

SYSTEMBOLAGET'S

# Guidelines and requirements for the depiction of product images

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## 1.1

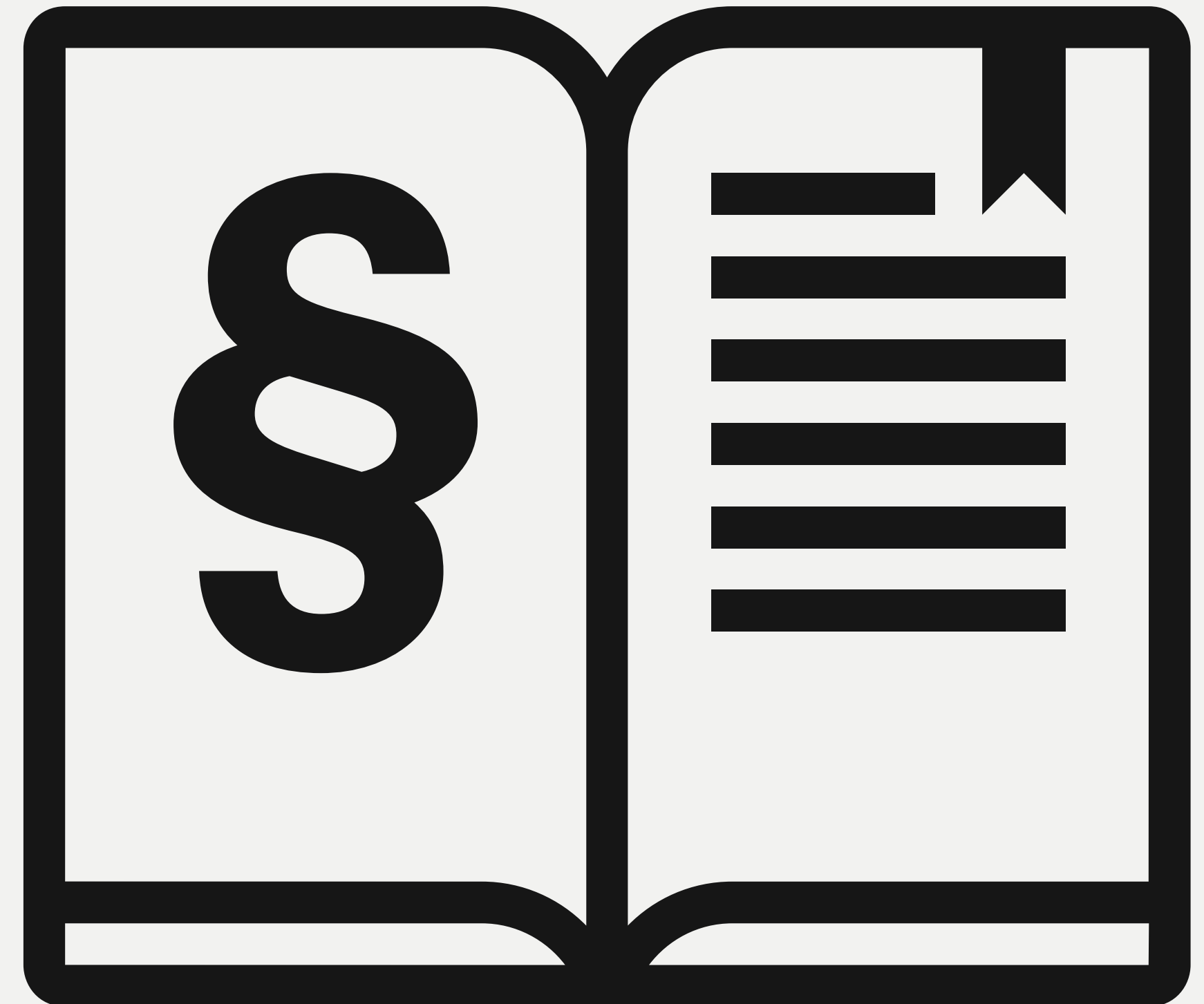
# Reasons why we have rules for depicting our product images

Systembolaget uses product images in order to clearly depict information that is important for customers, such as the type of packaging and what the labelling looks like.

It is important that the product is depicted authentically and in a manner that does not glamorise it or make someone buy more of it than they originally intended. Product images also need to be legally compliant, for example with the Alcohol Act as well as general advice and regulations issued by the Swedish Consumer Agency.

Our duty to observe brand neutrality also requires us to have product image rules that are the same for everyone.

For many years, we have therefore had standardised requirements for the depiction of product images.



## 1.2

# General information about Systembolaget's product images

GS1 Sweden's Guidelines and Quality Assurance Rules for Product Images roughly corresponds to the requirements Systembolaget imposes on image appearance, although brand neutrality and our mission means that we also impose some additional requirements which you can read about in this document. To be able to follow the specific requirements each type of packaging imposes on the product image, these requirements have been divided based on packaging type.

We reserve the right to refuse product images that do not comply with our guidelines and requirements for image appearance.

## 2.1

# Image appearance

- The products are depicted as they appear on the shelf in one of our stores. If the product belongs to a range that is only available online, it must be depicted as the customer will receive the physical product. I.e.:
  - The product must be depicted in intact consumer packaging and without any accompaniments hanging from or attached loosely to the packaging (such as bottle collars or neck hangers, brochures etc.).
- If the product is presented to the customer in gift wrapping, the product must be photographed in this wrapping. Gift wrapping means secondary packaging containing or enclosing a beverage package for sale to customers, such as a carton, wooden box, cooler sleeve or other wrapping. This does not apply to cellophane, wrapping tissue or other label-free wrapping which must be removed from the product before it is photographed.
- The product must be free of condensation.
- Only one product (GTIN) per image.
- Photography and lighting must follow Systembolaget's requirements as per the instructions for each type of packaging. You can read about this in the following sections. The image must also comply with GS1 Sweden's [Guidelines and Quality Assurance Rules for Product Images](https://gs1.se/wp-content/uploads/sites/2/2023/02/riktlinjer-for-kvalitetssakringsregler-for-produktbilder.pdf)\*

\* <https://gs1.se/wp-content/uploads/sites/2/2023/02/riktlinjer-for-kvalitetssakringsregler-for-produktbilder.pdf>

## 2.2

# Instructions for retouching

- Correct poor packaging/labels.
- Retouch (or remove) the back side of any label visible through the glass before photography.



3.1

# Bottles



### Angle

- Photographed straight on with no angle, as shown in images **1a** and **1b**.

### Labels

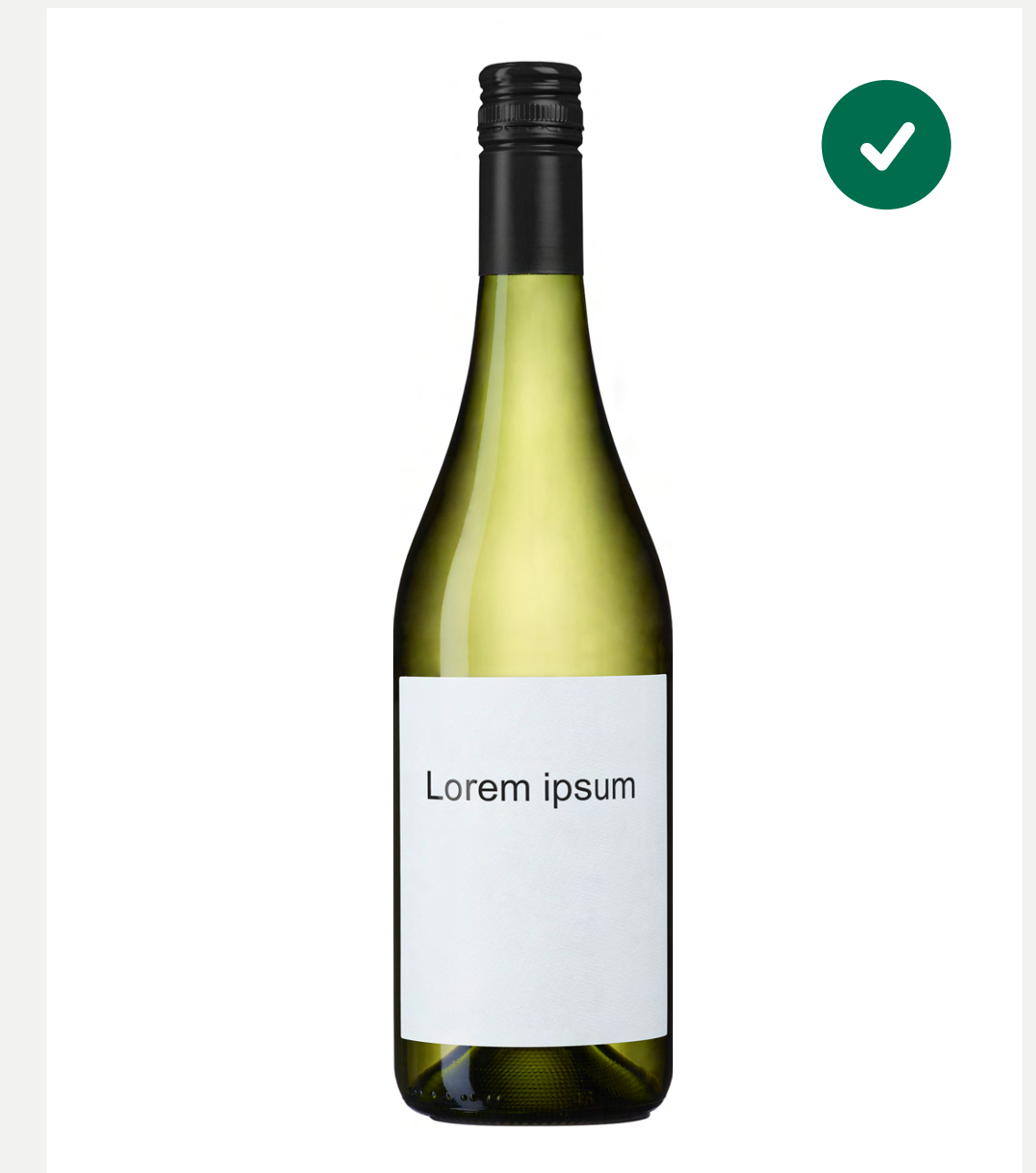
- Even lighting on the label is required for good legibility.

### Lighting and shine

- A shine or light reflection along the entire left-hand side of the glass packaging is needed to highlight the material in the packaging. Exceptions are made for frosted bottles and bottles with a shape where the shine does not become prominent.
- Glass packaging must clearly indicate its material. This is done by giving the shine or light reflection distinct edges (hard light) without being overexposed or lacking coverage (faded or washed out).
- The width and positioning of the shine should resemble that shown in images **1a** and **1b**. The shine must be between 5% — 25% of the width of the bottle in the image.
- No other shine is allowed on the packaging.
- Backlighting is required to reproduce tone on transparent packaging. Backlighting is not always prominent when photographing a dark bottle or bottle with dark contents.
- Screen against glare on all sides for a clear contour. Use black/grey discs to screen off the backlighting.
- There must be no glare or reflections from the surroundings on the bottle.

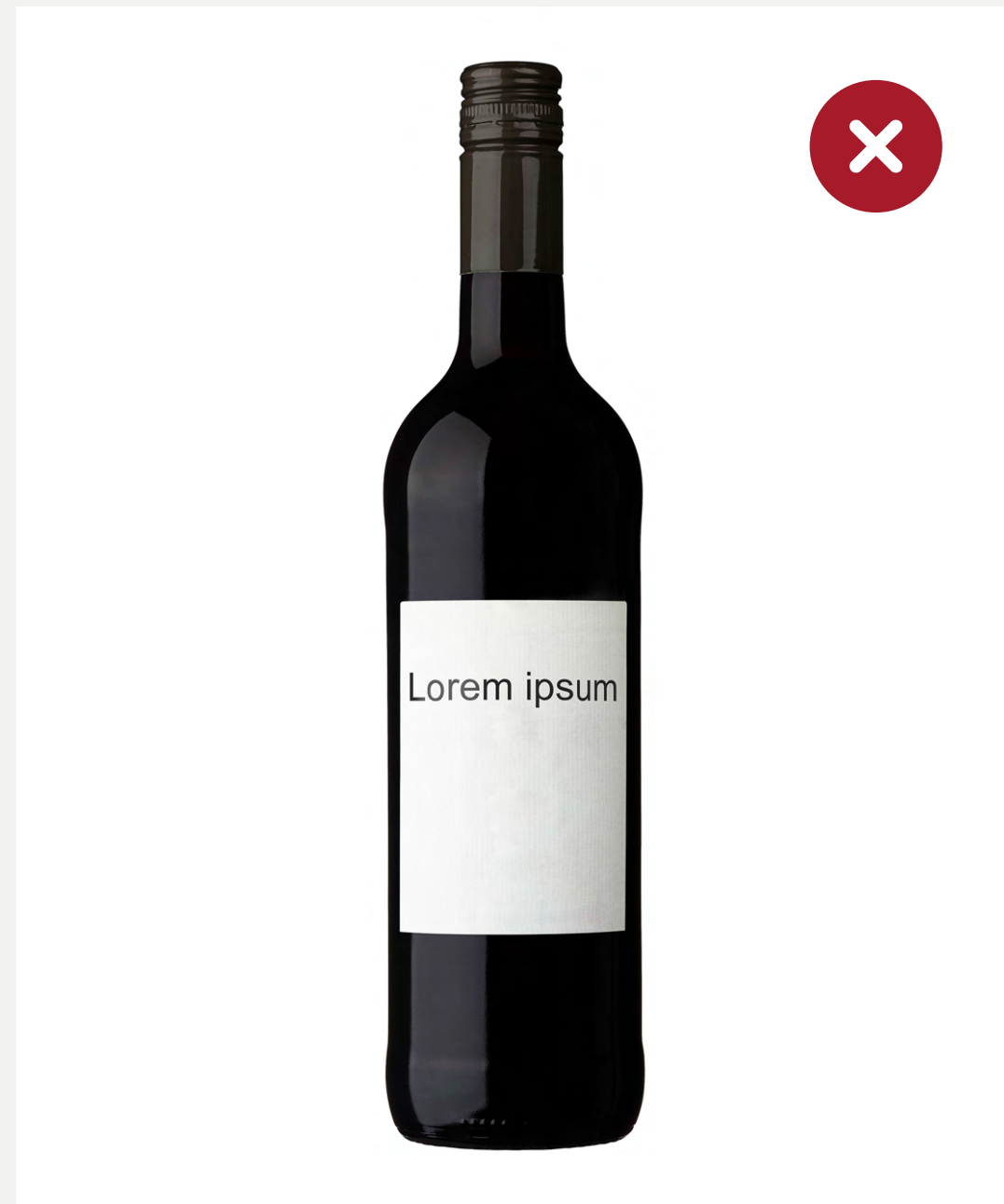


**1a** – Correct lighting. As the bottle is dark or has dark contents, the backlighting is not prominent in this example.



