

CLINIQUE

Post-production Guidelines.

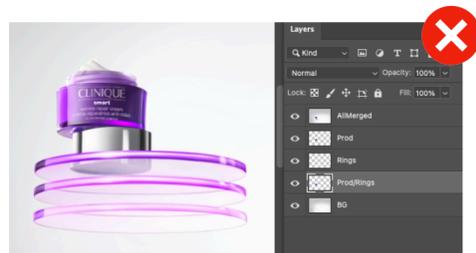
Layering and labeling the layers

Whenever images are requested layered, 2 layers (or groups of layers) are needed.

1- "SILO": contains silo'd versions of models or products

2- "BACKGROUND": consists of the plain background or background options, as needed (it may also be the flattened version of the image)

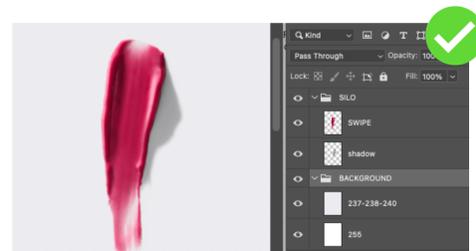
Please make sure to use these labels as we are using a workflow that references these layers.



Unless specified otherwise, image layers should always be minimal, and properly labeled.



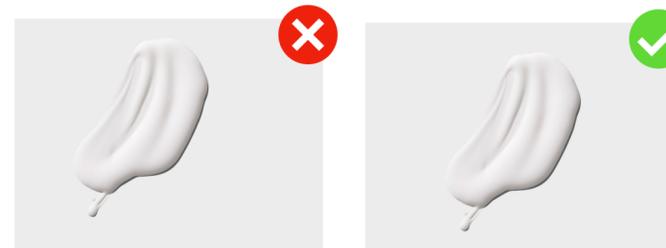
For **signature visuals** (main campaign images, on figure or still life), except on rare exceptions, the "Background" layer of the image is the merged rendering of the composition. The "Silo" layer is the silo of the subject.



For **secondary visuals**, sometimes multiple Background versions or different elements of the Silo layer are needed. If more than one layer is needed for the Silo or the Background, please group them.

Size and cropping

- Still life images, such as product swipes, ingredients, textures, etc. should always be visually balanced, centered within the canvas.
- Additionally, if these images are part of a series please ensure, whenever possible, that the entire series is always scaled and cropped consistently.
- Finally, whenever extensions are requested and it is practical to do so, apply consistent amounts of extension on all sides, in order to maintain the cropping balance.



Background color

- Depending on the image, grey tones will vary slightly brighter or darker, but in general we always lead 2-3 points blue.
Surfaces: R237, G238, B240
- For on-figure images we use a range of background tones that center around RGB 237. For gradient, use a variation from 232 to 240. For flat, use 237.

Note: These colors are for reference only and will vary depending on the shoot and images captured.

Files format

- PSD for all layered files
- TIF for flat files (always use LZW compression)

Note: when saving psd files, please make sure to not have the "maximize compatibility" option active: it unnecessarily increases files sizes exponentially, and is not a very useful function for us.

Images extension guide

Image specs:

Image size should be as large as possible (as shot) @ 300dpi
RGB98 and CMYK

Extensions:

Image extensions are better determined at the onset of the retouching process.

The select images should be cropped in standard layout ratios, from extreme horizontal to extreme vertical shapes, to plan for maximum extension required.

Once determined, the cropping guide and maximum extensions will be the reference used during retouching and layouts iterations.

Note: not all images will fit in or will need to be used across all ratios – refer to usage and media plan.



Images resolution guide

Resolution of images is important to maintain integrity of the image and legibility of the logo, product names and deco.

Recommended resolution (actual size):

