

IVORY
T R I B E



DIRECTORY LISTING TECHNICAL SPECIFICATIONS

DIRECTORY LISTING IMAGERY & VIDEO

- To ensure quality and consistency, all supplied imagery and video must be that of a professional photographer(s) or videographer(s).
- Permission for use of professional content if you are not the original creator/copyright owner of imagery or videos is essential. More than often this excludes a wedding couples' permission (although good polite practice too) as in most cases they are not the legal copyright owner. Image and video content may attract a fee for commercial use from copyright owners which is not uncommon.
- Carefully consider which images are most relevant and highlight your service or product best. For example, if a venue, couples tend to want to see your space and surrounds rather than a cake or real wedding portrait.
- Be discerning when selecting your imagery and keep in mind quality over quantity and the clientele or type of couple in which you wish to attract.
- Your listing gallery requires a minimum of 5 and a maximum of 15 slides (images or videos).
- Your listing gallery must include at least one slide containing an image (should remaining slides all include videos) to be used as your cover image.
- Images appear in a horizontal format within the gallery measuring 1100px (W) x 825px (H).
- File Format - web ready JPEG (72dpi) with file size not exceeding 500kb.
- Please ensure images are full frame and avoid any black or white space around edges.
- Please note vertical images need to be paired together in the one file to meet these dimensions - see example on page following.
- Images measuring under 3mb in file size that exceed the gallery dimensions may require cropping (tool provided in dashboard) however images smaller than the specified dimensions will fail to upload.
- Videos can simply be uploaded to your gallery as a Vimeo or YouTube link.
- Ivory Tribe reserves the right to decline the use of supplied listing imagery should it not meet specifications, brand guidelines or aesthetic quality.

IMAGE TECHNICAL SPECIFICATIONS;

- File Dimensions - 1100 px (W) X 825 px (H)
- File Size - 500kb max
- File Name - TRIBEIO_BUSINESSNAME-NUMERSEQUENCE,

I.e. TRIBEIO_JOHNSMITHPHOTOGRAPHY-01

VERTICAL IMAGE PAIRING TIPS USING ADOBE PHOTOSHOP;

- File > Create New (using tech specs 1100 px wide x 825 px high, 72dpi).
- Drag and drop desired vertical images onto your new file in Photoshop, these will appear as layers.
- Scale to fit each image (layer) evenly using alt/T.
- Select all three layers on layers menu (right hand menu), right click and select flatten image.

Save your file as a web ready JPEG using command/alt/shift/4 with appropriate file name as above.

We hope this document has answered any questions and helps with the supply of your imagery and video content when it comes to directory listings. Please don't hesitate to get in touch if you require further assistance or information.



DIRECTORY LISTING - HORIZONTAL IMAGES

1 100 px (long edge)



825 px
(short edge)

ALI BAILEY

Ali Bailey truly loves her job. Documenting days of joy, in a fresh and honest way, is what gets this talented photographer up in the morning. It's what excites her, turns her stomach to butterflies and puts a smile on her face.

DIRECTORY LISTING - VERTICAL IMAGES

1 100 px (long edge)



825 px
(short edge)

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