**1b** –Correct lighting with prominent backlighting.





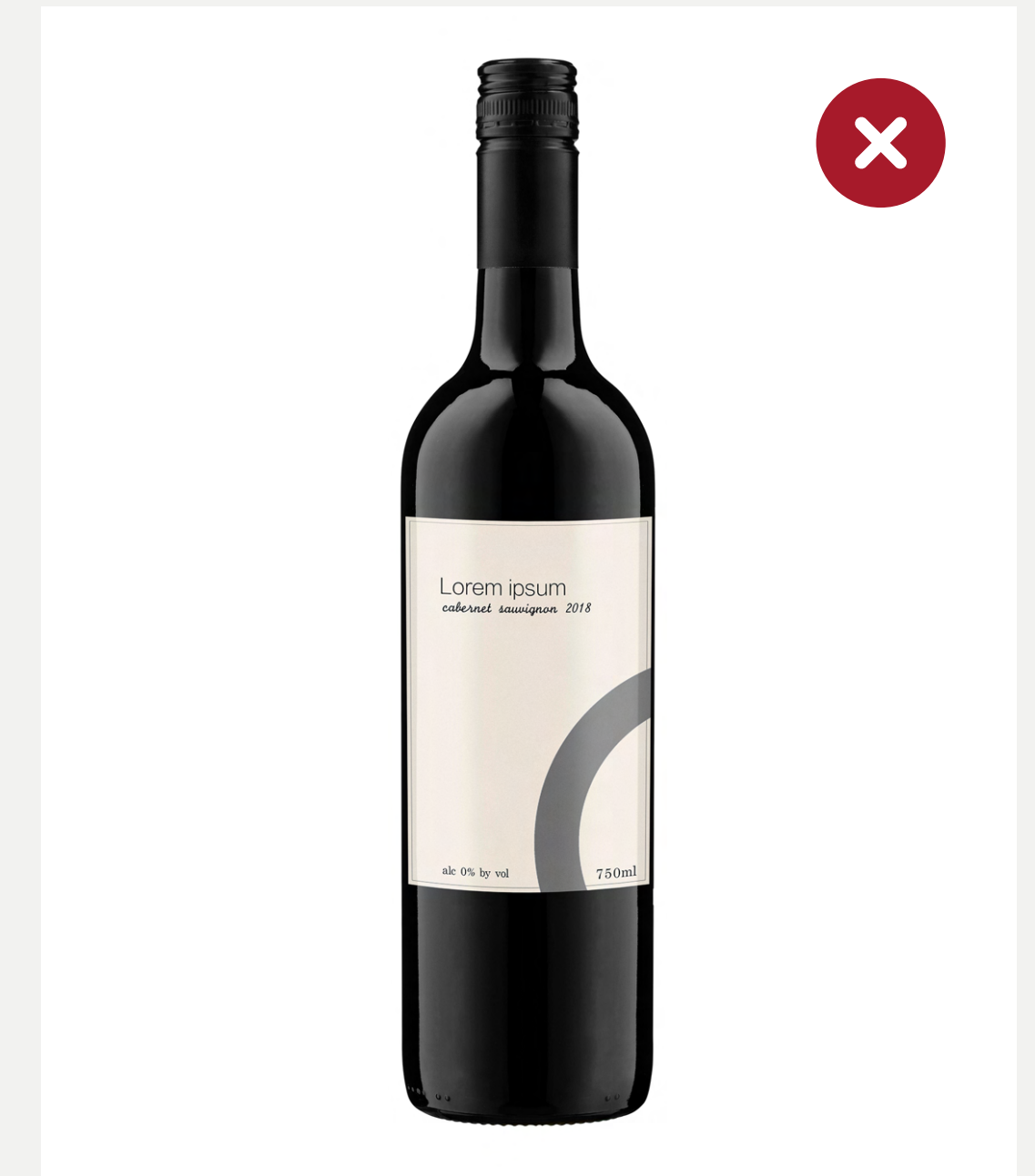
**1c** – Incorrect lighting. The light reflection/shine on the left-hand side is wider than 25% of the width of the bottle in the image.



**1d** – Incorrect lighting. The light reflection/shine on the left-hand side is too diffuse and lacks distinct edges.



**1e** – Incorrect lighting. The light reflection/shine is on the wrong side of the bottle.



**1f** – Incorrect lighting. Prominent lighting/shine from multiple directions.



**1g** – Incorrect lighting. Lacks prominent light reflection/shine on the left-hand side.



**1h** – Incorrect lighting. A shadow (from camera etc.) is visible in the middle of the packaging. Lacks prominent light reflection/shine on the left-hand side.

3.2

# Cans

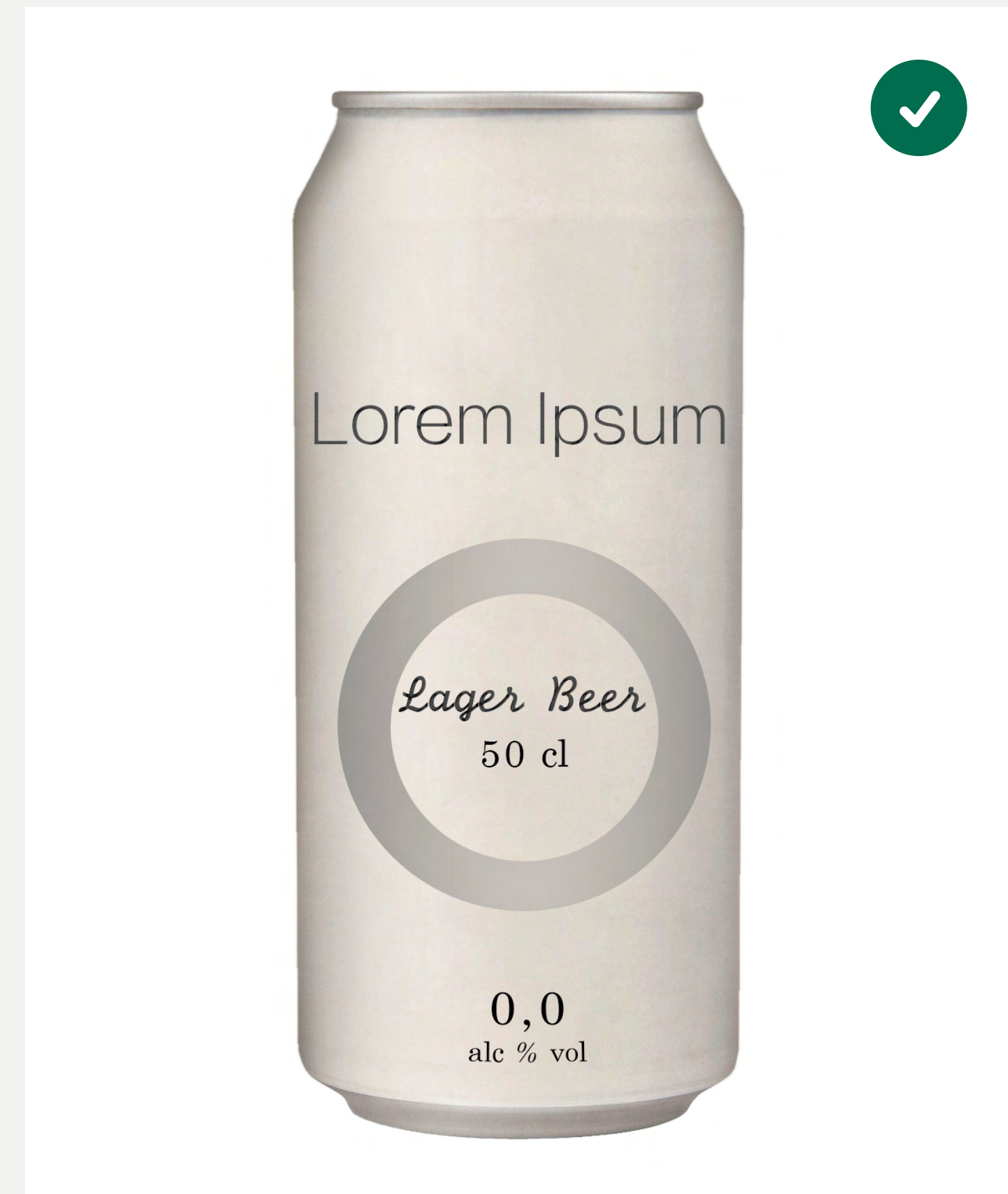


### Angle

- Photographed straight on with no angle.

### Lighting and shine

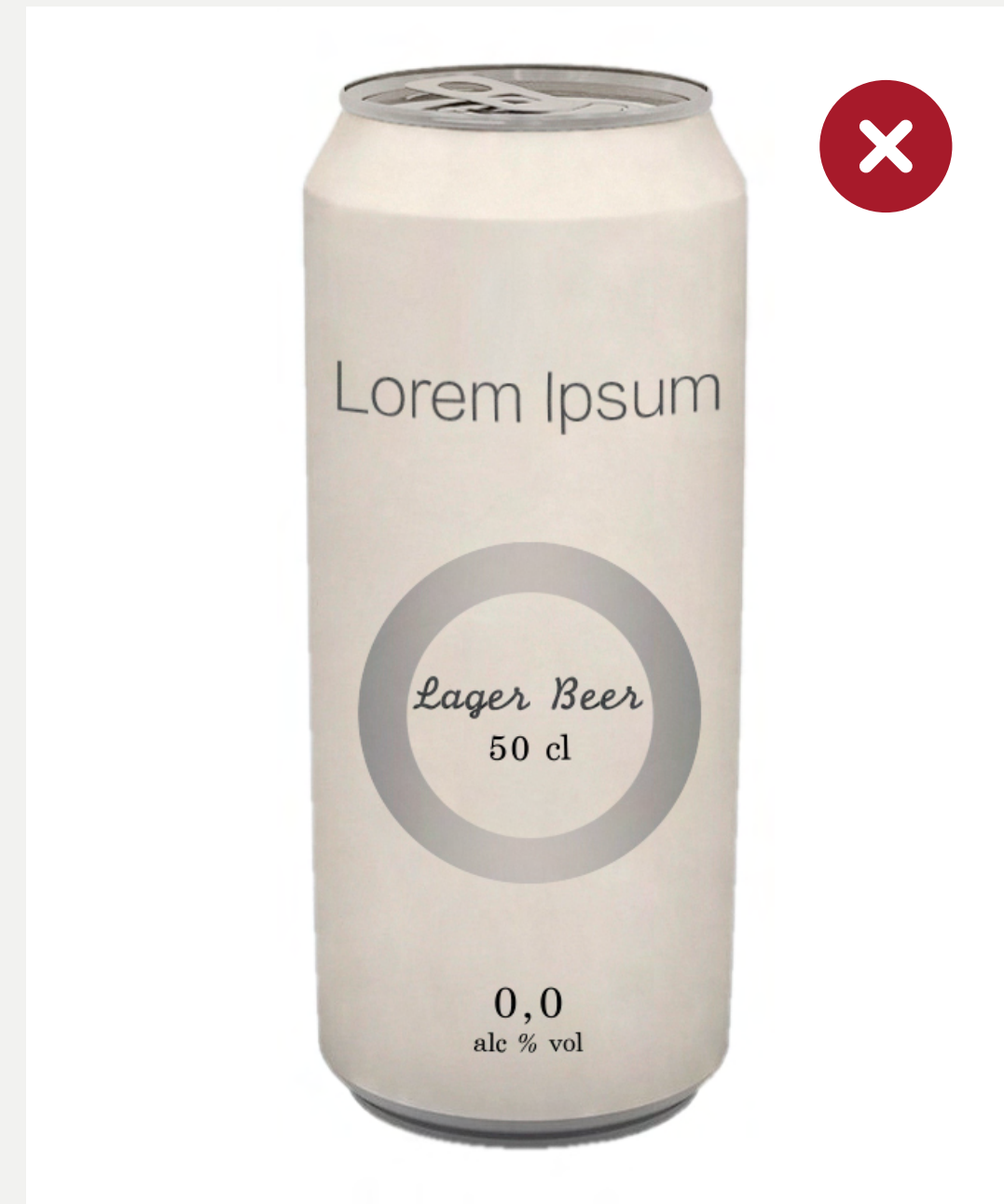
- Photographed with soft and even lighting.
- No shine reducing legibility is allowed on the can.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



