



**Style Guide:**  
**Simple Guide to creating Great**  
**Customer Facing Content**

**Style**

Welcome to the Indigo Family!

***To enrich the lives of our customers, adding a little joy to their day each time they interact with us—or our products.*** That is Indigo's Mission, and you are an important part of that!

This guide is designed to be a quick and simple “helper” in setting your products up for success on our site. You are the best source of information, with the most knowledge about your products features & benefits, and how your products can enrich our customers lives. We are counting on you to help us communicate this effectively!

We are here to help! Please reach out with any questions on Product Content Enrichment to: [Digitalonboarding@indigo.ca](mailto:Digitalonboarding@indigo.ca) OR

Drop Ship Support Team:

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Required for all items

Brand Name:

Brand names instantly improve online discoverability. Items with brand names are added to cart 30% more often.

Item Description/Title:

An item name is the most-discoverable element of item copy. Items names are positioned prominently in item, category and search results. Keep the item name to plain & simple English, followed by a notable characteristic ex Scent, Colour, Size.

LINEN PAJAMA SHORT SET,  
TERRACOTTA SMALL

by Love & Lore

Long Description:

Item descriptions are crucial in brand storytelling, SEO and customer decision-making. Item descriptions must check off several requirements at once for both our customer and brand: optimizing SEO-friendly terms; explaining the item’s purpose uses and benefits; highlighting features; sharing materials and care; and other necessary copy needed (category specific suggestions & requirements provided in relevant sections of this document). Include brand name in this space with registered trademark and trademark symbols (® and ™)

Some thing to note:

Each UPC represents as a single item on our site.  
Product groups can and will be created of similar items to present on site as one with a selection drop down where it makes sense to do so.

ABOUT

Style that speaks volumes. The Love & Lore Linen Pajama Pant Set moves effortlessly with you from the bedroom and onto your morning routine. Crafted from 100% pure linen for a beautiful handfeel that will get even softer with every wash, this lounge set offers a relaxed fit in an easy-to-wear silhouette. A short-sleeve terracotta linen shirt features a notched lapel collar, a button closure and a chest pocket, and the matching shorts offer a wider leg with pockets, and elastic waistband. Chic and comfortable at once, from your morning coffee to walking the dog, simply accessorize and go. Love & Lore is inspired by literature and creative women of the past and present. Modern and romantic, each Love & Lore piece proves style and substance can live happily ever after. Size: Small. 100% linen. Machine wash cold, gentle cycle with like colours. Tumble dry low. Exclusive to Indigo.

## Image Requirements

IMAGES PLAY A CRUCIAL ROLE IN THE DIGITAL SPACE. THEY ARE WHAT CUSTOMER INTERACT WITH, WHAT DRAWS THEM TO YOUR ITEM, WHAT APPEALS TO THEIR TASTES AND EMOTIONS. TELL YOUR PRODUCTS STORY, VISUALLY!

### ALL IMAGES MUST BE:

- ✓ MINIMUM 2400 X 2400 PIXELS, 300 DPI
- ✓ 1:1 SQUARE ASPECT RATIO
- ✓ NAMED UPC\_1 FOR PRIMARY IMAGE
- ✓ NAMED UPC\_2, UPC\_3 ETC FOR ALT IMAGES
- ✓ CANNOT EXCEED 9 IMAGES TOTAL
- ✓ PRIMARY MUST BE ON PLAIN WHITE OR OFF-WHITE BACKGROUND, AND CLEARLY REPRESENT THE ITEM
- ✓ WE SUPPORT THE FOLLOWING FILE MEDIA-TYPES: JPEG, GIF, BMP, PNG, TIFF
- ✓ FILE SIZE CANNOT EXCEED 9MB

Primary shots are the first shots a customer sees on the item page. Please ensure this is a clear and realistic representation of what the product is. Alt shots allow customers to get more detail or context about the item, which assists purchase decision support. Alt shots may have background colours, shadows and close-ups showing details. They may be on-figure or show people interacting with the item, helping to show scale and purpose.

Things to keep in mind: “Heather’s Pick” or “Save” bursts may appear in the bottom left corner of the image on site.





