

Vobom AI Visual Module Matrix

Version: 2026-07-22

Rule: public front-end visuals use only Vobom self-shot files confirmed by the user, or AI-generated / SVG / CSS visuals created for Vobom. Earlier temporary uploaded images, competitor images, marketplace screenshots, Douyin screenshots, supplier photos and stock photos are not used for this stage.

1. Global Visual Standard

- Brand palette: carbon black #121417, brushed silver #C8CDD2, industrial red #D62828.
- No logo, no watermark, no visible text inside the image, no people, no faces, no license plates, no official brand marks.
- Product images: 1:1 square, product-only, matte brushed metal render, no line drawing.
- Hero / banner images: 16:9 or ultra-wide crop, dark overlay safe zone, no fake factory claim.
- Trust images: AI workflow illustration or SVG supply-chain diagram, not real workshop proof unless user self-shot.
- Bitmap target: under 200KB before deployment.

2. Homepage Hero / Carousel

| Slot | Current asset | Image type | Size rule | Prompt |

| --- | --- | --- | --- | --- |

| Hero 1 product sourcing | assets/generated-posters/vobom-hero-cnc-studio-v43.webp | AI-generated WebP | 1600x900, eager load, under 200KB | 4K ultra wide website hero background, minimalist CNC mechanical studio, full height glass window, cold evening natural light, abstract CNC machine silhouettes and metal shelving, matte black metal interior, brushed silver surfaces, low contrast cinematic lighting, carbon black #121417, brushed silver #C8CDD2, small industrial red #D62828 accents, realistic 2026 industrial render style, no people, no watermark, no text, no logo, commercial use |

| Hero 2 sourcing workflow | assets/generated-posters/vobom-factory-hero-poster.jpg | AI-generated JPG | 1600x900, lazy load, under 200KB | cinematic B2B sourcing workflow poster, clean Foshan procurement desk with abstract CNC supplier network cards and motorcycle parts silhouettes, no real factory, no people, no logo, no text, carbon black background, brushed silver metal desk, industrial red small highlights, realistic 2026 commercial render, no watermark |

| Hero 3 QC + delivery | assets/generated-posters/vobom-qc-delivery-hero-poster.jpg | AI-generated JPG | 1600x900, lazy load, under 200KB | quality control and delivery workflow poster for CNC motorcycle parts, abstract caliper inspection bench, carton packing blocks, cross-border route line, no real worker, no brand, no text, no watermark, carbon black #121417, brushed silver #C8CDD2, industrial red #D62828 accent, clean 2026 B2B industrial render |

3. Product Display Assets

| Product | Front-end asset | Slot | Prompt template |

| --- | --- | --- | --- |

| Brake lever | assets/generated-products/render-brake-lever-metal.svg | listing + detail | 1:1 square CNC aluminum motorcycle brake lever render, matte brushed silver metal texture, clean white or light grey background, simplified commercial product preview, no brand, no logo, no watermark, no text, no real photo, no rider, no packaging |

| Chain adjuster | assets/generated-products/render-chain-adjuster-metal.svg | listing + detail | 1:1 square CNC motorcycle chain adjuster render, dual block geometry, brushed silver aluminum, soft studio light, no brand, no text, no watermark, no copied marketplace composition |

| Oil cap | assets/generated-products/render-oil-cap-metal.svg | listing + detail | 1:1 square CNC aluminum oil cap render, circular machined shape, knurled edge, matte metal, white background, no motorcycle brand, no logo, no text |

| Hook kit | assets/generated-products/render-hook-kit-metal.svg | listing + detail | 1:1 square CNC scooter hook kit render, compact mounting bracket, brushed aluminum, black/silver finish, no logo, no watermark, no packaging, no copied photo composition |

| Bar ends | assets/generated-products/render-bar-ends-metal.svg | listing + detail | 1:1 square CNC motorcycle bar ends render, paired cylinder parts, brushed silver aluminum, subtle red accent, no brand mark, no watermark, no text |

| Foot pegs | assets/generated-products/render-foot-pegs-metal.svg | listing + detail | 1:1 square CNC motorcycle foot pegs render, paired serrated step parts, matte brushed silver metal, clean studio background, no rider, no bike brand, no watermark |

Public product rule: do not show line drawings. Use the current metal render SVGs until the user supplies confirmed self-shot product photos.

