

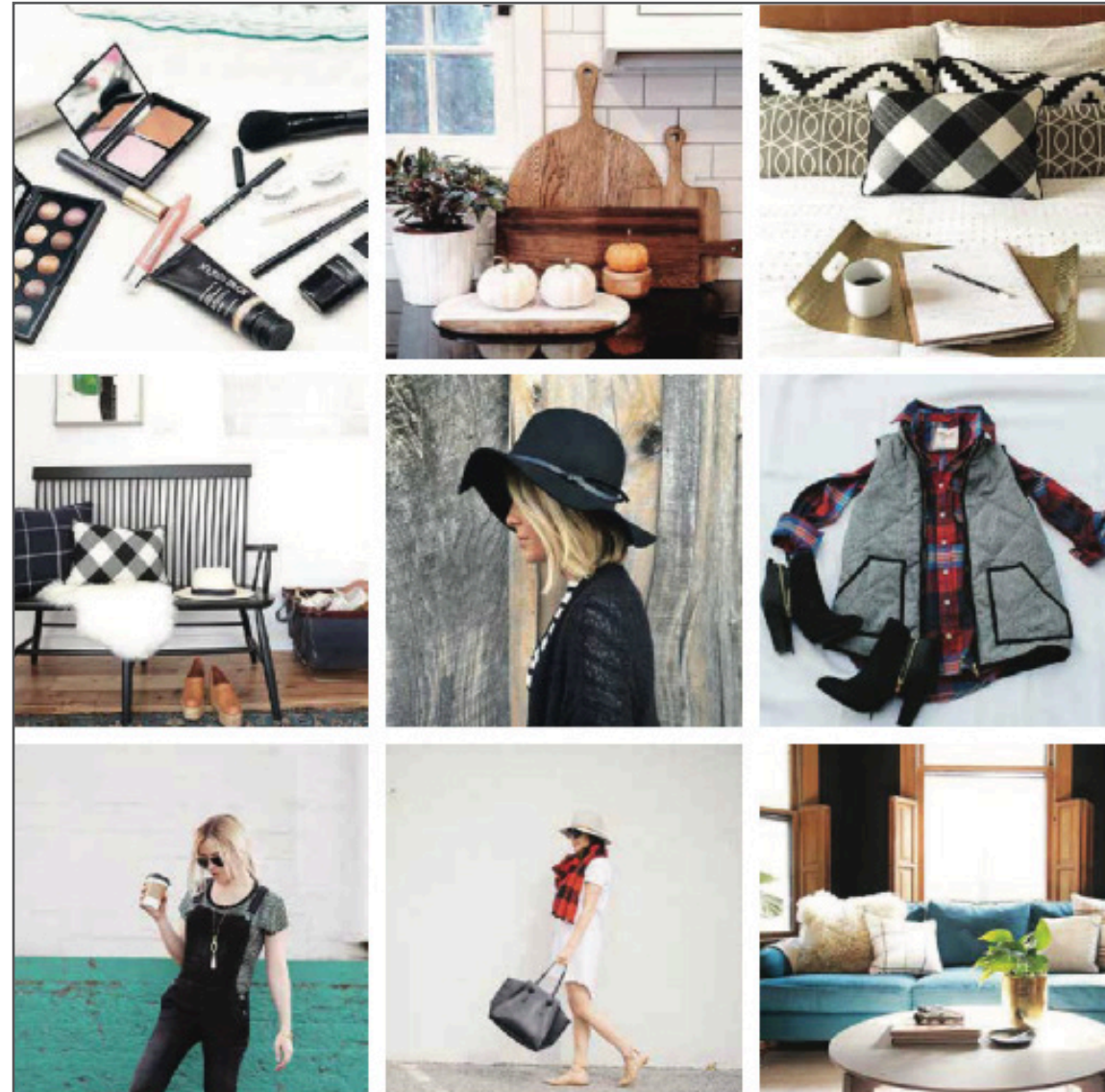


User-Generated Content (UGC)
Style Guide 2020

UGC Style Guide Considerations



Overall more like this



Photos should be:

- Bright, clean and crisp with pops of color
- Photographed at a good angle (straight on, 3/4th, or overhead) with product being the focus
- Mood is optimistic, cheerful and inspirational



Overall less like this



Other creative considerations:

- Dull, dark or with unnecessary filters that make it hard to see the products
- A bad angle with product not being the clear focus
- Avoid text overlays and bathroom shots

