

LCBO SUPPLIER PRODUCT IMAGE SUBMISSION GUIDE

All images must be close-crop bottle shots or bottle shots with packaging.

Requirements as follows:

DOs

- Shoot against a white background
- Shoot straight-on (not at an angle)
- Shoot with the most up-to-date label
- Ensure that bottle cap is present (i.e. product should not be open).
- Ensure product does not contain condensation or 'sweating' and should be smooth and crisp (not blurry).

DON'T

- Provide images taken with cellphones
- Provide images with low resolution
- Provide out of focus images
- Provide images with background reflections visible on the product
- Provide images with shadows

Examples of product image submissions that meet LCBO standards



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FILES SUPPLIED

- Product should be close-cropped on a white or transparent background. A clipping path around the product is preferred.
- Image file size should be minimum 1 MB and maximum 10 MB.
(Image should be provided at a minimum resolution of 300 dpi with a minimum height of 4,400 pixels.)
- File formats accepted: TIF, JPG, PNG
- Filename should include both the 6-digit LCBO Product Number and Product Name/Description, e.g. *177824_13th Street Gamay_2022.tif*

LCBO