2a – Correct lighting and camera angle



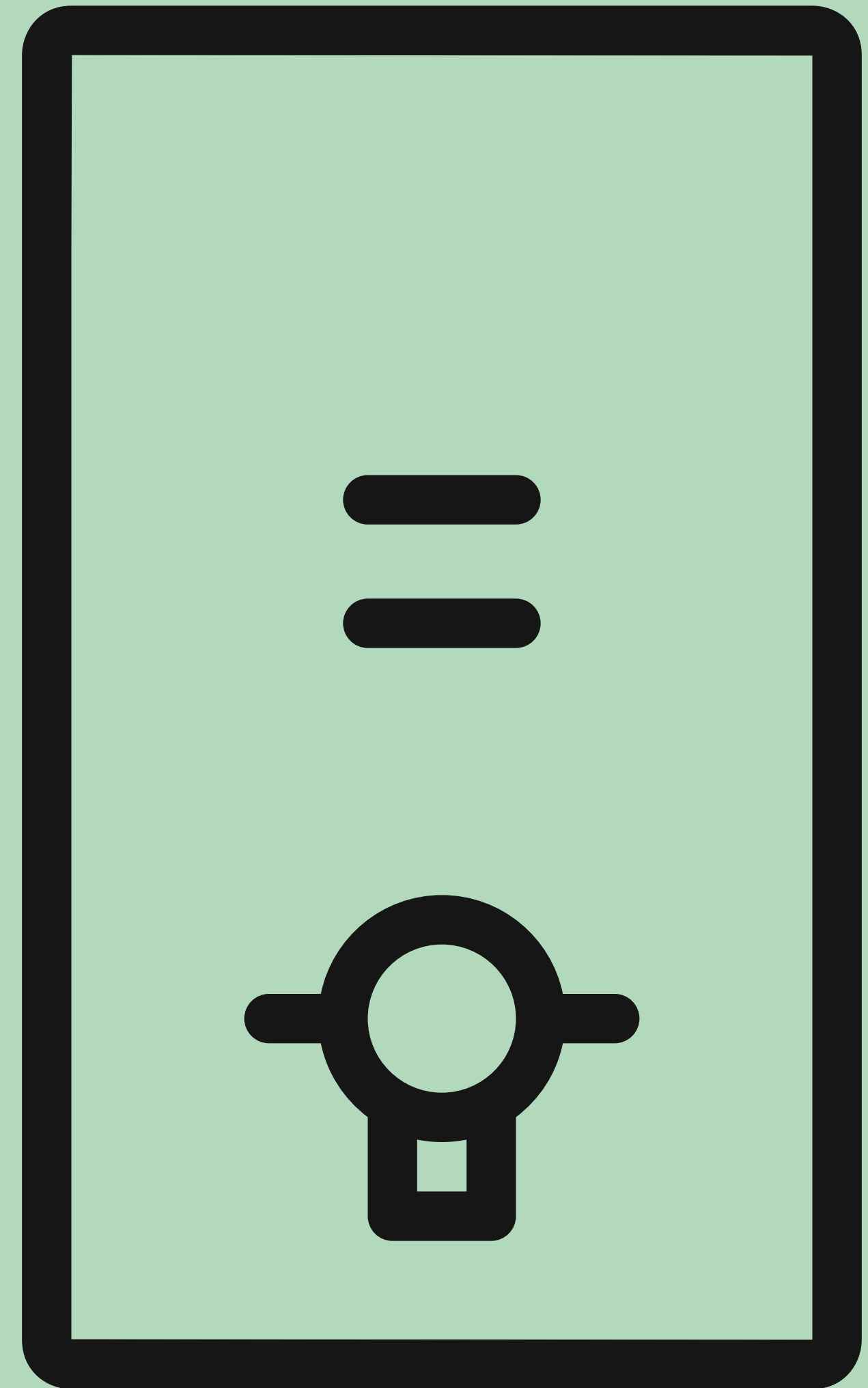
**2b** – Incorrect lighting. A shadow (from camera etc.) is visible in the middle of the packaging.



**2c** – Incorrect camera angle.

3.3

# Boxes

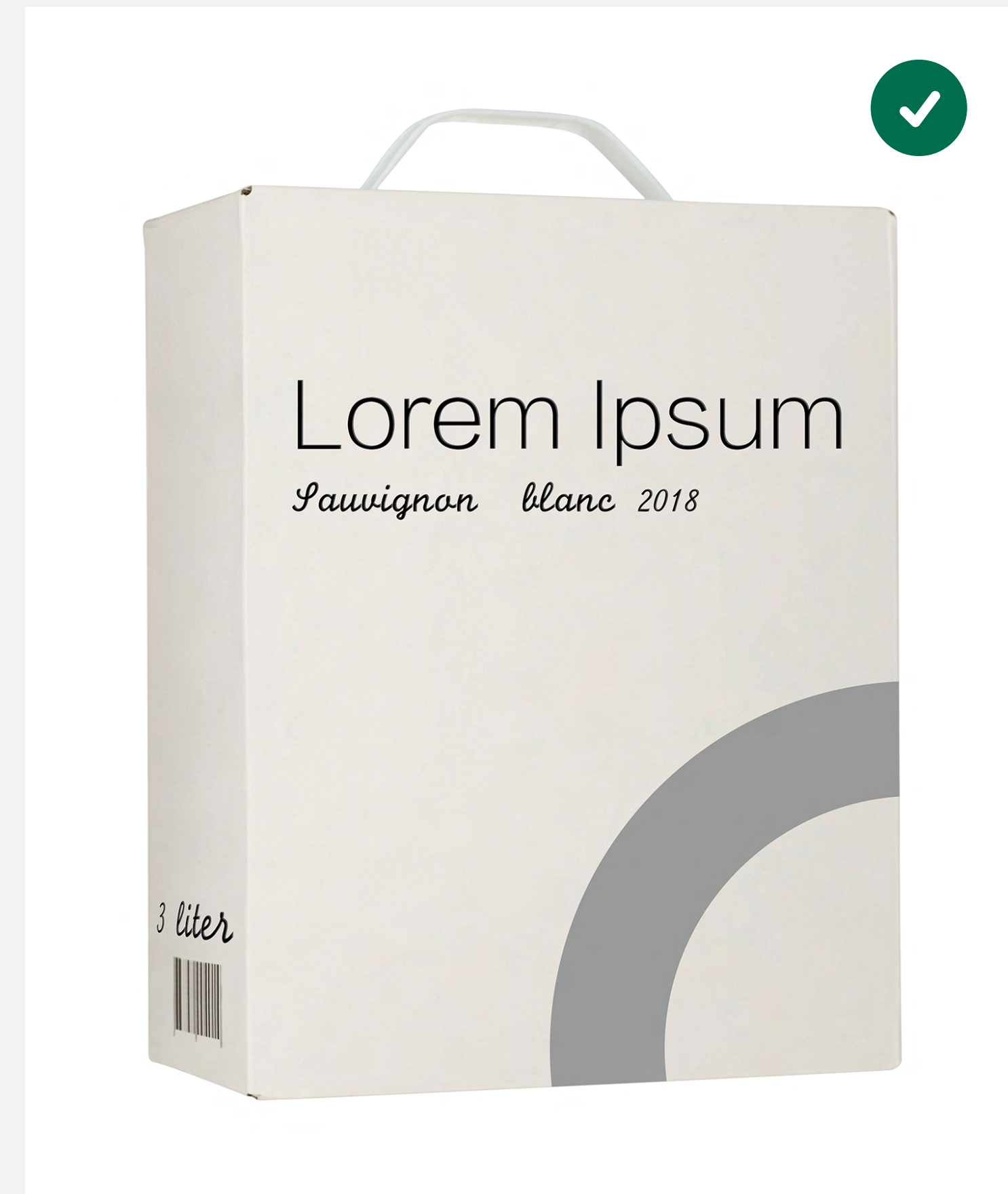


### Angle

- Photographed with the product at a slight angle/slightly rotated (15-25 degrees) so that the left-hand side of the box is visible.

### Lighting and shine

- Photographed with soft and even lighting.
- No shine reducing legibility is allowed on the box.