UGC Rejection Considerations

**Content that does not align with
Target Legal or Creative Brand Standards
will be rejected.**

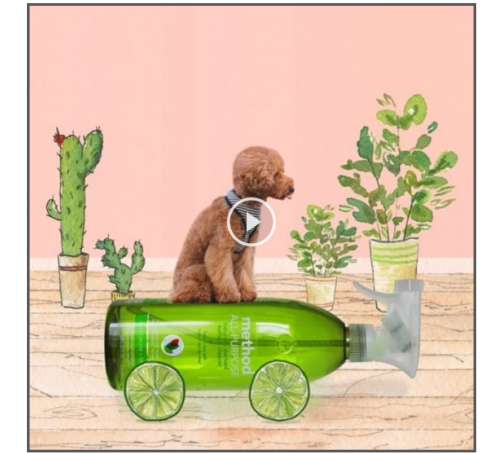
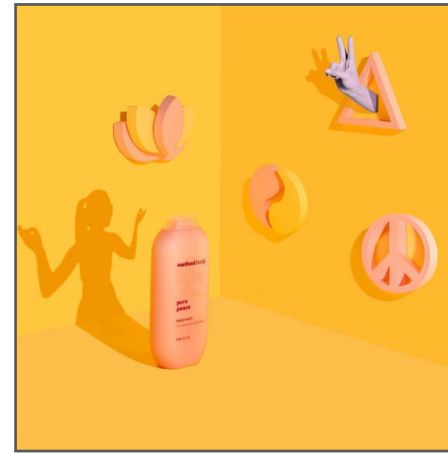
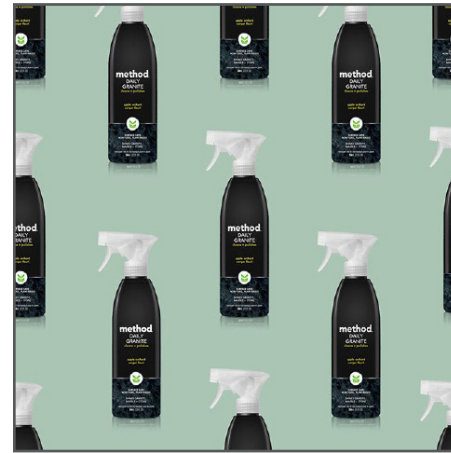
The following pages document each of the possible rejection reasons and provide examples for reference.

1. Content is not UGC | Not Authentic or Real

Branded content will now be approved as long as it meets the below criteria. Content that has been photographed for your brand, IG account or social media channels and images that a brand has been given photo credit to in post copy will not be accepted.

Unacceptable Brand Content is

- Product on background
- Studio photography



These examples are only to be used as a reference for the type of quality of images that will be considered acceptable. These images must be assets that you as a brand have captured for their IG account. It cannot be content that you are using on your accounts that you have obtained from others and give a photo courtesy reference to in copy

2. Questionable User Rights

Usage rights for minors cannot be granted by anyone but a parent or a guardian. Usage rights for any image cannot be given on behalf of photographers or studios or any other people.

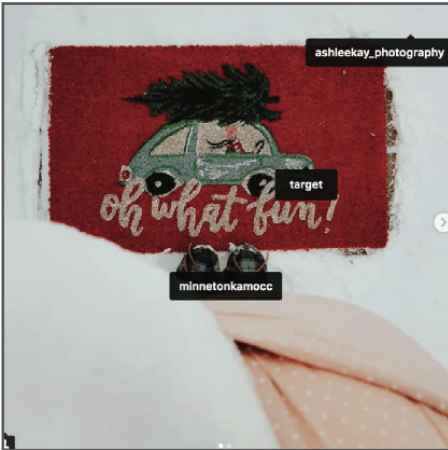
Too Many People

Regram

Photo Courtesy

Photo Courtesy

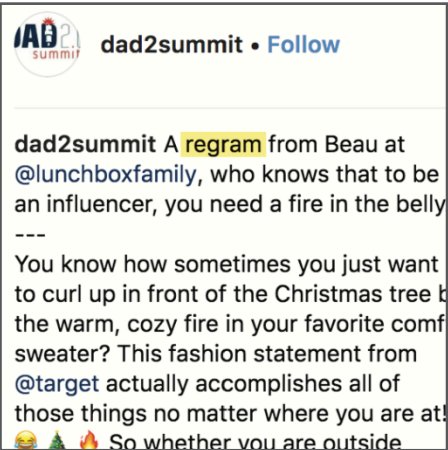
Kids account



Legal guardian of kid(s) is questionable



Only able to request usage rights of the IG user who posted the image, and we legally need permission from everyone pictured in the photo to use / feature



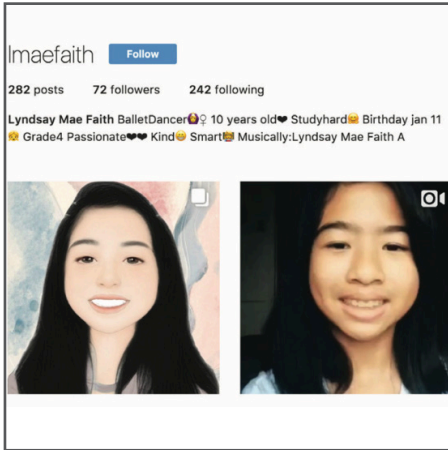
Watch out for mentions of regramming in post caption copy or regram icon in image as shown above in both examples



Watch for the camera icon, tagging of photographer in photo and @ mention of photographer credit in post caption copy

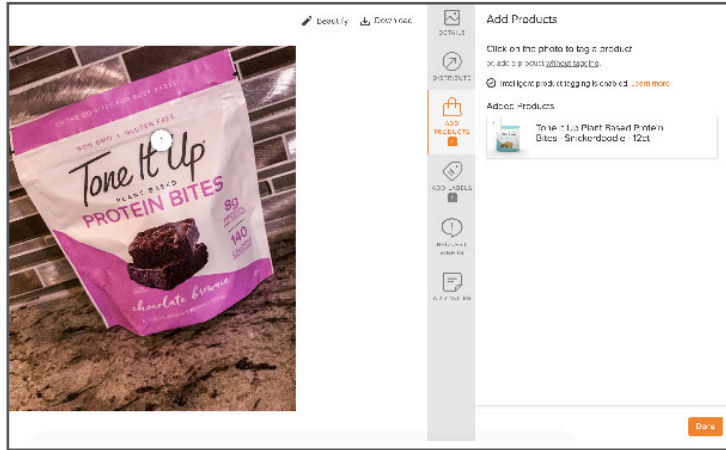


Look for cues in the post copy, profile information and feed images to help assess if account is managed by a parent or managed by an under age minor. Other cues to watch out to ensure actual guardianship of minors are, look for mention of relationships; aunt, uncle, sister, brother, grandma, cousins, etc...

