

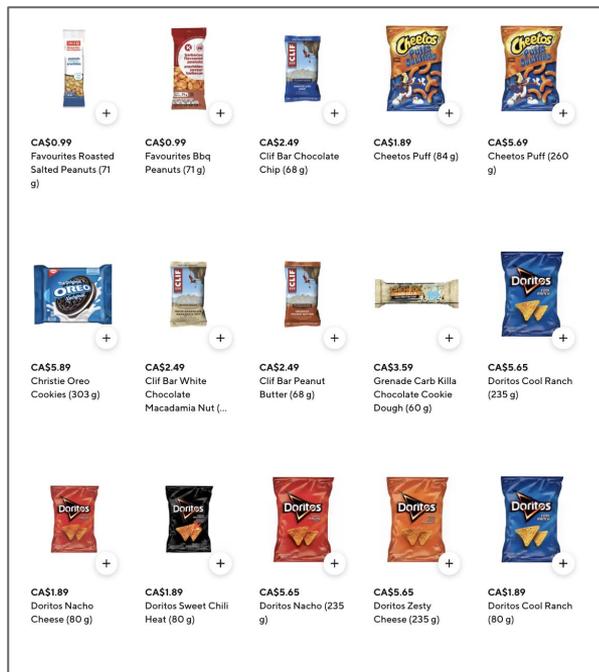


Remote Photoshoots - Photo Guideline

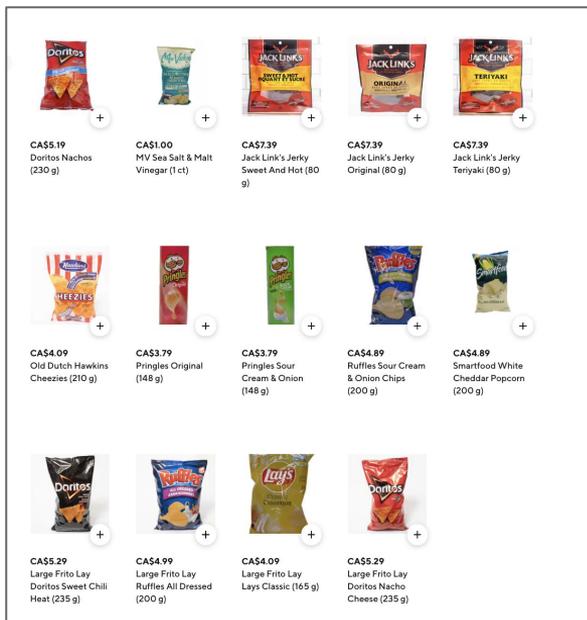


Why is it Important to Make Sure Our Photos have the Same Standards?

GOOD EXAMPLE



BAD EXAMPLE



Before you start taking photos, please take a moment to read this photo guideline!

Without a set photo standard, our marketplace app will have varied pictures making the user interface very inconsistent.

This will decrease the appeal of our business and lose customers and orders.

We need your help in making sure the photos all look the same and your work is super important to us!

For example, on the left, you'll see 1 of our merchants that are using consistent photos. On the right, you'll see a mix of good and bad photos. Customers are much more likely to purchase from a store with images in the good example!



Primary Angles

Front

Straightforward shot for fast and easy recognition

3/4

Angled to show multiple sides. Adds depth and dimension for more size reference.

Top Down

For products that lay flat or the top is the emphasis

Straight



Elevated



Straight



Elevated



Item Photography By Category

Drinks

Angle: Front

GOOD EXAMPLE



Good!

- Lighting highlights item
- Item is centered and large enough to appear on marketplace app
- Item standing upright

This is the perfect image for our retail UI!

BAD EXAMPLE



Bad!

- Poor Lighting make items unappealing
- Although item is centered, it is too small, making the item very hard to view in marketplace app

Packaged Goods (Standing)

Angle: Front

GOOD EXAMPLE



Good!

- Item is centered and large enough to appear on marketplace app
- Item is shot standing up

BAD EXAMPLE



Bad!

- Poor Lighting make items unappealing
- Entire item is not shown in image
- Image is not showing brand

Packaged Goods (Small, Not Standing)

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot lying down, with aerial camera view with clear and clean packaging

BAD EXAMPLE



Bad!

- Bag is not clear, is crinkled and is photographed standing
- Item is far away and doesn't fit the frame

Packaged Goods (Large, Not Standing)

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot lying down, with aerial camera view with clear and clean packaging

BAD EXAMPLE



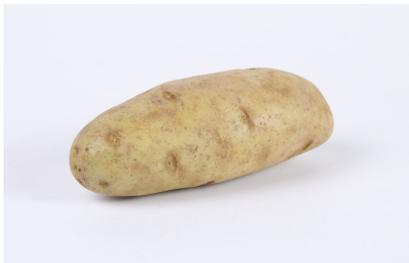
Bad!

- Bag is not clear, is crinkled and is photographed standing

Produce

Angle: 3/4

GOOD EXAMPLE



1 potato



Pound of Potato

Good!

