



# Online Photography Guidelines

6 June 2017, v1.0



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.

## Image Naming and Submission

Images must be provided for new products, changes to packaging/logo/design and/or changes to sizes. Non-barcoded products (e.g. PLU) do not require images at this point.

File naming - use barcode (GS1 GTIN) based naming conventions:

- Retail Barcode (GTIN).1
  - For example 09400000000000.1 (Main front image)
- For any products supplied to Gilmours, we would appreciate the INN/CAS image too.
  - For example 19400000000000.1 (Main front image) or 29400000000000.1 (Main front image)

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

1. Using GS1 NPC (or GS1 Product Flow) if you use these services
2. Provide us the link, username and password to your image library of choice (e.g. Images in Space)
3. Contact GS1 to get images of your products taken (at your expense) which can be utilized for this and other purposes
4. Email images to: [images@foodstuffs.co.nz](mailto:images@foodstuffs.co.nz) (maximum 10MB per email)

By providing images, you allow Foodstuffs to use the images within our support centre and stores.  
If you have any questions, please contact [images@foodstuffs.co.nz](mailto:images@foodstuffs.co.nz).



**SIZE & FORMAT:**

- 1) The product occupies the full length or width of the image, depending on orientation.
- 2) 1:1 square aspect ratio, with a minimum of 800 x 800 pixels. File resolution: 300 PPI. Format: PNG.

**BRANDING & NAME:**

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

**ANGLES:**

- 1) The front of the product is the hero.
- 2) Product or packaging are not rotated, branding and name are visible.
- 3) Labels are straight, not twisted, rotated or bent.
- 4) Product and label is positioned (styled) so that information is clearly visible and product looks appealing.
- 5) Product is not angled or tilted.

**GENERAL APPEARANCE:**

- 1) Product and packaging look appealing and tidy.
- 2) Boxed products need two images. The first is the closed box beside the product. The second is the product by itself.
- 3) Product is photographed on its own. There are no props or lifestyle shots.
- 4) Promotional information or Best Before dates are not visible.
- 5) Drop shadows are not added.
- 6) Reflections are avoided.

**PHOTOGRAPHY TIPS:**

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

## SIZE & FORMAT:

(1) 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.



(2) File formats meet the following requirements:

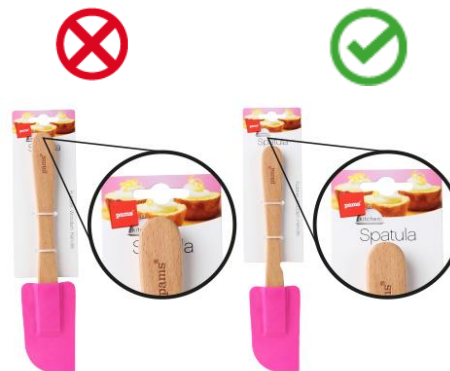
- Transparent background/clear cut
- PNG-32 format including naming convention of .png extension
- PNG format Colour Mode: RGB
- Minimum image size 800 pixels - Maximum image size 4800 pixels (400mm (16.0 in.))
- Image size to be a 1:1 square aspect ratio (i.e. 3000 pixels X 3000 pixels)  
File resolution: 300 PPI

## BRANDING & NAME:

(1) The branding and product name are clearly visible, not twisted or otherwise cut off.



(2) Product name is not hidden.



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



**ANGLES:**

(1) The front of the product is the hero.



(2) Product or packaging are not rotated, branding and name are visible.



(3) Labels are straight, not twisted, rotated or bent.



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



(5) Product is not angled or tilted.



**GENERAL APPEARANCE:**

(1) Product and packaging look appealing and tidy.



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



(3) Product is photographed on its own. There are no props or lifestyle shots.



(4) Promotional information or Best Before dates are not visible.



(5) Drop shadows are not added.



(6) Reflections are avoided.





## GENERAL APPEARANCE:

(7) 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.



(8) The side that displays the most information should be shown - examples of these include cheese blocks, margarine and yoghurts.



## PHOTOGRAPHY TIPS:

- 1) The lighting of product should be uniform when the image is taken. Example lighting setup is shown on the right.
- 2) The image should not be over sharpened in the (digital) image processing.
- 3) 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).



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

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