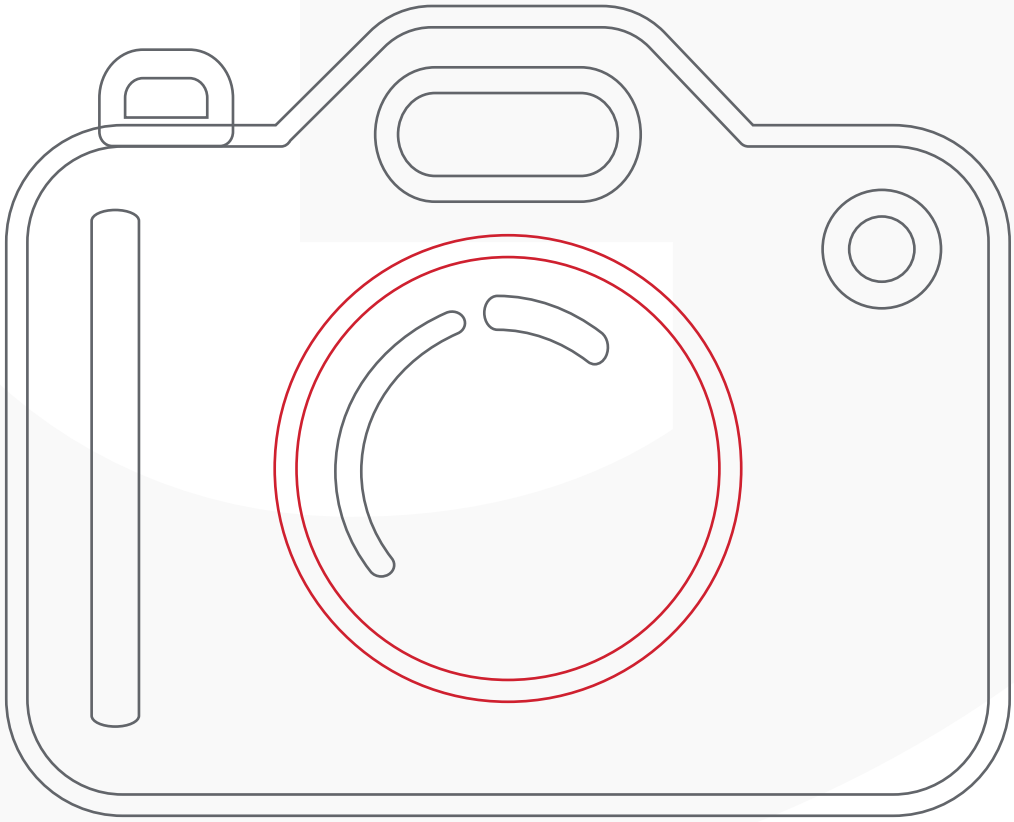
Product Image Guideline



Gordon FOOD SERVICE

Product Image Guidelines

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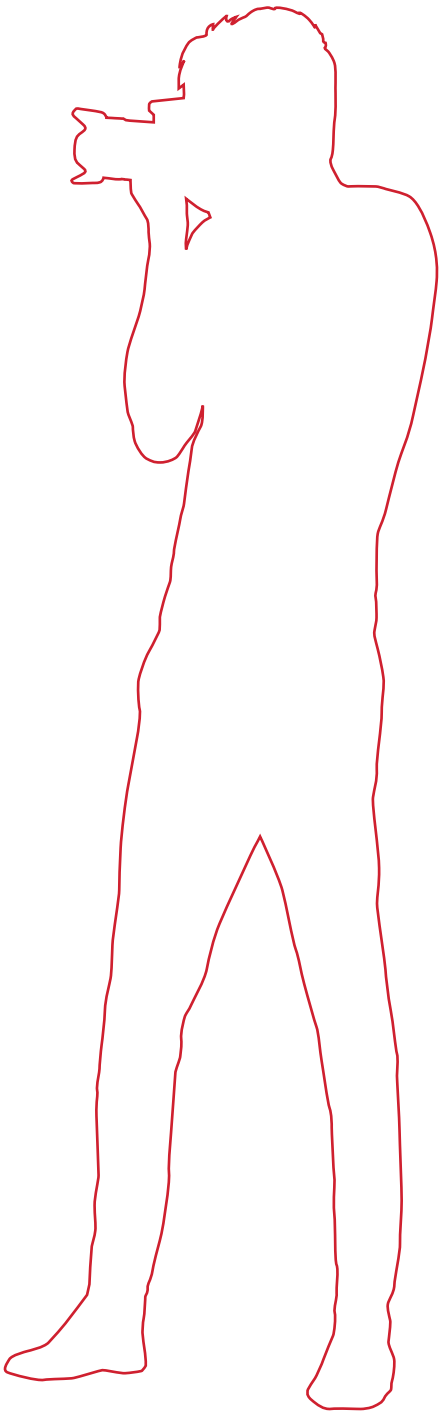
Product Image Guideline

IMPORTANCE OF IMAGES

Now more than ever, customers make purchase decisions online without ever experiencing the products in real life. That said, customers still make purchasing decisions with their eyes. This is why having a strong product detail page, with robust images and product descriptions, is critical to influencing sales in today's increasingly digital commerce environment.

Gordon Food Service has conducted product images research (Feb. 2020) with customers across various business segments. The result of that research has informed our new, enhanced product descriptions guidelines / specifications. **These guidelines are currently supplemental to the GS1 images specifications or the standard required images, and are intended to help suppliers take their e-commerce merchandising to a higher level.**



TECHNICAL SPECIFICATIONS

- All images must be a minimum of 900 x 900 pixels (preferred 2100 x 2100 pixels).
- All images must be a minimum of 5 x 5 inches (300 DPI) in size.
- Images must be in color.
- Images must be JPEG (.jpg), or PNG (.png) format.
- Avoid the use of point-and-shoot and smart phone photography.

OVERALL BEST PRACTICES & GUIDANCE

- All images should be in a well-lit, natural light setting.
- Colors should be realistic and balanced over-all.
- Shadows should be realistic to the product and neutral.
- The product should fill at least 80% of the image area (see image 1 vs. image 2: right).
- High-angle, low-angle, and front-facing shots are preferred.
  - Avoid birds-eye-view/overhead shots of products where possible.
- Images should demonstrate the size, texture, and color of the product as accurately as possible and offer context for the product in relation to the image's background.
