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This document is intended to serve as a guide to ensure products have the best advantage highlighting the relevant features, aiming to provide customers with as much information whilst providing an enjoyable shopping experience.

**Please Note: Renders or other artwork will not be accepted forms of product imagery.**

**The document will outline:**

1. The specifications that images are required to be in order for them to be shown on our website.
2. The styling of products, ensuring products are shown consistently whilst highlighting their features in an appealing way to the customer.
IMAGE SPECIFICATIONS & NAMING CONVENTION REQUIREMENTS
The aim of the fresh product imagery is to present food in a way to ensure the customer is able to clearly see the vibrancy and colours of the product, highlighting it’s mouth-watering freshness.
**IMAGE SPECIFICATIONS**

**IMAGE CHECKLIST**

All images must conform to the following requirements:

- Must be at least 300dpi.
- Must be supplied on a square canvas.
- Must be minimum of 2000x2000 px.
- The product in the image must measure at least 300 mm along its longest edge.
- Files must be supplied in any of the following formats: tiff, png, or first generation jpeg.
- If providing a clipping path, please ensure the path is named “Path 1.”
- Colour space must be RGB.
- Preferred colour profile is Adobe RGB (1998).
- Do not apply any sharpening to the image.

![Image of JOICO Moisture Recovery Conditioner](image_url)

- Image resolution 300+ dpi
- Colour space RGB
- Longest edge of product must be a minimum of 300mm, 3550 pixels.

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Vendor, Internal, product photography guide V1.0
IMAGE CHECKLIST

Image files must be named according to the following:

- Files must be named according to the article number, eg 9933458.
- Order and naming convention for images is as follows:
  - **article number.jpg** Hero 3D front image*
  - **article number_1.jpg** 2D Front Image
  - **article number_2.jpg** Back Image
  - **article number_3.jpg** Left Side
  - **article number_4.jpg** Right Side
  - **article number_5.jpg** Top
  - **article number_6.jpg** Bottom

* If the product does not have a 3D front shot, due to the type of product then the 2D Front image is named article number.jpg and the remaining products follow the same naming convention ie, back shot will still be named **article number_2.jpg**.
3D SPECIFICATIONS

3D images should be photographed according to the following specifications:

- Use an elevated camera angle to expose the top edge of the product.
- Ensure that the left corner of the product is always sitting forward with the vertical edge to maintain a 90 degree upright position.
- The bottom edge of the product should sit on a 4 degree angle to the horizontal. Most products benefit from this angle. It shows the height, width and depth of the product.
- Jars & cans (ie, round products) should be tilted forwards to show depth and top of the product.
- The vertical axis of the product is aligned to the edge of the canvas.
- Cartons which show branding should be tilted forward so that either one third of the image contains the top of the lid or two thirds of the image contains the top of the lid.
- No sides visible for cartons, box/round product 2D front shot.
- Most products benefit from this angle. It shows height, width, and depth.
2D SPECIFICATIONS

2D images should be photographed according to the following specifications:

- Products should be photographed from front on to the camera.
- The depth of the image should not be seen.
- Neither the sides nor top or bottom of the product should be visible in shot.
- Ensure that the product is centred in the frame with no cropping applied.
WHITE & BLACK CONTRAST

- There must be a medium contrast range setting to ensure that the product does not bleed in the dark areas or blow out in the light areas.
- The darkest point of the product must not be below 15/15/15 RGB value and the whitest point of the product must not be above 240/240/240 RGB value.
**LIGHTING & PACKAGING**

- Ensure that your product is free from dust, creases, scuff marks and any imperfections.
- All points of the photograph must be in focus. Text and branding must be readable.
- Lighting should present a clear, crisp and descriptive product with clean and defined edges.
- Highlights must be managed to a minimum and not obscure product branding or text in any areas.
- Light glow from too much back light or lighting from below will not be accepted.
FRESH NON-PACKAGED PRODUCE
The aim of fresh product imagery is to present food that make your eyes water, with vibrancy and colours that make you say ‘WOW’. Beautiful food that begs to be eaten but most importantly, to focus on the freshness by showing a detail that can only be seen when you hold produce in your hand, is what our food imagery should communicate.
**APPROVED BOARDS**

Loose deli items such as olives, fetta etc. on white background.

**Meat Deli** - Wooden board with baking paper.

**Raw Meat** - Wooden board with baking paper.

**Seafood** - Dark slate.

**Bakery** - Wooden board light to medium brown.
- White background for other bakery.

*Always ensure packaged shots are captured as well as styled images.*
GARNISHING & APPROVED GARNISHES

GARNISHING

- Garnishes are used to add colour and make the product look more appealing to the customer.
- Ensure you do not use too many / much garnish, the product must still be clearly seen and not overpowered by the garnish option/s.
- Ensure the garnishes used are edible.

Dill  Mint  Orange Twist  Lemon Wedges  Lime

Edible Flowers  Garlic  Basil  Tomatoes  Rosemary

Thyme  Bay Leaf  Parsley  Chive  Chillies

Flour sprinkled on wooden board  Salt Flakes  Pepper Corn  Coloured Peppercorns
FRESH - NON PACKAGED FRUIT AND VEG

A main image should be captured for each product and any additional images should highlight key aspects of the product, such as a single piece of fruit.

