

Introduction

This GS1 Standard establishes rules for the storage of digital images associated to products. These rules are based upon the guidelines that were originally developed in July 2005 by Voluntary Inter-industry Commerce Solutions Association (VICS), so there would be consistency in the use of digital images for trade facilitation.

The Technical Specifications for digital imaging,
as specified under the GDSN standards
[gs1-product-image-specification-standard/current-standard](#)

The following pages are an excerpt of the standards
for submitting Marketing Images for print advertising

Image Format Specifications

Image Size and Format

- TIFF LZW compression
- Image size 2400px X 2400px (8 inches – 300 dpi)
 - Higher pixel resolution square ratio are accepted** [see Global Standards](#)
- RGB Color Profile embedded

Images standards

- New Path should be saved as Path 1, Clipping path mode, default flatness 0.2-device px
 - ✓ It is very important for the purpose of batch image repurposing that the clipping path be named Path 1 and activated in the Clipping path mode
- White background Applied (RGB 255/255/255)

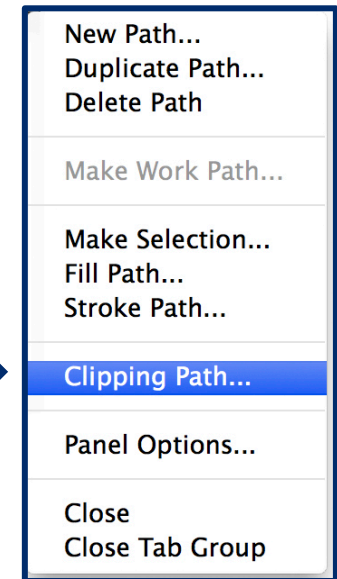
GS1 Canada optional specifications for images*

- Selection from Path 1, 0.5 px feather, saved as Alpha 1 Channel*
- Straitening of the vertical lines (lens distortion correction)
- Centered in margins 1/4in on a square ratio canvas

Image delivery

- From these standardised TIFF RGB format images stored in the national database,
- Images can be delivered to trading partners in multiple formats including
- JPG, PNG, EPS, and in your preferred image size

(*GS1 Canada additional specification)



Filename construction

A significant portion of the Marketing image standard covers the naming convention to identify each of the views represented by an image as well as a language indicator when needed.

When all merchandisable views contain all languages present on the packaging (bilingual views), there is no need for a language indicator. Only when unique language facings exist (an English only side and French only side) that a unique language indicator is required.

The images are named using a **14-digit GTIN** followed by an image specification **suffix**:
(ex: **00125002741350_a1c1_en**)

Filename construction part 1: The product GTIN

- **The images are identified by a 14-digit GTIN followed by an underscore (_)**
 - A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)
 - When the barcode is a 13-digit EAN code, proceed with a single zero (0)

Examples:



UPC

00125002741350_



EAN

03800065711135_

Filename construction part 1: The Suffix

- The suffix is made of a series on letters and numbers identifying the image, the face, the angle view, language, etc.
 - For the purpose of this document and to simplify the process,
- here are the most common indicators you will need to identify your product images.
 - **Note that these must be used in the below sequence:**
 - **A** - identifies product image, single GTIN
 - **1** – identifies Front view
 - **C** or **L** or **R** – identify the angle views (Center, Left, Right angles with elevation)
 - **1** – identifies that the image is represented in it's packaging (in-package)
 - use **0** (zero) when item is out-of-package when applicable
- **_EN** or **_FR** – only used when the packaging face is not bilingual.
 - No language indicators needed on bilingual facings images
- **_MMYY** – for promotional items packaging.
 - If the image is valid until December 2020, then enter **_1220**.
 - With this indicator, the database manager will easily identify and be able to remove the obsolete image in January 2021

Product photography views: Guidelines

ALL photography should conform to the guidelines listed below:

- Reflections and shadows are realistic and neutral.
- The products are photographed with large depth of field so that the whole product is sharp.
- Focal length is chosen appropriately to respect real product proportion
 - Macro lens or long focal preferred to avoid wide angle distortion effects



Short Depth of Field:
Loss of detail



Good Depth of Field:
Shows product detail



GS1 Canada Note: Different Studio set up and accessories such as reflectors or diffusers are used to get the most appropriate lighting result for each product type

