TPS Styled Photo Shoot & Digital Media Policy

To ensure consistent brand presentation, professional standards, and proper usage of The Party Store (TPS) rental inventory and imagery, all styled shoots must follow the combined requirements below:

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1. Styled Shoot Product Requirements

- A minimum of **(2) high-quality product-only photos** must be captured **without models**
- Product images must clearly showcase:
    - Texture, finish, and design details
    - Clean, intentional styling
    - Full product visibility without obstruction

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2. Product Installation Standards

- All TPS inventory must be **installed correctly and professionally**
- Setups must reflect:
    - **Straight lines and proper alignment**
    - Clean spacing and balanced composition
    - Elevated, event-ready styling (no clutter or uneven placement)
- Products must be presented in a way that reflects their intended rental use and aesthetic quality

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3. Photographer Requirements & Waivers

- All photographers must **sign a waiver prior to product pickup**
- Waivers must be fully executed before any TPS inventory is released
- No exceptions for early access or off-site coordination

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4. Digital Image Delivery Standards

- All deliverables must include both:
    - **High Resolution (High-Res) files** for print, marketing, and promotional use
    - **Standard Resolution files** for web and social media use

5. Watermark Policy

- **No watermarks are allowed** on any final delivered images
- This applies to both High-Res and Standard Resolution files
- Preview galleries may include watermarks only if pre-approved by TPS
- Final delivered galleries must be clean, professional, and ready for use

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6. Social Media & Credit Requirements

- All social media posts, reels, and promotional content must include:
  - **TPS tagging in every post**
  - Proper credit to The Party Store where applicable
- Tags must be clearly visible and included in captions or post metadata when possible