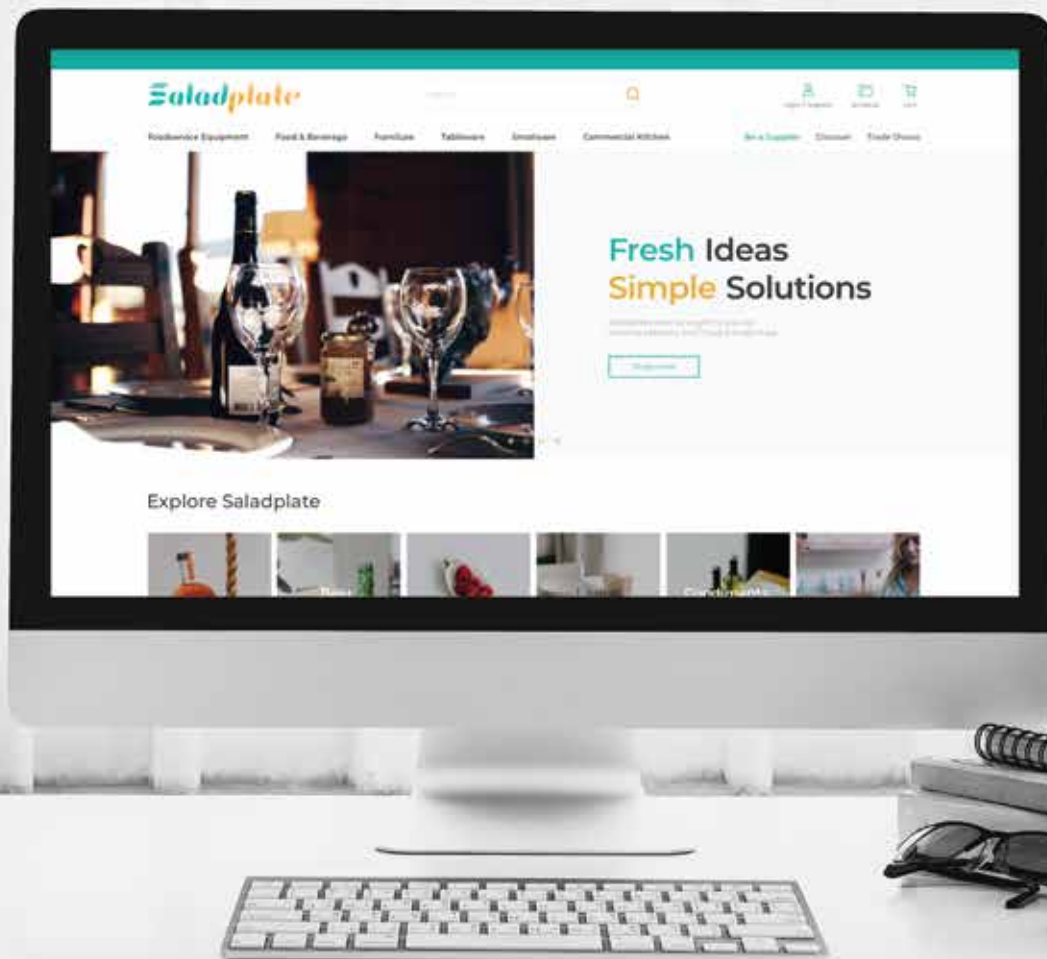




# Saladplate

## Company Page & Product Image Guideline For Saladplate Suppliers

Saladplate.com





## OVERVIEW

Photography is the key to success within [Saladplate](#) platform. High-quality images make a great first impression, receive more interest, more enquiries, and lead to purchases. Therefore, please take some time to make them stand out and draw in potential buyers.

With a little insight into [Saladplate](#) image guidelines, you will get your images approved quickly and set your online store up for success.