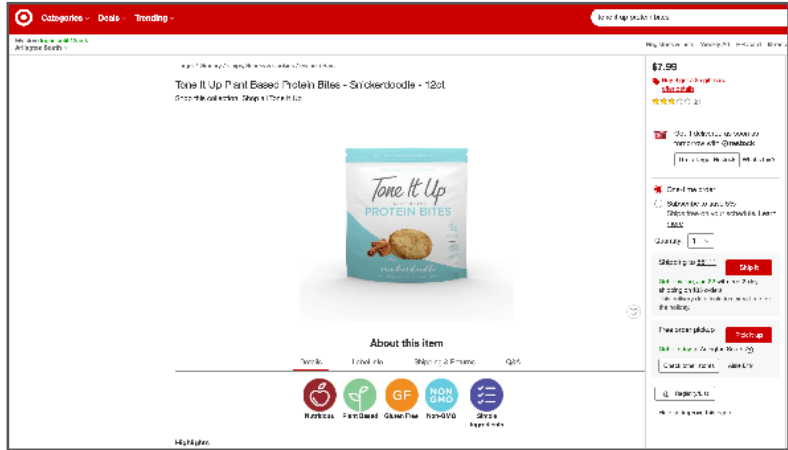


3. Incorrect Product Tagged

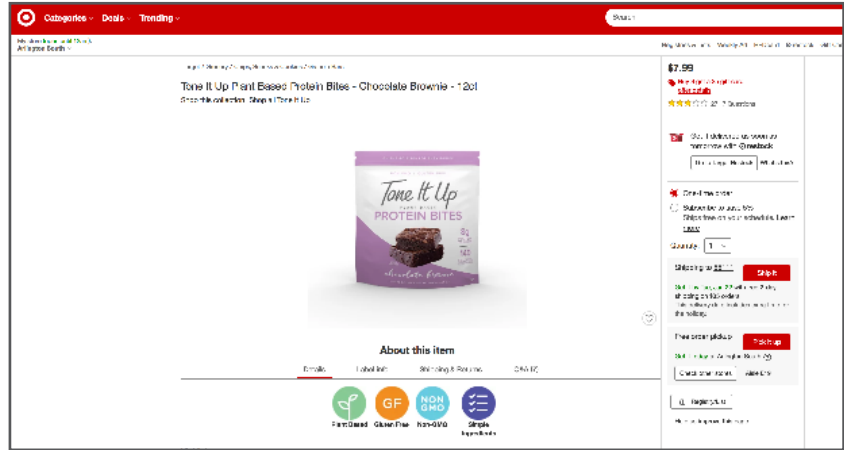
Product posted by the guest and product tagged should be the same.



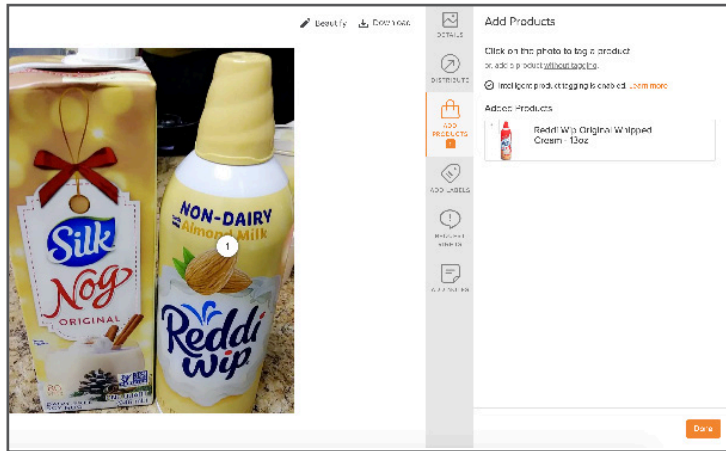
Curalate



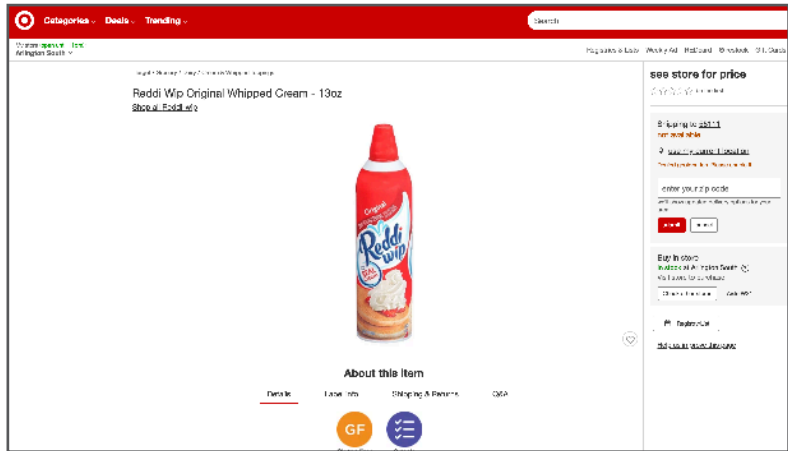
Target.com (Incorrect product tagged)



