

GS1 Product Images

The basics for Secondary Product Images

Why secondary product images are necessary?

While primary images showcase the core view of a product, secondary images do not necessarily include the product, or its packaging in the image. These images provide additional perspectives and details that enhance the consumer's understanding. In today's highly visual online retail environment, secondary images complement primary images by offering different views or related elements, helping to build consumer confidence before making a purchase.

Different Types of Images

Secondary images provide a more complete representation of the product, ensuring consumers feel informed and assured in their decision-making. Secondary Images

T - Content/Texture

The 'content/texture' image type shows images that depict the content or texture of a product.



L7 - Certification Seals/Claims

The certification seal or claim image (one or many) would be used to specifically identify the information related to a product's certifications, claims or seals.



F - Detail/Technology

This image type represents a specific product feature or characteristic. It is used to highlight a specific detail of an item.



L8 - Preparation Instructions

The Preparation Instructions would be used to provide information to a consumer related to a product's recommended preparation steps.



M - Montage/Composition

A Montage (composite) image is a composition of distinct elements included in the packaging.



L9 - Petfood Feeding Instructions/ Ingredients

The feeding recommendations would identify suggested quantities and frequency of feeding based on age and weight.

DAILY FEEDING GUIDELINE					
Age/Weight	1-2 Months	3-4 Months	5-6 Months	7-8 Months	9-12 Months
Minimum	40g	40g	40g	40g	40g
Maximum	40g	40g	40g	40g	40g
Frequency	1-2 times	1-2 times	1-2 times	1-2 times	1-2 times
Frequency	1-2 times	1-2 times	1-2 times	1-2 times	1-2 times
Frequency	1-2 times	1-2 times	1-2 times	1-2 times	1-2 times

N - Application

The 'Application' image type is used to depict how the product itself is used. The image will include the product in use.



L10 - Safe Handling Instructions

This image type identifies Safe Handling Instructions printed in the packaging.



R - Ambience/Mood

The 'ambience/mood' image type shows images used as 'mood images'. They are primarily used to communicate a lifestyle, or other emotional reactions, to potential consumers.



L11 - Drug Fact Label

This image type is a visual representation of the drug fact panel of the product.



Q - Size comparison

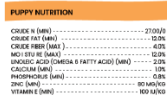
This image type makes it clear that the actual size of the product, e.g., via a schematic representation of a person or well-known object in the background.





L12- Supplement Fact Label

This image type is a visual representation of the product label containing information related to the supplement or nutrient product.



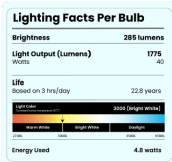
L2 - Nutritional Label

Nutritional Label is a portion of the full flat layout, specifically identifying the regulated information related to a product's nutritional composition.



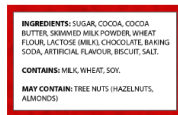
L13 - Lighting Fact Label

This image type is a visual representation of the product label containing information related to the light characteristics of the product.



L4 - Ingredients

The ingredients image is a list of ingredients printed on the packaging.



S - Sidekick Images

This image type is used to inform customers of the benefits of a product/short storyteller.



L5 - Nutritional/ Ingredients combined

Where regulations permit the combination of nutrition and ingredients, the Nutrition/Ingredients Combined image type will be used.



J - Sustainability

The image emphasizes the features of the product related to recyclability, reusability, product and packaging components.



Recommended approach

File format:

Any file format is allowed, providing flexibility in image presentation.

File size/dimension:

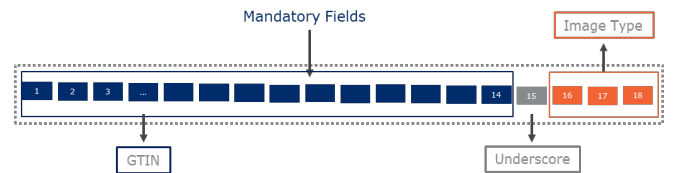
Min 600 x 600 and Max 4800 x 4800 pixels to ensure optimal quality for various viewing contexts.

Path/Background:

A clipping path is optional for secondary images. The background may be removed and set to white (RGB 255/255/255).

File naming:

Secondary images must follow naming conventions similar to primary images, ensuring easy identification and organisation across various platforms. Positioning conventions are mandatory and can vary depending on the secondary image used to identify the image type.



Conclusion

GS1 Product Image Standard provides guidelines for secondary images, ensuring that they complement primary images by adding additional information and context. This approach helps consumers make well-informed purchasing decisions, building trust and confidence in the product.

Questions about GS1 Product Image standards and guidelines?

Our team is here to help you with your questions helpdesk@gs1.org or you can find more information in the following link: <https://www.gs1.org/standards/product-image-standards-and-guidelines>

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