Product photography views: Elevation

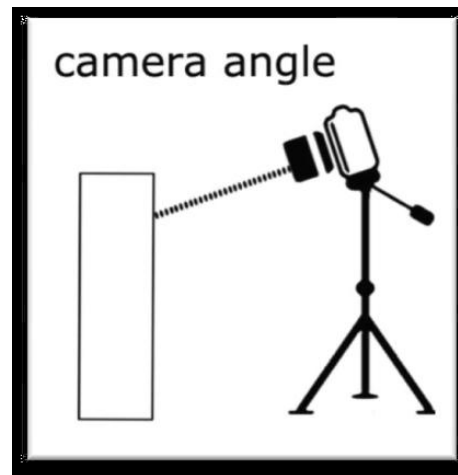
15° Elevation (3D images)

- All products should have 3 separate views when warranted per marketable face – a front view taken at **15° top** from centre is preferred for **3D images**, and left and right angle views when warranted

0° Elevation and other exception

- Some products may require a **steeper or shallower** angle to display effectively. For images of products with negligible depth properties, a 0 degree plunge angle is best. (i.e. blister packs)

Note: No props or additional objects should be in the frame – only the products as it would be received by a consumer



Product photography views: 15° Elevation

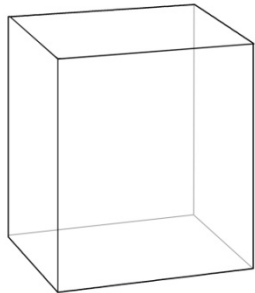
The following are some image examples of the 15° elevation, camera position standard for most products, exceptions maybe considered and will be explained in the next slides



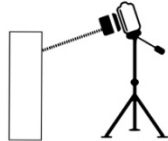
Product photography views: Elevation Exceptions

Exceptions should be taken into consideration, as some products, such as shorter boxes, cans, and other examples shown below, may be too small for a normal image shot from the front. By increasing the angle a little, this will allow for a better capture of the brand and the information on top.

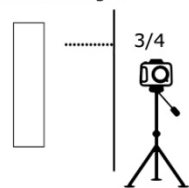
Angled view from above or below



camera angle

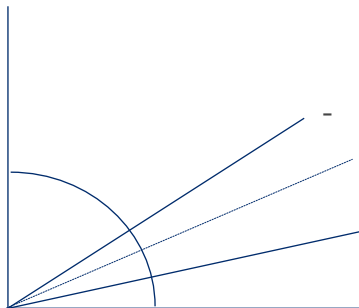


camera angle



15° standard in elevation

+



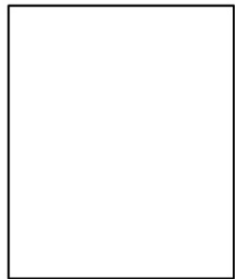
Product photography views: Elevation Exceptions

Similarly, as in the previous slide, exceptions to when the elevation is decreased or even when the shot could be taken at a 0° elevation is appropriate.

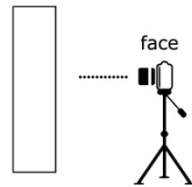
As with other products that contains information on the sides, such as large bags or flat packages, that need to be shot from a different angle or on a special stand. Again, allowing for a better capture of the brand and or the information of the package.



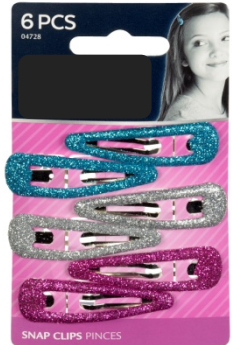
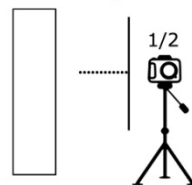
Straight on view



camera angle



camera angle

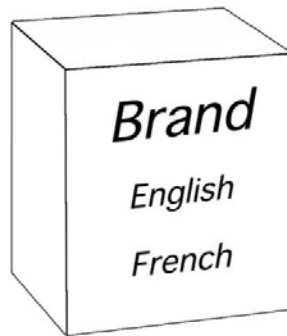


The number of images taken of each product depends on the product's shape and language facings. See next slides