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## Kids + Toys

IndigoKids cares for the full, vibrant development of the child and his or her creative potential. Everything we do is informed by our commitment to the child as a creative being—providing the books, toys, crafts, products and services to help parents and families enrich their child’s love of reading, healthy curiosity, learning, exploration and growth. With a clever balance between the newest items from brands kids love and the brain-building STEM, eco-friendly toys and creative crafts that parents and loved ones love to gift, IndigoKids has become a favourite for modern families.

### Specific Information requirements

Colour, size, gender

Model#

Materials & Care

Fabric content (same as label)

# of pieces or boxes

Any safety callouts or warnings?

Is Adult Supervision required?

Appropriate Age range (same as on package)

#### ABOUT

Fam Jam Kids Cabin Reading Socks™ are a cold-weather must. Perfectly warm, they feature a grey, red, and ivory white knit patterned to mirror the ever classic “cabin” sock with a non-slip bottom and a fluffy plush lining to provide extra cushion and comfort. There’s nothing better than warm, cozy toes when watching morning cartoons or curled up with a book. Kids: 5-8 years. 55% acrylic, 40% nylon, 5% alpaca. Machine wash cold, line dry, use non-chlorine bleach when needed. 15.5" x 2". Exclusive to Indigo.

**PLAYERS:** 2-4  
**AGES:** 10+  
**PLAYTIME:** 60-90 min



# Baby

IndigoBaby is Canada’s destination for irresistible gifts and the brands parents love and trust. Essential books for Baby’s First Library, thoughtful keepsakes, cuddly plush, the most adorable onesies and stylish products with purpose for new parents are all part of our thoroughly curated collection.

## Specific Information requirements:

Colour, Size & gender

Style & Function

Features & Benefits

Batteries required? Included?

Assembly required? Tools required?

Fabric contents (same as label)

Materials & Care

Hazards or Warnings

Model #

Age range/Stage

### ABOUT

The Fisher-Price® See & Soothe™ Deluxe Bouncer is a super-cozy seat for your favorite little person. The elevated seat makes it easier to place your baby in the papasan-style seat, and the convenient bounce-assist pedal lets you power the soothing hands-free! And with its oh-so-cozy (and machine-washable) seat pad and head support, an overhead mobile with 2 animal pals, calming vibrations, and up to 20 minutes of gentle music and sounds, this deluxe bouncer has everything your baby needs to bounce, play, and soothe. Where development comes into play™ Sensory: The bouncer's cozy fabrics, soothing sounds, and overhead mobile with toys engage your baby's tactile, auditory and visual skills. Security & Happiness: The deep seat, cozy fabrics, gentle music, and calming vibrations help your baby feel secure and happy. Use from birth until baby starts trying to sit up or has reached 20 lb (9 kg), whichever comes first.

### ABOUT

The IndigoBaby PJ Suit is the perfect fit for the newest family member. A classic Pajama design made from breathable, 100% cotton, is reimagined for your mini-me with a practical ring snap opening extending from the neckline to the right foot. White piping along the trim, collared neck and chest patch pocket adds just the right finishing touch. This sleeper is ready for bedtime. 0-3 months. 100% cotton. Machine wash cold; gentle cycle. Tumble dry low. Do not bleach. Exclusive to Indigo.

## Shop by Stage & Age



## Home

Indigo home aims to inspire our customers' creativity and bring warmth and beauty into their personal space. We search out affordable home décor, kitchen, gardening, office and seasonal décor items to live with, to cherish, to get organized, and to make a room feel great.

### Specific Information requirements:

Assembly required? Assembled dimensions? Tools required for assembly?

Does this item come in more than one box?

Form or Function

Style & Genre

Materials/Construction

Microwave and dishwasher safe?

Model#

#### ABOUT

Powder-coated metal keeps books firmly in place atop a shelf or a desk. OUI's modern bookends are a fun and functional addition to any living space. Set of 3. 16 x 13 x 18 cm tall. Steel. OUI is a new brand of thoughtfully designed living solutions that make room for your best, most joyful life. OUI creates unique products that brim with purpose and positivity. Make room for your story with OUI. Exclusive to Indigo.

#### ABOUT

He's one of a kind, so show him how much he's appreciated with a feel-good mug made just for him. Crafted from glazed stoneware, it's generously sized and finished with a wide handle for a comfortable grip. 16.7oz/495ml. 3.75" x 5" x 4.25" tall. Stoneware. Dishwasher- and microwave-safe. Exclusive to Indigo.



