

## Product Photography - Imaging Specifications

2D & 3D high-resolution images



### Image Specifications

**File Type:** JPEG

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

**Colour Mode:** sRGB

**Resolution:** 300ppi

**Dimensions:** 2500 pixels x 2500 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. Single shots of any aspect of the product are available.

**Note:** Bottles and narrow cylindrical products are unsuitable for angled shots. You should select a simple front view. This will meet all likely requirements.