MARKANT mediaBASE
"Image files" requirement profile

(last updated 05/15)

1 Size/resolution

Minimum size and resolution

▸ Product images (motif)
   at least 15 cm on the longest side
   (corresponds to 1772 pixels)
▸ 300 dpi resolution

2 Colour space

RGB image files

▸ **ECI RGB V2,**
   other colour spaces will be converted accordingly

Logos

▸ CMYK (classic print area)
▸ Special colours/RGB
   (taken over without any changes made)

3 File format

Preferred file format: JPG

▸ **JPG format** with maximum quality
   (Photoshop stage 12)
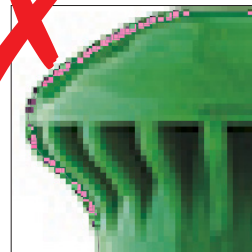   incl. clipping path

Preferred logo formats

▸ Vector formats (Illustrator)
▸ Illustrator ".eps" or ".ai"
▸ Fonts must be converted into paths
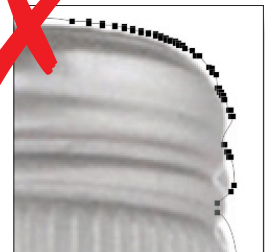▸ Images must be embedded

4 Knock-outs (clipping path)

▸ The product image may only have **one** clipping path

Clipping path
Ideal

Clipping path
Poor
(created from selection)

Clipping path
Poor
(inaccurate, misses product)

5 File name

▸ The file name should include the item's **GTIN (EAN)**

6 Image quality
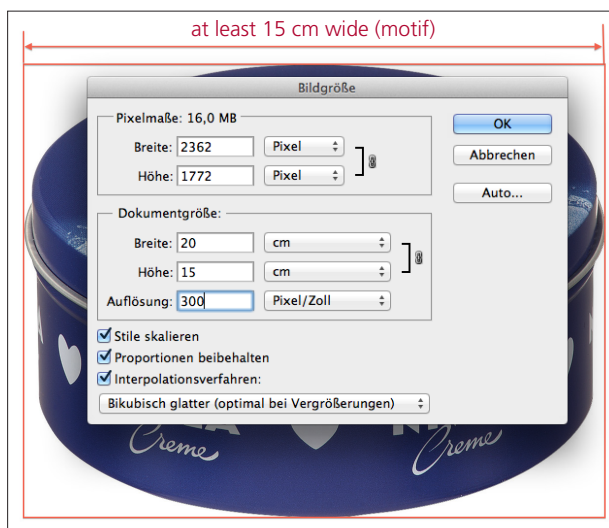
▸ No distortions, e.g. wide angle images, moiré
▸ Pay attention to the neutral backgrounds on transparent packaging
▸ Optimum image definition
▸ No pixel formation

Additional information concerning the requirement profile

re ① Size/Resolution

Minimum size and resolution

▸ Product images (motif)
at least 15 cm on the longest side
(corresponds to 1772 pixels)
▸ 300 dpi resolution

at least 15 cm wide (motif)

Bildgröße

Pixelmaße: 16,0 MB
Breite: 2362 Pixel
Höhe: 1772 Pixel

Dokumentgröße:
Breite: 20 cm
Höhe: 15 cm
Auflösung: 300 Pixel/Zoll

☑ Stile skalieren
☑ Proportionen beibehalten
☑ Interpolationsverfahren:
Bikubisch glatter (optimal bei Vergrößerungen)

OK
Abbrechen
Auto...

Bildgröße

Pixelmaße: 16,1 MB
Breite: 1426 Pixel
Höhe: 2953 Pixel

Dokumentgröße:
Breite: 12,07 cm
Höhe: 25 cm
Auflösung: 300 Pixel/Zoll

☑ Stile skalieren
☑ Proportionen beibehalten
☑ Interpolationsverfahren:
Bikubisch glatter (optimal bei Vergrößerungen)

OK
Abbrechen
Auto...

at least 15 cm high (motif)

re ② Colour Space

RGB image files

▸ **ECI RGB V2,**
Standardised RGB colour space of ECI (European Colour Initiative). Recommended as the working colour space for the professional processing of images.

re ④ Knock-outs

Clipping path

▸ Only **one** clipping path
▸ "Path 1" recommended as clipping path designation
▸ Curve tolerance value "of no value"
▸ Maximum of 10,000 single values recommended
▸ Use and creation only with path tool (drawing pen)
▸ Path must be closed
▸ Check: In path window, path name in outlined lettering
▸ Path outline always within the knock-out objects (avoid white gaps)

re ③ File Format

Preferred image format:
JPG (incl. clipping path)

▸ **JPG format** with maximum quality (Photoshop stage 12)

Further image formats
(incl. clipping path)

▸ TIF format (LZW compression)
▸ EPS format (JPG compression, maximum quality)

Preferred logo formats

▸ Vector formats (Illustrator)
▸ Illustrator ".eps" or ".ai"
▸ Fonts must be converted into paths
▸ Images must be embedded

re ⑤ File Name

▸ The file name must include the item's **GTIN (EAN)** (Global Trade Item Number **(GTIN)** = internationally valid numbering structure for the clear identification of products and services)

MARKANT mediaBASE
Presentation of "drugstore products"   (last updated 05/15)

1 Front view

▶ Front view
  (e.g. planogram)
▶ No curvature
▶ Essential product information only legib

2 Folding boxes or tins

▶ Products in folding boxes or round tins must be photographed from a slightly rotated angle in order to give the impression of three-dimensionality (avoid having the product perceived as a colour block).
▶ Essential product information predominantly legible from top view. Product depth (volume) should be identifiable.

