

evo Content Requirements

Category	Details	SLA
Product Photography	<p>In-studio product photography for all products (including all colorways) to the following standards:</p> <ul style="list-style-type: none"> • Angles: Front, back, and side angles of each product • Outerwear: Ghost mannequin and on-model full-length shots. • Apparel & Swimwear: On-model full-length and layflats. • Ski, Snowboard, Wake and Surfboards: Top/bottom sheets and the rocker/shape profile • Bike: <ul style="list-style-type: none"> ○ Full driver-side profile & angled Views ○ Detail Shots: <ul style="list-style-type: none"> ▪ Crankset ▪ Rear Derailleur / Chainstay ▪ Fork / Front Wheel ▪ Brake / Shifter ▪ Seat / Seatpost ○ Please deliver highest-resolution file possible for bike imagery (ie. TIFF, RAW) <p>Delivery Format:</p> <ul style="list-style-type: none"> • Most up-to-date digital product catalog / workbook per season. • Dimensions: 2000x2000 pixels or greater • Resolution: RGB, 150 dpi or greater • Filetype: JPG, TIFF, PSD, RAW (5MB or greater) • Background: Transparent or white background (RGB: 255/255/255) • Cropping: Uncropped or full-view • File Naming Convention (MANDATORY): <ul style="list-style-type: none"> ○ vendorSKU_modelname_color-swatch_A.filetype 	<p>Must be provided for all items on the purchase order 90 DAYS before ship date.</p>
Product Information	<p>Current and up-to-date product specs and information including, but not limited to:</p> <ul style="list-style-type: none"> • All applicable sizing information for each product per purchase order. (eg. size charts) • Specs / Dimensions • Weight • Materials • Construction • Size / Fit • Key Product Features / Call-outs <p>Delivery Format:</p> <ul style="list-style-type: none"> • Most up-to-date digital product catalog / workbook per season 	<p>Must be provided for all items on the purchase order 90 DAYS before ship date.</p>

<p>Marketing Photography</p>	<p>Action Photography: Showing a variety of terrain and range of skill levels. Subjects should feel in control, and properly-gearred for the activity. Photography should be inspiring for all people, regardless of ability. Respectful of the trails, environment, and locations.</p> <p>Lifestyle: Human-centric with a strong sense of community, diverse representation, and a positive point of view. Capturing the in-between moments, before, during and after the activity. Subjects should represent a diverse group of ability, gender, ethnicity, and age including family and youth.</p> <p>Indoors / Events: Natural, soft lighting should be primarily used whenever possible. Images should feel personal, and inclusive; nothing that feels too crowded or anxious.</p> <p>Delivery Format:</p> <ul style="list-style-type: none"> • High-resolution JPG or TIFF files • Cropping: Uncropped or full-view 	<p>Must be provided for all items on the purchase order 90 DAYS before ship date.</p>
<p>Additional Content (video)</p>	<p>Product Overview Videos: Videos which details product features, callouts, tutorials or products in-use.</p> <p>Delivery Format:</p> <ul style="list-style-type: none"> • Video URLs and embedding links for YouTube or Vimeo ONLY 	<p>Must be provided for all items on the purchase order 90 DAYS before ship date.</p>
<p>Terms & Conditions</p>	<p>On an on-going basis, vendor will provide evo, free-of-charge, current product information, product photography, marketing photography, and other materials.</p> <p>By signing, vendor agrees that evo will retain full permissions to use provided product information, product photography, marketing photography, and other materials for marketing purposes including, but not limited to: website, email, store, and social media.</p> <p>As part of our pledge to promote equity in the outdoors, we ask that all photography include models and people of all ages, gender, body type, and ethnicity.</p> <p>All vendor product information, photography and content, must be provided for all items on the purchase order 90 DAYS before ship date.</p> <p>Delivery of Assets: Content must meet the standards described above and please reach out to content@evo.com for specific delivery instructions.</p>	

I agree to the above Terms & Conditions

Brand Signature _____ Date _____