# DOT FOODS GDSN IMAGE REQUIREMENTS

Images are among the top customer-requested attributes. Providing quality images can drive customer interest in your item offering and set your products apart from competitors. Follow the image publication guidelines below to maximize customer satisfaction.

## PHOTOGRAPHY GUIDELINES

- **Composition:** For each composition, the complete product should be visible inside the frame, without being clipped or cropped, and without any unnecessary negative space.

- **Brands:** Product images should not be branded except for the company logos and branding already in place on product packaging. No additional brands, logos or watermarks may be added to the image.

- **Orientation:** The image frame should be in a square format, with equal dimensions both horizontally and vertically. The image may be cropped. Remove white space. The entire product must remain visible.

- **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. Do not alter the image to create artificial shadows or remove existing ones.

- **Angle of View:** Images should be taken at a downward angle to show all three dimensions – depth, width and height. The angle may vary depending on the packaging and type of product.

- **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. Prepared/styled images are an exception.

1. Show the product as it appears within product packaging; this should be used for an **EACH**.

2. Show the case as it appears when the product is received, with **OPEN CASE** flaps.

3. Show the **CASE** as it would appear for shipping/delivery, fully secured.

4. Show the product as it first appears out of packaging; this should be used for **RAW** or **READY-TO-EAT** products.

5. Show the product as **PREPARED/STYLED** for marketing purposes.

*Note, in most scenarios, the **EACH** will be displayed as the hero image on the Dot Expressway.

## PREPARING IMAGE FILES FOR PUBLICATION

The image file format should be one of the following: JPG (preferred), GIF, PNG or BMP. Images stored as TIF files can be converted to any one of these but cannot be published in the TIF format due to size limitations. Image files cannot be stored as .pdf, .doc, .ppt, etc., or link to a plain html page.

## IMAGE URL'S

Images must be suitable for display in a web browser. A resolution of 300 dpi is suggested. Each URL must be a complete and direct link to the image and must be publicly accessible. Dead links, login and password requirements, corrupted files, poor resolution files, a generic link for all items in product offering, links to image portals, and a URL which renders a page with multiple image files are all unacceptable.

For detailed information regarding product image specifications, reference the GS1 Product Image Specification Standard, or visit http://www.gs1.org/gdsn.

## GTIN BASED FILE NAMING

Prior to any measurement capture, the Default Front of the trade item must be determined. For the purposes of this standard, the Default Front is the side with the largest surface area that is used by the manufacturer to "sell" the product to the consumer, in other words, the side with markings such as the product name.

| Character Position | Value | Description | Image Type (16th Position) | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | E | F | M | L |
| 1-14 | (N14) | Product GTIN | x | x | x | x | x | x | x | x |
| 15 | _ | (underscore) | x | x | x | x | x | x | x | x |
| 16 | A | Product Image (Web) | x | | | | | | | |
| | B | Product Image with Supporting Elements (Web) | | x | | | | | | |
| | C | Product Image (High Resolution) | | | x | | | | | |
| | D | Product Image with Supporting Elements (High Resolution) | | | | x | | | | |
| | E | Product Image 360º | | | | | x | | | |
| | F | Detail Image | | | | | | x | | |
| | M | Montage Image | | | | | | | x | |
| | L | Product Packaging/Label Information | | | | | | | | x |
| 17 Only one may be used | 0 | Not applicable | x | x | x | x | | | | |
| | 1 | Front | x | x | x | x | | | | |
| | 2 | Left | x | x | x | x | | | | |
| | 3 | Top | x | x | x | x | | | | |
| | 7 | Back | x | x | x | x | | | | |
| | 8 | Right | x | x | x | x | | | | |
| | 9 | Bottom | x | x | x | x | | | | |
| | _ | (underscore) | | | | | | x | x | |
| | (N1) | Facing type (based on planogram designation) | | | | | x | | | |
| | 1 | Full flat (can only be used with 'L') | | | | | | | | x |
| | 2 | Nutritional Label (can only be used with 'L') | | | | | | | | x |
| | 3 | Barcode (can only be used with 'L') | | | | | | | | x |
| | 4 | Ingredients (can only be used with 'L') | | | | | | | | x |
| | 5 | Nutritional/Ingredients combined (can only be used with 'L') | | | | | | | | x |
| | 6 | Marketing Content (QR Code) (can only be used with 'L') | | | | | | | | x |
| 18 Only one may be used | C | C - Centre | x | x | x | x | | | | |
| | L | L - Left | x | x | x | x | | | | |
| | R | R - Right | x | x | x | x | | | | |
| | N | N - No plunge angle | x | x | x | x | | | | |
| | _ | (underscore) | | | | | x | | | o |
| | (N3) | Sequence Number (3 character numeric) | | | | | | x | x | |
| 18+ | (a2) or (a2-A2) | Language Indicator (2 character alpha):ISO639 format - Example syntax for populating a country variation of a Language Code attribute: aa or optionally aa-AA where aa = ISO 639-1 code list, must be lower case where AA =ISO 3166-1 Country Code, 2 Alpha character representation, must be upper case to be used only if multiple faces of dissimilar languages occur | | | | | | | | o |
| | s(N2) | Serialization/Sequence Number (3 character alphanumeric): lowercase 's' followed by 2 numeric digits for Sequence number will be added at the end of file name with the following format: xxxx_sNN (underscore, lowercase "s" and then 2 numeric mandatory) | | | | | | | | o |