- Images are flattened on a web white background.
- Products are centred in the frame with no cropping applied.
- Image must try to fill the square space.
- Arrangement must have an irregular & interesting shape - not square.
- Water spritz where appropriate.

- Shoot from eye level looking down into the product.
- Add perspective with 1 or more products in the background.
- Leaves can be added if relevant for freshness.
- Cut open produce to show freshness inside.
- Show 2-3 hero products at the front.
OTHER REQUIREMENTS - FRESH DELI

**DELI MEATS**
- Show the best part of the products.
- Arrange product to create an interesting or abundance.
- Bring in a touch of freshness and garnish.
- Wooden board with piece of baking paper. Light - medium brown.

**DELI - NOT MEAT ITEMS**
- Deep etched on white background.
- If supplied in tub/pack, then ensure pack shots and hero images with some of the product infront of the packaging on white background.
OTHER REQUIREMENTS - FRESH MEAT

RAW MEATS

• Show the best part of the product.
• Arrange in a staggered step formation and add height.
• Bring in a touch of freshness and garnish.
• Wooden board with piece of baking paper. Light - medium brown.
**FRESH FISH**

- Show the best part of the product.
- Arrange in a staggered step formation and add height.
- Add perspective and height to create abundance.
- Bring in a touch of freshness and garnish.
- Thin slate tile.

**PRAWNS**

- Show three hero products at the front.
- Display all parts of the product amongst the group, including the head, tails and backbone. Cut long whiskers if needed.
- Build around heroes to create an interesting shape.
- Add perspective by having one or two products in the background.
- Bring in a touch of freshness and garnish.
- Thin slate tile.
OTHER REQUIREMENTS - BAKERY

LARGE LOAVES

- Ensure packaged shot is also captured for nutritional information.
- Show the best part of the product at the front.
- If required, position the product on a small board to make it look larger.
- Add perspective and height to create abundance - ie: slices, cut or torn bread.
- Bring in a touch of freshness with flour sprinkled on board.
- Wooden board light to medium brown.

BREAD ROLLS

- Show best part of the product at the front.
- Display all parts of the product amongst the group, including the top, sides and grooves.
- Add perspective and height to create abundance - ie: slices, cut or torn bread.
- Bring in a touch of freshness such as sprinkle of flour on board.
- Wooden board medium brown - square shape.
CAKES AND OTHER BAKERY ITEMS

- Cakes etc. styled with pieces cut out and styled slightly out of cake.
- Cakes to be styled, cut a piece out and place slightly forwards.
- Items on white background.
PACKAGED IMAGE GUIDE
PACKAGED FRUIT
- Always capture pack images
- Additional image to be provided which shows the product out of pack styled in front of the packaged good as hero image.
- Some example below.
- These to be shot on white background.

PACKAGED MEAT
- Always capture pack images
- Additional image to be provided which shows the product out of pack styled in front of the packaged good as hero image.
- Some example below.
- These to be shot on white background.

* When produce sold in bag/pack/punnet, display loose in front.
**PACKAGED BAKERY**

- Ensure all of the pack shots are captured as per packaged guide. All information on the side of the pack must be captured.
- Try to capture one image with pack and a few pieces out of pack in front to show the actual product.
BUNDLE/GROUP SHOTS
BUNDLES/GROUPS

- All group/bundle shots must also have products shot individually as per the specifications.
- All bundles are to be briefed prior to photography.
- A food stylist should be used.
- Do not shoot from ‘birds eye view’.
APPAREL PHOTOGRAPHY GUIDE
SOCKS & UNDERWEAR

- Shoot socks and underwear in their packaging but remove the hanger part of the packaging.
- Ensure packs of 3 or less short socks are fanned.
- If more than 3 in a pack when shooting out of pack shot, ensure they are laid out as shown.
REQUIREMENTS - APPAREL

CLOTHS
- Pack Shot.
- ‘Out of Package’ Shot (OOP) - flat lay, layered if more than 1 and show different patterns.
REQUIREMENTS - APPAREL

BLANKETS, CLOTHS & BIBS

- Pack Shot.
- ‘Out of Package’ Shot (OOP) - Show each item clearly, nicely folded, etc, stacked showing patterns.
OTHER PRODUCT PHOTOGRAPHY
ELECTRONICS, KITCHEN

- Pack Shot.
- Out of pack shot required.
  (food styling not necessary)
UMBRELLAS

- Pack Shot.
- Out of pack shot if possible.
- Handle of umbrella to be at the top with the string hanging to the right.
- Different colours need to be shot separately.
**REQUIREMENTS - OTHER PRODUCT PHOTOGRAPHY**

**TOYS**

- Pack Shot & OOP Shot if possible to show the product features more clearly.
- If box follow packaged naming convention up to 6 images them image no.7 = OOP shot.
- Order and naming convention for images is as follows:
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Woolworths Digital accepts product imagery and content from all sources, provided our photography guidelines are followed and the image specifications and the data provided is correct. Below are some providers that we currently work with. Please contact productdata@woolworths.com.au if you have any questions.

**Photography and Product Content Services**

**GS1 Australia**  
https://www.gs1au.org/our-services/smart-media/  
1300 227 263

**SKUvantage**  
(02) 8484 0345

**Photography Services**

**DLibrary**  

**Wellcom**  
http://www.wellcomworldwide.com
Woolworths
The fresh food people