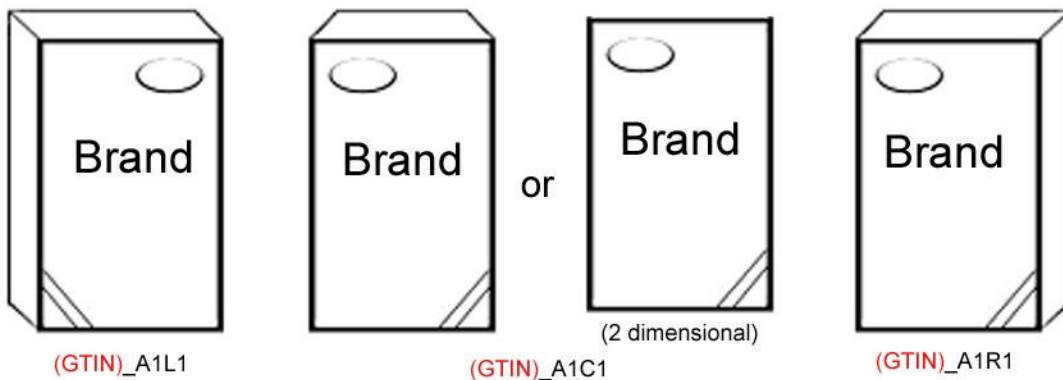




## Product Image Specifications\*

Product images should follow the GS1 standard specifications.

H-E-B prefers the A1L1 angle for primary advertising images for boxed items. A1C1 for canned or peg items. A1R1 are acceptable as exceptions as needed.



**Boxed Items**

**Jar/Canned Items**

**Peg Items Only**

**As Exception Only**

### Examples:



### **Specifications:**

**Acceptable File Types:** JPG, PNG, TIF

**Acceptable Dimensions:** Minimum requirement of 900px on longest side.

**Aspect Ratio:** The image should be on a white background with a 1:1 ratio. Transparent images or images cropped from white background are acceptable as exceptions as needed.

**File Name Construction:** For single image products use GTIN/UPC . Extension. For multiple image products please follow the 19-26 character GS1 standards.

**Detailed Image Specifications Link:**

[Product Images Application Guideline - Rev. May 2013](#)

\*These specifications are for digital marketing purposes only. These specifications should **NOT** be used for planogram/shelf space management images.