# CONTENT

1.0 COMPANY PAGE

1.1 COMPANY LOGO

1.2 COMPANY PAGE BANNER

2.0 PRODUCT DETAILS PAGE

2.1 PRODUCT IMAGE

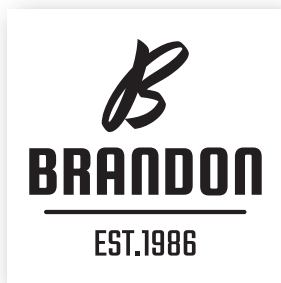
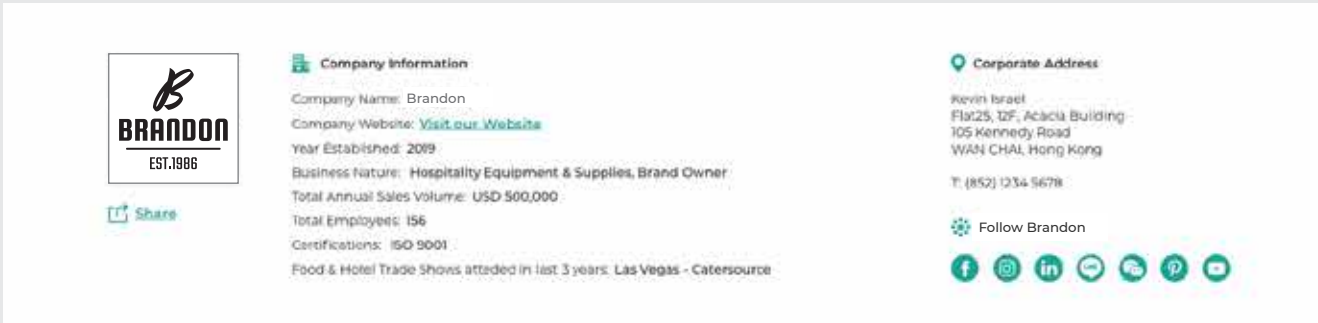
# 1.0

## COMPANY PAGE





## SAMPLE:



## LOGO MINIMUM REQUIREMENT:

Dimensions: 400px (W) x 400px (H)

Resolution: 72 DPI

Format: JPG, JPEG, PNG

Image Size: < 500 kb

Background: Transparent

Remarks: Company logo will appear on:

- 1) Company page top banner (middle position)
- 2) Company page bottom left
- 3) Product details page

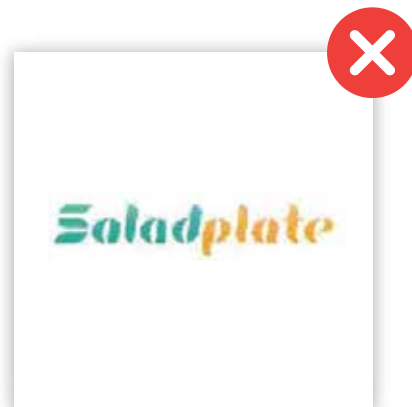
Approved Logo :