Product photography views: 3 angle views

This package type with a bilingual marketable face requires 3 angle views (right, center and left) and a no plunge image

3D Marketing images – 15 degree elevation



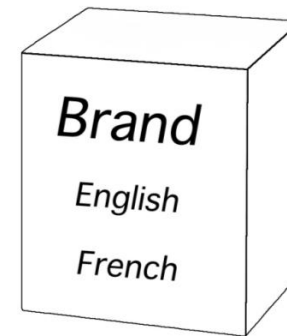
Left

*gtin_A1***L1**



Center

*gtin_A1***C1**



Right

*gtin_A1***R1**

If the product had an English Marketing face and a French marketable face, the product would require a new full set of images and the images filename would have the language suffix added **_EN** and **_FR**

Product photography views: Distinct languages package

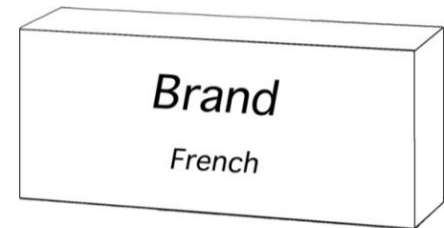
This package type with distinct languages marketable faces (French and an English) requires 6 views



gtin_A1L1_FR



gtin_A1C1_FR



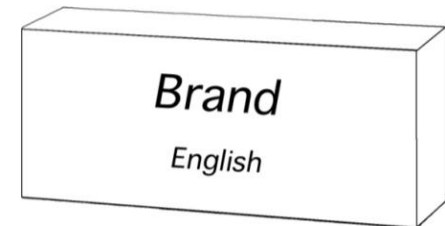
gtin_A1R1_FR



gtin_A1L1_EN



gtin_A1C1_EN



gtin_A1R1_EN

Product photography views: Distinct languages package



gtin_a1L1_EN



gtin_a1L1_FR



gtin_a1C1_EN



gtin_a1C1_FR



gtin_a1R1_EN



gtin_a1R1_FR



If the product had an English Marketing face and a French marketable face, the product would require a new full set of images and the images filename would have the language suffix added **_EN** and **_FR**

Product photography views: Package types

Bottles, cans, sealed bags, blister packs with little depth will have a single front view if bilingual or two views if unilingual sides



Single marketable face Bilingual
gtin_A1C1



Two views
English front / French front
gtin_A1C1_EN / gtin_A1C1_FR

Product photography views: Package types

- Decisions as to whether products should be photographed in the package, out of package, or both, should be made based on the presentation of the product in a live sale scenario (i.e. box of cereal on a shelf vs. a lawnmower on display).
- If there are doubts as to which format is most appropriate both should be taken and appropriately identified. The image should be cropped close to the object.



Center
gtin_A1C1



Center out of package
gtin_A1C0



Center
gtin_A1C1



Center out of package
gtin_A1C0

Evaluation and loading: Process

Evaluation process

- The evaluation fee is applicable whether the images are rejected (fail).
- An evaluation report will be provided with details for each product GTIN status (fail).
- If the images fail the evaluation, the submitter will be informed of the reason(s) why so they can take corrective actions.
- At this point the submitter will have to create a new Content Capture Service Request for Marketing Evaluation and Upload and send new Zip folder with corrected marketing images.
 - Any new submission will be charged the evaluation fee.
- At any point the submitter can decide to send their physical products for imaging if images can't be conform to the standards.
- Images will be evaluated based on the product image standard, which include the file name, the image format and size, the view or orientation of the product on the canvas, the omitted packaging levels and overall quality.

Loading on the Vault

- Product Images that have passed the evaluation will be loaded in GS1 Canada The Vault.
- Submitter will be invoiced for the loading.

Submit your own images for Evaluation and Upload

- Login to **MyGS1** to create **Content Capture Service Request** for your product eSubmission
- After you have gathered all the files into your folder, compress the folder into a ZIP file and use your Service Request Number (SRN) as in the example below:
 - Ex: SRN-000000000006.ZIP

Follow Upload instructions sent to you by the system

We will no longer accept files per email

Upload your ZIP files using either of following options

gs1canadaesubmission.wetransfer.com

spaces.hightail.com/uplink/GS1Canada-Esubmission

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