MARKANT mediaBASE
Presentation of further "drugstore products"

③ Products in additional packaging

▶ Bottles, small bottles or pots
(creams, serums, perfumes, etc.)
that are sold in additional packaging
should be composite images that
can be processed individually.

④ Lipsticks, lip gloss and mascara

▶ Lipsticks, lip gloss and mascara
should be shown without the cap.
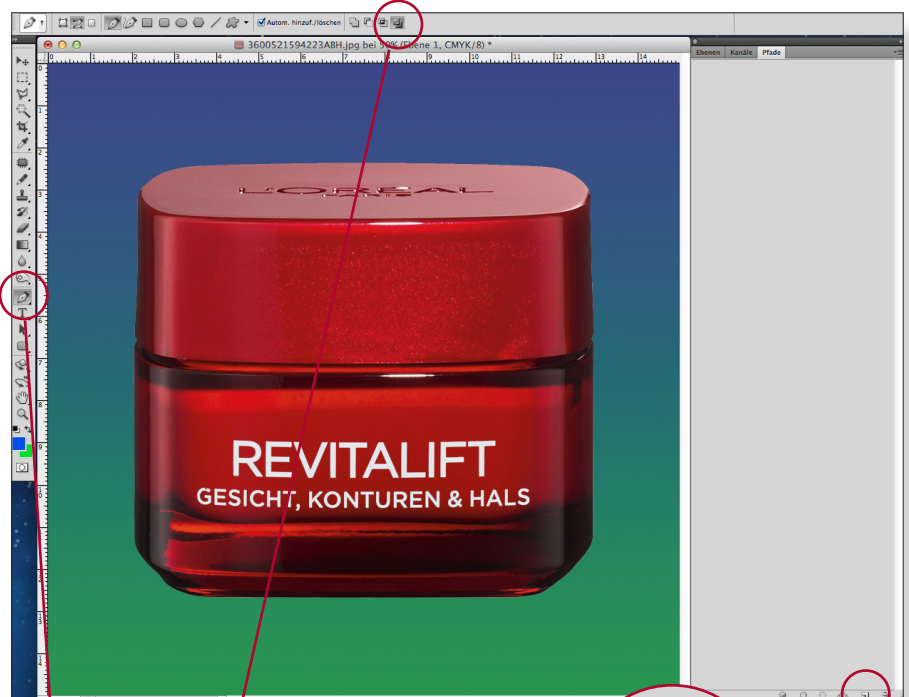
Creating the clipping path in Photoshop

1

Creating the path

▸ Open the image in Photoshop and create a path.

2

Creating the path

▸ Lock drawing pen and overlapping path areas, select and then draw a path clockwise around the shape. Click to set a corner point, click and pull for a curved point. To finish, set the final point at the point where you started. Make sure that the shape is completely closed and there are no gaps.