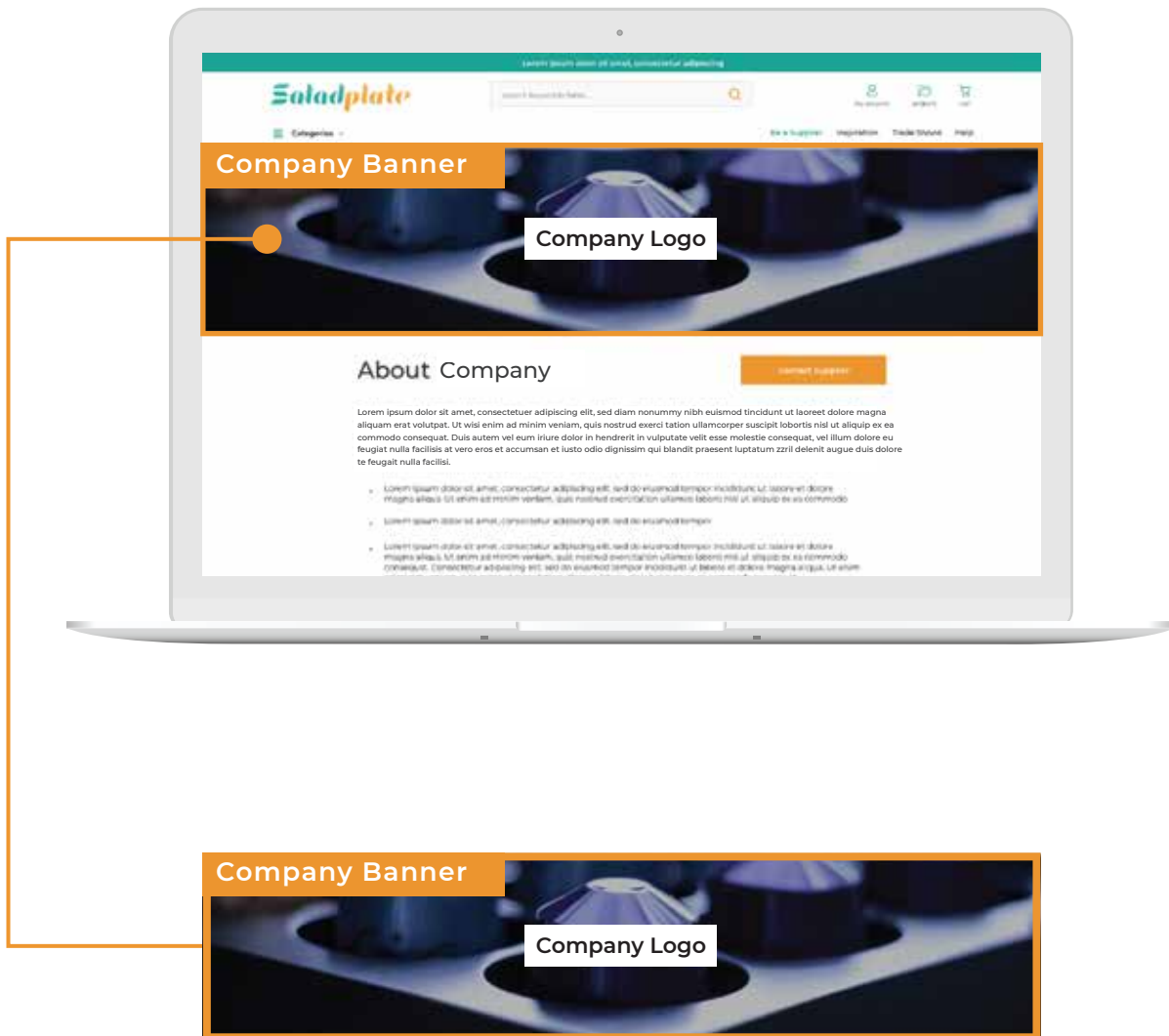
DO's: Clear, non blurry



Rejected Logo:

DON'TS: Unclear, grainy





Company Banner Minimum Requirement:

Dimensions: 2880px (W) x 640px (H)

