unretouched image.
- ❖ Outline the product to create product layer. This layer is where all the retouching should be applied.
- ❖ Create another layer for the pure white background.
- ❖ Polish and smooth metal surfaces to remove dust, scratches, and blemishes
- ❖ Preserve natural reflections and gradients — avoid making metal look flat or plastic
- ❖ Maintain true color (e.g., yellow gold vs. rose gold vs. white gold).
- ❖ ***Always leave the carat weight marking*** (e.g., 10K, 14K, 18K, etc.)
- ❖ ***Remove the vendor markings:*** for example, in this image the S next to the 14K marking should be removed.
- ❖ Never add any highlights or low lights unless directly requested
- ❖ Try and use the natural shadow from the original image. Create a rough outline of the shadow, feather the selection and create a shadow layer
- ❖ Adjust density of the shadow for a realistic look over the white background layer.
- ❖ Crop final image so the product is 85% of the canvas at an aspect ratio of 1 to 1, 2000 x 2000 pixels @ 300dpi.
- ❖ Save as a flattened JPG as well as a layered TIFF.
- ❖ The layered TIFF file should have 4 layers, the product layer, the shadow layer, the white background layer, and finally the original image layer.

[Link for sample retouching video](#)



Layers

Normal

Opacity: 100%

Lock:    

Fill: 100%

product

shadow

white bkgd

Background



Original



Retouched



SKU_Lifestyle

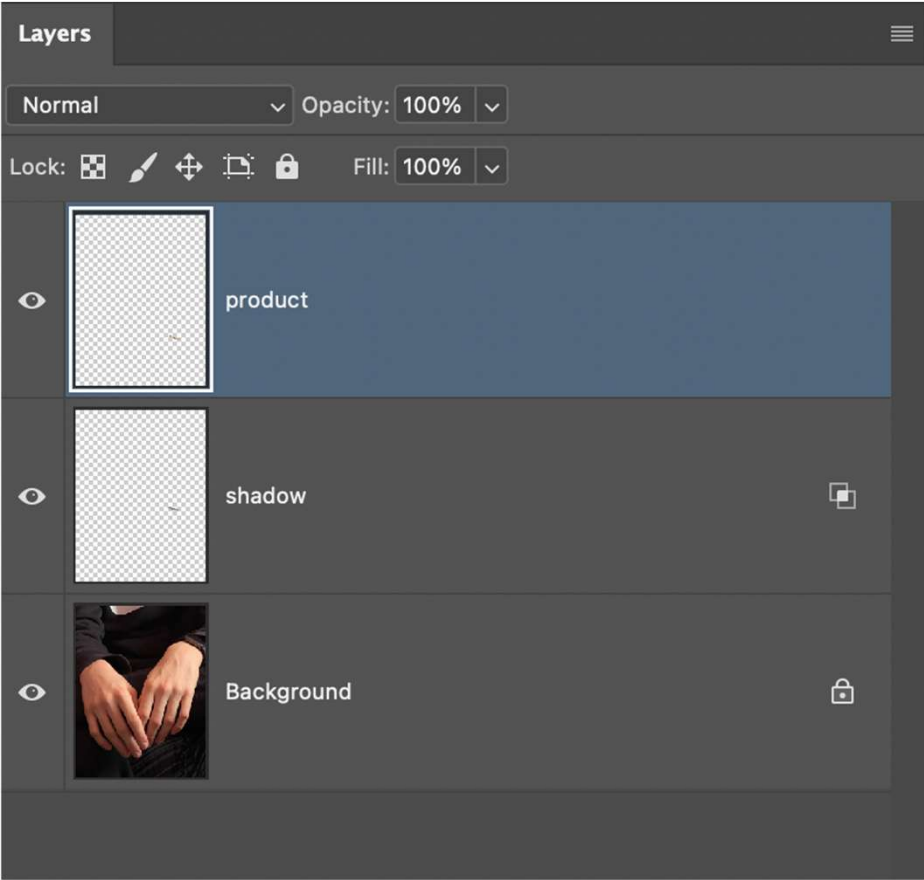
Creating the Lifestyle Image

- ❖ Take the product from the Angle image and drop into the Lifestyle image provided.
- ❖ Rotate counterclockwise and scale to fit the appropriate finger.
- ❖ Remove the back of the band
- ❖ Copy the product layer and change blending mode to multiply.
- ❖ Adjust opacity if needed to look as realistic as possible, add a layer mask to apply a gradient that matches the direction of the light source. For this image the light is coming from the upper right, the gradient should follow suit at an angle black to white moving left.
- ❖ Merge to product layer
- ❖ To create the shadow, select the product, create a new layer under the product layer, fill selection with black.
- ❖ Name that layer the Shadow layer
- ❖ Nudge the shadow down about approximately 3 taps.
- ❖ Give a blur of about 3 percent, change the opacity to about 65%
- ❖ Shadow should only be below the product if the blur spreads please just erase from above the product and the sides if applicable.
- ❖ Save as a flattened JPG as well as a layered TIFF.
- ❖ The layered TIFF file should have 3 layers, the product layer, the shadow layer, and the original Lifestyle plate.

