Cooler Screens
Product Image Specifications

Version 2.0

Updated 04.13.20

Cooler Screens

Product Image Specifications
File Format

To provide an enhanced consumer experience within the store, the Cooler Media Platform requires these Product Image Specifications across all brands. This document offers category-specific requirements and examples.

Technical Requirements

File Format: Transparent PNG

Color Space/Profile: sRGB

Resolution: At least 2160 pixels or larger in either height or width

Artboard Size: All product images should be cropped to all four sides of the package to eliminate any padding - such that there is no additional artboard.

File name format: Use the GS1 Product Image Specification Standard—GTIN-based file naming. **Example:** 691035284369_C1N1.png

Image Crop

Product Image Specifications
Acceptable Images

Unacceptable

Good

Best

Product Image Specifications
Best Option—Rendered Images

3D software has come a long way in recent years. Good quality product renderings can achieve things that are difficult to accomplish by way of traditional, retouched photography.

For product designers & manufacturers, it can be the ultimate path to near-perfect visualizations of their product.

For the Cooler Media Platform, we strongly recommend providing rendered over retouched images when possible—though good quality retouched photos work great.

Benefits of rendered images include:

The Perfect Image, Every Time: Nothing in the real world is perfect. But in the virtual world, everything is! 3D renders can achieve the ideal balance, the right colors, and greater control over surface treatments. And, when multiple images from a product family are side-by-side on a shelf, the rendered images often have more depth. They pop—helping them stand out on screen.

No Retouching: You design what you like to see. There is no need to retouch unwanted items because they (typically) are not there.

Lighting Challenges: In photography, you either use what is in the environment, or you introduce an additional light source. When using 3D rendering, you pick the type of lighting condition that suits your project best. And you can reuse the lighting rig over and over to achieve consistency on every product in a product portfolio.

Product Image Specifications
Good Option—Retouched Photography

Retouched photography can work well on the Cooler Media Platform. However, a shelf—or full cooler—of images that were photographed at different times, by various photographers, and under different conditions will result in a less than desirable experience for shoppers.

Challenges of using retouched photography include:

Distortion of the Product: Every photo studio is different, as is every photo shoot. The differences are never more apparent than when you place multiple product images next to each other. Many factors affect the final photo, such as the camera lens, the camera's distance from the product.

Inconsistent Light Source: Differences in the setup of the lighting become more apparent when the product images are in close relationship with each other. The result can be distracting to shoppers and can cause individual products to appear to be of different quality.

Inconsistent Baseline: Subtle differences in the angle of the baseline of a product are not apparent. When the product is cropped or once the images are placed on a virtual shelf, shoppers will notice the differences. This causes products to look like they are falling out of the screen.

Less Than Desirable Product Appeal: The overall effect of inconsistent product image quality is that individual products—sometimes the entire collection of products from a brand—can come across as less appealing than products with images that are more consistent.

Cooler Screens

Required Pack Shots:
Single Serve Beverages

Please provide package shots of six (6) sides for all single-serve beverages—including single-serve beer. All facings should be shot straight on with no visible perspective.

1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle."

Required Pack Shots:
Zipper Pouch

Please provide package shots of six (6) sides for all foods in zipper pouches, flat packs or bags. All facings should be shot straight on with no visible perspective.

1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle".

Required Pack Shots:
Yogurt / Dairy Bowls

Please provide package shots of six (6) sides for all dairy products that come in "bowls".
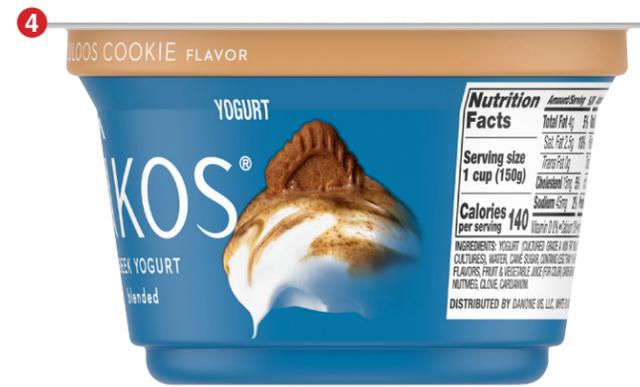**All facings should be shot straight on with no visible perspective.**

1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle".

Required Pack Shots:
Ice Cream Containers

Please provide package shots of six (6) sides for all ice cream containers. All facings should be shot straight on with no perspective.
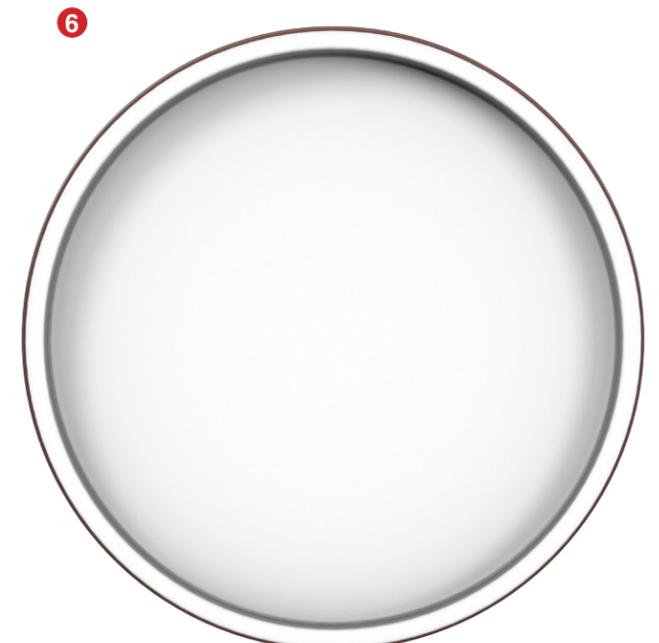
1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

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Required Pack Shots:
Boxed Frozen Foods

Please provide package shots of six (6) sides for all boxed frozen foods. All facings should be shot straight on with no visible perspective.

1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

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Required Pack Shots:
4- & 6-Pack Canned Beer

Please provide package shots of six (6) sides for all 4- and 6-pack canned beer. All facings should be shot straight on with no visible perspective.

❶ Front
❷ Back
❸ Left
❹ Right
❺ Top
❻ Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle".

Required Pack Shots:
4- & 6-Pack Bottled Beer

Please provide package shots of six (6) sides for all 4- and 6-pack bottled beer. All facings should be shot straight on with no visible perspective.

❶ Front
❷ Back
❸ Left
❹ Right
❺ Top
❻ Bottom

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Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle."

Cooler Screens

Required Pack Shots:
Boxed Beer

Please provide package shots of six (6) sides for all boxed beer. All facings should be shot straight on with no visible perspective.

1 Front
2 Back
3 Left
4 Right
5 Top
6 Bottom

Additional Views

If your service has the ability to produce 360-degree pack shots please provide as many views as possible—e.g., increments of 10 degrees.

Please **DO NOT** provide images of packages that are shot with perspective / a "plunge angle."

Questions?

If you have any questions regarding these product image specifications, please reach out to your Cooler Screens representative or send an email to info@coolerscreens.com