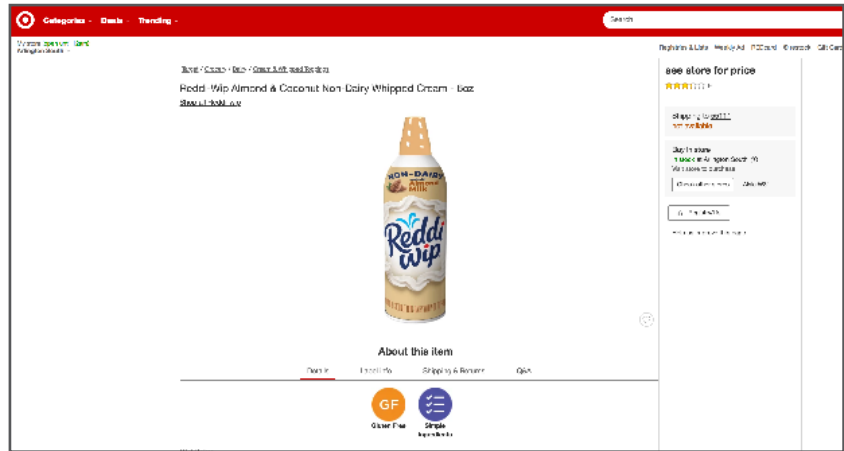
Target.com (Correct product that should have been tagged)



Curalate



Target.com (Incorrect product tagged)



Target.com (Correct product that should have been tagged)

4. Unintended use of Product | Hard to Identify Products | Image Quality

Image should highlight the intended use of the product. Product should be clearly identifiable in the image.

Not Intended Product Use



Product here is the toy the dog is laying on (it is a kid toy, not a dog toy)

Hard to Identify Product



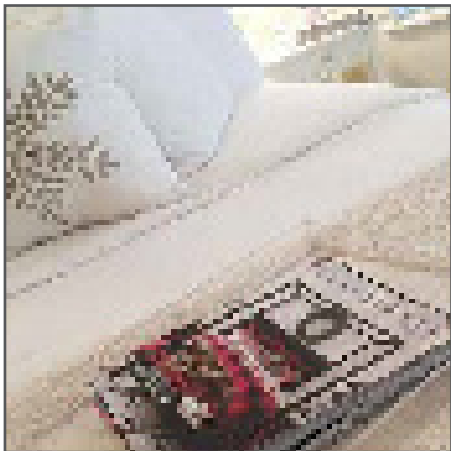
Product here is the sachets on the floor which is not identifiable

Not Great Product Shots



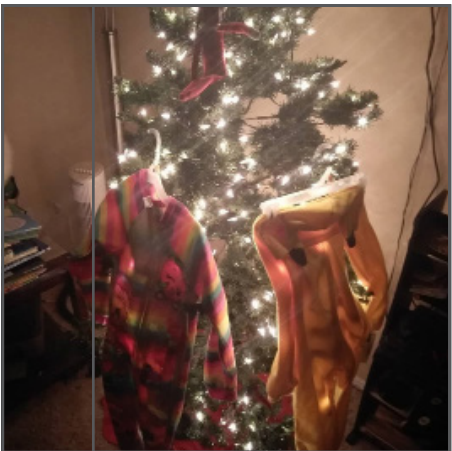
Seeing a portion of the pant doesn't show the fit of the product or how it could be styled with other apparels

No Clear Product Focus



Blurry & out of focus image. Product highlighted here are the pillows which are not the main focus in this image

Poor Quality Image



Products featured here are the apparel items hanging on the tree.



Not showing the product or item as it was intended (possible liability risk)



Product here is the socks



Product here is the Keurig coffee machine which it is hard to see with the light



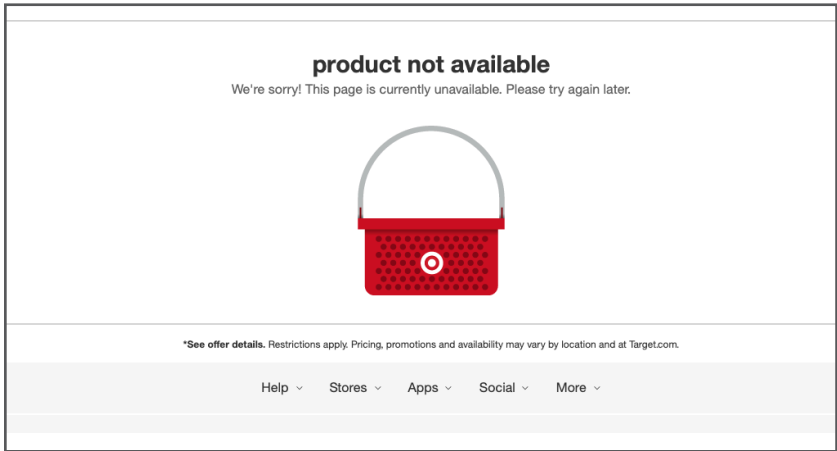
5. Product Not Available

Product landing page should be available and accessible online.

