GoBrands Image Requirements For Vendors

gopuff

BevMo!

Requirements

Product Vendor Images - Image Requirements from Vendor

1. **Preferred Image Requirements**
   Straight on view of product
   Product in Frame should be 1500px on the longest edge of product
   On White/transparent background
   72 PPI minimum
   Saved as .PNG (or approved file format)
   Image canvas size should be 1600x1600px

WE CAN NOT ACCEPT images smaller than 1500px on the longest side. If images are smaller than 1500px we will need samples of the product so our in house photography team can shoot the product.

We CAN NOT ACCEPT .wepb or .jfif images. These will not be accepted and not retouched.

PDP specs for vendors

Preferred image requirements

Straight on view of Product

1500 pixels on the longest edge of product

On transparent background

72 ppi

Saved as .PNG

Image canvas size shound be 1600 px 1600 px



Requirements

Product Vendor Images - File Formats

Accepted File Formats

- PNGs
- JPEGs
- TIFFs
- PSDs
- PDFs

Not Acceptable File Formats

- .Webp
- .jfif

*All other file formats will result in a corrupted file and will NOT be retouched

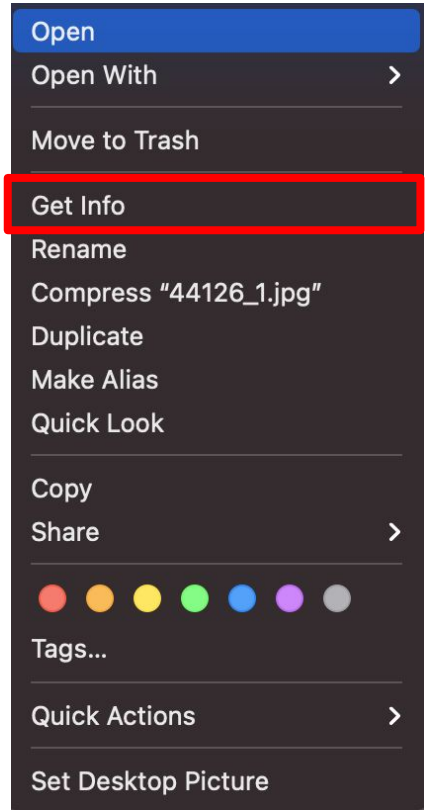
Requirements

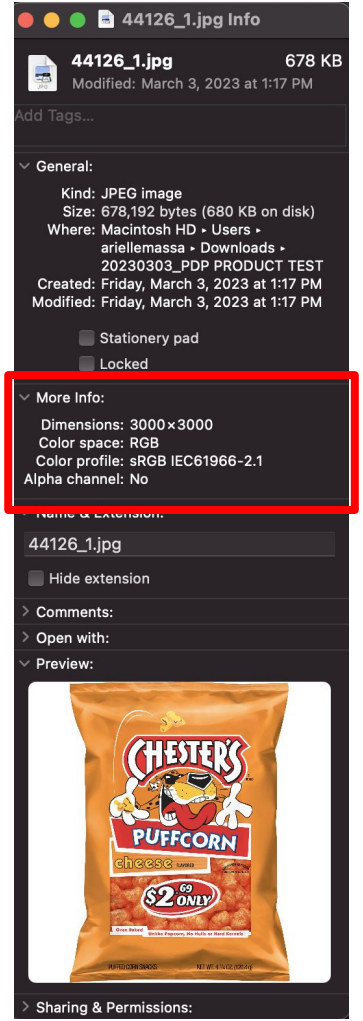
Product Images - How To Check Image Size

MAC

1. Right click on image
2. Select Get Info
3. Review More Info: Dimensions
4. If this image is below 1500px, it will produce a grainy/blurry image on the app, and therefore cannot be used

(PLEASE MAKE SURE ALL IMAGES REQUEST ARE THE HIGHEST QUALITY PRODUCTS IMAGES YOU CAN AQUIRE)