| Character Position | Value | Description | Image Type (16th Position) | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | E | F | M | L |
| 19 Only one may be used | 1 | In packaging | x | x | x | x | | | | |
| | 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) | x | x | x | x | | | | |
| | A | Case – A shot of the product in its case as it would appear to the operator upon delivery | x | x | x | x | | | | |
| | B | Innerpack – A shot of the product as it would appear inside its packaging inside the case. | x | x | x | x | | | | |
| | 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. | x | x | x | x | | | | |
| | 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). | x | x | x | x | | | | |
| | E | Plated - Prepared food arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing, icing, seasoning or other enhancement | | x | | x | | | | |
| | F | Styled - Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at different angles. | | x | | x | | | | |
| | G | Staged - A shot of a product that has been arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person | | x | | x | | | | |
| | H | Held - A shot of a product that has been held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the person holding the item should be visible. | | x | | x | | | | |
| | J | Worn - A shot of a product, such as a protective item or article of clothing, which is worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible. | | x | | x | | | | |
| | K | Used - A shot of a product as it is meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose. | | x | | x | | | | |
| | L | Family - A shot of a number of related products (e.g., matched sets, place settings) arranged together in a single picture. | | x | | x | | | | |
| | 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. | | x | | x | | | | |
| *19-20 | (N2) | Plunge Angle | | | | | x | | | |
| 20 | _ | (underscore) optional separator | x | x | x | x | | | | |
| 21+ | (a2) or (a2-A2) | Language Indicator (2 character alpha):ISO639 format – Example syntax for populating a country variation of a Language Code attribute: aa or optionally aa-AA where aa = ISO 639-1 code list, must be lower case where AA =ISO 3166-1 Country Code, 2 Alpha character representation, must be upper case to be used only if multiple faces of dissimilar languages occur | o | o | o | o | | | | |
| | (N4) | Image end date/promotional (4 character numeric) MMYY that image is valid until (i.e. If good until 1216 (Dec 2016) then to be removed after 01 January 2017.) | o | o | o | o | | | | |
| | s(N2) | Serialization/Sequence Number (3 character alphanumeric): lowercase 's' followed by 2 numeric digits for Sequence number will be added at the end of file name with the following format: xxxx_sNN (underscore, lowercase "s" and then 2 numeric mandatory) | o | o | o | o | | | | |
| | R | Rendered image | o | o | o | o | | | | |
| 22-24 | (N2) | Arc position | | | | | x | | | |
| 25 | _ | (underscore) optional separator | | | | | o | | | |
| 26-28 | s(N2) | Serialization/Sequence Number (3 character alphanumeric): lowercase 's' followed by 2 numeric digits for Sequence number will be added at the end of file name with the following format: xxxx_sNN (underscore, lowercase "s" and then 2 numeric mandatory) | | | | | o | | | |

| Example: 00012345678905_A1C1_1215_s01.jpg | GTIN | 0012345678905 | 00012345678905 |
|---|---|---|---|
| | Image Type | Product image (Web) | A |
| | Facing | Front | 1 |
| | Angle | Center | C |
| | State | In Package | 1 |
| | Image End Date | Dec 2015 | 1215 |
| | Sequence Number | 01 | s01 |

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