



# Wholesale Photography Guidelines

# Image Naming and Submission

**We appreciate your help in sharing your product images but please make sure that these specifications are followed. Images will be rejected (and not available online) if they do not meet the specifications in this photography guideline.**

**All articles ranged with Gilmours must be accompanied by an image**

**New Images must be provided for:**

- New products;
- Changes to packaging/logo/design; and/or
- Changes to sizes

**File naming - use Foodstuffs SAP Article number based naming conventions:**

- Article Number + file suffix
- For example 123456.jpg (Main front image)
- For any products supplied to Gilmours, we would appreciate the INNER or CASE image too.
- For example 123456\_CAS.file suffix (Case image file) or 123456\_INN.file suffix (Inner image file)

**Please provide these images to us by ONE of the following methods (in order of preference):**

- Provide us the link, username and password to your image library of choice (e.g. Images in Space)
- Email images to: [gilmours.images@foodstuffs.co.nz](mailto:gilmours.images@foodstuffs.co.nz) (maximum 10MB per email)
- Use File transfer sites with notification to the above email address.

By providing images, you allow Foodstuffs to use the images within our support centre and stores.

If you have any questions, please contact [gilmours.images@foodstuffs.co.nz](mailto:gilmours.images@foodstuffs.co.nz).

# Photography Quick Reference Guide (visual examples following)

## Size and Format

- The product occupies the full length or width of the image, depending on orientation.
- 1:1 square aspect ratio, with a minimum of 500 x 500 pixels.
- File resolution: 300 PPI.
- Preferred Format: JPG or PNG

## Branding and Name

- The branding and product name is clearly visible, not twisted or otherwise cut off.
- Product name is not hidden.
- Soft packs are smoothed. If visible, product inside is arranged neatly.

## Angles

- The front of the product is the hero.
- Branding and name are visible.
- Labels are straight, not twisted, rotated or bent.
- Product and label is positioned (styled) so that information is clearly visible and product looks appealing.

## General Appearance

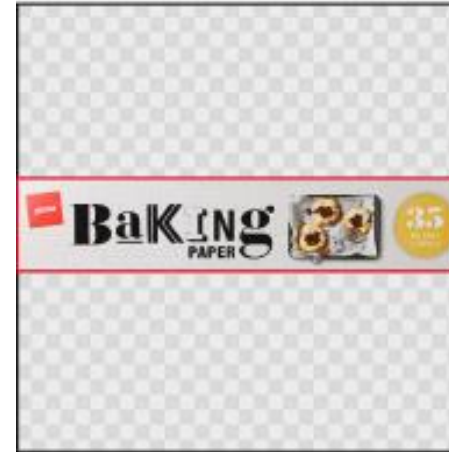
- Product and packaging look appealing and tidy.
- Product is ideally photographed on its own.
- Promotional information or Best Before dates are not visible.
- Drop shadows are not added.
- Reflections are avoided.

## Photography Tips

- The lighting of product should be uniform when the image is taken.
- The image should not be over sharpened in the (digital) image processing.
- The image should be photographed with large depth of field so that the whole product is sharp.

# Size & Format

- Images are clear cut, as indicated by the red key line below. The product occupies the full length or width of the image, depending on orientation.
- File formats meet the following requirements:
  - Transparent background/clear cut
  - PNG or JPG format
  - Colour Mode: RGB
  - File resolution: 300 PPI
- Minimum image size 500 pixels
- Maximum image size 4800 pixels (400mm (16.0 in.))
- Image size to be a 1:1 square aspect ratio (i.e. 3000 pixels X 3000 pixels)



# Branding & Name



The branding and product name are clearly visible, not twisted or otherwise cut off



Product name is not hidden



Soft packs are smoothed.  
If visible, product inside is arranged neatly

Please note – to keep the size of this guideline document small, our images are shown in a low quality.

# Angles



Product or packaging are not rotated, branding and name are visible. Product is not angled or tilted

Labels are straight, not twisted, rotated or bent.

Product and label is positioned (styled) so that information is clearly visible and product looks appealing.

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# General Appearance



Product and packaging look appealing and tidy.



Boxed products should be shown by itself. This also includes not showing in display packaging (e.g. cellophane).



Promotional information or Best Before dates are not visible.

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# General Appearance



Drop shadows are not added.



Reflections are avoided.



Clearcutting should be accurate and against the outer edge of the product. No feathering or effects, just a hard edged line following the contour of the packaging.

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# Photography Tips

- The lighting of product should be uniform when the image is taken. Example lighting setup is shown on the right.
- The image should not be over sharpened in the (digital) image processing.
- The image should be photographed with large depth of field so that the whole product is sharp. Product can be photographed straight on or overhead (example below).



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