REVITALIFT
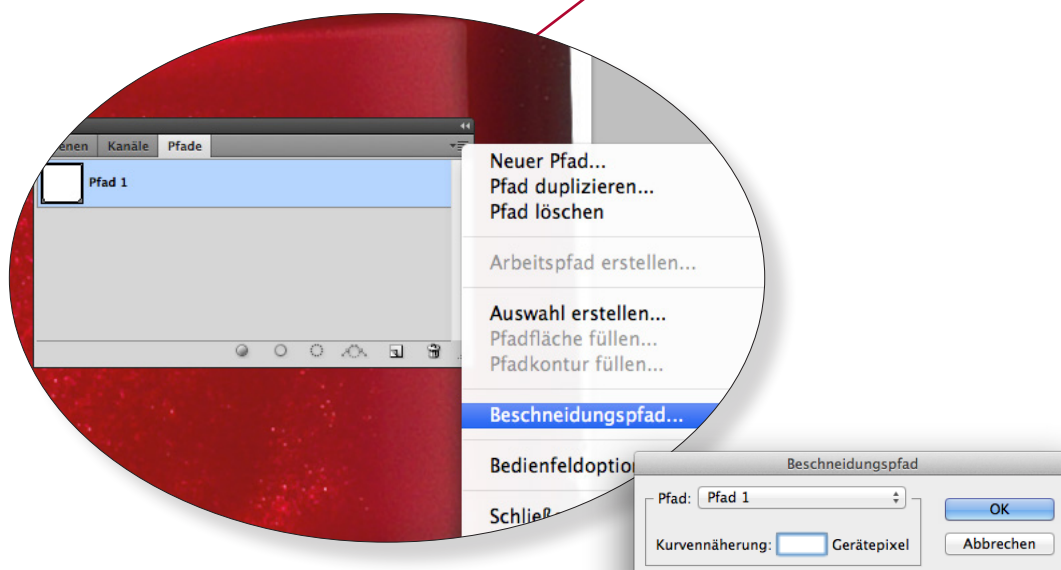GESICHT, KONTUREN & HALS

1

Creating a new path

2

ei 50% (Ebe

Ebenen | Kanäle | **Pfade**

Pfad 1
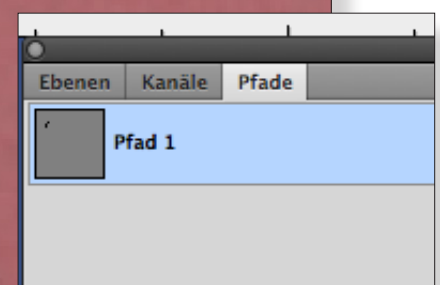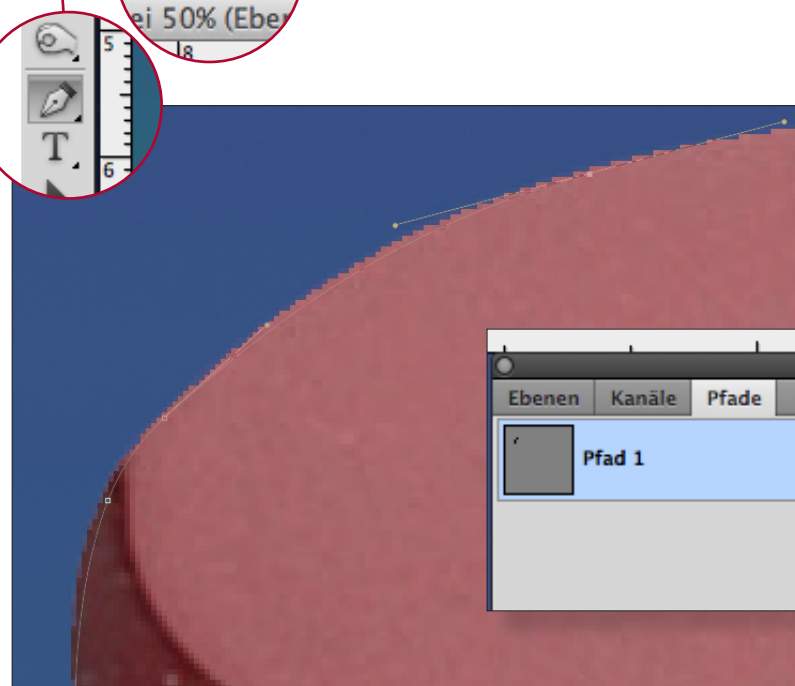
Creating the clipping path in Photoshop

3

Saving the path

▸ Define the path as a clipping path in the small sub-menu on the triangle. In the following dialogue, leave the flatness value empty and confirm.

▸ Save the image.

Recommended for photo briefing (last updated 05/15)

Image quality

Before taking any photos, the product samples should be very carefully selected.
Make sure the samples are clean and free from damage, there are no dents, cracks or finger prints, and there are no unwanted labels or stickers attached. The samples should also typically represent the product; the proportions and dimensions should meet the requirements of the manufacturer. If the samples are sent by post or courier, they must be appropriately packaged to protect the contents.

The front view of a product is the starting point for all other images.
The front of an item is the side with the largest surface, which is used by the manufacturer to promote the product to the consumer, i.e. the side that displays the name of the product.

▸ No alpha channel/layers.
▸ No straight edges or reference lines.
▸ No bubbles or dark/light areas.
▸ No transfer function or post-script colour management.
▸ No imprints.
▸ No fingerprints or visible water marks.
▸ No compressed products.
▸ No interpolation (enlargement).
▸ No scanning of printed pages.
▸ No dust or scratches.
▸ No artificial shadows.
▸ Minimal moiré effect.
▸ No indication of vintage (e.g. with wine).
▸ No product-specific information such as best-before dates or batches.
▸ No item-specific labels, i.e. labels that have a test number or period of validity,
  such as "Stiftung Warentest", "Ökotest".
▸ We recommend supplying the user with the labels in a separate graphic file.
▸ As little reflection as possible.
▸ No representation of proportions on single item level.
▸ All products are shown against a neutral background. This means that the product must be isolated from the background, which is achieved by using a white background. There may also be no props, tools, people or additional objects used in the product image. Exceptions apply here for non-food items, for which a stand-alone image will not suffice.

Image **ideal**   Image **poor**