## Fashion

Indigo fashion offers versatile, modern pieces for women and men who are inspired by art, culture and current design trends. We offer an abundant range of items including handbags, backpacks, scarves and outerwear, Reading Socks™, jewelry, timepieces, travel accessories, sleep and loungewear.

### Specific Information requirements:

The 4 F's – Fabric, Fit, Feel, Function

Style/Genre

Size

Fabric contents (same as on label)

Material Care instructions

#### ABOUT

As easy as it looks. The Henderson bucket hat keeps your face protected on days in the sun.

Features:

- 100% cotton twill
- Unstructured low crown
- Signature striped front panel liner

#### ABOUT

Style that speaks volumes. The Love & Lore Relaxed Pajama Short Set is perfect for lounging but sensible enough to be paired with your favourite cardigan and taken for a spin to the market. Lightweight and breathable, the dusty rose rayon-knit short-sleeve sleep shirt offers a relaxed fit with a scoop neck, a high-low curved hem and a chest pocket. Chic and comfortable at once, the matching shorts feature a lingerie-inspired silhouette with an elastic waistband. Love & Lore is inspired by literature and creative women of the past and present. Modern and romantic, each Love & Lore piece proves style and substance can live happily ever after. Size: Extra-Small. 95% rayon, 5% spandex. Machine wash cold, gentle cycle with like colours. Tumble dry low. Bleach if needed. Exclusive to Indigo.

## Paper

Indigo's Paper Shop offers a richly curated selection of calendars, notebooks, schedules, cards, papers, pens, decorations and more. Our seasonal and core collections are carefully chosen with the goal of adding joy to our customer's experiences and special events.

### Specific Information requirements:

Type or Function

Features & Benefits

Style & Genre

Occasion

Materials & Care

#### ABOUT

Capture all the lovely memories created at your wedding day with this stunning foiled Wooden Guest Book. Make sure you are able to relive your big day again and again by sharing your guest book with your loved ones. The wooden cover has a stunning rose gold foiled design - the perfect metallic touch to make your big day even more special! A simply stunning guestbook and perfect keep safe for the newly weds! Each guest book has 32 blank pages and measures: 22cm (W) x 23cm (H) x 2cm (D).

#### ABOUT

Drop our planner from your bike or through the stadium seats. It will survive intact, with a bruise or two for character, but intact. Guaranteed to last for generations. Weekly format dated pages alternate with ruled journal pages to capture all the details of the day. Month at a glance section and weekly section both included. This agenda begins in July 2021 and runs through December 2022. Reference section and World Maps printed in subtle colors. Book Bound. Simulated Leather Cover. Soft Cover. 208 Gold Gilded Pages. 9"x7".

## Electronics

IndigoTech shop carries transformative tech to upgrade our customer's every day. Our assortment focuses on phone accessories, evolved fitness wearables, cameras, state-of-the-art home tech, top-tier entertainment accessories, kids' tech and the latest and greatest in reading (of course). The newest tech has beauty and brains!

### Specific Information requirements:

Gaming ESRB rating, genre,  
System compatibilities or limitations?  
Batteries required and included?  
Accessories Included?  
Features & Benefits  
Model#

#### ALL-DAY ACTIVITY

Track steps, distance, calories burned, floors climbed, active minutes & hourly activity.

#### DYNAMIC PERSONAL COACHING

On-screen workouts give you guidance through every move & adapt based on your feedback

#### STORE & PLAY MUSIC

Store and play over 300 songs so you can motivate your movement with your favourite tunes, without the distraction of a phone.\*

#### BUILT-IN GPS

See real-time pace and distance on display during outdoor runs & rides.

#### PUREPULSE® HEART RATE

Get continuous, automatic heart rate tracking & real-time heart rate zones.

#### WATER-RESISTANT & TRACKS SWIMS

Wear in the pool or rain & track laps, duration and calories burned during swim workouts.

#### SLEEP STAGES & INSIGHTS

Automatically track time in light, deep and REM sleep & get personalized insights.

#### MULTI-SPORT & SMARTTRACK™

Use workout modes for real-time stats on screen or automatically track exercise with SmartTrack.

#### INTERCHANGEABLE BANDS

Switch your band from day to night with sleek accessories in leather & sport. Sold separately.