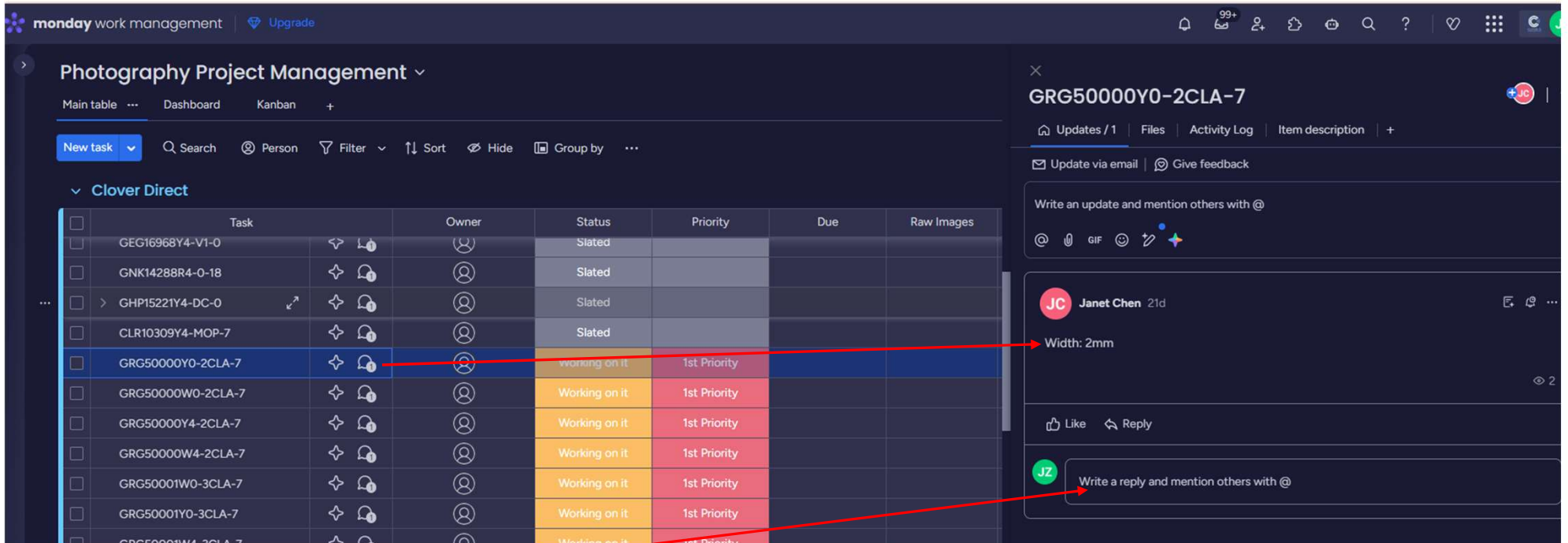
[Link for sample retouching video](#)



SKU_Lifestyle



All SKUs are listed in Monday.com under “Clover Direct”.
Click on the Comment Icon to see the measurements for each piece.



The screenshot displays the Monday.com interface. On the left, a table titled "Photography Project Management" lists tasks under the "Clover Direct" group. The table columns are Task, Owner, Status, Priority, Due, and Raw Images. The task "GRG5000Y0-2CLA-7" is highlighted in blue and marked as "working on it" with a "1st Priority". A red arrow points from the comment icon in the "Raw Images" column of this task to the right-hand panel.

The right-hand panel shows the details for the task "GRG5000Y0-2CLA-7". It includes tabs for Updates, Files, Activity Log, and Item description. Below these, there is a section for updates and a comment section. A comment by "Janet Chen" (JC) is visible, stating "Width: 2mm". Another red arrow points from the "Write a reply and mention others with @" text input field in the comment section to the bottom of the slide.

Task	Owner	Status	Priority	Due	Raw Images
GEG16968Y4-V1-0		Slated			
GNK14288R4-0-18		Slated			
GHP15221Y4-DC-0		Slated			
CLR10309Y4-MOP-7		Slated			
GRG5000Y0-2CLA-7		working on it	1st Priority		
GRG5000W0-2CLA-7		Working on it	1st Priority		
GRG5000Y4-2CLA-7		Working on it	1st Priority		
GRG5000W4-2CLA-7		Working on it	1st Priority		
GRG50001W0-3CLA-7		Working on it	1st Priority		
GRG50001Y0-3CLA-7		Working on it	1st Priority		
GRG50001W4-3CLA-7		Working on it	1st Priority		

Ask questions directly in the comments, tag @bridget and our team will respond to your questions.



