

Ensuring Quality Across All Supplier-Provided Assets

To ensure consistency across all BradyPLUS digital platforms, we ask that all suppliers follow these simple requirements when submitting images, documents, and videos.

IMAGES

Format: JPG or PNG*

Size: Minimum 500 × 500 px (✔ 1000 px or larger is best)

Background: White (#FFFFFF), product should fill 85-90% of frame

Restrictions: ❌ No text, logos, or borders on primary image. No restrictions on additional images.

Angles: Primary hero shot + optional alternate angles, close-ups, lifestyle

Naming: [ProductNumber]_[ViewOrder].jpg

Example: 123456_01.jpg

Use Brady/P21 number first, manufacturer's number if not available

DOCUMENTS

Format: PDF only (text-searchable, max 10 MB*)

Types: Brochures, Labels, Manuals, SDS, Sell Sheets, Spec Sheets, Warranties

Example: 123456_01.pdf

Use Brady/P21 number first, manufacturer's number if not available

VIDEOS

Format: Format: MP4 or MOV*

Resolution: Resolution: Optimal 1080p (landscape 16:9)

Length: Length: 15-30 seconds

Quality: Quality: Should be clear, steady, and well lit

Restrictions: Restrictions: ❌ No watermarks, logos, or competitor branding

Naming: Naming: [ProductNumber]_Video01.mp4

Example: 123456_01.mp4

Use Brady/P21 number first, manufacturer's number if not available

**Receiving files in a compressed(.zip) format with individual files named by product ID # will be given priority*