



September 19, 2017

FreshDirect and associated brands maintain the following site product image standards.

### **FreshDirect Site Ready Image Standards**

- Display the most current packaging of the product
- Include the full product in frame
- Contain only the product being sold, and must not contain:
  - Additional text, graphics, or inset images
  - Extraneous additional objects
  - “Reflection effect” or excessively diffuse shadow
- Be a professional photograph or computer rendering of the product (not drawing or illustration)
- Should be in focus and professionally, evenly lit so the product is clear and packaging legible
- Product should be “silhouetted” and have a pure white background (RGB 255,255,255) or retouched to appear surrounded by white.
- Be photographed frontally or at a ¼ turn to camera left.
- Side, back, or alternate angles are not accepted
- Photo should be cropped square tightly around the product without cutting into the product itself or clipping any drop shadow.
- Fresh Direct Non-Site Product Image Standards (nutrition panel, sides, back, top and bottom)
  - All text and images are legible
  - File name to include UPC, and “Back”, “Left Side”, “Right Side”, “Bottom”, “Top”, “Nutritional Panel”

Product images submitted to FreshDirect must meet the following technical specifications:

### **Technical Specifications**

- Format: JPEG (.jpeg/.jpg) (or TIFF)
- Pixel Dimensions: at least 1500 or larger for width and height
- Resolution: 300 pixels/inch
- Color Profile: Adobe RGB (1998) (preferred)
- Color Mode: RGB Color
- Pixel Depth: 8 bits /channel
- File size: 400KB minimum
- File Names: must consist of the product UPC followed by the appropriate file extension

If you have questions regarding this program and participation, you may contact **Chuck Troyer, VP Merchandising Process, Freshdirect** at [ctroyer@freshdirect.com](mailto:ctroyer@freshdirect.com) or 917.543.8732. Also you can contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or call 866.280.4013.

Sincerely,

FreshDirect