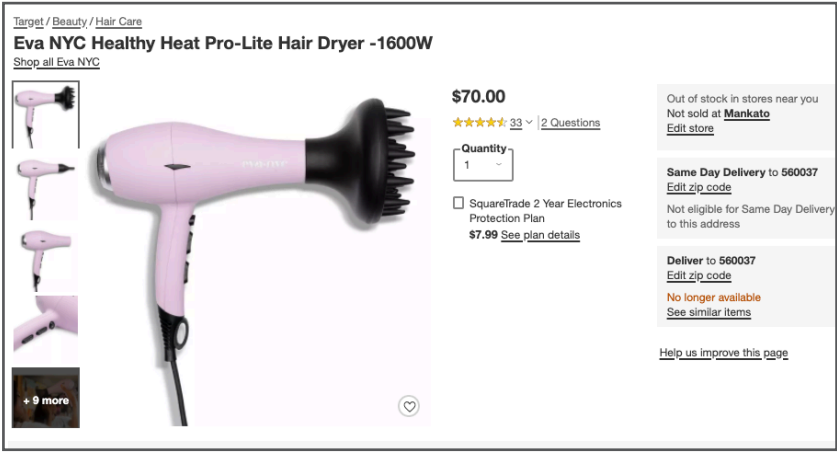
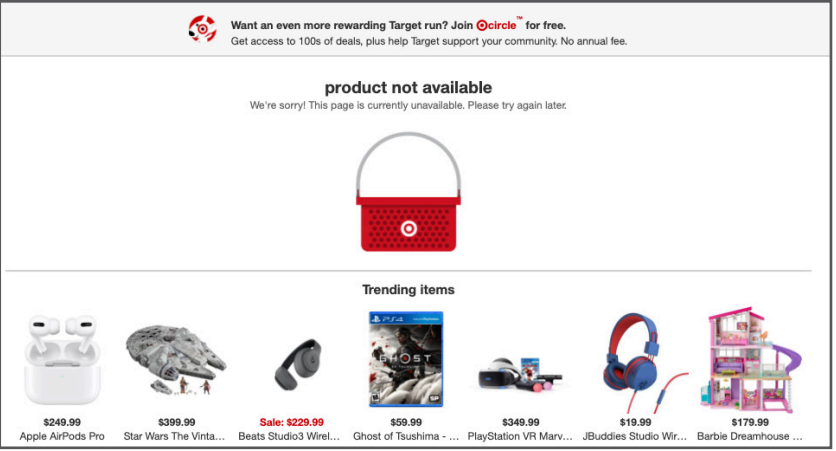
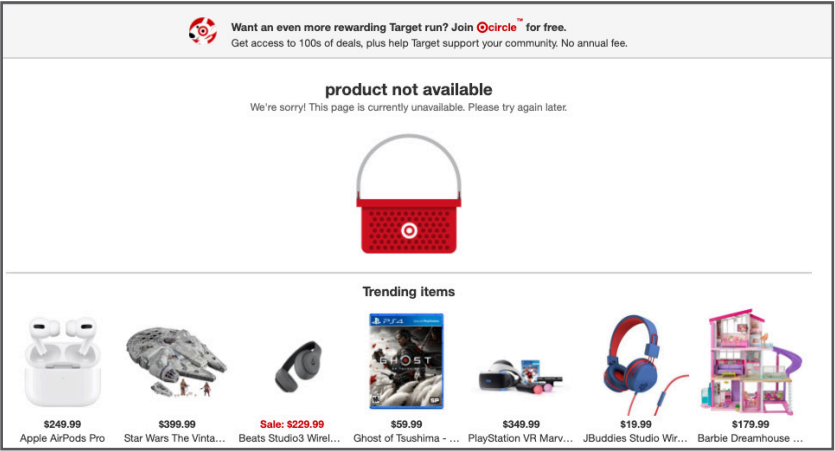
Product no longer available

Product available only at stores

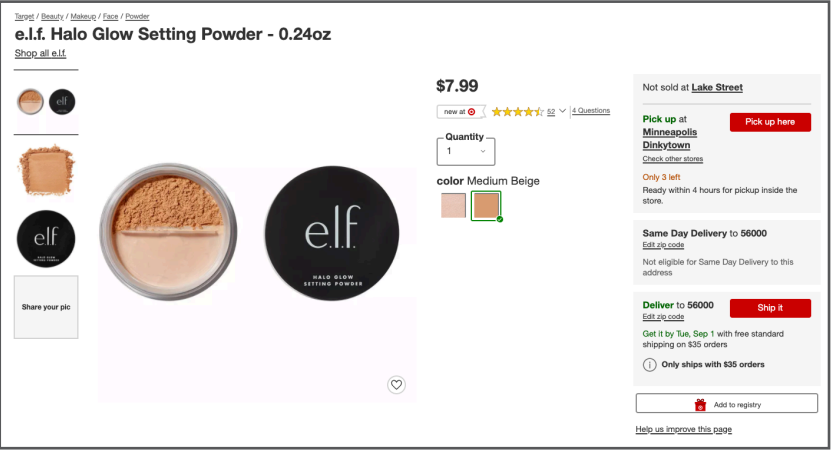
Product available for shipping



Product description page should be available, it should not indicate “product not available”



