

GS1 PHOTO STANDARDS AT A GLANCE

REQUIRED IMAGES:

- Raw
- Innerpack
- Open Case
- Closed Case
- Styled, Plated, Staged, Held, Worn, Used, or Family
- In addition to required images please provide all available images

IMAGES PROCESSING:

- Crop close to the image. It should have very little white space around it.
- Make sure the background is always a pure white. No need for a clipping path but we need the background to look white without blowing out product detail.

IMAGE QUALITY STANDARDS:

- Minimum DPI (resolution): 150
- Minimum Width or Height: 1200 pixels
- Image Settings: RGB, 8 bit
- Image type: uncompressed JPG, PNG, GIF

FILE NAMING EXAMPLES (see back page for more details):

- The GTIN number is what's listed on the outer box.
- RAW image: GTIN#_A1CC
- INNERPACK image: GTIN#_C1CB
- OPEN CASE image: GTIN#_A1CM
- CLOSED CASE image: GTIN#_C1CA
- STYLED IMAGE: GTIN#_A1CF

EXAMPLE 1:



RAW



INNER



OPEN CASE



CLOSED CASE



STYLED

EXAMPLE 2:



RAW



INNER



OPEN CASE



CLOSED CASE



STYLED

EXAMPLE 3:



RAW



INNER



OPEN CASE



CLOSED CASE



STYLED

EXAMPLE 4: VISTAR



RAW



INNER



INNER DISPLAY OPEN



INNER DISPLAY CLOSED



STYLED

THIS SECTION PRESENTS GENERAL GUIDELINES THAT APPLY TO PRODUCTS IN MOST OR ALL CATEGORIES:

- **RAW OR UNCOOKED:** Most food items should be shown in their raw, unprepared state. Meat should generally be shown thawed. Certain frozen items may be shown to best effect in their frozen condition, however. For certain food items, a solid white plate or bowl may also be used.
- **LIGHTING:** Full, well-balanced lighting ensures that the product and surrounding background are evenly lit, with very slight or no shadows.
- **SHADOWS:** Subtle, natural shadows are acceptable.
- **FOCUS/DEPTH OF FIELD:** The product should be clearly visible with an overall balanced focus.
- **BACKGROUND:** The image background should be solid white and evenly lit. If necessary, background lighting can be reduced to provide contrast with the product.
- **VIEWS:** Some valid views for inners and raw products shots include straight on, front shot, top view. Valid views for cases include straight on, left or right view. It depends on how the inner is packed. See examples above.

GTIN BASED FILE NAME CONSTRUCTION: STILL SHOT SINGLE GTIN

FILE NATURE/TYPE:

- A = Primary Image Web
- B = Primary Image Web w/supporting elements
- C = Primary Image High Res
- D = Primary Image High Res w/supporting elements
- L2 = Nutritional*
- L4 = Ingredients*
- L5 = Nutritional & Ingredients*

FOR COMPLETE LIST SEE THE LINK BELOW.

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 OF PACKAGING:

- 1 = In packaging
- 0 = Out of packaging: 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).
- E = Plated*
- F = Styled*
- G = Staged*
- H = Held*
- J = Worn*
- K = Used*
- L = Family: A shot of a number of related products (e.g., matched sets, place settings) arranged together in a single picture.
- M = Open Case: A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case.
- N = Application*
- P = Pallet/Display*

FOR COMPLETE LIST SEE THE LINK BELOW.

***FOR THE COMPLETE GS1 GUIDELINES, [CLICK HERE](#).**