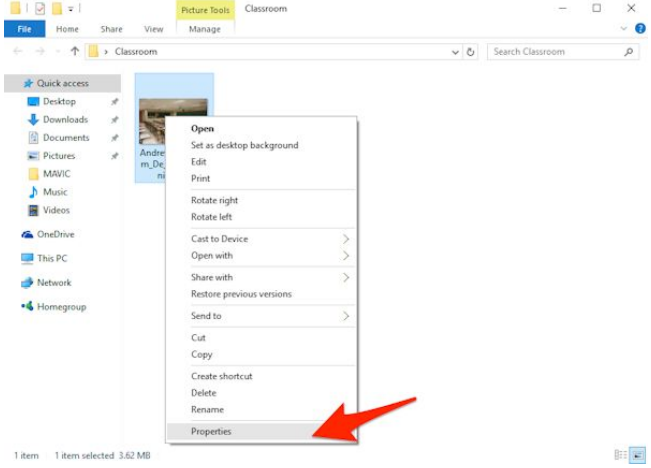
Requirements

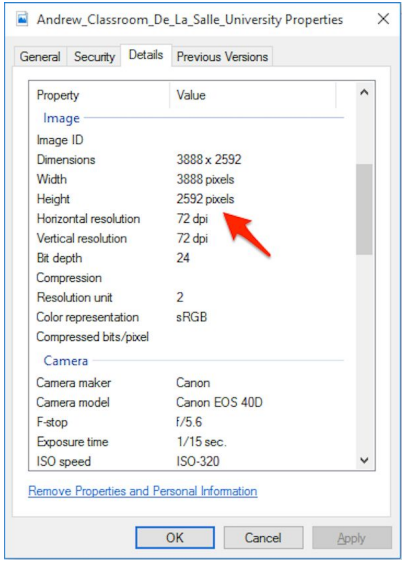
Product Images - How To Check Image Size

PC

1. Right click on image
2. Select Properties
3. Review Image ID: Dimensions
4. If this image is below 1500px, it will produce a grainy/blurry image on the app, and therefore cannot be used

(PLEASE MAKE SURE ALL IMAGES REQUEST ARE THE HIGHEST QUALITY PRODUCTS IMAGES YOU CAN AQUIRE)





Requirements

Product Vendor Images - Alcohol Products

Beer, Hard & Spiked (and multi-packs of wine and spirits)
Ensure images include:

Front facing, angled pack image (required)



Front single can/bottle image (required)



Front straight on pack image



Back of can/bottle (optional)



Wine and Spirits (single bottles)
Ensure images include:

Front single can/bottle image (required)





Back of can/bottle, front label, back label (optional)







Requirements

Product Vendor Images - All non-alcohol products

Ensure images include:

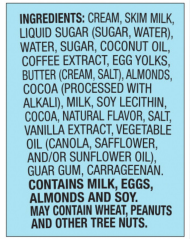
- Front facing
- Back of package
- Side of Package (If Applicable)
- Side of Package(If Applicable)
- Out of Package/Lifestyle
- Nutritional Info
- Ingredients Info













Requirements

Product Vendor Images - Lifestyle Images (Optional)

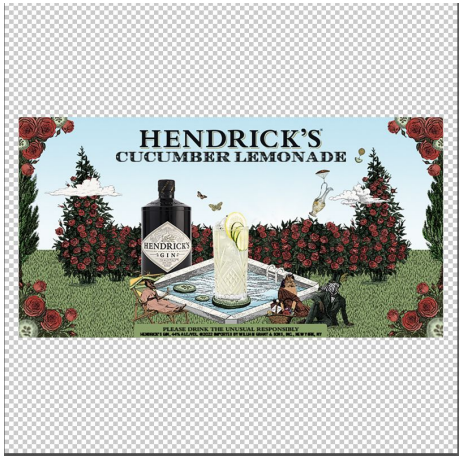




Images Requirements

Accepted File Formats

- PNGs
- JPEGs
- PSDs
- PDFs



Requirements

- Images should be 1500 px on the longest side of the photo
- Images should visibly show product
- Square lifestyle Images will be resized 1600x1600px
- Horizontal or vertical lifestyle images will be resized 1500px on the longest side and will have 1600x1600px canvas size