3a – Correct lighting and camera angle



**3b** – Incorrect camera angle



**3c** – Incorrect camera angle

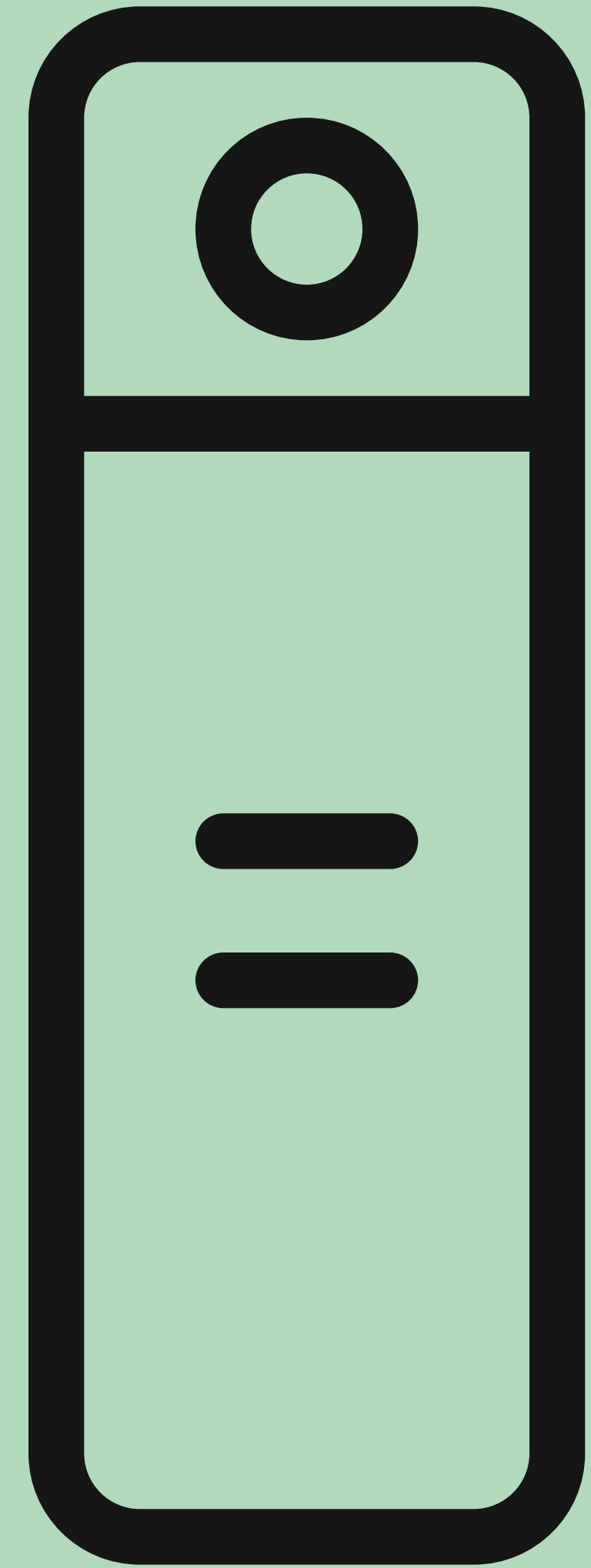


**3d** – Incorrect camera angle



3.4

# Tetra Pak packaging

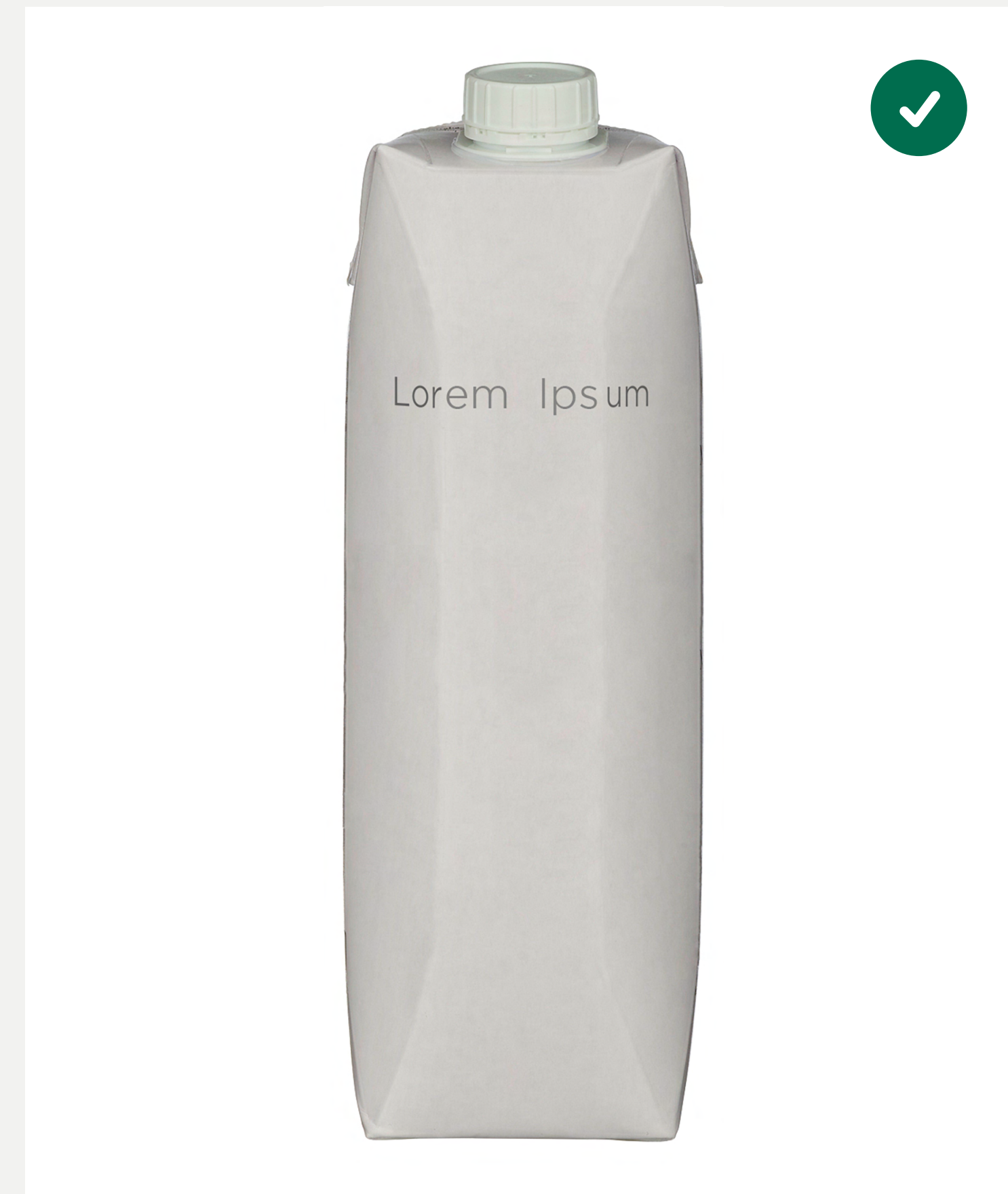


### Angle

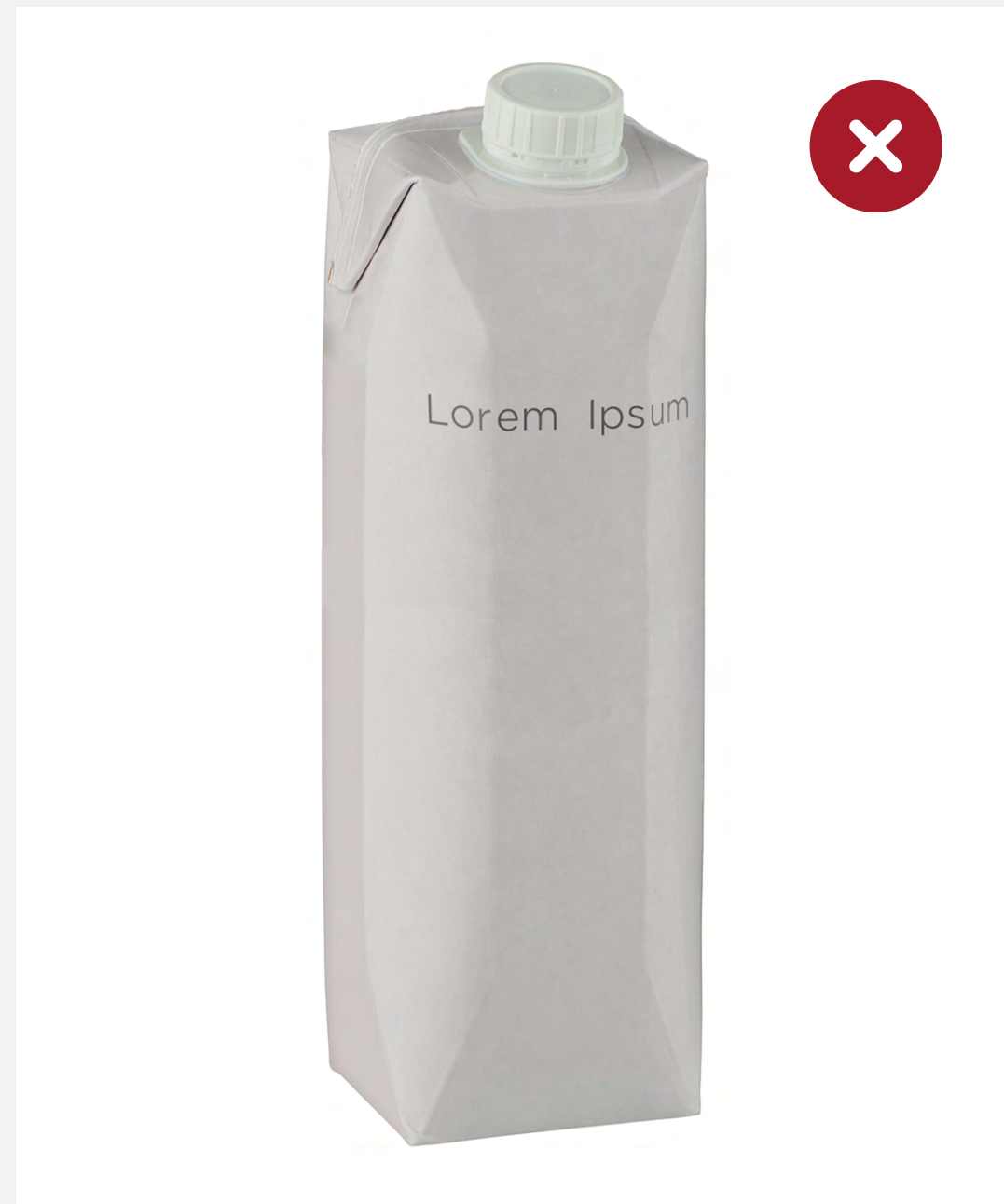
- Photographed straight on with no angle.

### Ljussättning och blänk

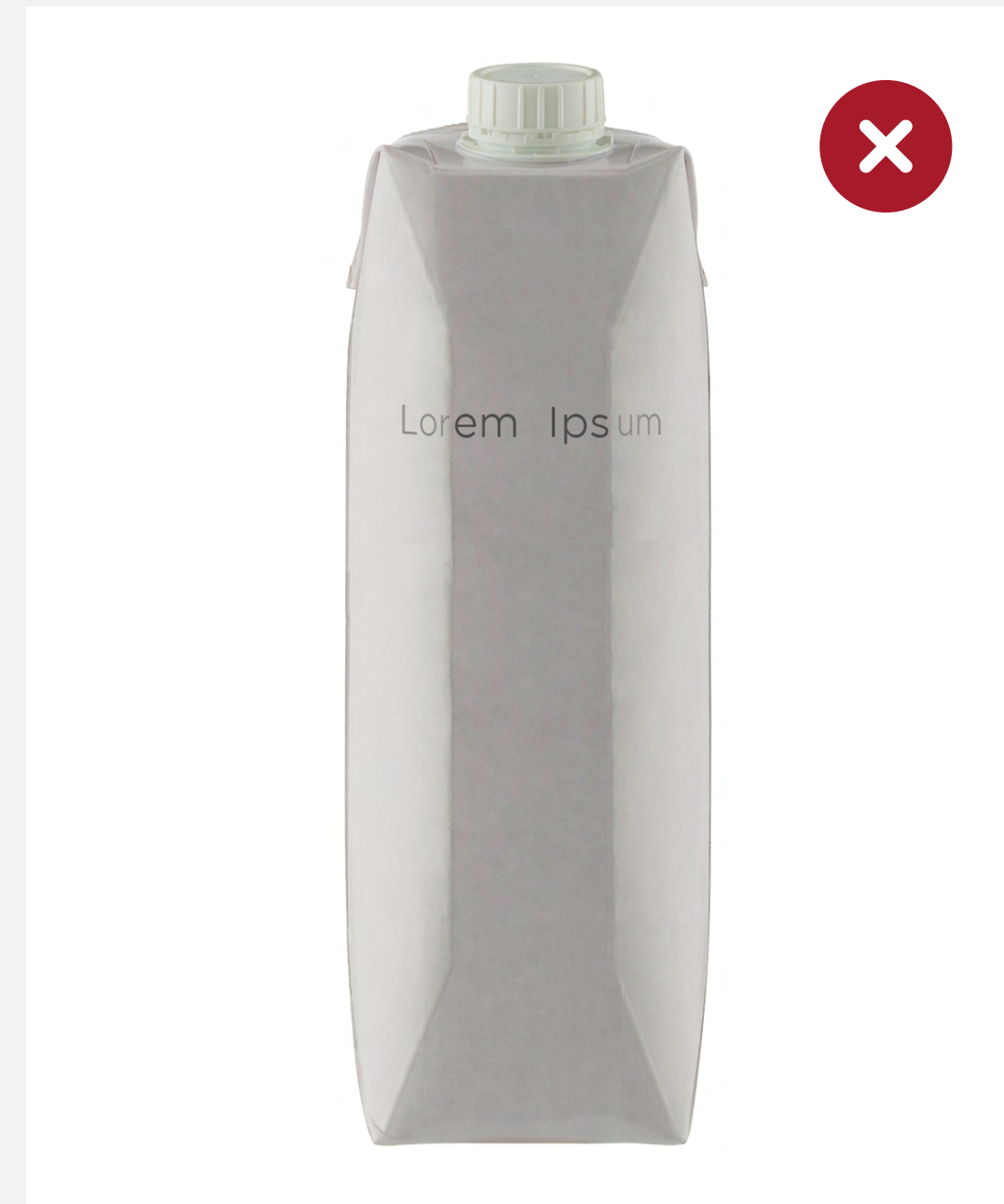
- Photographed with soft and even lighting.
- No shine reducing legibility is allowed on the Tetra Pak packaging.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