SKU_Measurement

Creating the Measurement Image

- ❖ Take the product from the MAIN image and drop into the Measurement plate image provided.
- ❖ Scale main image to match measurement size
- ❖ Type in MM and adjust brackets to scale
- ❖ Save as a flattened JPG as well as a layered TIFF.
- ❖ The layered TIFF file should have 3 layers, the product layer, the MM layer, and the scale plate layer.

[Link for sample retouching video](#)



SKU_Measurement

Layers

Normal Opacity: 100%

Lock: Fill: 100%

	T	5 mm
		top bracket
		bottom brackt
		Product
		Inch / Millimeter chart

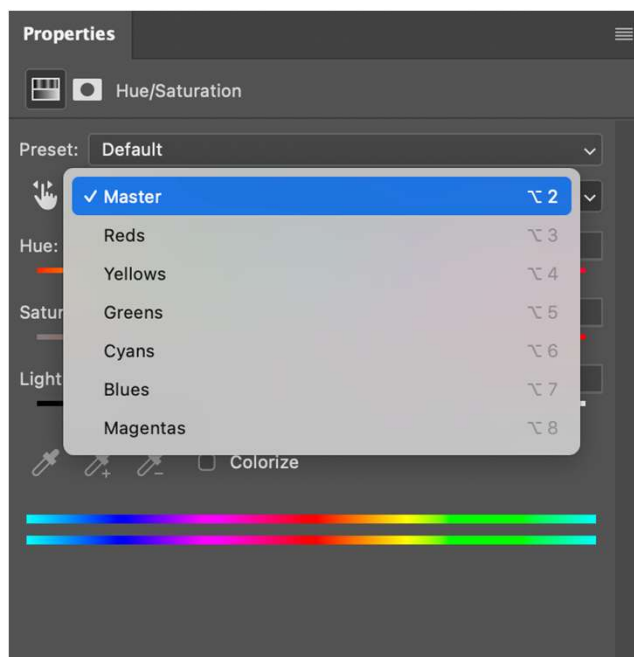
COLOR AUTHORIZING PRECIOUS METALS





COLOR AUTHORIZING PRECIOUS METALS

Whenever possible, use gold jewelry images and recolor them to white gold using the method below. This approach preserves richness and depth, unlike converting to black and white or reducing saturation to -100. Using the gold jewelry images and adjusting their color to white gold to ensure visual and quality consistency.



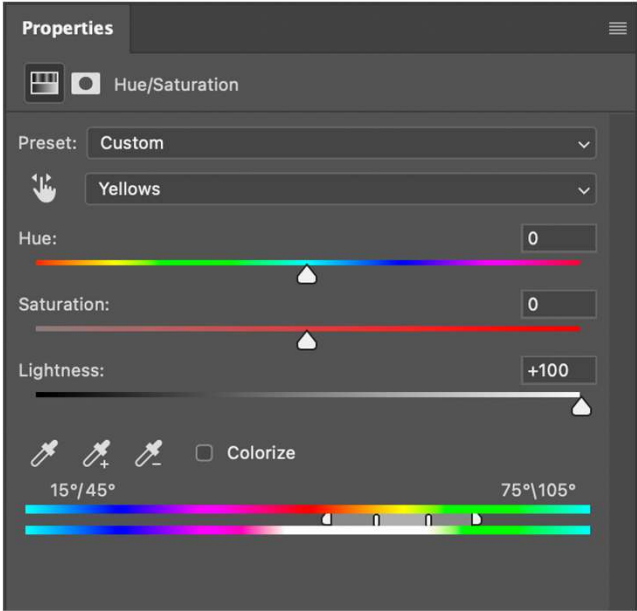
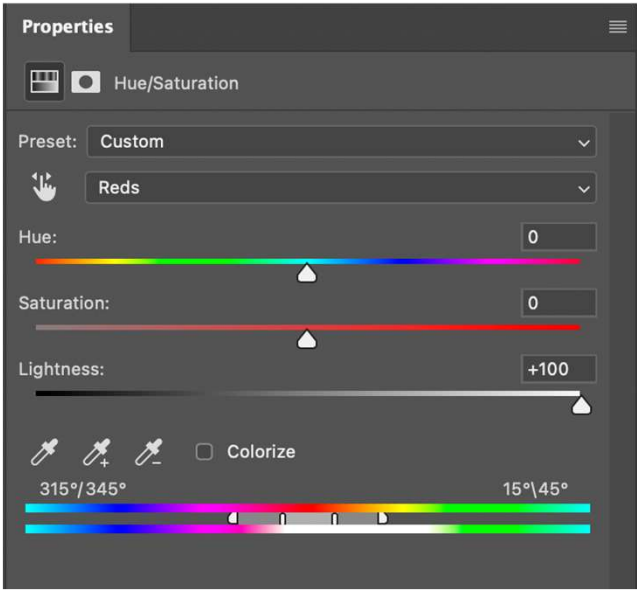
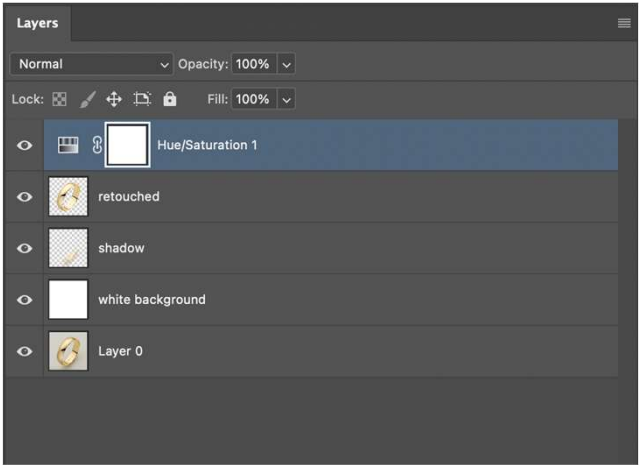
To convert Gold to White Gold:

