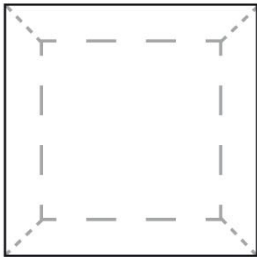


**HOW TO TAKE THE PHOTO? 3 OPTIONS**

Can the product be easily understood with just a front shot?

**YES**

Take **the photo from the front**

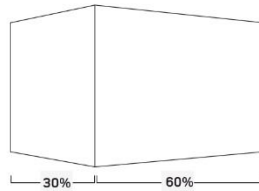


**NO**

Can the product be easily understood if the photo is taken on a 3/4 front-facing angle, with a high-angle shot **or** with a low-angle shot?

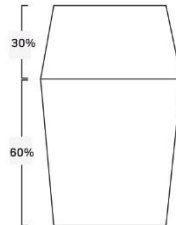
**YES**

Pivot the camera on **a single angle or axis:**  
 -3/4 front-facing  
 -**or** a high-angle shot  
 -**or** a low-angle shot



**YES BUT**

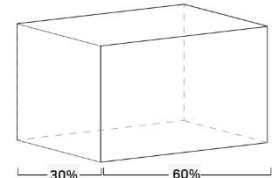
We can't see all of the product's important elements. The product has three important sides.



**NO**

Take the photo on a 3/4 front-facing angle and with a high-angle shot about 30 degrees.

We should see approximately 60% of the main side versus 30% of the secondary side.



**SEVERAL OBJECTS**



**OUT OF FRAME**



**WHITE MARGIN**

≥6%



**SAME FAMILY, SAME ANGLE**



**DIFFERENT VIEWS**



**WHAT NOT TO DO**



**IMAGE STANDARDS**

<b>File Type</b>	Jpeg(.jpg)
<b>Naming convention</b>	Part Number (e.g. 123432-tl.jpg)
<b>Packaging language</b>	English and French visible (multiple images accepted)
<b>Size</b>	1200 pixels x 1200 pixels (minimum)
<b>Quality</b>	High Resolution
<b>Resolution</b>	300 DPI (minimum)
<b>Background</b>	White Background (Silo)

**UNDERSTANDING THE BASICS**

- The product takes up to 80% of the picture (1200 pixels wide or high)
- Images containing labels with product information must be visible in **French and English**.
- High-quality visuals, nothing blurry or pixelated
- The products must be shown against a 100% white background
- No shadows
- **The majority of products must be photographed from the front**
- Good lighting on all sides of the product, no reflections or flares
- Give a variety of views when the product is complex, but not when it's simple
- Nice white margins around the product.