  - Best practice examples include: displaying the product on a common object such as a plate, cutting board, piece of parchment paper, takeout container, etc.
  - This is an important aspect of a customer's decision-making process and ensures greater accuracy/ understanding of the product.

YES

NO

Standard Required Image

Gordon Food Service requires a minimum of THREE images for every product page / item. This includes a raw, inner packaging and case image.

- All products should include a **raw product image** (The raw product out of a package that displays the actual end product in the state that it arrives in) photographed on a white background.

- All products should include an **inner packaging image** (what the product looks like within the individual pack level. Open case images work here for bulk packed items).

- Where applicable, products should include an **individual packaging image** (this would be the smallest packaging level, if any.)

- The **master case image** (the shipper case, pail or pouch image) should have a clear view of the label and we recommend it demonstrate the dimensions of the packaging.

Enhanced/Supplemental Image

In addition to the standard image requirements outlined above, Gordon Food Service also recommends including supplemental beauty images that further display the product and usage. In a recent study conducted by Gordon Food Service, we found that 75% of our customers preferred imagery that was more stylized and contextual, compared to the standard image requirements.

Category-Specific Guideline

MEATS & SEAFOOD

- We recommend protein products be photographed in a way that best demonstrates the actual size of the product. A good way to do this is to provide context for the product by using another well-known item in the background, such as a plate, cutting board or a folded sheet of parchment paper.