- Item is angled with 3/4 view, so see full dimension of produce (angle items that are cylindrical)

BAD EXAMPLE



Bad!

- Item shot front on, making it difficult to see the entire produce item

Produce

Angle: Front

GOOD EXAMPLE



Good!

- Item is shot standing upright, with the camera front on

BAD EXAMPLE



Bad!

- Item is shot from a top down angle
- Item is cut open

Packaged Produce

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot top down
- Clear branding and limited glare

BAD EXAMPLE



Bad!

- Item shot standing up
- Item shot at 3/4 angle
- Item has been opened, and unable to see branding

Packaged Produce

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot top down
- Clear branding is displayed

BAD EXAMPLE



Bad!

- Unable to see branding

Angle: Front

GOOD EXAMPLE



Good!

- Item is shot front on
- Focus is on the branded label

BAD EXAMPLE



Bad!

- Entire item is not shown in image

Fresh Bakery

Angle: 3/4

GOOD EXAMPLE



Good!

- Item is shot lying down, elevated slightly up to see angles
- Item is in good condition

BAD EXAMPLE



Bad!

- No cut items
- Item is shot straight on, making it difficult to see scale

Bakery

Angle: 3/4

GOOD EXAMPLE



Good!

- Item is centered and large enough to appear on marketplace app
- Item is shot lying down, elevated slightly up to see angles

BAD EXAMPLE



Bad!

- Poor Lighting make items unappealing
- Entire is cut in half
- Item is shot from front, making it hard to see

Packaged Bakery

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot from above, laying down contents of bag are clear and sitting neatly
- Packaging is easy to read and clear

BAD EXAMPLE



Bad!

- Item is not shot top down
- Bag is crinkly

Packaged Bakery (No Brand)

Angle: 3/4

GOOD EXAMPLE



Good!

- Item is shot lying down with a slightly elevated, 3/4 angle

BAD EXAMPLE



Bad!

- Item is shot in unbranded plastic
- Item has expiration date/ price tag on it

Frozen

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot top down
- Clear view of entire package and branding

BAD EXAMPLE



Bad!

- Poor Lighting make items unappealing
- Difficult to see branding
- Used 3/4 angle

Packaged Meat and Fish

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is centered and large enough to appear on marketplace app
- Item is shot lying down, top down angle
- No glare from plastic wrap

BAD EXAMPLE



Bad!

- Poor Lighting make items unappealing
- Unable to see brand or product details

Unpackaged Meat and Fish

Angle: Top Down

GOOD EXAMPLE



Good!

- Item is shot from above
- Clear white base for which unpacked meat / fish can lie on
 - o acceptable items are plastic containers, white plates, no plate

BAD EXAMPLE



Bad!

- Not white background
- Lifestyle image with seasoning pictured
- Does not look the way the customer will receive the item

Item Condition

1. Shoot an item, as it is to be received by the customer
2. Choose the best looking packaging of the item you need to shoot
3. Remove any price tags, expiration dates

Item Condition

BAD EXAMPLE



Package is in poor condition



Unable to see full branded bag



Price tag and dirty cover



Crinkled bag

Common Errors

These are examples of poor quality photos and things you should avoid

Foundation Rule: Shoot an item, as it is to be received by the customer

Common Errors



Blurry



Scene photos



Hands or People

Common Errors



Non White Background



Bacon

16
OZ.

Graphics or Overlays



Cut Products

Common Errors



Partially Peeled



Styled

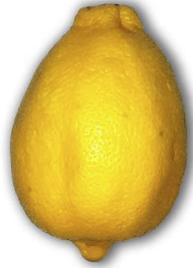


Items Cut Off

Common Errors



In a Basket



With a Shadow



Floating

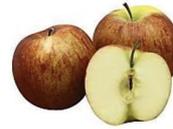
Common Errors



Without Padding



Poor Lighting



Far Away/ Too Much Padding

Lightbox Setup



some guideline tips:

1. turn on LED lights
2. center item (not too far from edges and not too small)
3. straighten packaging if curled
4. try to have item standup if possible

Size Requirements

Requirements

- File Size: Under 2 MB
- Aspect Ratio: Landscape (16:9)
- File Type: JPG, JPEG, or PNG
 - Note: DNG not accepted
- Resolution Size: 1400 x 800 minimum

✨ *Make it even better!* ✨

- If taking on an iPhone, you can set your aspect ratio before you take the photo to maximize clarity.

Size Requirements

Image Dimensions: 16:9

Position the image in an imaginary square



Size Requirements

	Scale	Don't	In context
For tall Items Scale to fit the height of the frame		 <p>Too small</p>	 <p>\$4.40 Daisy Sour Cream (24 oz)</p>

Size Requirements

For wide Items

Scale to fit the width
of the frame

An image of the egg carton inside a white product card frame. The frame has a small downward arrow in the top right corner. A circular button with a plus sign is overlaid on the bottom right of the image.

\$5.50
Lucerne Large
Grade AA Eggs
Family Pack Carton