IMAGE REQUIREMENTS

- Minimum image size: 1500 x 1500 pixels
- Recommended: **3500 x 3500 pixels**
- 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**
- Resolutions, creases, tears and blemishes should be re-touched out
- Product shot for **each pack size**
- File format: PNG, JPG

Modified: Oct 19, 2023 4:09:26 PM   Dimensions: 6275X6275
Colour Space: Adobe RGB   DPI: 300

PRODUCT IMAGES
WINE/SPARKLING

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

- Back images: All back of can, bottle, pack or carton 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.

Front 2D

Back 2D

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PRODUCT IMAGES
BEER/RTD SINGLE BOTTLE/CAN

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

- Back images: All back of can, bottle, pack or carton 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.

Front 2D

Back 2D

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.

- Back images: All back of pack or carton 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.

Front 3D

Front 2D

Back 2D

Front 3D

Front 2D

Back 2D

PRODUCT IMAGES
SPIRITS

- Front images: A minimum of one 2D front of pack (for 4/6/8 packs and 16/24/30 cartons) or out of pack (single bottle/can) is required to be displayed and sold on Coles Liquor.

- Back images: All back of can, bottle, pack or carton 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.

Front 2D

Back 2D

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SELECTING SLOTS

- Always ensure you are selecting the correct slot for the image that has been uploaded.
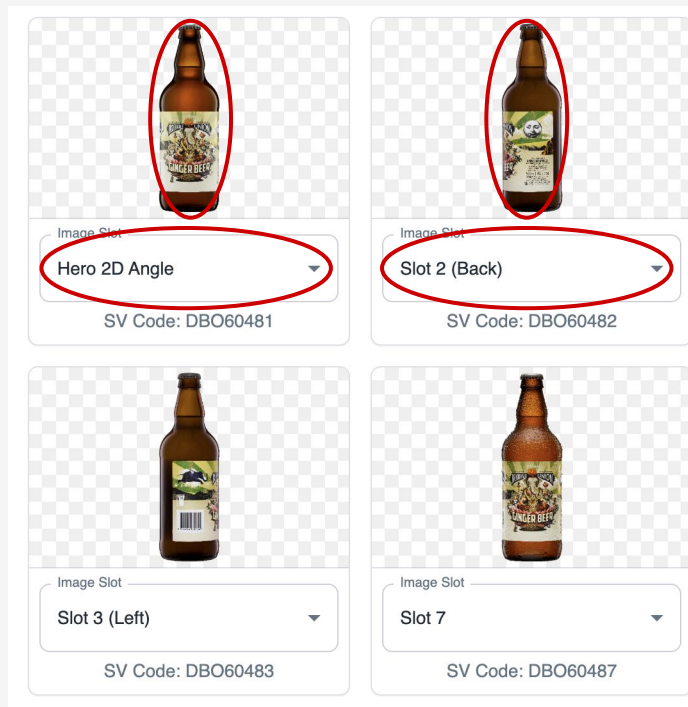
Quick Re-cap

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
Back 2D

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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

- 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.