4. Left Panel / Conversion Cards

| Module | Recommended asset | Prompt |

| --- | --- | --- |

| WhatsApp contact | assets/generated-cards/icon-chat-phone.svg | linear industrial SVG icon, smartphone chat bubble and WhatsApp-style message symbol, brushed silver single stroke, industrial red notification dot, transparent background, no official logo copy, no text |

| Email RFQ | assets/generated-cards/icon-email-rfq.svg | linear industrial SVG icon, business email envelope with RFQ checklist corner, brushed silver stroke, industrial red accent, transparent background, no text |

| MOQ checklist | assets/generated-cards/icon-moq-checklist.svg | linear industrial SVG icon, MOQ checklist, quantity boxes, procurement tick marks, brushed silver stroke, industrial red accent, transparent background, no text |

| Risk notice | assets/generated-cards/icon-risk-warning.svg | linear industrial SVG icon, fitment warning triangle and caliper mark, brushed silver stroke, industrial red accent, transparent background, no text |

5. Process / Trust Cards

| Module | Current asset | Prompt |

| --- | --- | --- |

| CNC machining | assets/generated-cards/process-cnc-machining.jpg | square AI render, abstract CNC machining workflow, metal fixture and tool path, no real factory, no people, no logo, no text, carbon black and brushed silver palette, industrial red tiny accent |

| Sourcing handoff | assets/generated-cards/process-sourcing-handshake.jpg | square AI render, B2B sourcing desk with purchase order cards and motorcycle parts silhouettes, no people, no faces, no hands, no text, carbon black, brushed silver, industrial red accent |

| QC caliper | assets/generated-cards/process-qc-caliper.jpg | square AI render, caliper inspection bench for CNC aluminum part, no worker, no real factory, no brand, no watermark, matte metal style |

| Packing carton | assets/generated-cards/process-packing-carton.jpg | square AI render, carton packing workflow for small CNC parts, clean warehouse table, no shipping labels, no text, no people, brushed silver and carbon black style |

| Warehouse forklift | assets/generated-cards/process-warehouse-forklift.jpg | square AI render, abstract warehouse handoff with small forklift silhouette and organized cartons, no license plate, no logo, no text, industrial B2B style |

| Port logistics | assets/generated-cards/process-port-logistics.jpg | square AI render, cross-border logistics route, container silhouette and route line, no real company logo, no text, no people, carbon black and silver palette |

6. Model / Market Cards

| Market model | Current asset | Prompt |

| --- | --- | --- |

| Wave-style underbone | assets/generated-cards/model-underbone-wave-style.jpg | square AI render, generic Southeast Asia underbone motorcycle silhouette inspired by market fitment, no brand, no badge, no rider, no plate, carbon black background, brushed silver motorcycle outline, industrial red accent |

| Y15-style underbone | assets/generated-cards/model-underbone-y15-style.jpg | square AI render, sporty generic underbone motorcycle silhouette for fitment explanation, no brand, no logo, no rider, no text, 2026 clean industrial style |

| Maxi scooter style | assets/generated-cards/model-maxi-scooter-style.jpg | square AI render, generic maxi scooter silhouette for NMAX/LC135 style market explanation, no brand, no rider, no license plate, no text, carbon black and brushed silver |

Model names on the page are used only for fitment search and buyer communication. Visuals must stay generic and must not imply official authorization.

7. Social / Reuse Crops

- Website hero / OG: 1600x900 or 1200x630.
- Facebook / LinkedIn preview: 1200x630.
- Instagram square: crop product/process cards to 1080x1080.
- TikTok cover: vertical crop 1080x1920 from process cards, keep center-safe no text.
- Email header: 1200x400 crop from hero or process image, under 150KB.

8. Deployment Checklist

1. Asset path must be under assets/generated-posters/, assets/generated-products/, assets/generated-cards/, or assets/compliance-svg/.
2. No raw temporary upload folder on the public server.
3. No old technical sketch files in the public deployment package.
4. No public PNG source files over 200KB.
5. Every public bitmap is compressed under 200KB where possible.
6. Every image reference has meaningful alt text.
7. Hero first image uses eager loading; all other images use lazy loading.

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