



# PHOTO STANDARDS AT A GLANCE

## REQUIRED IMAGES

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

## STANDARDS AND PROCESSING

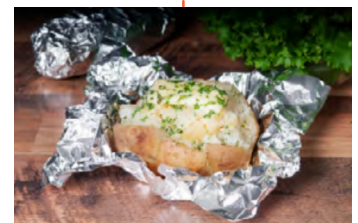
- Crop close to the image
- Keep white space to a minimum
- Make sure the background is always white
- Minimum DPI (resolution): 150
- Minimum Width or Height: 1200 pixels
- Image Settings: RGB, 8 bit
- Image type: uncompressed JPG, PNG, GIF

Raw

Inner

Open

Styled





# PHOTO STANDARDS AT A GLANCE

## ANATOMY OF A FILE NAME

**Product GTIN**  
listed on outer box

**10746025700040\_C1CC.jpg**

**Required  
underscore**

### 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 of packaging

**1 = In packaging**

**0 = 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](https://gs1.org/sites/default/files/docs/gdsn/Product_Image_Specification.pdf)