

JYSK 6202

Supplier Photo Guideline



Intro

This is a guideline to how JYSK would like to receive photos for packaging.

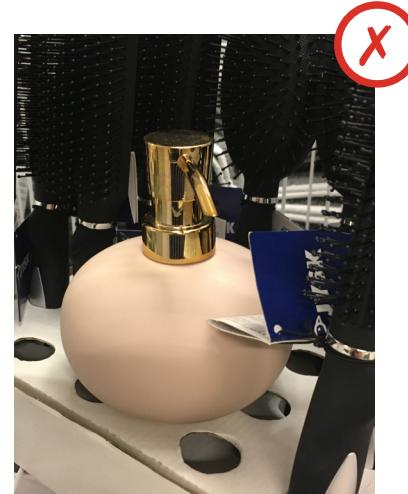
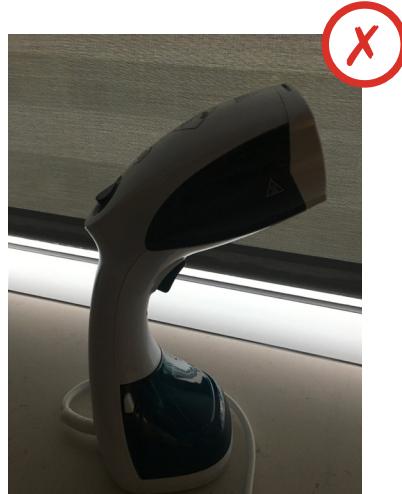
The photos will be used to generate a Line Drawing of the product that later will be placed on packaging.

There are 4 rules that need to be followed to reach a uniformed expression on all photos:

- 1. Background for the product**
- 2. Facing of the product**
- 3. Angle of the product**
- 4. Symmetry in the product**

1. Background for the product

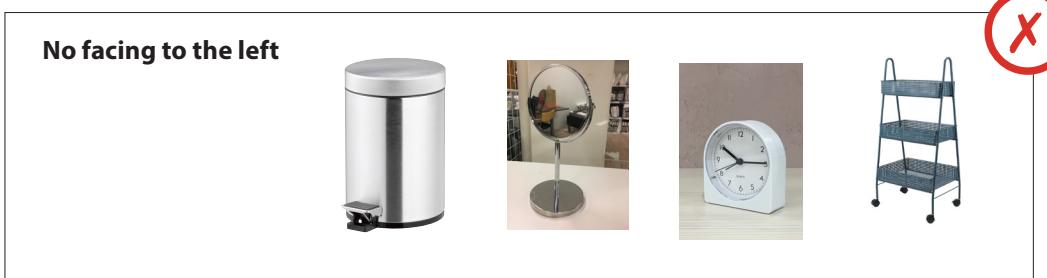
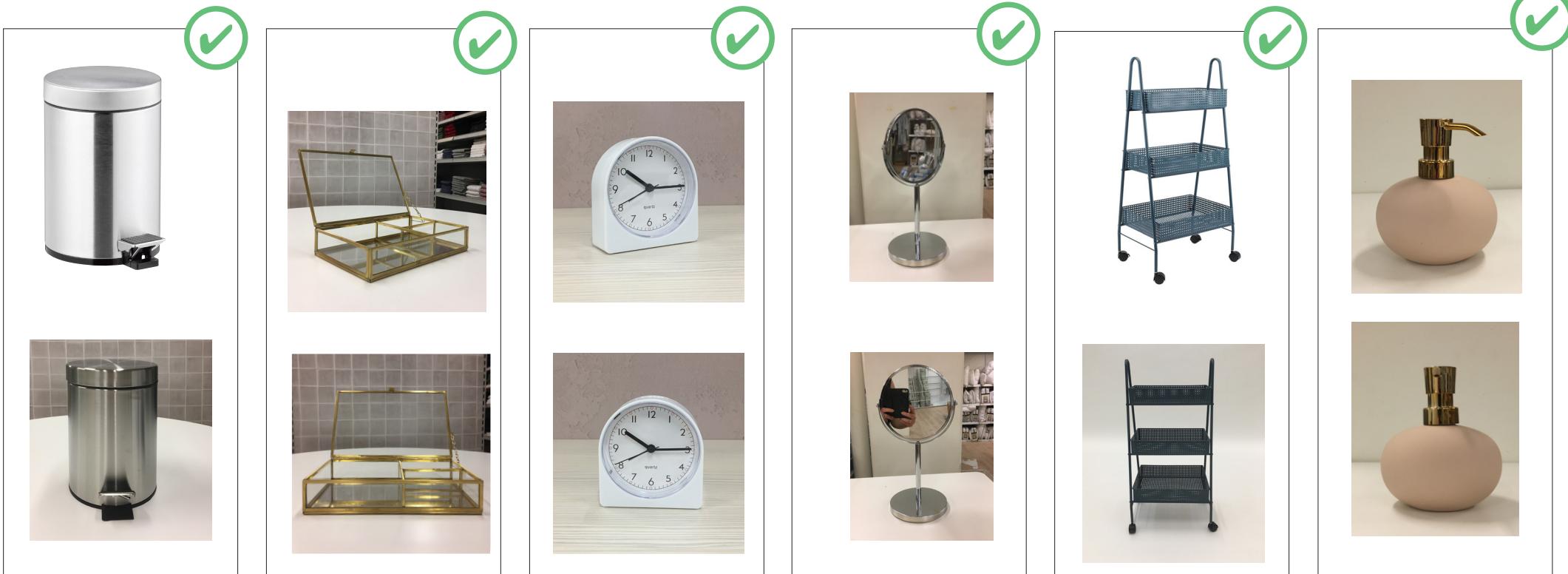
Make photo of product on calm and neutral background and with ok light so the product is easy to see.



2. Facing of product

Preferred facing is to the right, but make **2 picture versions** of the product :

- one facing to the right - **PREFERRED**
- one straight forward



3. Angle of the product

Products should be photographed in a perspective so shape and details of product is visible and so it is proportional correct.

Please follow below guide:

Make sure vertical lines
of product is straight



Make photo with eye
focus at top outer area
of product.



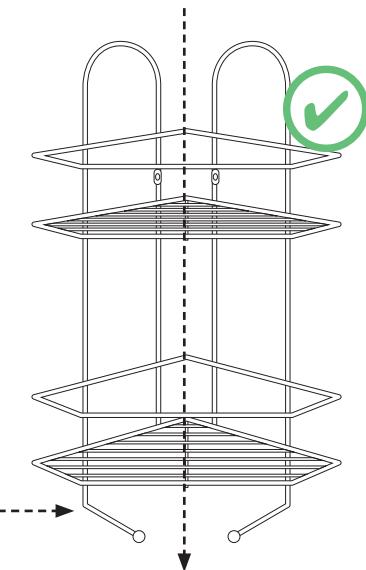
4. Symmetry in the product

When doing the photo, make sure that product doesn't seem out of shape but has symmetry..

See below examples:



Sides should be identical



Sides should be identical



This foot needs to face front like above so need adjustment



Adjust and straighten up