4a – Correct lighting and camera angle



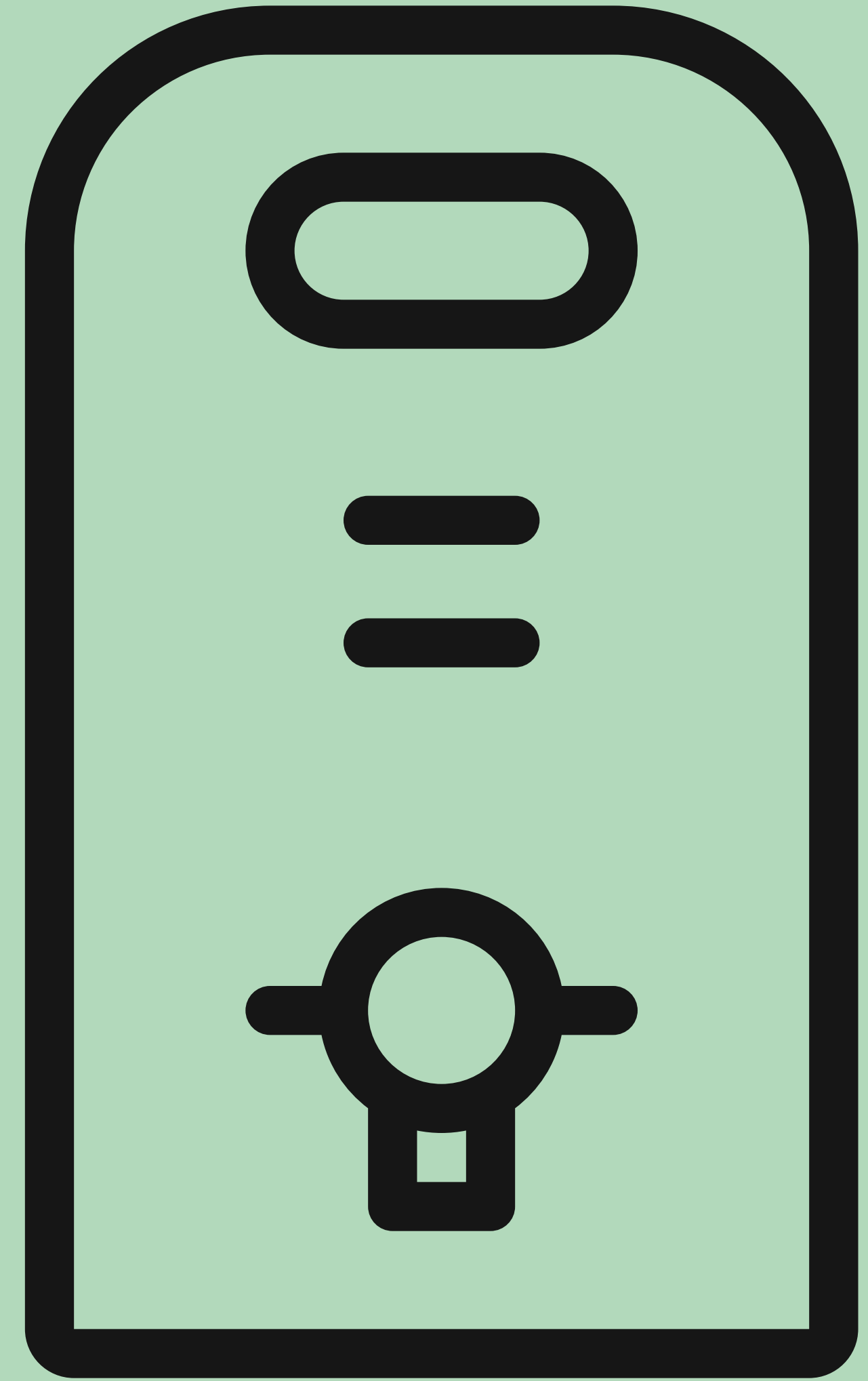
**4b** – Incorrect camera angle



**4c** – Incorrect lighting. A shadow (from camera etc.) is visible in the middle of the packaging.

3.5

# Bags

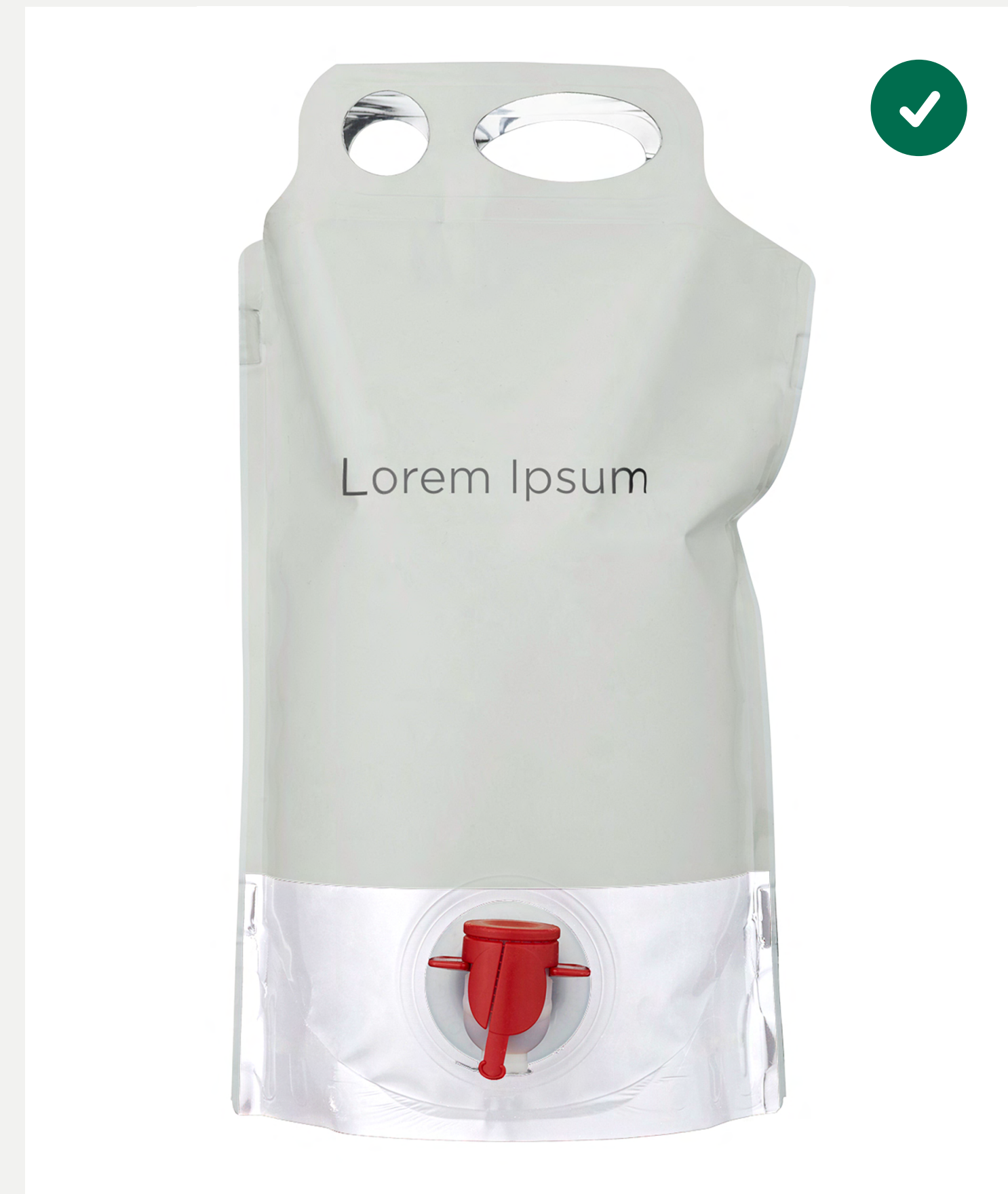


**Angle**

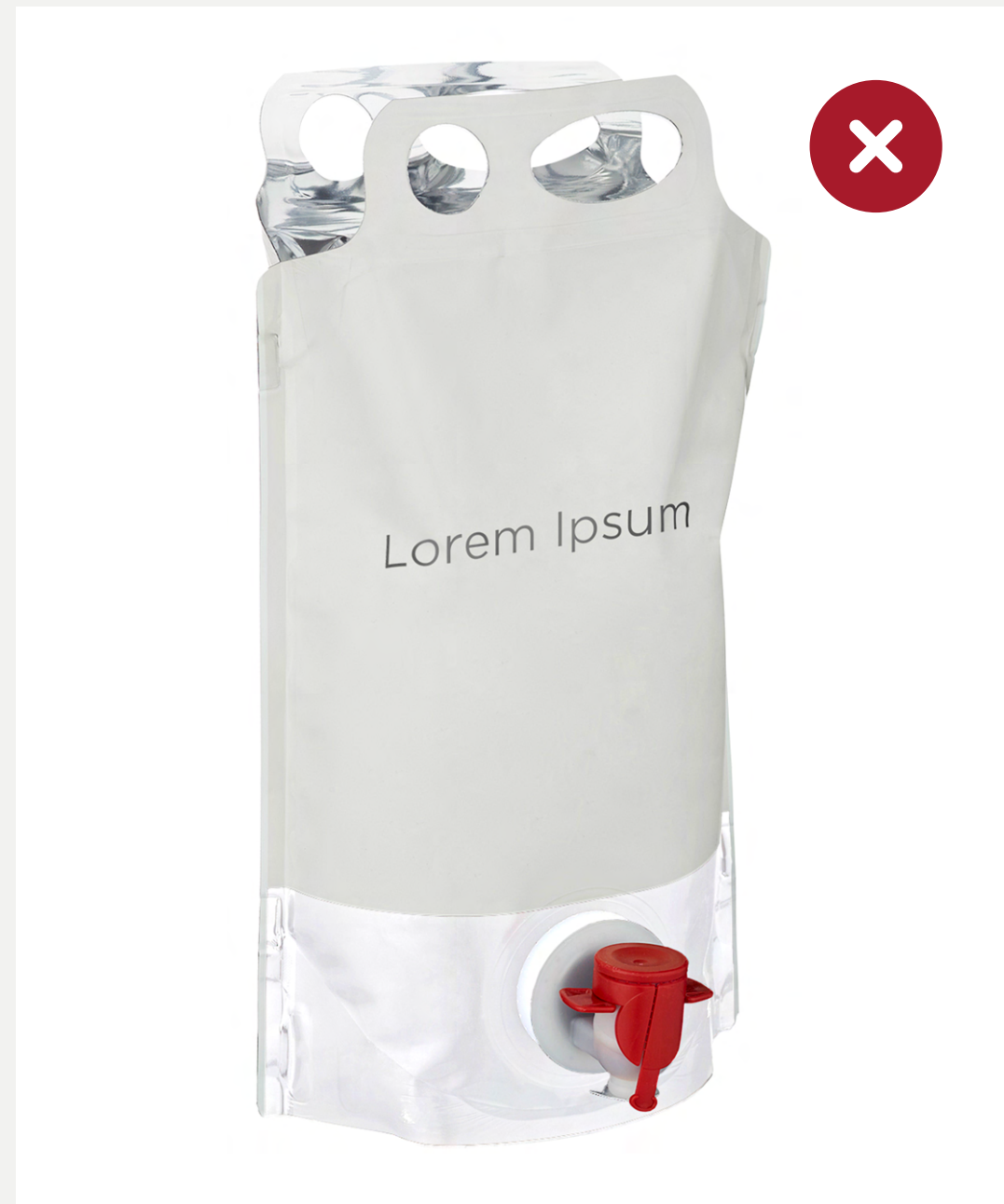
- Photographed straight on with no angle.

**Lighting and shine**

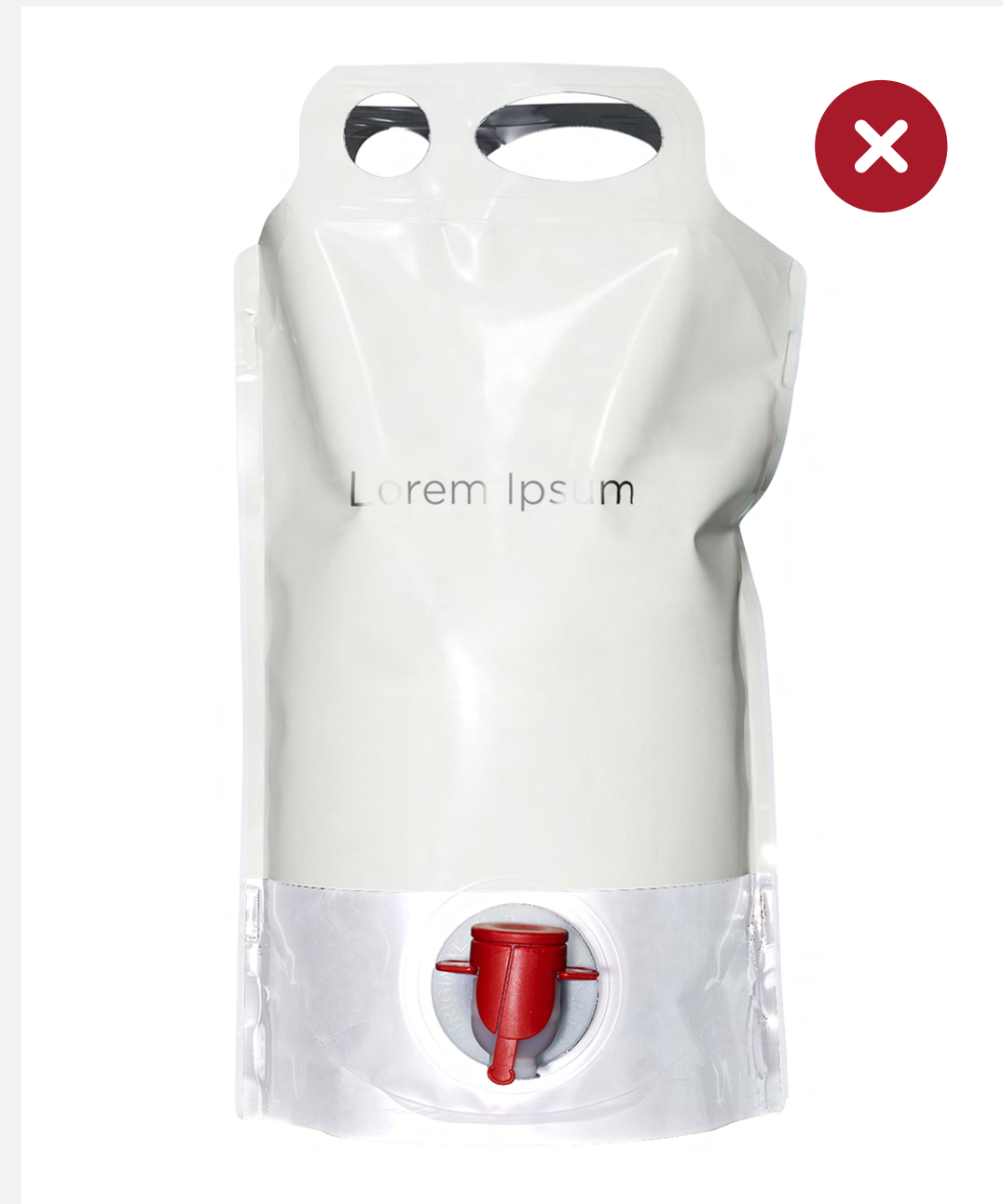
- Photographed with soft and even lighting.
- No shine reducing legibility is allowed on the packaging.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