Resolution: 72 DPI

Format: JPG, JPEG, PNG

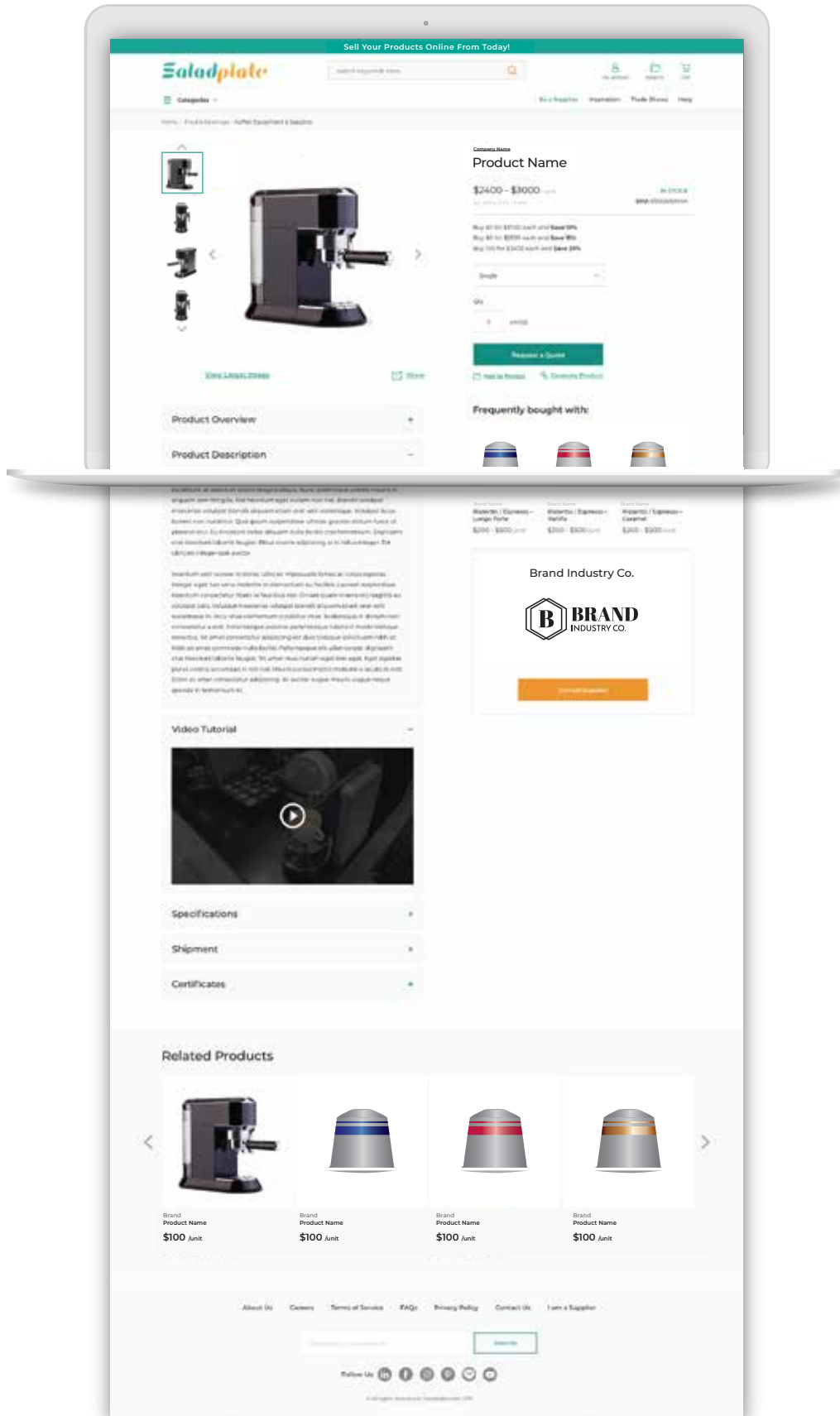
Image Size: <2MB



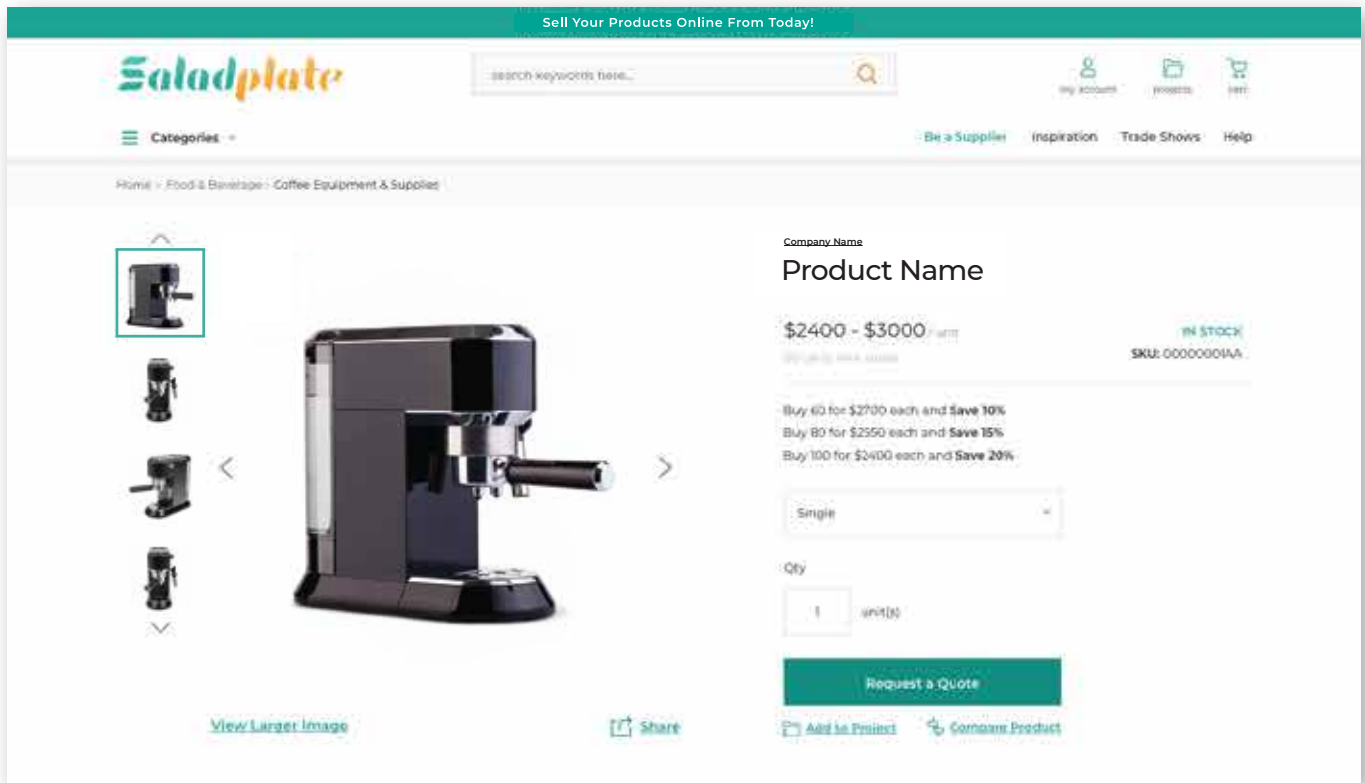
# 2.0

## PRODUCT DETAILS PAGE









Product Image Minimum Requirement:

Dimensions: 1000px (W) x 1000 px (H)

Resolution: 72 DPI

Format: JPG, JPEG, PNG

Image Size: <1MB

Numbers of Images: Min. 1 image, recommend 2-6 images per product

*Please note that the zoom feature only applies to image(s) that are with 1000px (W) x 1000px (H) or higher resolution.*



# DO'S

### Your First Photo of Each Product:

The first product photo will be the default photo showing to the buyers on [SALADPLATE.COM](https://saladplate.com).

The first product photo should have a clean and light background, and the product should never take up more than 60% of the space. All products should be showcased clearly with a professional lighting set up. Please find below the examples for your reference:

