



PRODUCT IMAGE GUIDE

MAY 12, 2020

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IMAGE TYPES AND SPECIFICATIONS

Non-packaged Product Images

Non-packaged product images should be photographed on a white background and adequately fill the space allotted:

- 72 DPI
- Image size of 1200 x 1200 pixels preferred, but 500 x 500 pixels is acceptable
- White background preferred
- JPEG format
- Image Quality = "Good"
- Should not exceed 600 kilobytes
- No border

Image Size: 1200 x 1200 pixels



Packaged Product Images

Packaged product images should be photographed on a white background and prepared as follows:

- 72 DPI
- Image size of 1200 x 1200 pixels preferred, but 500 x 500 pixels is acceptable
- White background preferred
- Product packaging should be up-to-date and legible
- Facing forward or 3/4 view preferred
- JPEG format
- Image Quality = "Good"
- Should not exceed 600 kilobytes
- No border

Image Size: 1200 x 1200 pixels

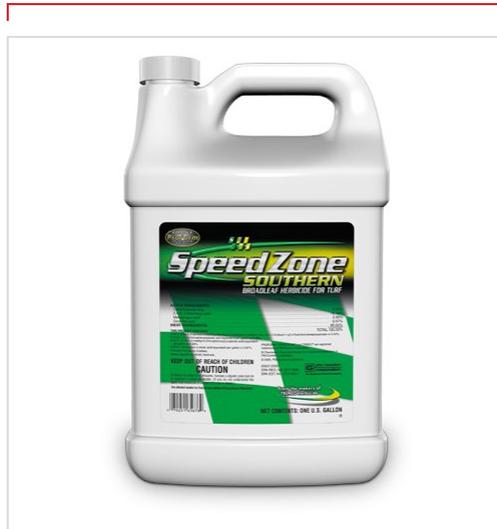


IMAGE TYPES AND SPECIFICATIONS

Contextual Photography

Products such as fountain heads, spray nozzles, plants, and outdoor lighting product may need a demonstrative photo to better illustrate product size and attributes:

- 72 DPI
- Image size of 1200 x 1200 pixels preferred, but 500 x 500 pixels is acceptable
- Crop in as tight as possible
- JPEG format
- Image Quality = "Good"
- Should not exceed 600 kilobytes
- No border

Image Size: 1200 x 1200 pixels



Multiple Components

If possible, products that are sold as a 'system,' such as pavers, should be shown with all the components included in the system and how they connect:

- 72 DPI
- Image size of 1200 x 1200 pixels preferred, but 500 x 500 pixels is acceptable
- Crop in as tight as possible
- Facing forward or 3/4 view preferred
- JPEG format
- Image Quality = "Good"
- Should not exceed 600 kilobytes
- No border

Image Size: 1200 x 1200 pixels



CORRECT IMAGE USAGE



High quality image, fills square space



Product shown in use, works well with square format



3/4 view, product is well lit and on white background



High quality image, fills square space



White space is added equally to sides of vertical images



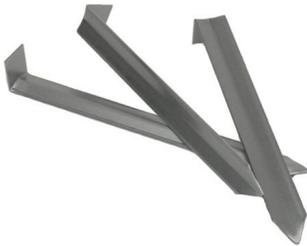
White space is added equally to top and bottom of horizontal images



High quality image, shows product in context



Facing forward, product is well lit and on white background



Product is arranged in a way that fills the space

MISUSE



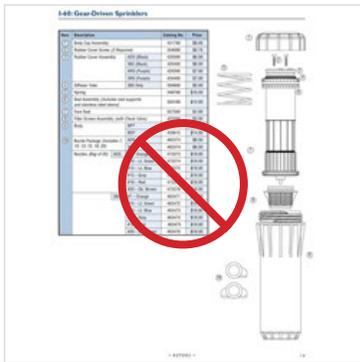
Image proportions stretched or altered



Image cut off



Do not use watermarked images



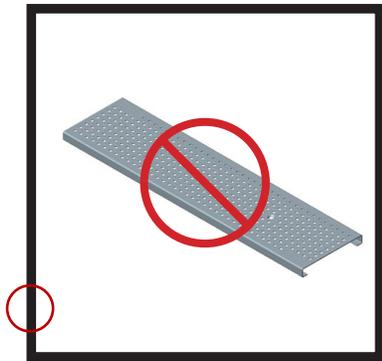
Schematic, chart or diagram instead of product image [note: can be used as secondary image]