5a – Correct lighting and camera angle



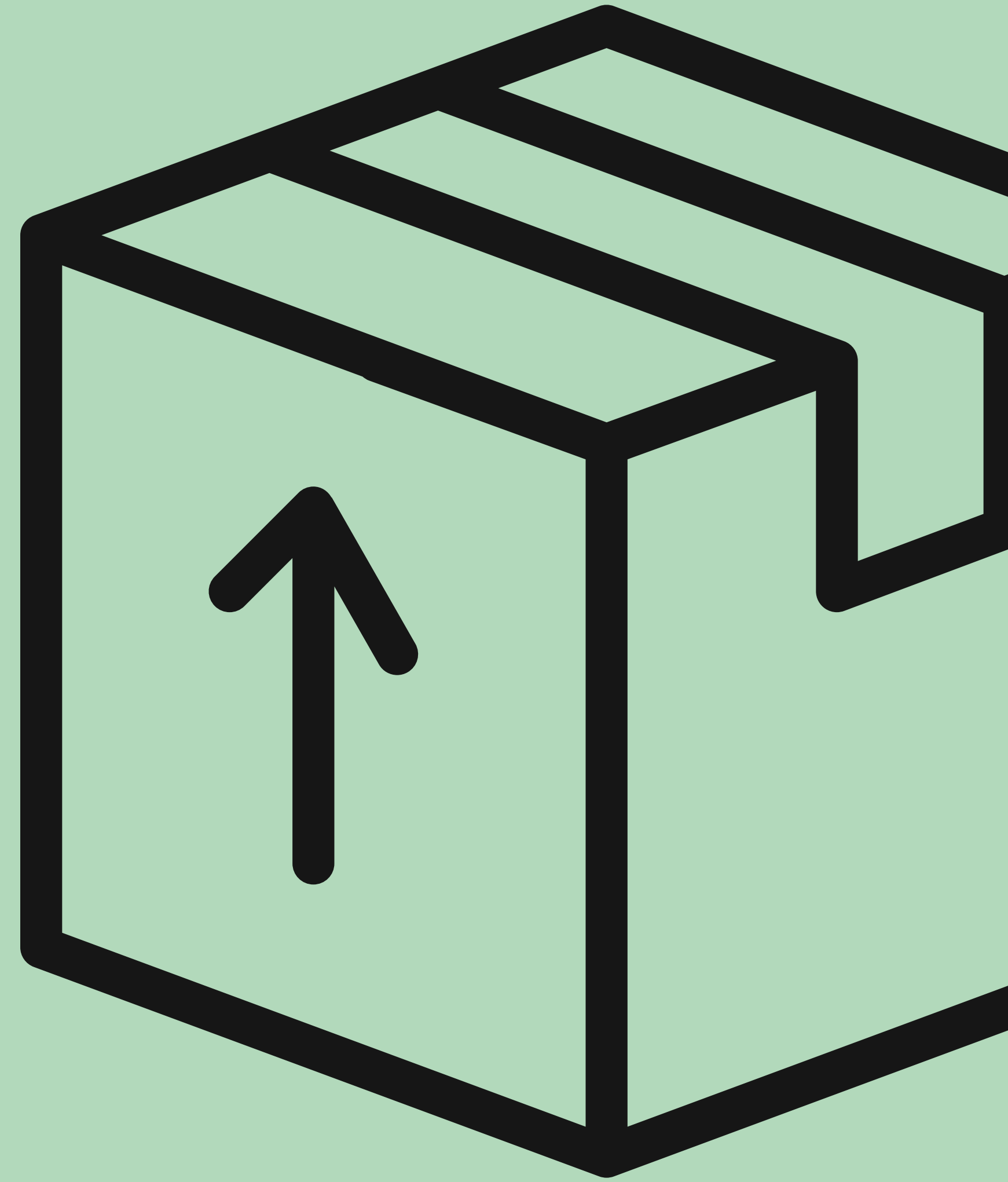
**5b** – Incorrect camera angle



**5c** – Incorrect lighting. Lighting is too harsh causing glare.

3.6

# Gift wrapping – rectangular

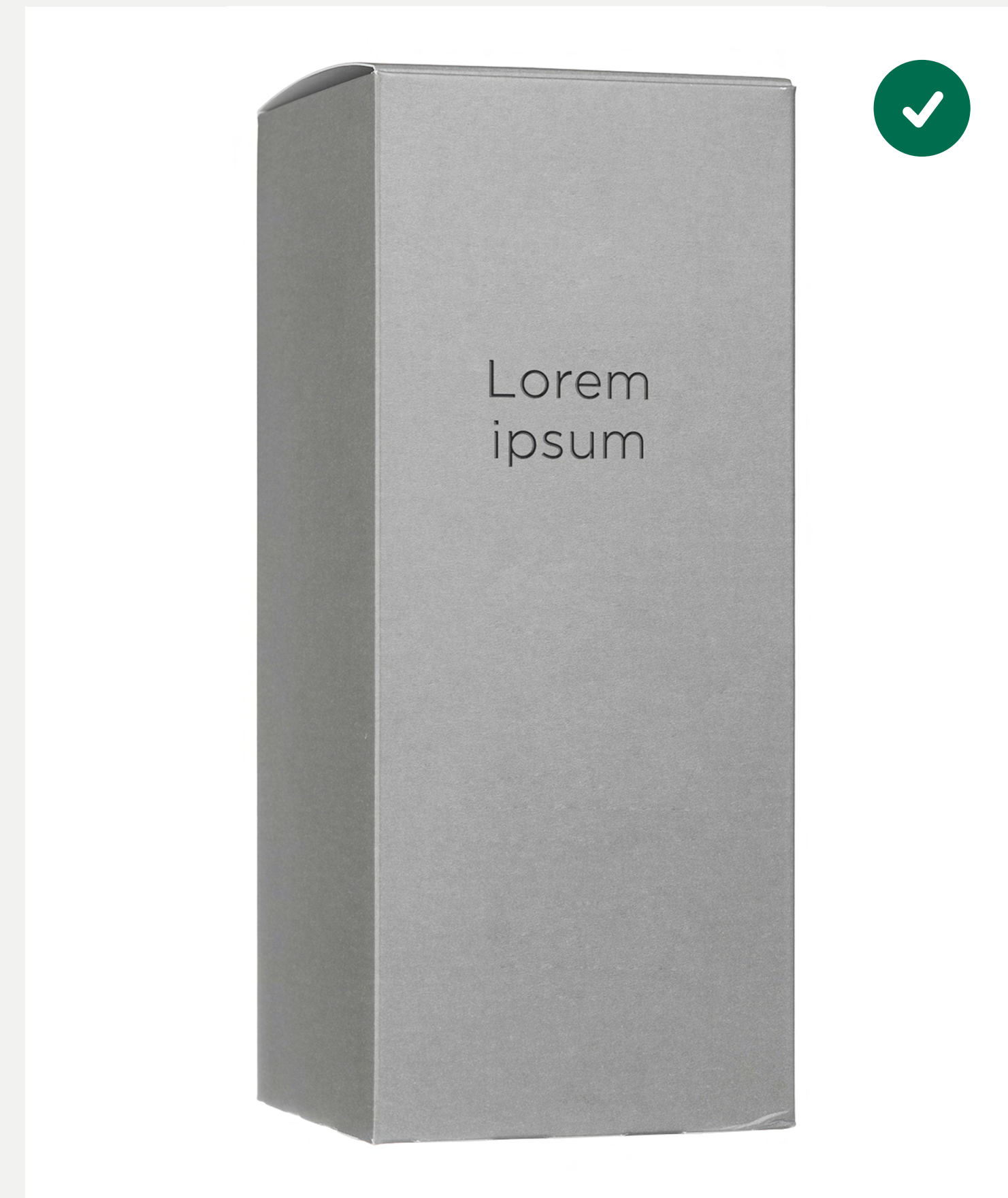


### Angle and placement

- Photographed with the product at a slight angle/slightly rotated (15-25 degrees) so that the left-hand side of the packaging is visible.
- Always photographed in its gift wrapping.

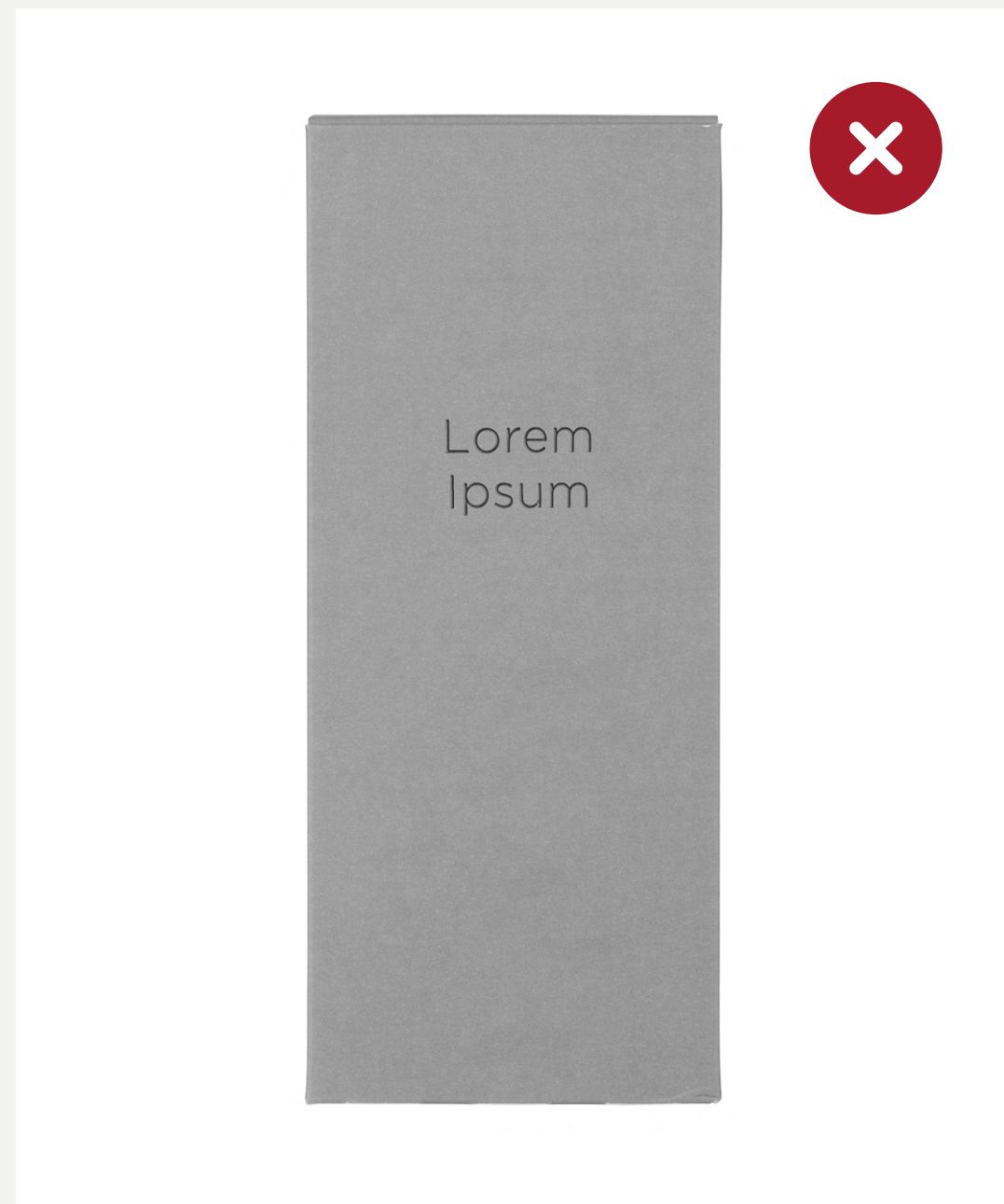
### Lighting and shine

- Photographed with soft and even lighting.
- No shine reducing legibility is allowed on the packaging.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



6a – Correct lighting and camera angle

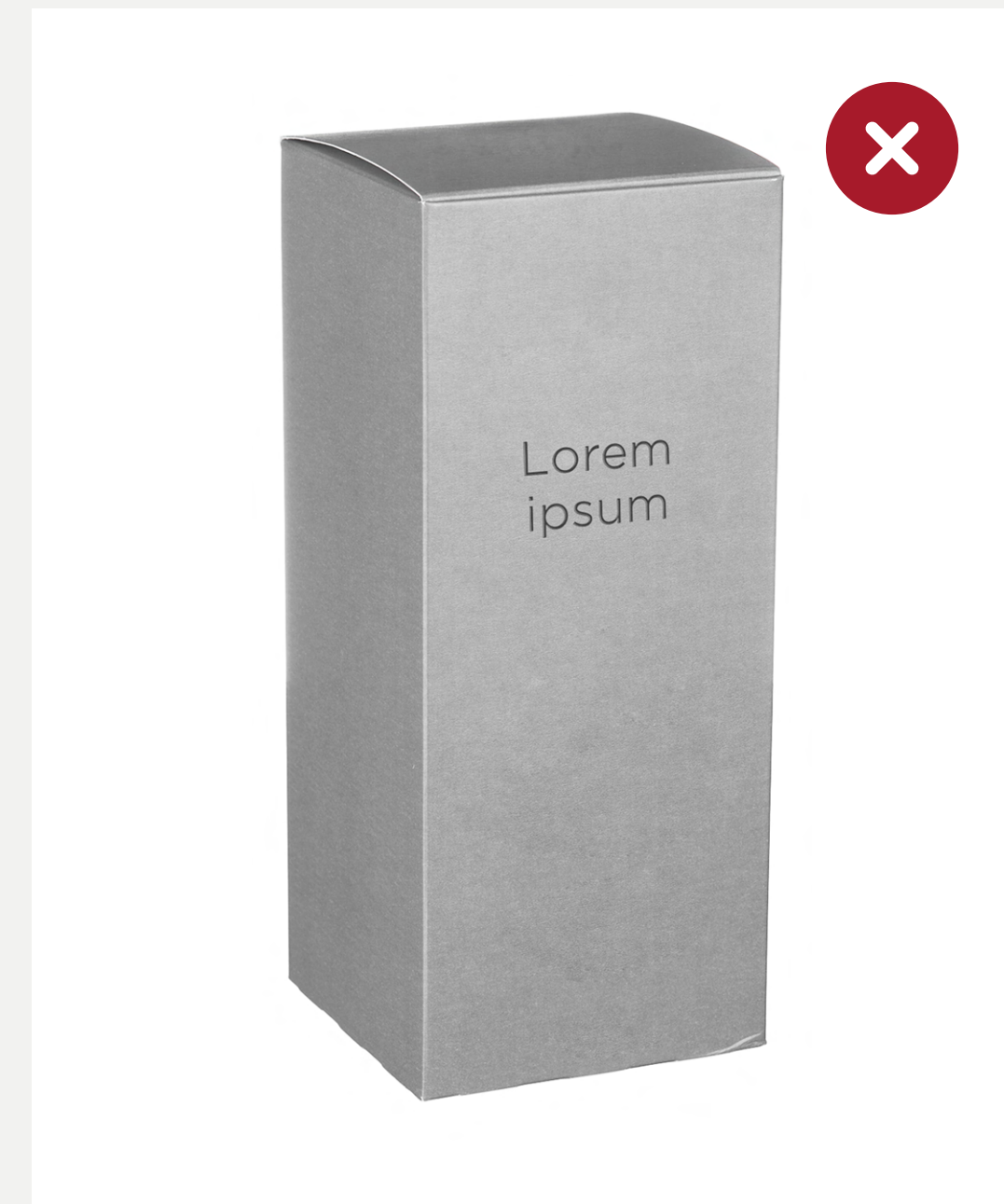




**6b** – Incorrect camera angle.



**6c** – Incorrect image. The product must be depicted in its gift wrapping.



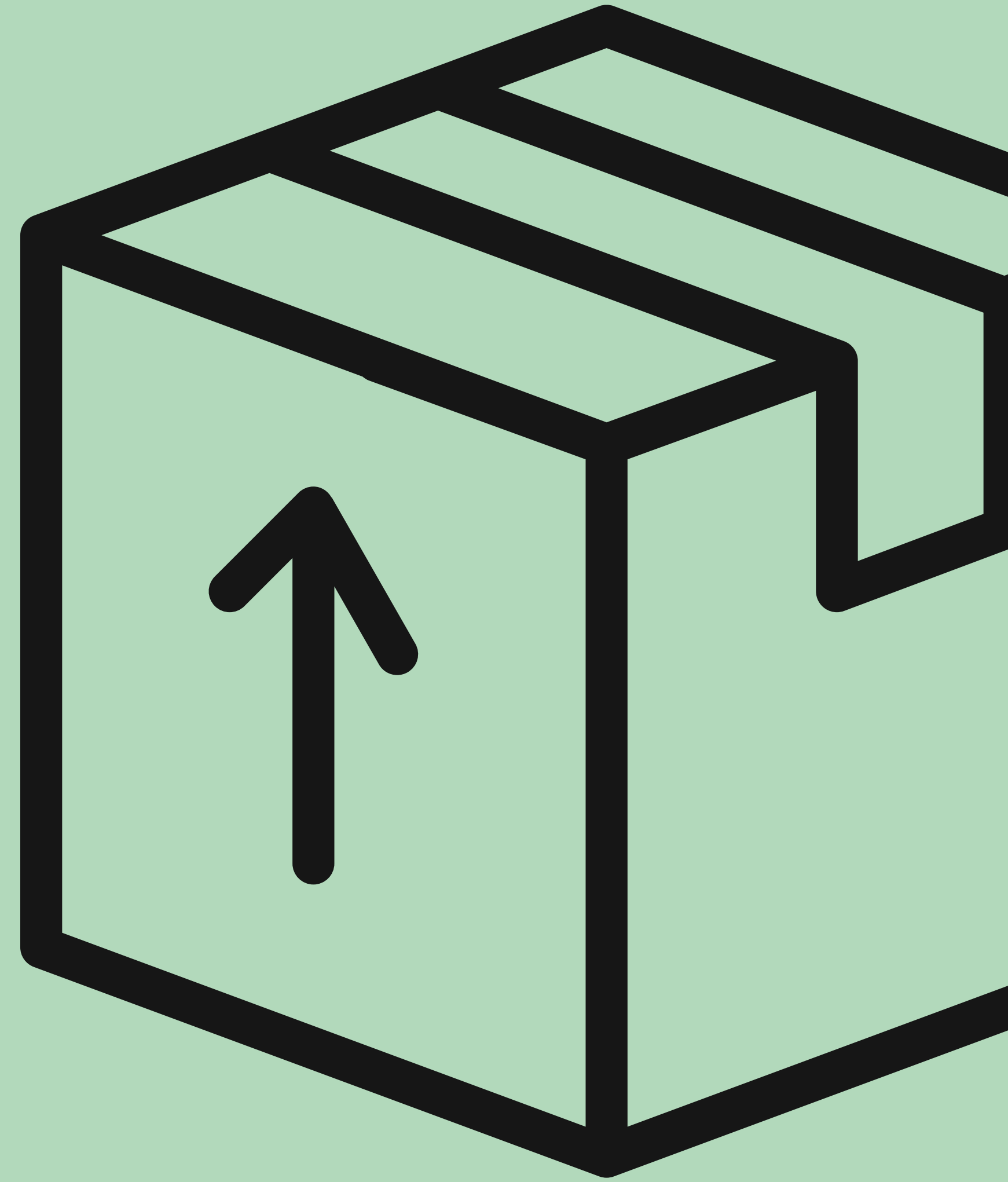
**6d** – Incorrect camera angle.



