

Hardlines Image Standards Subcommittee

Advertising/Hi-Res Product Image Specifications

End Usage Formats.

- It is recognized that due to the many potential combinations of format resolution and size in end use applications it is not possible to enumerate all possibilities in a standard. It is the understanding that the specifications recommended for advertising images are of sufficiently high quality that they will provide the source image that can be repurposed by the end user for their own specific applications. This includes different print media formats and items as well as E-commerce (internet) images.

Product Photography

- All products must be digitally photographed out of the package with the exception of products such as extension cords with paper band type packaging, fasteners and other products that are typically represented in the package at the discretion of the manufacturer – some products should be represented by an image in the package and also out of the package to support common industry product presentations. No props or additional products are allowed within the primary image areas.

Backgrounds

- All backgrounds must be knocked out to white.

Clipping Paths

- All images must contain a clipping path in order for the product to be silhouetted. It is very important for the purpose of batch image re-purposing that the clipping path be named “Path 1.” This is the default name given to clipping paths in Adobe Photoshop and should not be changed. Default flatness settings should be 1 device pixels.

Product Views

- When relevant, all products should be represented by 3 views – a front view taken at 15 degrees top from center (some products may require a steeper angle to display effectively), a right angle view, and a left angle view.

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Image Size

- Minimum image size: 3 inches x 3 inches (900 pixels x 900 pixels)
- Maximum image size 5 inches x 5 inches (1500 pixels x 1500 pixels).
- File resolution: 300 ppi.

File Format and Color Mode

- File format: LZW Compressed TIFF
- Color Mode: CMYK

File Name Guidelines

- First 14 characters are the product specific GTIN.
- 15th character is the Color indicator (Required);
Valid values are:
 - C for Color
 - B for Black and White (Be it Line Illustration or Halftone)
- 16th character is the View indicator (Required);
Valid values are:
 - F for Front View
 - R for Right View
 - L for Left View
- 17th and 18th characters are the In Package Indicator (Required);
Valid values are:
 - IP for In Package
 - OP for Out of Package
- 19th character up to the period in the filename will be a list of languages found on the product image. Each language will start with an underscore and followed by a two-character language abbreviation taken from ISO 639.

Example:

12345678912345CFOP_SP.tif

12354678901234 - Product specific GTIN

OP - Indicates whether product was shot in package (IP) or out of package (OP).

_SP - Represents packaging language taken from ISO 639-1

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.tif - File format indicator

Note: More than one language identifier may be used as long as they are separated by underscores.

Over all Supplied Photography Guidelines

It is understood that there will be instances where photography, other than “product” photography will be needed. Also, situations may arise where product shots are needed at a size or resolution that exceed the above mentioned standards. In these cases, it will be up to the customer to either originate the photography themselves, or work out arrangements with the vendor to supply said photography on an “as needed” basis. ALL supplied photography should conform to the guidelines listed below.

File Characteristics

No alpha channels or layers, guides or rulers. No bubbles, fingerprints or newton rings from scans. No transfer functions or postscript color management. No signatures or watermarks. No compression artifacts. No interpolation (“resizing up”). No scanning from printed pages. No evidence of dust or scratches. No manufactured shadows. Moiré patterns should be minimized

Guidelines for Image Color and Quality

No (unintentional) color casts. Color should be as rich and vibrant and eye-catching as possible. Color should be balanced over-all and not “blown-out” in highlights. Flesh tones and grass should be realistic and life-like. Reflections should also be realistic. Shadows should be realistic and neutral, and realistic. Retouching should be as seamless and undetectable as possible and be convincing at a minimum of 200% magnification. Color should be matched to product PMS colors (list to be provided). If PMS color is not available or if color is proprietary, users must either match as closely as possible to color swatches or the actual CMYK breakdown must be provided.

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Logo Specifications

File Format

- Logos must be EPS vectored. Acceptable format(s) for logos and vector graphics are Adobe Illustrator 8.0 EPS, 8-bit Macintosh Preview, CMYK PostScript Level 2, and must include Document thumbnails.

General File Characteristics

- General logo & vector graphic characteristics include flattened artwork only (no layers or templates), no hidden items, and all items must be unlocked.
- There should be no stray points without color or strokes. Unused paintbrushes and color swatches should be deleted.
- Logos and vector graphics should NOT contain placed images.
- Split long paths should NOT be checked.

Text

- All type should be converted to outlines – NO FONTS should be needed to open files.

Resolution and Vector Flatness

- Output resolution should be set to 1200 dpi. (In Illustrator, the output resolution setting in the "Attributes" palette will determine vector flatness. This resolution should be set to 1200 dpi.)

Physical Size

- Vectored graphics and logos should be saved at 3" in longest dimension.

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Planogram Image and Data Field Specifications

File Format

- File format must be as follows: 72 ppi, Targa, 16 bit, no compression.

Views

- All products that are produced in a package should be represented with up to 6 in the package consumer pack views, with 3 views as a minimum—straight-on front, straight-on top, and straight-on left side views.
- Items that are not produced in a package such as hammers, etc. must be represented with the same above 3 views .
- An additional straight-on front view of an inner pack should be available when appropriate.

Backgrounds and Cropping

- Images for contour products must appear with a transparent background. Images for contour and non contour products must also be cropped to products' edge.
- No props or additional products are allowed within the primary image areas.

Image Size

- Image size for all planogram images are to be 50k minimum and 100k maximum.

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File name Guidelines

- First 14 characters are the GTIN of the product (Required)
- After the first period, the planogram view indicator will be present (Required). Valid values are:
 - 1 – straight on, front shot
 - 2 – straight on, left view
 - 3 – straight on, top view

Optional view values:

- 7 – straight on, back shot
- 8 – straight on, right view
- 9 – straight on, bottom view

The front facing of the products is determined by the Package Measurement Rules (Section 6.8 EAN.UCC General Specifications). All other facings are taken in relation to the front face and is identified with a numerical extension identifying that face. Merchandisable facings are automatically captured as the numerical extension allows multiple images (and facings) for the same GTIN. Should there be alternate language facing on the packaging, there should be note of this in the data accompanying the Images. This is in contrast to Marketing (High Resolution) Images where you could have multiple copies of the same orientation for the different language facings. As the extension in a Marketing Image is fixed (.tif) the language indicator is needed to make the distinction between images.

Should the product be sold in a displayer/tray that does not bear it's own unique GTIN, then the tray images should be captured using the unit GTIN appended with a "T" This will allow space management users to select either the unit or the tray when creating their planogram.

Ex. Unit: 00012345678905.1
Tray: 00012345678905T.1

Data Fields

- Planogram data fields, at the very least, must include GTIN, manufacturer, brand, product description, consumer (consumer meaning product packaging typically sold to end users in retail stores) in package height, consumer in package width, consumer in package depth, peg hole(s) X (horizontal) dimension from left, peg hole(s) Y (vertical) dimension from top, number of

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peg holes for consumer in package items, and nesting height for consumer out of package items.