- If the product is a frozen and/or a ready-to-be-prepared item, there should be a secondary image of the prepared/end product.
  - This allows customers to see how the product looks prepared and how it will be served.
  - This is especially useful for products that are breaded and/or battered.

- Plated/prepared images should be stylized and offer an idea of how to present the product or how the product may be prepared/served.

  - Please note: the product should still be the primary focal point of the image.

FRUITS & VEGETABLES

- We recommend including a secondary primary/raw image that shows the product in a more stylized setting.

- We recommend that fruits and vegetables be photographed in a way that best demonstrates the actual size / composition of the product. A good way to do this is to provide context for the product by using another well-known item in the background, such as a plate, bowl or a foodservice style container.

- Frozen fruits and vegetables should have an image that shows the product as prepared.

- Plated/prepared images should be stylized and give an idea of how to present the product or how the product may be prepared.

  - Please note: the product should still be the focal point of the image.

- It is important to show all aspects of the product. For example, a salad kit image should display all ingredients/parts included in the kit.

DAIRY & EGGS

- We recommend including a secondary primary/raw image that shows the product in a more stylized setting.

- Products should be photographed in a way that demonstrates the consistency/ texture of the product.

  - This is especially important for cheeses, as texture and meltability can vary greatly.

- Plated or beauty images should be stylized and give an idea of how to present the product and/or possible uses for the product.

  - Please note: the product should still be the focal point of the image.

  - For cheeses, this is a good opportunity to visually demonstrate how the product melts, cooks, or spreads.

BREADS, DESSERTS, & BAKERY

- We recommend including a secondary primary/raw image that shows the product in a more stylized setting.

- Plated/beauty images should be stylized and give an idea of how to present the product and/or possible applications for the product.

  - Please note: the product should still be the primary focal point of the image.

- If the product is parbaked or ready-to-be-baked, there should be a supporting/ secondary image of the end-product.

GROCERY & DRY GOODS

- We recommend including a secondary primary/raw image that shows the product in a more stylized setting.

- Sauces and oils should have a secondary image that demonstrates the consistency and pourability of the product.

- Plated and beauty images should be stylized and give an idea of how to present the product and/or possible applications of the product.

  - Please note: the product should still be the primary focal point of the image.

BEVERAGES

- The primary image for beverage products should show the product in a glass or mug.
  - Use clear glassware where applicable, as the product will be more visible.
  - If the product comes in powdered or syrup form, please provide an image of the product in reconstituted form.

- Beverage products should have a secondary image that shows the product in its original form/state (i.e. powder syrup, etc.) if applicable.
- Plated and beauty images should be stylized and give an idea of how to present the product and/or possible applications of the product.
  - Please note: the product should still be the focal point of the image.

DISPOSABLES & DINING

- The primary image for disposables and dining products should be of the product **alone** (not in a grouping with other products, even if they are in the same category).

- Disposables and dining products should have a secondary image that shows the product with food or beverage to demonstrate its capacity and / or uses.

- Plated and beauty images should be stylized and give an idea of how to present the product and/or possible applications of the product.

  - Please note: the product should still be the primary focal point of the image.

Additional Guidance

- Avoid the use of overly dark backgrounds for images.
- Ensure there is enough contrast between the background and the product(s).

DO

DON'T

- Use either natural or culinary surfaces as backgrounds for product images. Examples include tables, cutting boards, stainless surfaces, food safe plates, bowls or containers, etc.
- Do not use images that include multiple, unique (colors, sizes, etc.) products or reuse the same images for like/similar products. This may create a false impression of the products that are actually available and/or result in a customer ordering something they did not want.

DO

DON'T

- Avoid the use of too many extra items in images that distract from the main product. The main product should be the focal point of the image and comprise 80% of the space.

Do

DON'T

- Avoid the use of overhead photographs as they do not provide adequate context.

DO

DON'T