**6e** – Incorrect image. The product must be depicted in its gift wrapping.

3.7

# Gift wrapping – cylindrical

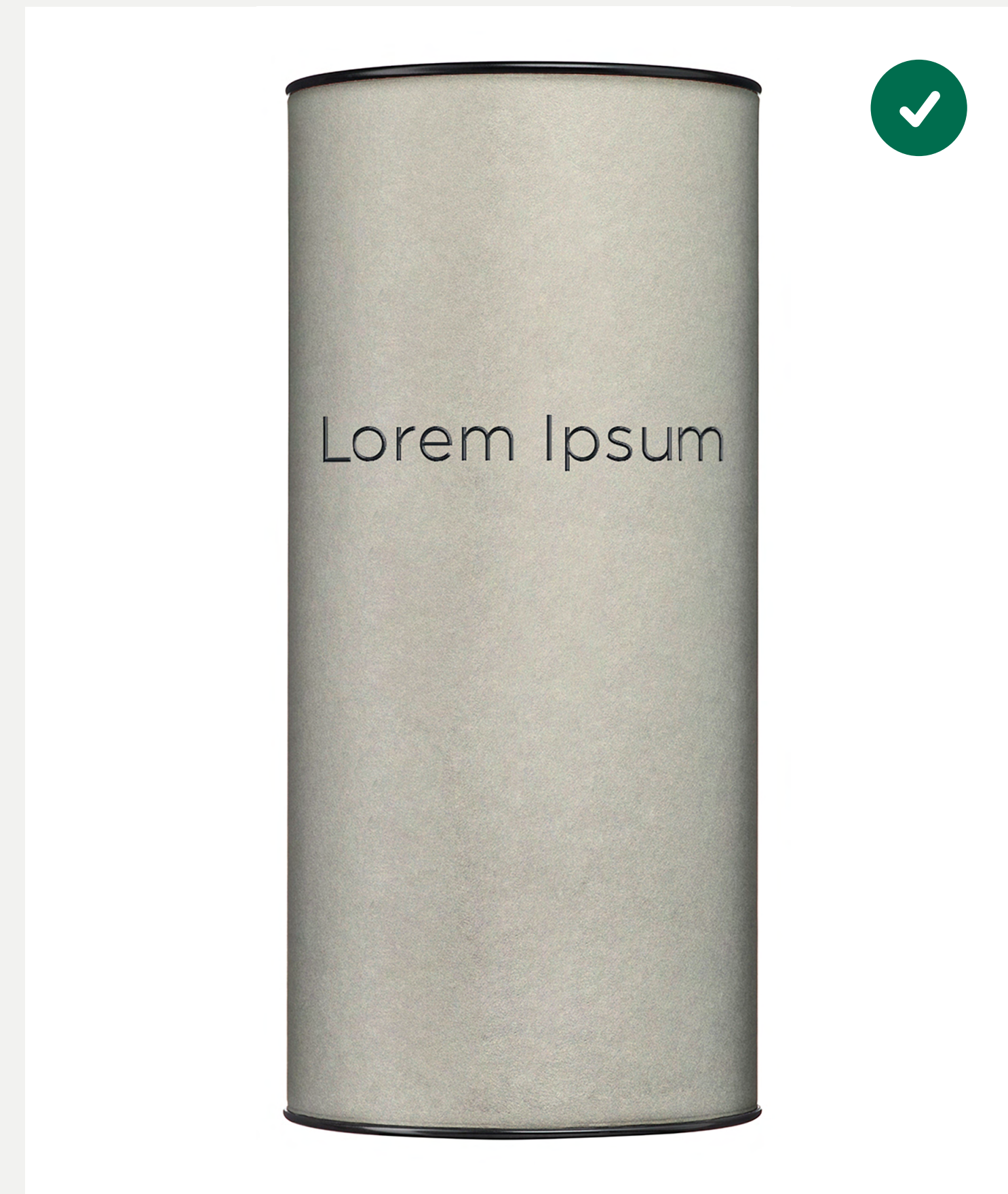


**Angle and placement**

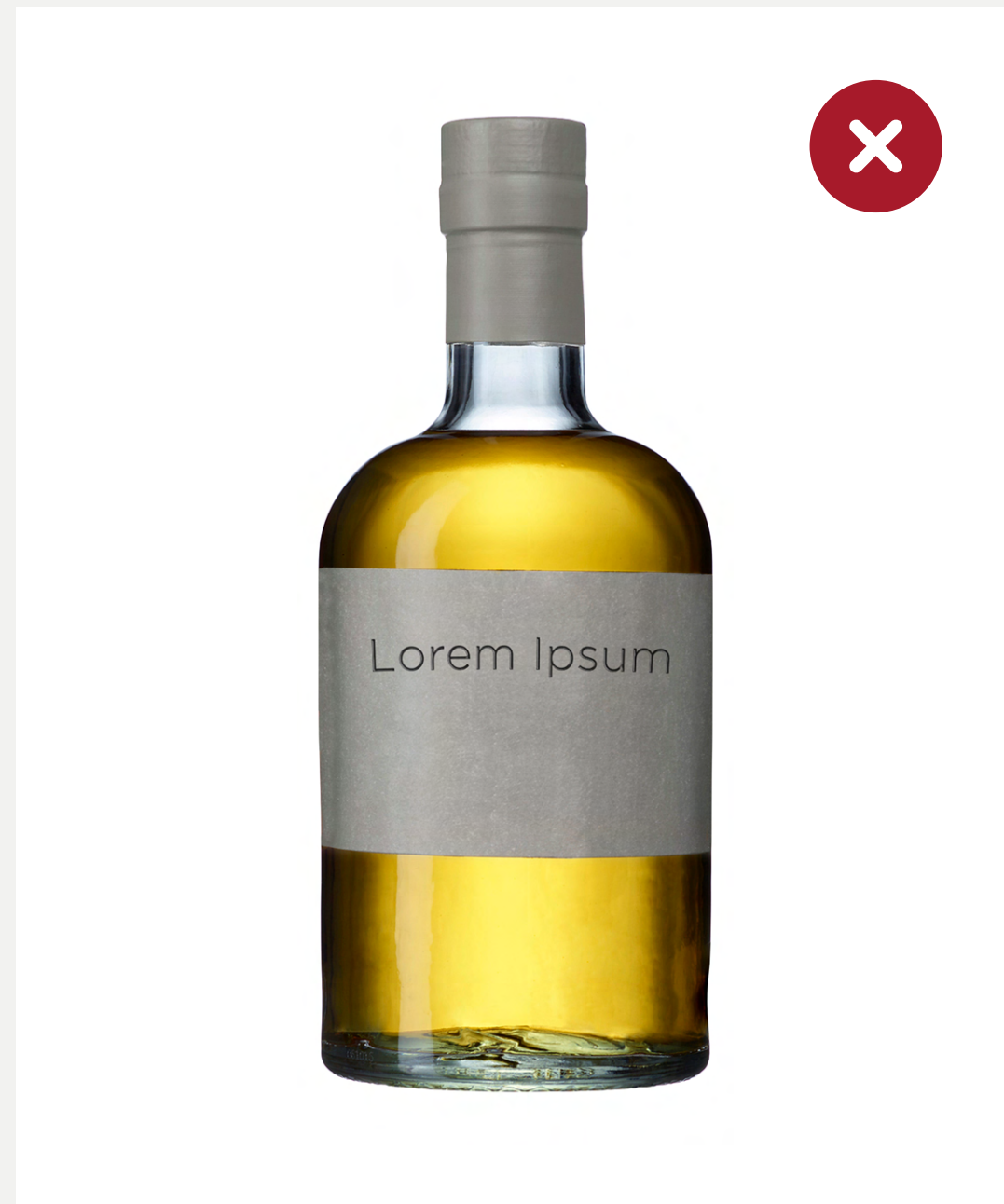
- Photographed straight on with no angle.
- Always photographed in its gift wrapping.

**Lighting and shine**

- No shine reducing legibility is allowed.
- Always photographed in its gift wrapping.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



**6a** – Correct lighting and camera angle.



**7b** – ncorrect image. The product must be depicted in its gift wrapping.



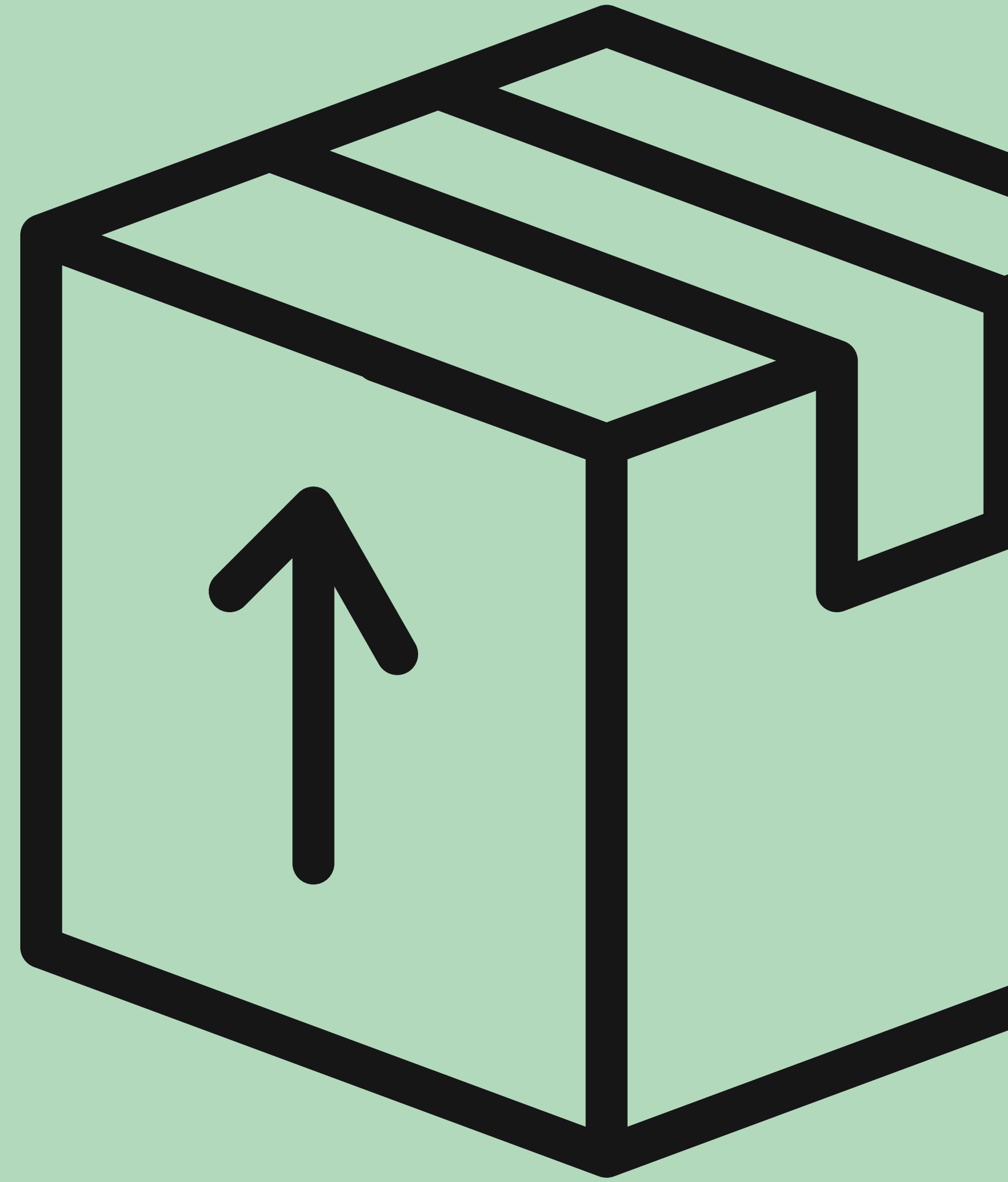
**7c** – Incorrect camera angle.



**7d** – Incorrect image. The product must be depicted in its gift wrapping.

3.8

# Grouped packaging



Grouped packaging means a level of packaging that contains multiple beverage packages sold as a single unit.

**Angle and placement**

- Photographed with the product at a slight angle/slightly rotated (15-25 degrees) so that the left-hand side of the packaging is visible.
- Always photographed in its packaging.

