MAISON KELSÉ

VISUAL CONTENT RULES & SPECIFICATIONS

How Maison Kelsé photos and videos should look, and the sizes for every channel.

THE THREE KEYS

Every photo or video must show at least one of the three keys. The best show all three.



SHOES

The pair is sharp, in focus and easy to read.



WOMEN

Real, confident women who look like our customers in Ghana.



COLOUR

Wine, rose and warm tones in the outfit or setting.

ART DIRECTION

LIGHT

Natural daylight or warm interior light. No harsh flash.

CASTING

Black and brown women, varied ages and skin tones, styled as themselves.

FRAMING

Feet-first crops, seated poses, close details of the split toe.

SETTING

Accra streets, cafés, warm interiors, red and wine rooms.

EDITING

True skin tones, warm whites, slight contrast. No heavy filters.

NEVER

Stock images that do not show our shoes, or other brands' logos.

SIZES BY CHANNEL

CHANNEL	SIZE	NOTES
Instagram feed	1080 x 1350 px	Portrait 4:5, logo optional
Stories / Reels / TikTok	1080 x 1920 px	Keep text inside the middle 1080 x 1420
Website hero	1920 x 1080 px	Subject on the right, text on the left
Product shot	2000 x 2000 px	Plain sand or white background, pair from above
Email hero	640 x 660 px	Under 250 KB
Print	300 dpi at final size	Send as CMYK PDF

MAISON



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Questions? Contact the Maison Kelsé brand team.