BUILDIT
MATERIAL EXCHANGE

WHERE EXCESS MEETS ACCESS

Photo Standards Guide for Vendors

A simple visual standard to ensure clean, accurate, and uniform product photography across all vendor listings.

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Overview of Photo Requirements

Every product listing must include photos that show:

- The full item
- The material surface
- All edges and corners
- Any imperfections or damage
- Packaging if included
- Quantity or full lot view

Photos must be clear, well-lit, and honest. Listings with unclear or misleading photos may be rejected or reviewed by BuildIt.

Required Photo Angles

Each listing must include the following:

Full Front View

- Shows the entire product or material from the front or top.

Angled View

- Shows depth and dimension.

Side or Edge View

- Shows thickness, profile, or edge condition.

Surface Close-Up

- Shows texture, grain, color, patterns, or finish.

Edge or Cut Close-Up

- Important for lumber, trim, tile, metal, or flooring.

Damage or Imperfection Close-Ups

- Required for scratches, dents, chips, stains, torn packaging, warping, or other flaws.

Full Lot or Quantity View

- Required for bulk listings such as lumber stacks, tile boxes, or pallets.

Packaging Photo

- If applicable, show the box, label, SKU, wrap, or pallet wrap.

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Background Requirements

Acceptable Backgrounds:

- Plain white wall
- Light gray wall
- Clean workshop wall
- Clean concrete floor
- Neutral indoor background

Not Accepted:

- Dark or cluttered backgrounds
- Distracting environments
- Photos taken in trucks with unrelated tools
- Hands holding items unless needed for scale
- Anything that makes the product hard to see

Lighting Requirements

Always Use:

- Natural daylight when possible
- Bright overhead lighting
- Soft LED workshop lighting

Avoid:

- Dark shadows
- Yellow indoor lighting
- Glare or reflections
- Underexposed or grainy images
- Flash that distorts color

Distance and Framing

- Keep items centered
- Do not crop out edges or corners
- Avoid digital zoom
- Move closer for close-ups
- Ensure the item is fully visible in wide shots

Resolution and File Quality

Minimum Requirements:
At least 1000 x 1000 pixels
JPG or PNG format
Landscape preferred

Not Accepted:

Blurry or pixelated photos
Filtered or edited images
Photos adjusted to hide imperfections

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Required Transparency for Imperfections

If the item has flaws, you must show them clearly.

Show photos of:

- Scratches
- Dents
- Chips
- Stains
- Warping
- Discoloration
- Torn packaging
- Wear and tear

Listings that hide imperfections may be removed or result in dispute action.

Color Accuracy

To ensure buyers receive what they expect:

- Avoid warm or yellow lighting
- Use natural or balanced lighting
- Do not apply filters
- Do not oversaturate or brighten artificially

Photo Example Placeholders

Add examples later:

[Insert Example: Full Front View]
[Insert Example: Angled View]
[Insert Example: Edge Profile]
[Insert Example: Surface Close-Up]
[Insert Example: Damage Close-Up]
[Insert Example: Full Lot or Pallet]
[Insert Example: Packaging Photo]

Photo Checklist

Before publishing your listing:

- All required angles included
- Photos are clear and sharp
- mperfections shown
- Clean, simple background
- Accurate color
- Enough detail for the buyer to trust the purchase

BuildIt Photo Review

BuildIt may review and reject photos that do not meet standards. Listings may be unpublished until corrected.

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