Dear Valued Partner,

Toys R Us has been working to create a new and improved webstore for our customers. As part of this initiative, we have updated our image requirements for our Toys R Us and Babies R Us websites.

Effective 4/15/2017, all images entered into the EDQ Vendor Portal or submitted to ECM_assetdelivery@toysrus.com must be a minimum of 1000 x 1000 pixels, an increase from the previous 500 x 500 pixel minimum. Images smaller than 1000 x 1000 will be rejected. Additionally, we are asking that primary product images are shown on a 25-degree angle, facing to the right when looking at the product on screen in order to maintain consistency onsite.

We have attached the revised webstore image and content style guide for your reference along with the technical and standards listed below. We ask that you review your product images to validate that they meet the new minimum standard. Replacements can be updated through the EDQ Vendor Portal via the Maintenance workflow or large volumes can be sent to ECM_assetdelivery@toysrus.com for processing. Remember that each product category has specific guidelines for content/images. Details can be found in the appropriate category style guide for further direction.

If you have any questions or concerns, please feel free to reach out to ECM.Support@toysrus.com or your Digital Merchandising Manager.

Thank you for your continued partnership.

Digital Merchandising Team

Technical Requirements
- JPEG (.jpeg/.jpg) or PNG (.png) format
- Image dimensions must be between a minimum of 1000 x 1000 pixels & a maximum of 3000 x 3000 pixels
- Resolution must be at least 72 dpi
- sRGB color mode (not CMYK)

Image Standards
Primary/Main images
• Image must be a **professional photograph** of the product being sold, or show cover art for books, movies, music, or software. Image must be **in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges**.

• Drawings, mockups or illustrations of the product are not allowed

• The full product must be in the frame and be the primary focus of the image – do not include gratuitous or confusing additional objects that distract from the product

• Product should be centered and take up the maximum canvas area allowed either horizontally or vertically (**minimize any whitespace**)

• Main (primary) image for product must be shown **on a 25-degree angle (1/4 turn), facing to the right** when looking at the product on screen

• Images on a white background must be pure white (RGB 255,255,255). *White or clear products must have a slight, right drop-shadow to make it visible against a pure, white background*

• Images should not be scaled up or pixelated

**Alternate images:**

• The image must be of, or pertain to, the product being sold

• Other products or objects are allowed to help demonstrate the use or scale of product

• Cropped or close-up images are encouraged to highlight important features/functionality

• Images in lifestyle settings or environments are allowed

• Text and demonstrative graphics are allowed