

OPERATIONS REFERENCE

Visual Asset Governance Manual

Public-safe operating rules for authorized, accurate and category-matched website media.

Allowed source levels

A - Vobom-owned capture Original product, packing, inspection or workflow media captured under Vobom's control. C - Original generated visual A newly created visual that does not copy a protected product silhouette, brand identity or third-party composition.	B - Authorized supplier media Original supplier image or video with retained written commercial-use authorization. Blocked Unlicensed competitor media, watermarked screenshots, private customer information, fabricated factory/certificate/stock evidence.
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Minimum asset record

- Category and product or SKU mapping
- Supplier or owner and original source URL
- Authorization record and review date
- Processing status, checksum and publication slot
- Reviewer decision and any expiry/recheck date

Do not publish Supplier logos, watermarks, QR codes, phone numbers, Chinese promotional posters, customer privacy, invented certificates, false inventory or cross-category product images.
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ASSET STRUCTURE

Category isolation and file naming

Six separate media pools prevent the most damaging visual mismatch: the right label with the wrong product.

Category pool	Public naming prefix	Primary checks
Motorcycle Parts	motorcycle-parts	Part type, fitment, interface, material, color
Furniture	furniture	Product type, material, finish, dimensions
Fabric & Textile	fabric-textile	Composition, GSM, width, weave/pattern
Toys & Gifts	toys-gifts	Product, material, size, intended age/use
Nail Art & Beauty Supplies	nail-beauty	Product type, color, capacity/specification
Luxury Packaging Boxes	luxury-packaging	Box style, material, structure, print, finish

Hard rule

Never borrow an image from another category to fill an empty slot. One product should use a unique primary image whenever possible, and duplicate checks should run before publication.

Filename format

category-product-material-color-sequence.ext

Use lowercase English letters, numbers and hyphens. Packaging filenames and alt text must not reveal a supplier brand.

IMAGE STANDARD

Public image processing standard

Preserve product truth while meeting performance and layout requirements.

Use	Recommended treatment	Do not
Product main image	1:1, clear product, white/neutral background, 800 x 800 source or higher	Stretch, crop away the product, use poster art as a product photo
Category / scene image	Use the actual slot ratio, usually 16:9; keep the key subject inside the crop-safe area	Force a square source into a banner or repeat one image across unrelated modules
White-background product	Use contain when full silhouette and accessories must remain visible	Use cover if it removes product edges or hides included parts
Scene / process image	Use cover when the scene remains truthful and the subject is still visible	Present a supplier workshop as Vobom-owned property

- Remove supplier logos, watermarks, QR codes, contact information and domestic prices before publication.
- If embedded text cannot be translated and rebuilt without hiding the product, mark the asset `do_not_publish`.
- Compress for the actual display size without sacrificing legibility or product detail.
- Alt text must describe the visible product or process, not a target keyword that the image does not show.

CATEGORY CHECKLIST 1

Capture and generation checklist - products

Visual prompts are briefs, not permission to invent unavailable products or factory evidence.

Motorcycle Parts Capture the whole part, mounting interface, material finish, dimensions and kit contents. Block brand logos and protected brand-specific shapes. Fabric & Textile Separate roll/product views from factory scenes. Capture texture, drape, color card and only real, repeatable performance tests.	Furniture Show the complete product, material grain, finish, joinery and a reliable dimension reference. Never use a random furniture image as a size chart.
Human review points Does the image match the product name? Is the complete product visible? Is the claimed material or test actually evidenced? Is the source and authorization recorded?	

Prompt safety

- Change camera angle, lighting and background when creating an original illustrative scene.
- Do not reproduce a distinctive competitor silhouette or protected branded design.
- Label generated illustrative media accurately; never present it as shipment, inspection or certificate evidence.

CATEGORY CHECKLIST 2

Capture and generation checklist - consumer categories

Keep the product visible and separate usable product media from promotional posters.

Toys & Gifts

Show the whole item, material, scale and packing. Safety files must be real, relevant and privacy-redacted when necessary.

Luxury Packaging Boxes

Show structure, opening method, material, printing, finish and insert. Remove supplier branding and never imply custom packaging is standard stock.

Nail Art & Beauty Supplies

Show product body, color, capacity/specification and tool purpose. Replace only the text region when rebuilding an authorized graphic; do not blur the product.

Promotional posters are not product photos

A large text poster, price chart or factory introduction image cannot be used as the primary product image. Retain it only when the information is authorized, accurate, translated and assigned to an appropriate information slot.

No silent brand substitution

Removing a logo does not make a distinctive branded product safe to represent as a generic product. Product identity, design risk and supply route require separate review.

EVIDENCE RULES

Trust media and document evidence

Every trust claim needs a mapped source, scope and current review record.

Evidence type	Required mapping	Safe public wording
Factory / workshop image	Supplier, date, permission, scene purpose	Supplier production route / authorized supplier media
Inspection / packing image	Order or product scope, date, source	Inspection or packing evidence for the referenced scope
Certificate / report	Supplier, product scope, identifier, validity, destination question	Verified for this supplier scope
Customer case / testimonial	Written publication permission and privacy check	Publish only the authorized statement and context

Neutral status terms

Use Document requested, Under review, or Verified for this supplier scope. Do not use certification badges as placeholders.

Do not claim

Do not invent certificate numbers, stock, prices, customer logos, testimonials, production ownership or shipment cases. A supplier document cannot be reused as proof for an unrelated SKU.

FINAL REVIEW

Publication gate

Every asset passes all nine controls before it enters a live module.

#	Control	Pass condition
1	Source and authorization	Original source and commercial-use record retained
2	Category and product match	Image visibly matches the page, label and SKU/product scope
3	Brand and text cleanup	No watermark, supplier brand, QR code or Chinese promotion text
4	Claim integrity	No invented certificate, stock, price, testimonial or factory ownership
5	Visual fit	Correct aspect ratio; product remains legible and complete
6	Duplicate control	Checksum and visual duplicate review passed
7	Alt text	Alt text describes what the image actually shows
8	Loading	Hero priority and non-critical lazy loading assigned correctly
9	Human sign-off	Reviewer and review date recorded

Release decision

Approved assets may be published only to their recorded category and slot. Any mismatch, missing rights record or unverified claim returns the asset to review.