



Photo Standards AT A GLANCE

REQUIRED IMAGES ...

Raw Shots
Inner Pack (if available)
Open Shots (open case)
Styled Image (beauty/recipe shot)

STANDARDS & PROCESSING

Crop close to the image
Keep white space to a minimum
Make sure the background is always white
Minimum DPI (resolution): 150
Minimum Width or Height: 1200 pixels
Image Settings: RGB, 8 bit
Image type: uncompressed JPG, PNG, GIF

Raw



Inner



Open



Styled





Photo Standards AT A GLANCE

ANATOMY OF A FILE NAME

...

Product GTIN

listed on outer box

Required

Underscore

10746025700040_C1CC.jpg

File nature & type

A = Still shot product single GTIN

C = Still shot product single GTIN (High Resolution)

Z = Undetermined

FACING INDICATOR

As with planogram images a front determination is required with all subsequent faces relative to the front face.

0 = Not applicable

1 = Front

2 = Left

3 = Top

7 = Back

8 = Right

9 = Bottom

ANGLE IDENTIFIER

Angle reference relative to the face being represented

C = Centre

L = Left

R = Right

N = No Plunge

In/out packaging

1 = In packaging

O = **Out of packaging:** (i.e., the product as It first arrives out of packaging" not how It appears after it has been processed or prepared)

A = **Case:** A shot of the product In Its case as It would appear to the operator upon delivery.

B = **Innerpack:** A shot of the product as it would appear inside its packaging inside the case.

C = **Raw/uncooked:** A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible.

D = **Prepared:** A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled).

For more info, visit:

gs1.org/sites/default/files/docs/gdsn/Product_Image_Specification.pdf

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