Don't use manufacturer logo in lieu of a product image unless no other option



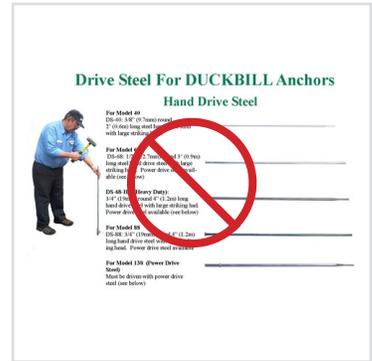
Image does not fill space [too much white space]



Never give images a border



Never use lifestyle photography to portray catalog products



Never list product attributes or bulleted text within images

DELIVERY OF IMAGE ASSETS

Getting Your Images to SiteOne

Once your images have been produced, you'll need to follow the following instructions to successfully submit them to SiteOne.com.

Image File Names

Images should be named with the SKU ID. Our file naming convention consists of two parts:

1. The SKU ID, and
2. The order in which the image should be displayed in the image rotation.

The file name and image order should be separated by a hyphen.

An image marked with a 1 will show up as the primary or default image for the product in all instances. Images labeled 2-5 will show up as additional images for the product on the Product Detail Page.

For example, the primary image for SKU ID 112233 would have the file name 112233-1.jpg.

Even if you only have one image per product, that one image should still be marked with a hyphen 1.

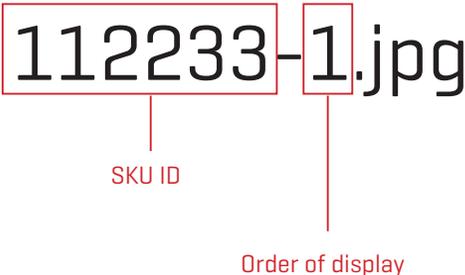
Having images properly named will make it easier and faster for us to add your images to SiteOne.com.

Final Image Delivery

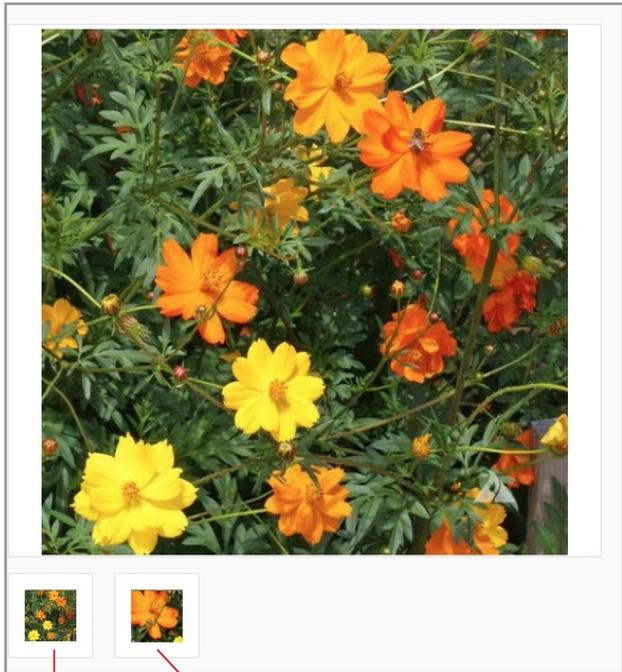
You may email your images as attachment to SiteOne as individual jpgs or in a ZIP file. Please ensure the email size does not exceed 10 megabytes.

If your images exceed 10 megabytes, we prefer you use an FTP or a common filesharing system such as Box, Hightail, WeTransfer or Dropbox.

Image Naming Convention



Product Detail Page Example



112233-1.jpg

112233-2.jpg

CONTACT / QUESTIONS



Stronger Together

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