

Coles Liquor Group

Image Guidelines

coles
liquor



SALSIFY



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IMAGE REQUIREMENTS

- Minimum size: 1500x1500px (Recommended: 3500x3500px)
- Minimum 300 DPI with RGB colour profile
- Dissolved background with accurate clipping path (product will be rejected if item itself has been clipped)
- Images must be SQUARE
- Padding: 10% or 10px margin
- Placement: Product image to be centred & 80% of image canvas size
- File format: PNG, JPG
- Include Front images for all alcoholic beverages: for bottles of wine and spirits, provide Front 2D and Back 2D images; for single bottles or cans of beer and premixed drinks, include Front 2D and Back 2D images; and for packs or cartons of beer and premixed drinks, supply Front 3D or Front 2D.



Vintages:

- For non-vintage products: If the product name does not include a specific vintage year (NV), the product images must not display any vintage year.
- For vintage-specific products: If the product name includes a specific vintage year, the product images must reference that same vintage year.
- Marketing images: Strictly no marketing images. However, lifestyle images are accepted.
- Lifestyle images: A lifestyle image takes your product and puts it in a real life setting.
- People and events: A lifestyle image may depict people enjoying your product. This is a great way to demonstrate scale and highlight your product for use in specific seasons or events, like sausages in the context of Aussie summer BBQs.
- Cooking and inspiration: Get your customers excited to try something new by showcasing a tasty meal or platter idea using your product as a feature, making it a go-to favourite that'll keep them coming back for more.
- Responsibility is with the supplier
- To update images as soon as packaging has changed (e.g. allergen claims, Country of Origin and nutritional info)
- To hold all of the necessary rights and/or licenses in respect of any logos, imagery or artworks provided to Coles and 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.

PRODUCT IMAGES

WINE/SPARKLING

- 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.

Reminder: 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

- 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.

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



PRODUCT IMAGES

BEER/RTD PACK/CARTONS

- 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.



Front 3D



Front 2D



Front 3D



Front 2D

PRODUCT IMAGES

SPIRITS

- 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

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



UPLOADING INTO SLOTS

- When uploading product images, please make sure the image is named with its corresponding slot number to avoid getting an error (e.g., "image-1.jpeg")

Quick Re-cap

Bottles of Wine & Spirits

Front 2D

Back 2D

Single bottle/Can of Beer & Premixed

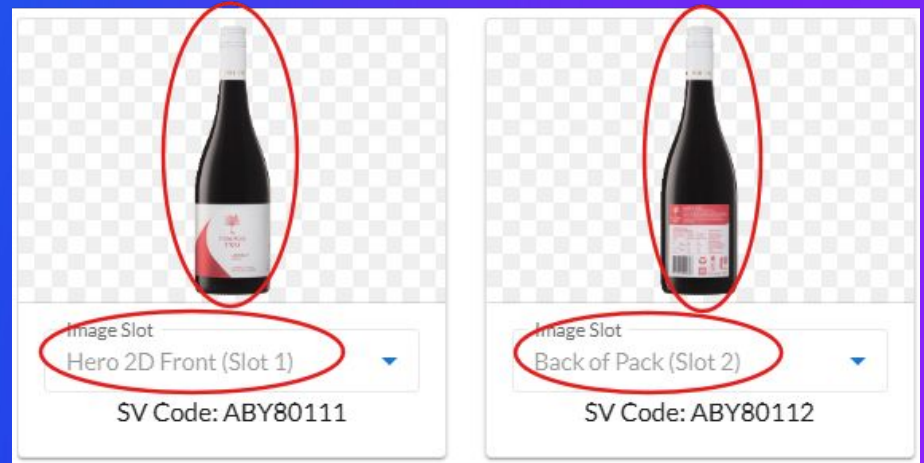
Front 2D

Back 2D

Pack/Cartons of Beer & Premixed

Front 3D

Front 2D



LIFESTYLE IMAGES

- Lifestyle images: A lifestyle image takes your product and puts it in a real life setting.
- People and events: A lifestyle image may depict people enjoying your product. This is a great way to demonstrate scale and highlight your product for use in specific seasons or events, like sausages in the context of Aussie summer BBQs.
- Cooking and inspiration: Get your customers excited to try something new by showcasing a tasty meal or platter idea using your product as a feature, making it a go-to favourite that'll keep them coming back for more.



SUPPLIER RESPONSIBILITIES

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