#### MAKES PAYMENTS

NFC chip lets you access your credit cards to pay on-the-go with a few simple swipes.

#### MULTI-DAY BATTERY

Enjoy a battery life of 4+ days & up to 10 hours when using GPS.\*\*

#### WIRELESS SYNCING

Automatically sync stats to 200+ leading iOS, Android and Windows devices.


#### POPULAR APPS & NOTIFICATIONS

Instantly access call, text and calendar alerts & apps for weather, sports and more.\*A Pandora subscription is required to download playlists.\*\*Battery life and charge cycles vary with use, settings, and other factors; actual results will vary.


The Indigo Wellness Shop is grounded by three pillars: nourish, sleep and mindful meditation. This expanding and forward-thinking shop includes essentials and accessories in the wellness fields of aromatherapy, hydration, fitness, meditation and mindfulness, and nutrition. We believe wellness works wonders: by making self-care a priority, our customers are better able to care for those they love.

Foods/Consumables require ingredients, known allergens & nutrition panel information. These can be Alt images and/or details provided in Item Description field.


Perk up and stay steady with our stone ground, hand picked matcha. This blend has a gentle matcha flavour with round and creamy notes thanks to a touch of coconut. This blend will energize you without the crash while fortifying your immune system. Blume believes that feeling good about what you put in your body shouldn't taste bad. They create organic, plant-based, functional blends for your cup, mug, smoothie, oatmeal bowl and life! Vegan, stone ground, sugar free and organic. 100g. Each package makes between 25-35 servings. Ingredients: Organic Matcha Powder, Organic Coconut Milk Powder (Coconut Milk, Tapioca Maltodextrin), and Organic Moringa Leaf Powder.




gluten free  
sans gluten



antibiotic free  
sans antibiotiques



keto friendly  
approprié pour régime keto



add to any liquid—hot or cold  
ajouter à n'importe quel liquide  
—chaud ou froid

**Suggested Dose (Adults):** Add 1 scoop (16 g) **Organic Bone Broth™** to 250 ml warm/hot water, soup or other hot beverage; add to 16 oz cold water and flavour as desired; blend into sauces, gravy or other savory dishes.

**Dose suggested (adultes):** Ajoutez 1 mesure (16 g) d'**Organic Bone Broth™** à 250 ml d'eau tiède/chaude, de soupe ou d'une autre boisson chaude; ajoutez à 250 ml d'eau froide et assaisonnez selon votre goût; incorporez dans des potages, des sauces ou d'autres plats salés.

### Herbed Bone Broth Gravy

2 cups Organic Bone Broth™  
1 tbsp grass-fed butter  
1 garlic clove, minced  
1 medium red onion, chopped  
1 tsp rosemary

Melt butter over medium heat. Sauté garlic, onion and fresh herbs until fragrant.  
Pour in Organic Bone Broth™ hot water, lemon juice, salt and pepper. Boil until water reduces by half.  
Let cool and then blend mixture into a thick gravy. Enjoy!

### Sauce au bouillon d'os et aux herbes

2 c. a. s. Organic Bone Broth™  
1 c. a. s. beurre de vaches  
1 oignon rouge moyen, haché  
1 gousse d'ail, émincée  
1 cuillère à café de romarin

Faire fondre le beurre à feu moyen. Faire sauter l'ail, l'oignon et les herbes fraîches jusqu'à ce que le parfum se sente bien.  
Incorporer l'eau chaude, l'Organic Bone Broth™, le jus de citron, le sel et le poivre. Faire bouillir jusqu'à ce que l'eau diminue de moitié.  
Laisser refroidir puis mélanger à nouveau, jusqu'à obtention d'un saucron épais. Savourez!



Example of Great content & images

Click twice to zoom

^



▼



RELAXED PAJAMA SHORT SET, INDIGO SMALL

by Love & Lore

★★★★★

(0)

\$32.00

~~\$45.00~~

Earn 160 plum® points

S | indigo

1

ADD TO CART

+ WISH LIST

Buy Online

Ship to an address

Out of stock online.

