



Digi-Key Electronics, Fulfilled by Digi-Key and MarketPlace Image Guide:

Digi-Key maintains the following standards for images named by product identifier and display as the main image on our product detail page. Further, these requirements need to be met for outside marketing efforts like Google shopping and more.

Requirements for Primary Images:

- The image must be a professional photograph of the product being sold. Drawings or illustrations of the product are not allowed.
- We require full, high resolution images at a minimum of 640x640
- At this time, we do not use series overview images for parts unless the parts are outwardly the same size, dimensions, and attributes across all products.
- The image must be named the exact same as the manufacturer part number
- The image must not contain gratuitous or confusing additional objects.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- The full product must be in frame.
- Backgrounds must be pure white (RGB 255,255,255).
- The image must not contain additional text, graphics, or inset images.

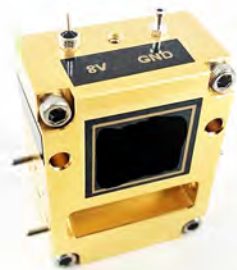
Requirements for Secondary and Additional View Images:

- The image must be of, or pertain to, the product being sold.
- The image must be named the exact same as the manufacturer part number with -front, -back, -secondary etc.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Other products or objects are allowed to help demonstrate the use or scale of product.
- The product and props should fill 85% or more of the image frame.
- Cropped or close-up images are allowed.

Accepted Digi-Key, Fulfilled by Digi-Key and MarketPlace Images:

The following image examples are what we accept for primary image spots. All of these images are in-focus, clear images provided on a white background.

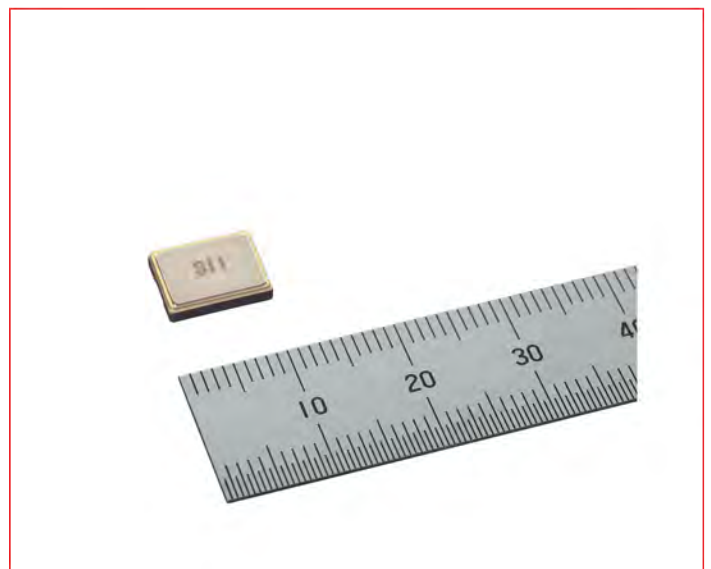
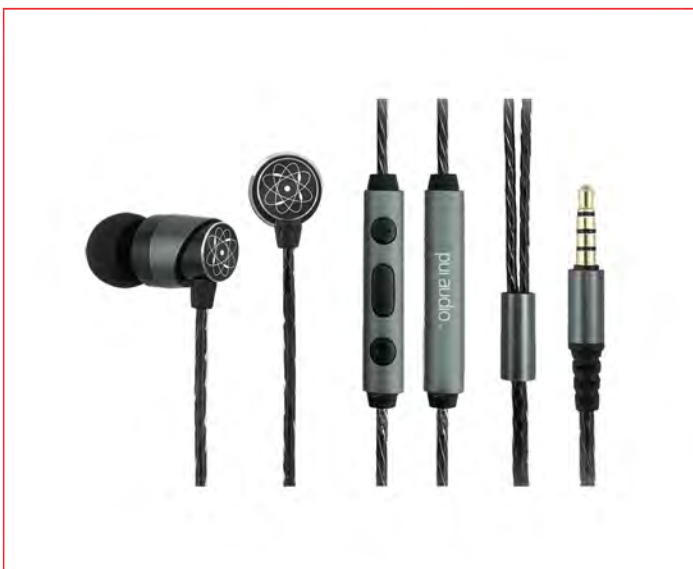
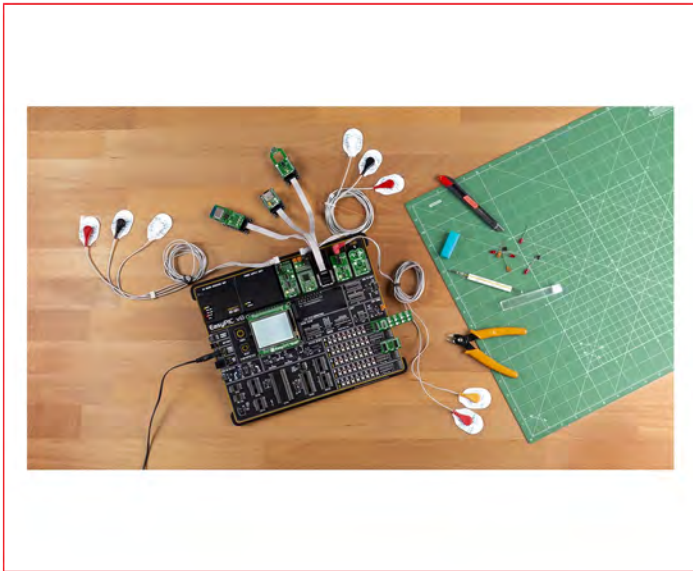
We require images of this standard for external marketing efforts like Google shopping



Acceptable Secondary Images for Digi-Key, Fulfilled by Digi-Key and Marketplace:

Secondary (non-primary) images have a little more flexibility. Please view below what we accept for secondary images.

For secondary images we allow our suppliers to show their product in function, additional views, front and back (of the same part) and some marketing text. While we still prefer these images on a white background, exceptions may be taken for some images. This will be a case-by-case basis.



Images that would not be accepted on Digi-Key, FBD or MarketPlace:

X This image is unacceptable as a primary or secondary image due to the fruit, background and overall quality



X This image is far too small and our customers would not be able to view it clearly



X This image would not be accepted as a primary image due to it having two separate parts and text. We need one image for a primary spot.



X This image would not be accepted due to it being on an off-white background.