- ❖ Add a Hue / Saturation layer
- ❖ In the master drop down menu go to the Red Layer
- ❖ Take the lightness slider to 100%
- ❖ Next go to the Yellow Layer
- ❖ Take the lightness slider to 100%
- ❖ Then you can adjust from there to match carat color chart colors



COLOR AUTHORIZING PRECIOUS METALS

Gold to White Gold



Before submission, verify each image:

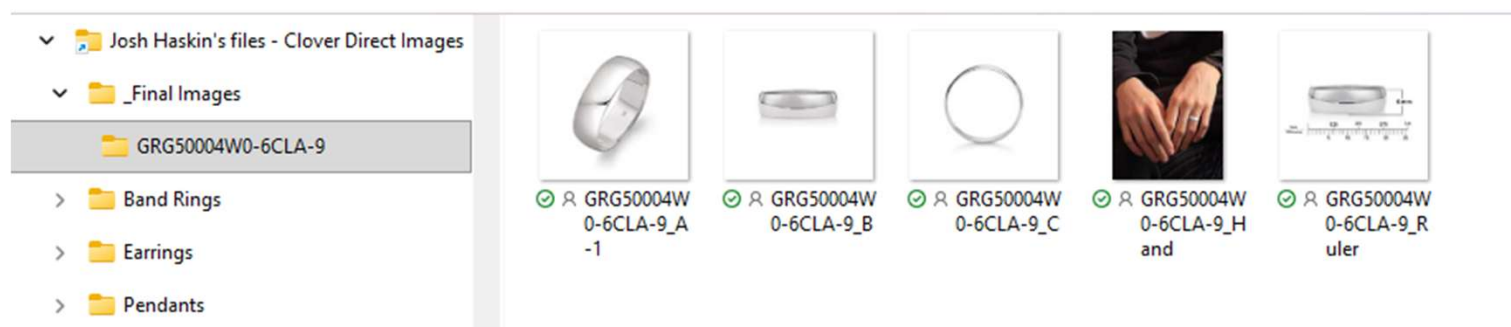


Quality Control Checklist

- ❖ Dimensions: $\geq 2500 \times 2500$ pixels
- ❖ Product covers 85% of the frame
- ❖ Background is pure white (RGB 255, 255, 255)
- ❖ Image is clear, no pixelation or jagged edges
- ❖ Colors match actual jewelry
- ❖ Lighting is consistent and neutral
- ❖ Correct file naming convention used
- ❖ Shadows/reflections look natural
- ❖ Meets marketplace technical standards



Save in Final Images > Create a folder for each SKU:



1. Add links for each image to the correct SKU listing on Monday.com

Photography Project Management

Main table Dashboard Kanban +

New task Search grg50004 Person Filter Sort Hide Group by

▼ Clover Direct

Task	Status	Priority	Due	Raw Images	A Link	B Link	C Link	D Li...	Ruler Image	Model Shot	Misc Image
☐ GRG50004W0-6CLA-9	Done	1st Priority			https://clover2-m...	https://clover2-m...	https://clover2-m...		https://clover2-m...	https://clover2-m...	
☐ + Add task				0/1							

+ Add new group



2. Change the Status to “Done” this will notify our team.

Please let us know if you have any questions. Thank you!