Product page should be accessible



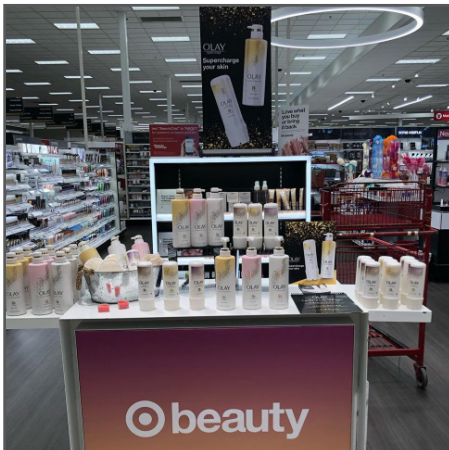
6. Rejections Reasons based on Style Considerations

Text Overlay

Black & White Shots

Seasonal Images

In-store Images



Seasonal images are acceptable which are leading up to and throughout the season but not acceptable post season

7. Rejection Reasons based on Content Considerations

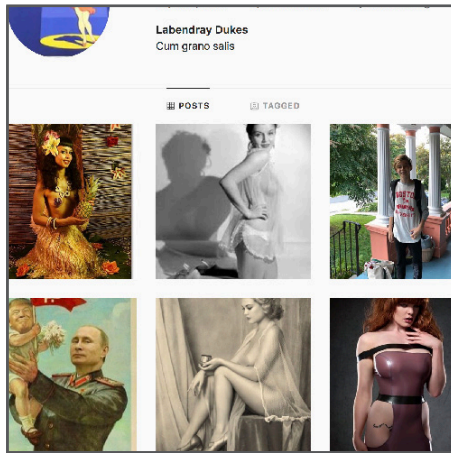
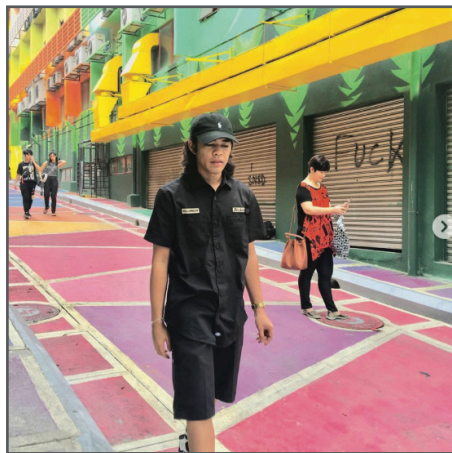
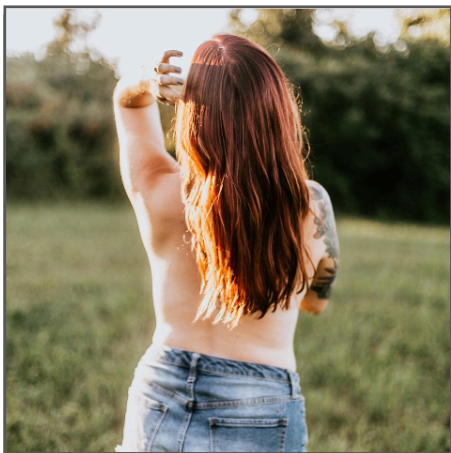
These apply to image content, post copy, description and profile information

Religious

Political

Nudity

Inappropriate Language



No nudity in images or in user profiles

8. Other Style and Content Considerations

Bathroom



No bathroom selfies or pictures of others taken in the bathroom



Home - Where products are supposed to be placed in bathroom as long as there isn't a person in the image as well

Body Language



No suggestive body language



Alcohol



No solo cups or images where alcohol is prominent and label on bottles, cans or other containers are legible.



When a glass normally used for alcoholic beverages is shown, the non-alcoholic beverage inside it must be shown