Any lifestyle images or product photos that do not have a light background should be placed after the first image.





# DO'S

## Background Colour

White, grey or other neutral colours should dominate the background, with an overall clean and bright tone.



## Film Shots

Close up images are recommended as it will show less unwanted elements or colours.



## Lighting

Natural lighting enhances the aesthetics of your products.





# DON'TS

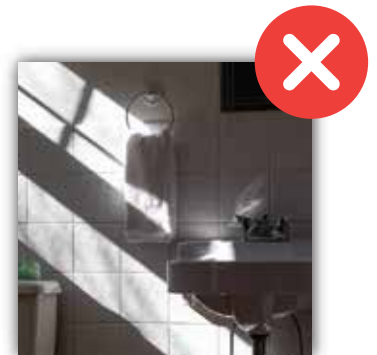
## Background Colour

When using a coloured background, avoid using disturbing colours, e.g. red, pink, black.



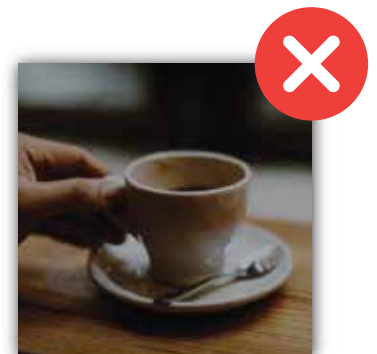
## Lighting

Avoid using harsh lighting that may cause distraction from your products.



## Brightness

Avoid low key or underexposed images because they do not go with our brand image.



## Additional Logos or Icons

Avoid placing company logos or icons at corners of product image.

