

Product Images and Label Flat Specifications

Product Image Specifications

- File format: JPEG or TIFF
- Minimum Width: 1500 Pixels, Minimum Height: 1500 Pixels
- Resolution: 300 ppi
- Color Mode: RGB Color
- Pixel Depth: 8 bits/channel
- Color Profile: Adobe RGB (1998)
- File Size: 400KB minimum
- Only provide images of the packaged product as it would be sold on shelf (do not include open packages)
- Image should be evenly illuminated
- Images must be clear and writing legible
- Product must be shot front-on or at a ¼ turn to camera left
- Product should be shot on a white backdrop with minimal shadow or retouched to appear with a white background (Background: Web #FFFFFF or RGB 255, 255, 255)
- Do not include reflection effects, drop shadows, other additional effects or additional imagery
- Crop image as tightly as possible without cutting off the product image

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Product Label Flat Specifications

- File format: PDF
- Must show actual item UPC, no FPO's
- Must show ingredients and nutrition facts labels
 - Visit www.fda.gov for more information on Nutrition Facts Label