Coles Liquor Group

Image Guidelines



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IMAGE REQUIREMENTS

Dimensions & DPI

Min Size: 1500×1500px (Rec: 3500px)
Profile: 300 DPI, RGB Colour

Canvas & Placement

Margin & Size: 10% padding | 80% canvas
Format: PNG or JPG

Background & Shots Required

• Dissolved background with accurate clipping path (no clipped items)
Bottles & Cans: Front 2D & Back 2D
Packs & Cartons: Front 3D or Front 2D

Coles Slot Mapping (Images 0–4)

Sequence rules transmitted directly to Coles platform:

Slot 0: Primary Front (or 71 if available)
Slot 1: Back 2D (or 70 if available)
Slot 2: Secondary View
Slot 3: Angle View (or 7 fallback)
Slot 4: Lifestyle / Pack Detail (or 8 fallback)



COMPLIANT PRODUCT EXAMPLE
Square Canvas • 300 DPI • RGB • Centred 80%

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VINTAGES & LIFESTYLE RULES

VINTAGE REQUIREMENTS

Non-Vintage (NV): If name excludes vintage year, images must NOT display any vintage year.

Vintage-Specific: If product name includes a vintage year, images must match that exact year.

SUPPLIER RESPONSIBILITIES

Packaging Updates: Update images as soon as packaging changes (allergen claims, origin, nutrition).

Rights & Licensing: Must hold all rights/licenses so provided assets do not infringe third parties.

LIFESTYLE & MARKETING IMAGES

- **Marketing Restrictions:** Strictly no marketing images allowed. However, lifestyle images are fully accepted.
- **Lifestyle Context:** Places product in a real-life setting to demonstrate scale and highlight usage in specific seasons or events.
- **People & Events:** May depict people enjoying your product (e.g., sausages in the context of Aussie summer BBQs).
- **Cooking & Inspiration:** Showcase tasty meal or platter ideas using your product as a feature to engage customers.

PRODUCT IMAGES WINE/SPARKLING

SHOT REQUIREMENTS

Front Images: A minimum of one 2D front of pack is required.

Back Images: All back of can and bottle images should be supplied as a 2D image for best readability.

Secondary Images: Left, right and top images of packs and carton are recommended but not mandatory.

COLES LIQUOR COMPLIANCE REMINDER

Mandatory Requirement: For your product to be displayed and sold on Coles Liquor, at least one 2D front image and one 2D back image are required.



Front 2D | Back 2D

PRODUCT IMAGES BEER/RTD SINGLE BOTTLE/CAN

SHOT REQUIREMENTS

Front Images: A minimum of one 2D front of pack is required.

Back Images: All back of can and bottle images should be supplied as a 2D image for best readability.

Secondary Images: Left, right and top images of packs and carton are recommended but not mandatory.

COLES LIQUOR COMPLIANCE REMINDER

Mandatory Requirement: For your product to be displayed and sold on Coles Liquor, at least one 2D front image and one 2D back image are required.



Front 2D



Back 2D

PRODUCT IMAGES BEER/RTD PACK/CARTONS

SHOT REQUIREMENTS

Front Images: A minimum of one 2D or 3D front of pack is required to be displayed and sold on Coles Liquor.

Secondary Images: Left, right and top images of packs and carton are recommended but not mandatory.

COLES LIQUOR COMPLIANCE REMINDER

Mandatory Requirement: For your product to be displayed and sold on Coles Liquor, at least one 2D or 3D front image is required.



Front 3D



Front 2D



Front 3D



Front 2D

PRODUCT IMAGES SPIRITS

SHOT REQUIREMENTS

Front Images: A minimum of one 2D front of pack is required.

Back Images: All back of can and bottle images should be supplied as a 2D image for best readability.

Secondary Images: Left, right and top images of packs and carton are recommended but not mandatory.

COLES LIQUOR COMPLIANCE REMINDER

Mandatory Requirement: For your product to be displayed and sold on Coles Liquor, at least one 2D front image and one 2D back image are required.



Front 2D



Back 2D

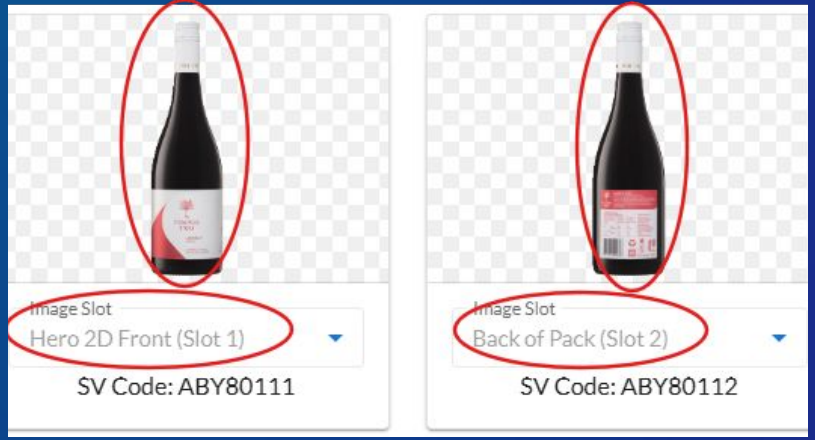
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UPLOADING INTO SLOTS

FILE NAMING REQUIREMENT

When uploading product images, ensure each file is named with its corresponding slot number to avoid system errors.

Example format: "image-1.jpeg"



QUICK RE-CAP BY CATEGORY

Bottles of Wine & Spirits

- Front 2D
- Back 2D

Single bottle/Can of Beer & Premixed

- Front 2D
- Back 2D

Pack/Cartons of Beer & Premixed

- Front 3D
- Front 2D

LIFESTYLE IMAGES

Real-Life Settings

A lifestyle image takes your product out of the studio and puts it directly into a relatable, real-life setting.

People & Events

Depict people enjoying your product to demonstrate scale and highlight use during specific seasons or events (e.g. Aussie summer BBQs).

Cooking & Inspiration

Get customers excited by showcasing a tasty meal or platter idea using your product as a feature, making it a go-to favourite.



Platter & Meal Idea



Real-Life Setting

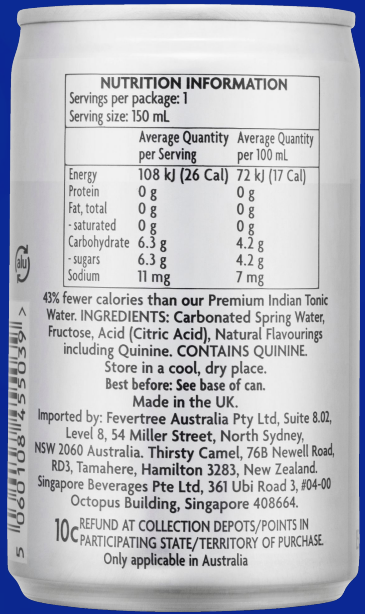
SUPPLIER RESPONSIBILITIES

Packaging & Image Updates

To update images as soon as packaging has changed (e.g. allergen claims, Country of Origin and nutritional info).

Rights & Licensing Compliance

To hold all of the necessary rights and/or licenses in respect of any logos, imagery or artworks provided to Coles. The supplier warrants that the supply of any such logos, imagery or artworks by Coles to customers will not infringe any rights of any third party.



Packaging & Nutritional Info Example