

Instructrions

Instructions for taking photos

- The picture should only show one fully assembled package.
- Place the package in the shot so that the front and a small amount of the left side is shown.
- In the case that you're taking pictures of several packages in the same session, it's best to use a tripod, so that the pictures will be as consistent as possible.
- Take the pictures near a window in clear daylight without a flash (if you can't use a studio).
- So that the natural colour tones are shown properly, it is best to turn off any artificial lights near where you're taking the photos.

The final picture

- Use Alko six-digit product number as the name (123456.jpg)
- Crop the picture in keeping with the product's actual dimensions.
- There should only be the package with the background removed or the package against a white background in the final picture.
- Minimum size:
 - o short side more than 1000 pixels
 - o resolution 300
- File type:
 - o jpg
 - o pdf
- Example picture below

Format for Alko product images

- File format: jpg
- Colour model: RGB
- Image resolution: 300 pixels/inch
- Picture background: pure white (R255 G255 B255), no other shades of color, no other elements added
- Photo taken directly from the front, not from an upward or downward angle. The label of the product needs to be sharp and visible in its entirety for the text in the label to be readable in the image.

Image file size:

- min. 300 Kb (0.3 MB) max. 3000 Kb (3 MB), (the size can vary according to the size of the product, for example a small bottle vs. a bag-in-box)
- The product in the picture must equate to the shape and design of the unit for sale (no extra enhancing elements or reflections added)