**Lighting and shine**

- Photographed with soft and even lighting
- No shine reducing legibility is allowed.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



**6a** – Correct lighting and camera angle.



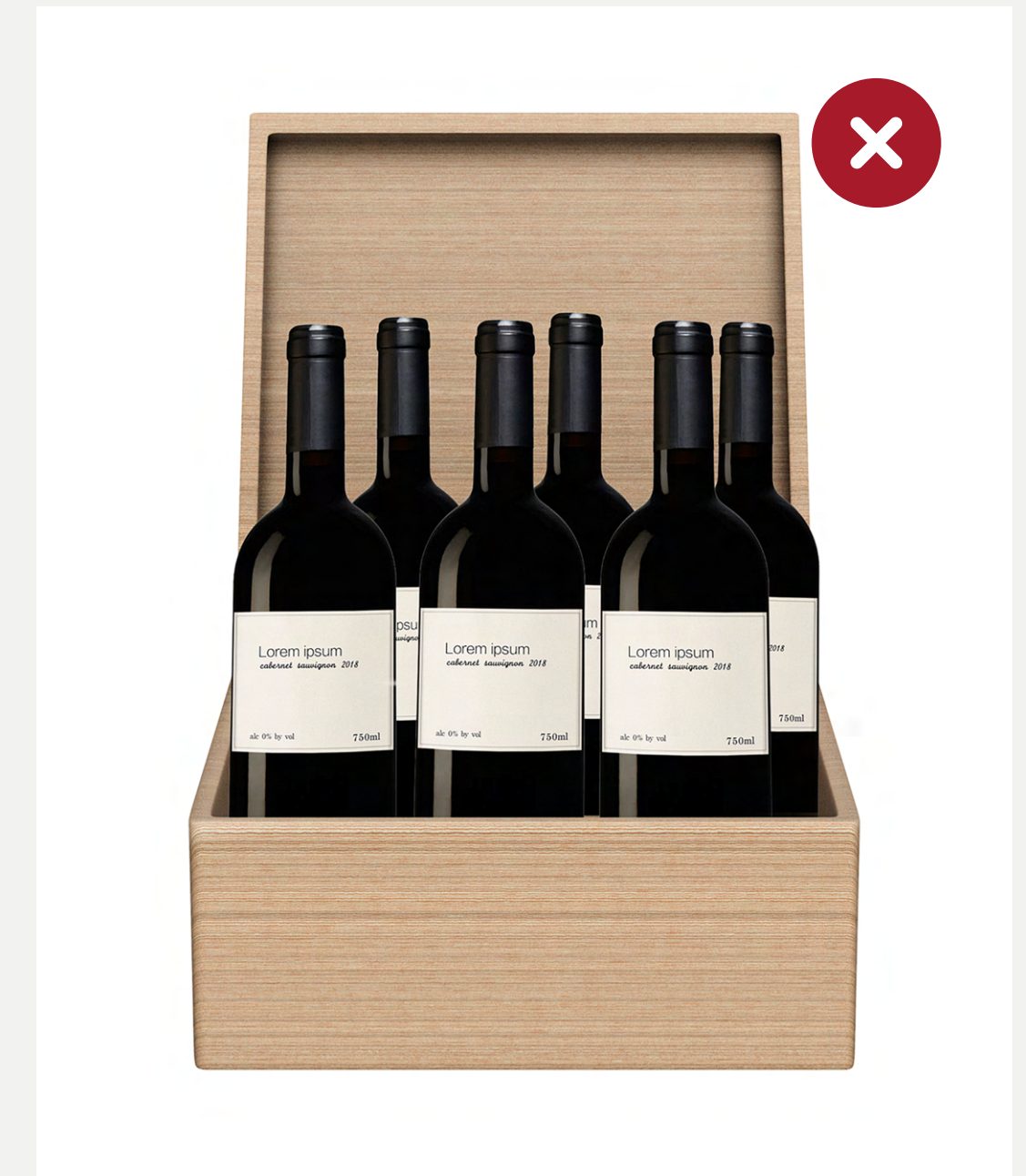
**7b** – Incorrect camera angle.



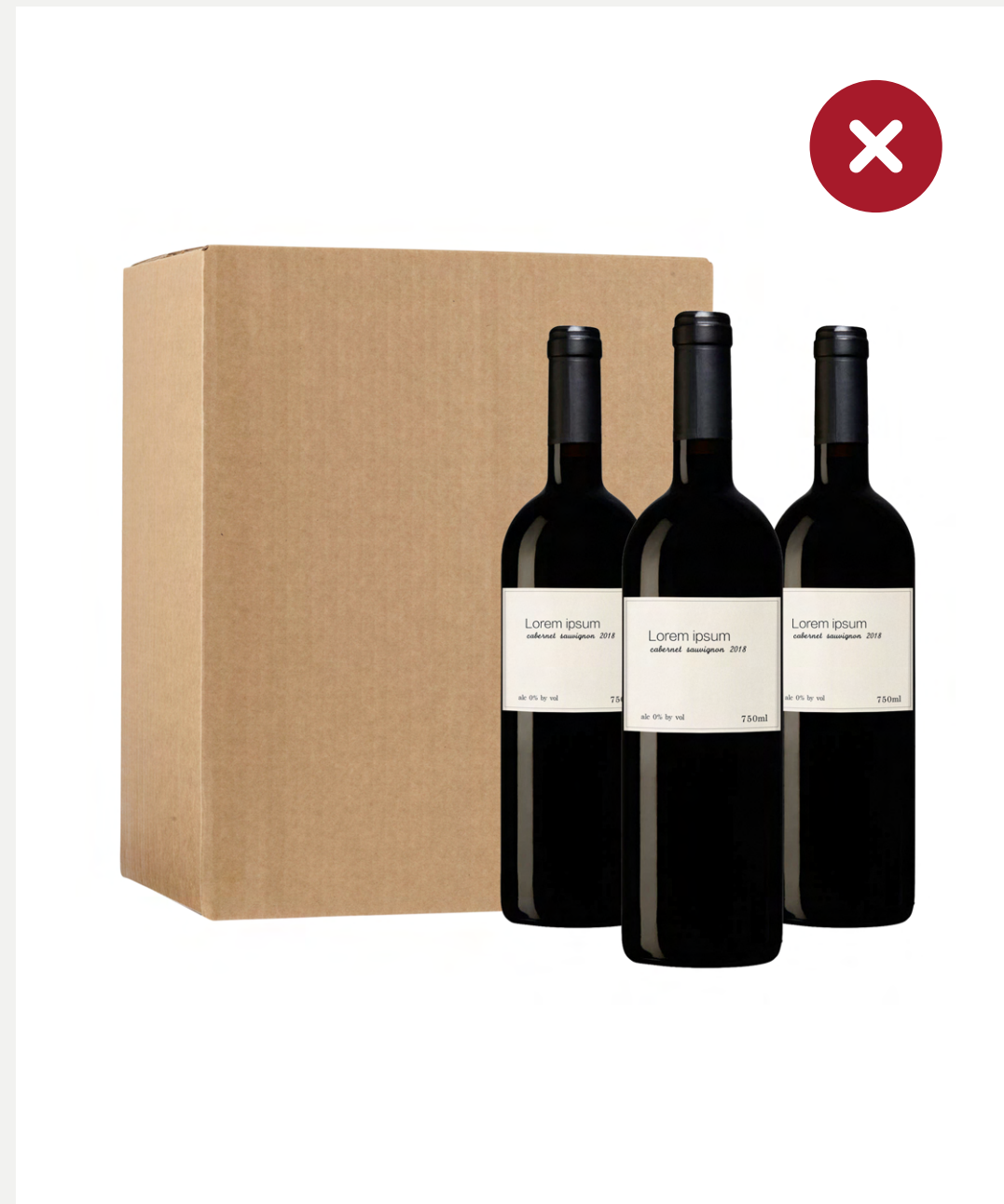
**7c** – Incorrect camera angle.



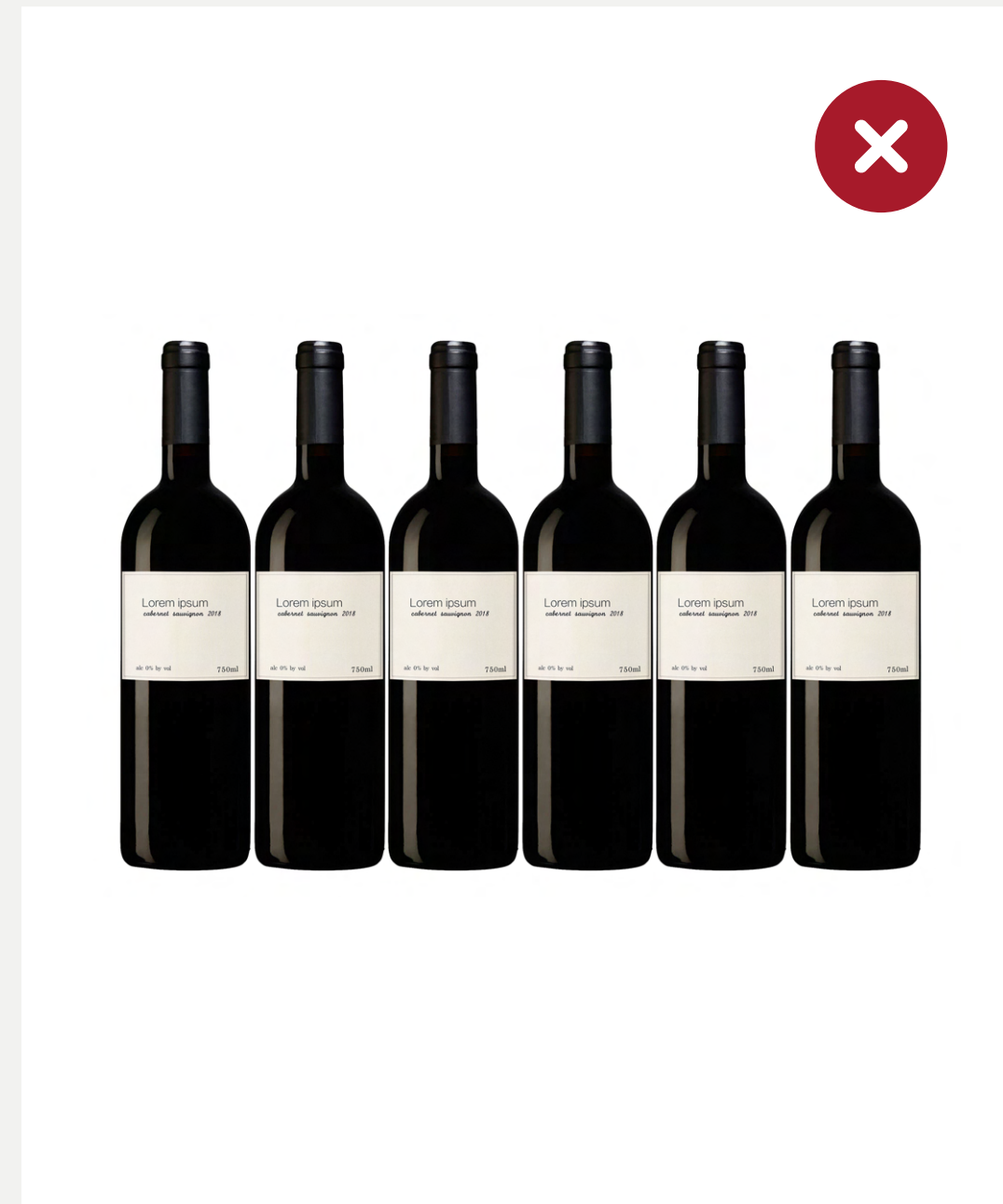
**7d** – Incorrect camera angle.



**7e** – Incorrect depiction.



7f – Incorrect depiction.

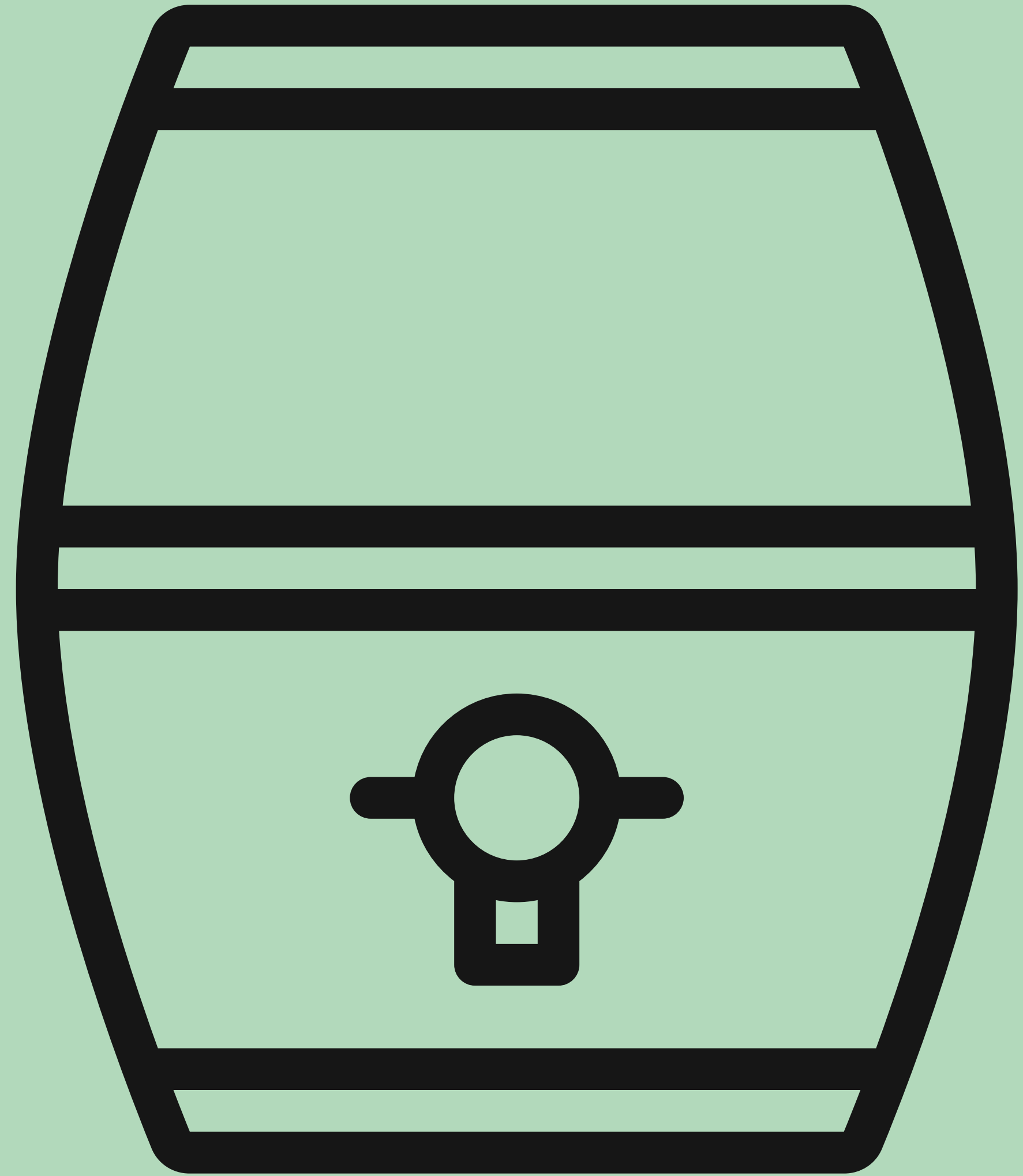


7g – Incorrect depiction.



3.9

# Barrels



**Angle and placement**

- Photographed straight on with no angle.

**Lighting and shine**

- Photographed with soft and even lighting.
- Screen against glare on all sides for a clear contour (use black/grey discs to screen off the backlighting).



**9a** – Correct lighting and camera angle



**6b** – Incorrect lighting. A shadow (from camera etc.) is visible in the middle of the packaging.



**6c** – Incorrect camera angle.



**6d** – Incorrect depiction.