GS1 US

The Global Language of Business

Verified by GS1

Product Image URL Guidance

How to take, name, and communicate product images

Taking the Image

Definition of Product Image URL: The Uniform Resource Locator (URL) for the high-resolution product image that clearly depicts the primary selling surface of the product. Retailers should be able to use the image to authenticate the identity of the item.

Assumptions are that the primary selling surface is equivalent to the functional front of the product or the Default Front of the item as outlined in the GS1 Package Measurement Rules (Section 4.2) and the GS1 Product Image Specifications (Section 1.1).

Please consult your camera manufacturer (smartphone or other) or Solution Provider for these settings before capturing any images.

Naming the Image

To name the product image file, follow these guidelines:

Example: 00012345678905_C1C1.tiff

GTIN	Global Trade Item Number: 14-digit format	00012345678905
Separator	Underscore	_
Image Type	Product Image (High Resolution)	C
Facing	Front	1
Angle	Center	C
State	In Package	1

Communicating the Image

Submit the image via a valid URL, either via your own internal team, content service provider, or your certified data pool. It should be a valid absolute URL according to the W3C standards.

The URL should link to the original file location where the image resides, whether that is your own company website or your solution provider's, and always ensure your image is not behind a firewall.

Example: **http://www.yourcompany.com/00012345678905_C1C1.tiff**

The following are GS1 Product Image Specifications (Section 2.6, 2.7, and 2.8) that need to be followed:

Image Type: Product Image (High Resolution)

Size Range (pixels): 2401 x 2401 – 4800 x 4800

Resolution: 300 ppi

Format: JPG, PNG, GIF, TIFF

Color Mode: RGB

Clipping Path: Required

Aspect Ratio: 1:1 Square

Background: White (RGB: 255/255/255)

Connect With Us

6 14141 02677 7