NOTIFY ME WHEN AVAILABLE TO SHIP

ABOUT

Style that speaks volumes. The Love & Lore Relaxed Pajama Short Set is perfect for lounging but sensible enough to be paired with your favourite cardigan and taken for a spin to the market. Lightweight and breathable, the indigo blue rayon-knit short-sleeve sleep shirt offers a relaxed fit with a scoop neck, a high-low curved hem and a chest pocket. Chic and comfortable at once, the matching shorts feature a lingerie-inspired silhouette with an elastic waistband. Love & Lore is inspired by literature and creative women of the past and present. Modern and romantic, each Love & Lore piece proves style and substance can live happily ever after. Size: Small. 95% rayon, 5% spandex. Machine wash cold, gentle cycle with like colours. Tumble dry low. Bleach if needed. Exclusive to Indigo.

Indigo | Ideal standard for content & images on Product Page

13

Example of what Not to do

Click twice to zoom



CITRUS FLORAL RECIPE TIN

by Rifle Paper Co.  
★★★★★ (2)

\$23.50 ~~\$34.00~~ SAVE 30%

Earn 118 plum® points

Citrus Floral ▼

1 ▼

ADD TO CART

+ WISH LIST

Buy Online

🚚 Ship to an address  
Free shipping on orders over \$35

🏠 Pick up in store  
Free pickup at Indigo Kitchener 📍 as early as today

No additional images showing inside or contents

No idea of size of item

What are the included items?

Why buy this?

What would I do with it?

ABOUT

Illustrated recipe tins with metallic accents, plus 12 letterpress dividers and 24 Charcoal Spoon recipe cards

# Suggested Do's and Don'ts

## DOS

- ✓ Do speak directly to the audience "you, your"
- ✓ Do use active voice rather than passive
- ✓ Do use aspirational and inspirational language
- ✓ Do highlight good value
- ✓ Do be knowledgeable and honest
- ✓ Do use descriptive language and strong verbs
- ✓ Do engage emotions

## DON'TS

- × Avoid HTML and formatting
- × Avoid self-references. If necessary, use “we” over “I”.
- × Avoid gender-specific statements.
- × Avoid abbreviations.
- × Avoid being prescriptive.
- × Avoid using seasonal and passing pop culture references.
- × Avoid jargon and clichés.
- × Avoid marketing speak and overpromising

## Support Resources for our vendors

At Indigo we truly want to help sell your products. We have negotiated preferred rates with the following service providers to facilitate and enable you to create phenomenal content in BOTH languages, should you need a little help or support along the journey!

French Translation resources: **Transperfect**

TransPerfect is the world's largest provider of language services and technology solutions for global business. From offices in over 100 cities on six continents (Montreal, Toronto and Vancouver in Canada), TransPerfect offers a full range of services in 170+ languages to clients worldwide. More than 5,000 global organizations employ TransPerfect's GlobalLink® technology to simplify management of multilingual content. With an unparalleled commitment to quality and client service, TransPerfect is fully ISO 9001 and ISO 17100 certified. For more information, please visit our website at [www.transperfect.com](http://www.transperfect.com).

### Process for Translation Submissions:

To submit content for translation: Manual submissions can be sent to TransPerfect by using the email address [indigo@transperfect.com](mailto:indigo@transperfect.com). The dedicated Indigo account team is listed on the distribution list and will respond immediately letting the requestor know the project has been received. The team will provide a timeline and quote for approval. Once approved the translation workflow will begin. Please note the account team is always available 24/7/365 and can be reached 416.703.0050.



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French Translation resources: **TRSB**

With close to 300 language professionals assigned to different teams, TRSB has been providing you with round-the-clock personalized service for all your translation requests—be they small, large, or needed on the double—for nearly 35 years. Our passion is to faithfully embody your brand to add value to all your content. Our team members are skilled in a wide variety of industries and subjects, most notably retail, human resources, life sciences, marketing, finance, legal, information technology and engineering, and are subject matter experts in their respective fields.

TRSB has been selected as a preferred translation partner for Indigo vendors. Here are the instructions to reach TRSB and benefit from TRSB services customized for Indigo vendors.

Reach out: [TRSB-Traductions@trsb.com](mailto:TRSB-Traductions@trsb.com)

Phone number: 514-844-4682

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Photography, Content Creation, Metadata, and SEO Support:

GeekSpeak Commerce

[geekspeak \(geekspeakcommerce.com\)](https://geekspeakcommerce.com)