

GS1NZ Photography Service Imaging Specifications

2D & 3D Images



Image Specifications

File Type: JPEG

Background Colour: White (RGB 255/255/255)

Colour Mode: RGB

Resolution: 300ppi

Dimensions: Marketing 2500 pixels x 2500 pixels

Planograms 120 pixels x 120 pixels, longest product dimension 324 pixels.

Clipping Paths: Clear cut, one active clipping path (marketing) also cropped and sized for planogram

Photographed Product View: As requested. A frontal shot is usually the minimum required. A recommended pair as illustrated will meet planogram, online shop and basic marketing requirements. The appropriate pair depends on packaging type. Where an alternative marketing face exists GS1

recommends that you request an image of this too as some retailers may prefer that face. Single shots of any aspect of the product are available.

Notes:

1. Bottles and narrow cylindrical products are unsuitable for angled shots. You should select a simple front view. This will meet all likely requirements.
2. These specifications conform to the international GS1 Image Specifications and allow for marketing and planogram applications.
3. JPEG is easily converted to all formats used in marketing and space management.