Collage



No clutter, no borders



Shows multiple use of item or styles

Clearance



Image - Reference to clearance in the image is not acceptable

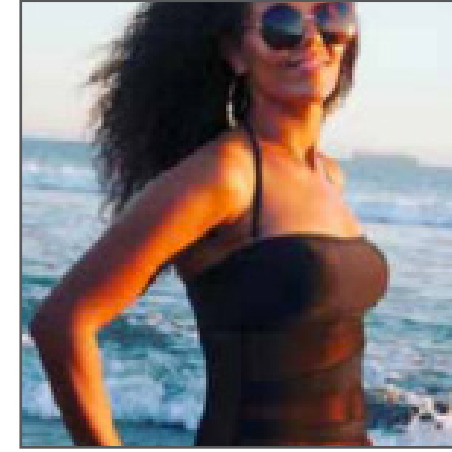
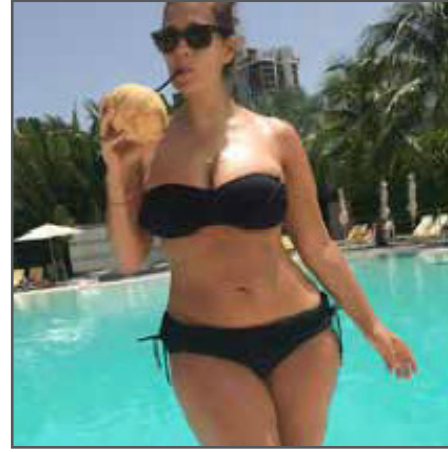
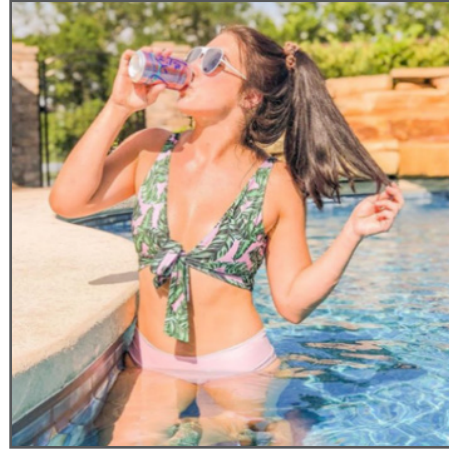
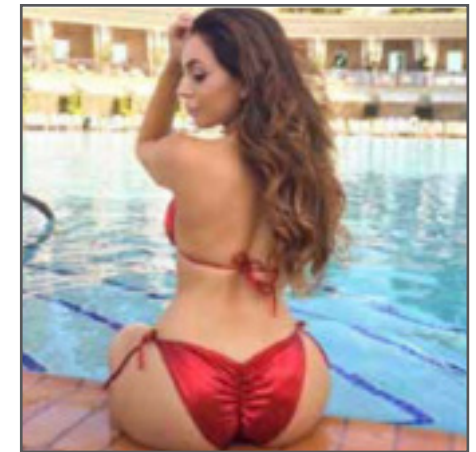
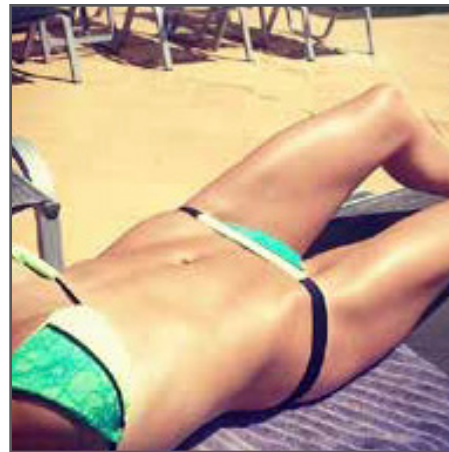
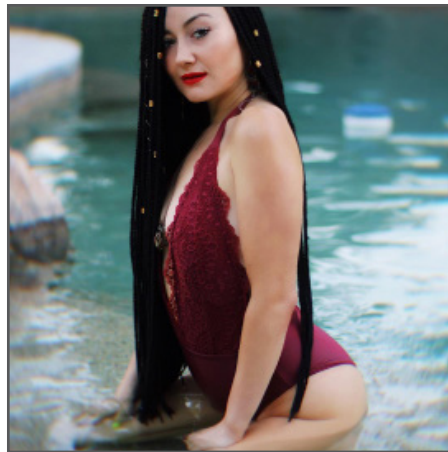


Post Caption Copy - Reference to price and promos like clearance, sale, cart-wheel etc are acceptable in the copy

9. Swimwear Guidelines

Body Language | Kids Swimwear

- No suggestive body language or posing
- No swimwear photos that are too sexy, body-focused and poorly cropped
- No children in swimsuits
- Yes to tasteful images, show variety of body types / ages



10. Baby Guidelines

Safe Sleep Guidelines | Choking Hazard

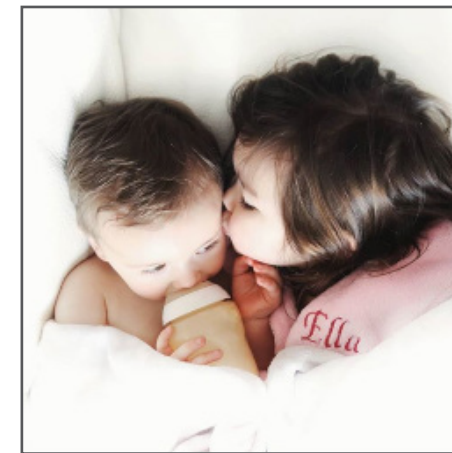
- Nothing in, on or above cribs and changing tables. No toys, pillows or blankets in the crib.
- No blankets draped over, no bumpers used on the crib. Nothing over the baby that exhibits choking.
- Nothing hanging on walls above the crib or changing table and no crib in front of the window
- Adult hand should support the baby on changing tables and diapers, wipes, etc are acceptable on the tables



Baby Guidelines

Formula | Bottle Nipples | Bottle Feeding

- Formula tubs must be closed or sealed and formula scoops can be featured if layed on a towel
- Bottle nipples cannot be shown on the floor or counter. If unscrewed it can be in a bowl or on a towel dish rack
- Baby cannot be feeding themselves, adult must be feeding the baby or the crop shouldn't show who is feeding
- Sippy cups can be used and self-fed if toddler is of age