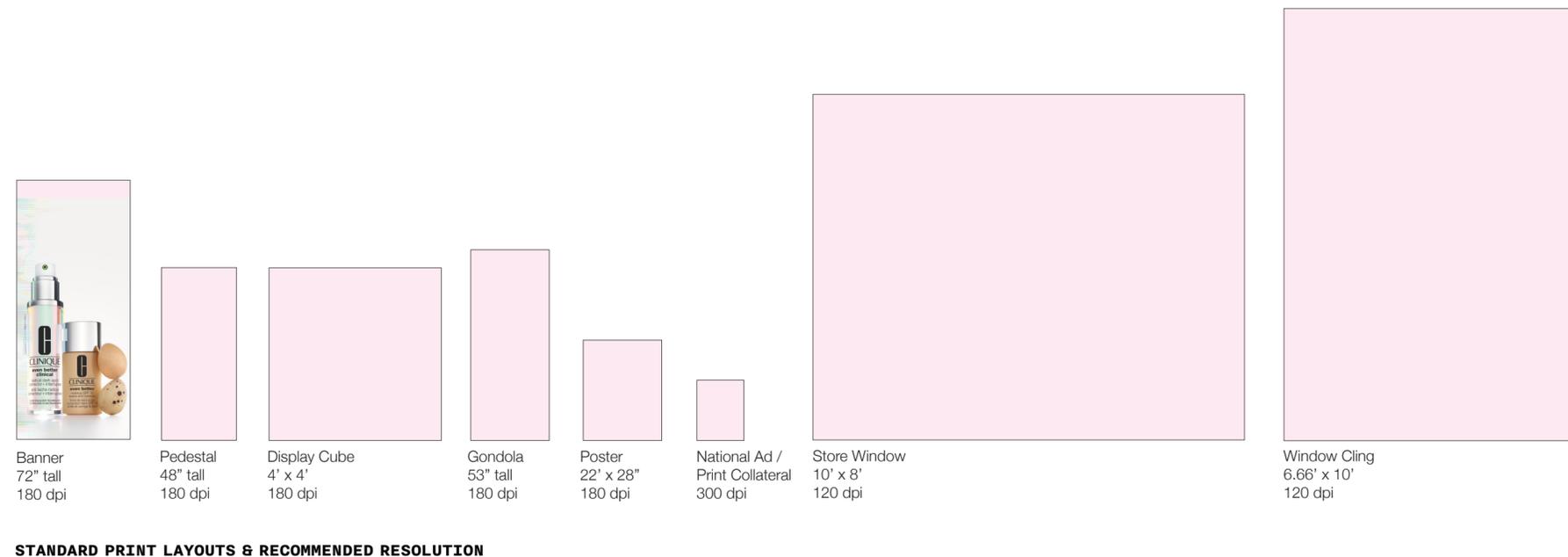
Advertising and Collateral: 300 dpi

Instore: 120 dpi minimum

Out of Home and Oversize Instore: 100 dpi minimum

Resolution by viewing distance:

Feet	dpi	Feet	dpi
1	300	6.5	90
2	200	10	60
3.3	80	16	35
5	120		

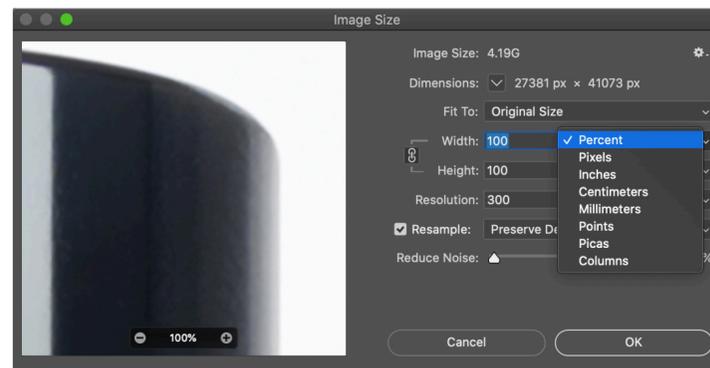


The 300dpi rule

It is standard practice to always make sure that at least a 300dpi version of the image is used in your layouts.

- Check the ELC DAM site for the most optimized version of the asset available (different sizes and resolutions are often available.)
- If only a 72 or 96dpi version of the asset is available, that particular asset shouldn't be used for print, choose a different asset.
- If the asset you want to use is between 150 and 300dpi, the asset size should be **adjusted in photoshop** to reach the 300dpi threshold:

1. Open the image file in Photoshop.
2. From the top menu go to Image, then **Image Size**. (The below pop-up window will appear.)
3. Make sure "Resample" is checked OFF, then change your Resolution to 300. This will preserve the original size but adjust the height and width.
4. Save your image, place it in the layout, proceed to step 2.



Photoshop Image Size Pop-up window with sizing options

Effective resolution

1. In your InDesign layout, select the image or asset.
2. Look for "Effective PPI" in the **Link Info panel**.
3. **Effective PPI target should be 300** or above (300dpi is considered standard high resolution quality) but depending on the type and size of asset, a smaller resolution is acceptable.
4. Cross checking effective PPI at scale against DPI Guidelines will help you determine at what effective resolution your image should be set.
5. If resolution adjustment is needed, go to step 3.

Note: If the effective resolution is within range but not exactly there, adjusting the scale of the image in the layout until you reach that number is a solution can be explored in coordination with the Global creative team.

Upresing an image

1. Open the image file in Photoshop.
2. From the top menu go to Image, then **Image Size**. (The pop-up window seen on left will appear.)
3. Increase the Width or Height by percentage, inches, pixels, etc. as needed. The DPI Guidelines will help calculate the image size adjustments needed.
4. Make sure "Resample" is checked and set to "Preserve Details (enlargement)", click "OK".
5. Save the new version of the image adding "_UPRES" to its filename.
6. Once resize has been applied, review in details the quality of the resulting file, go to QC step.

Note: Never up-res an image more than 3 times its original size. Beyond that point we recommend looking for an alternate visual.

Quality check

Once the image has been enlarged, it is important to thoroughly check the file for resolution problems such as pixelation, jagged edges, or blurriness in sections of the image.

For any Clinique image it is paramount to maintain legibility and crispness of logo, product names and deco.

To quality-check the images:

1. Review your image at 100% size on screen.
2. Pan around the image and visually check how the image looks.
3. Ideally, run a proof of the image in layout at 100% (section proofing can help keep costs in check and do specific QC.)



BAD UP-RES
Image looks low-res and blurry, deco is jagged, noticeable pixelation



SUCCESSFUL UP-RES
Image looks sharp, deco reads well, no noticeable pixelation