Baby Guidelines

Pacifiers | Car Seat | Strollers

- Pacifiers cannot be shown on the floor or counter
- Tip must always be up, on a towel or dishrack and can be in the babies mouth
- Baby must always be fully buckled in car seat and strollers



Baby Guidelines

Bumbo | Boppy Pillows

- Bumbo / Boppy pillows and baby must always be featured on the floor
- Do not place the pillows near the window



11. Toy Blaster Guidelines

Body Language | Shooting

- No aggressive body language or expression
- No shooting or pointing at another person
- No resemblance to a real gun



Aggressive expression and body language



Look out for poses which resembles shooting



Shooting or pointing the gun at another person



Anything that resembles a realistic gun including the colour



People or kids in the images should appear happy and joyful



Pointing the gun at the camera with a joyful expression



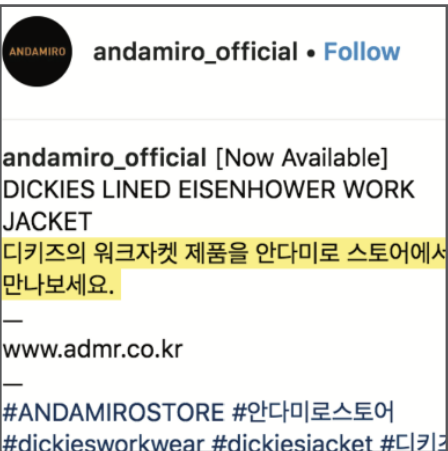
Guns should resemble a toy

12. Other Possible Rejection Reasons

Personal Identification Images



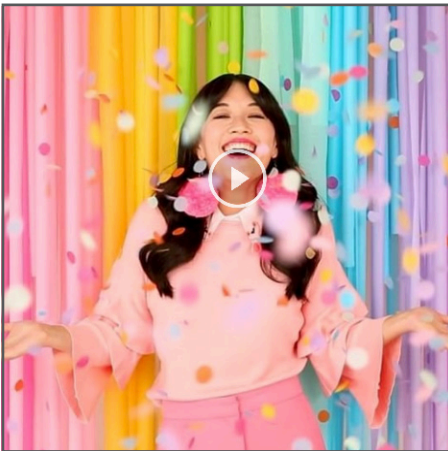
Other Languages



Too Many Competing Brands



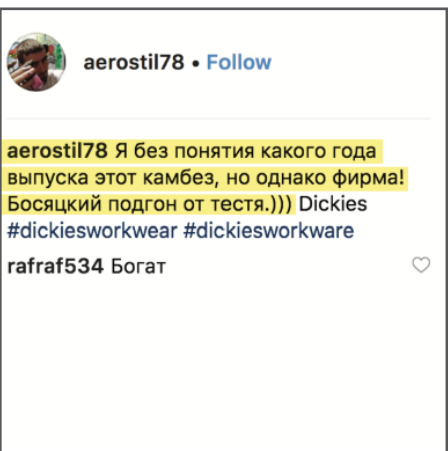
Videos



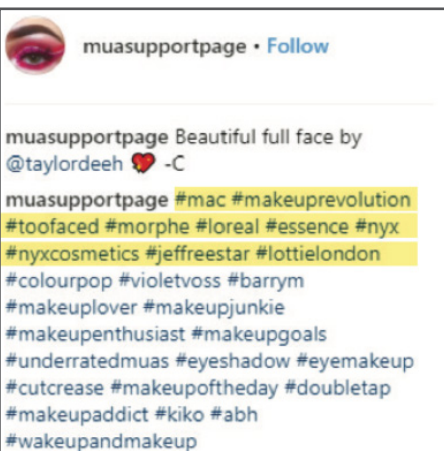
Pills & Formula



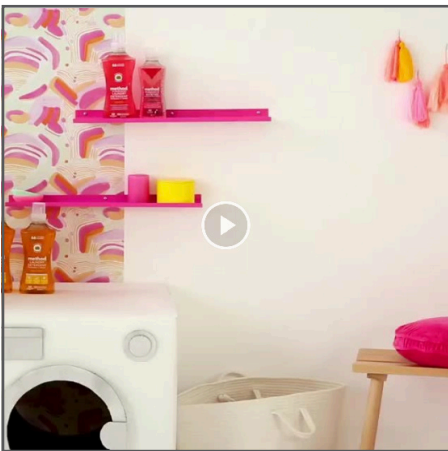
An image, post copy, or profile that provides identification information that could be used to track or locate a person. (See next page for more information)



Languages other than Spanish & English



Anything over 4 brands is too many brands



Pills, tablets or formula should not lay outside the bottles.

13. Other UGC Style Guide Considerations

Guest Profile

- Specific guidelines pertain to Starbucks, & Apple Brands when featured in images - please reach out for more specific info if applicable to your product content
- No images that feature or reference “Elf on the Shelf”
- Personal Identification Information includes:
 - Name (first name only is OK)
 - Address
 - Date of Birth
 - Driver’s License Number
 - Email Address
 - Income
 - Financial Account Numbers
 - Phone number
 - Physical/Mailing Address
 - SSN
 - License Plates
 - Street Signs (crossroads) etc
 - Name of Buildings that provide your pin-pointed location
i.e.: Schools, Corporate or others that identify exact location

Questions?

Email to User-Generated-Content@target.com