IMAGE
BEST PRACTICES

QUANTITY
Primary image must show total quantity of products in package.
(e.g. 3-pack pre-rolls must show 3 pre-rolls)

Product package image must be **a separate image file.**

LIGHTING
No flash, no shadows, no shallow depth of field

BACKGROUND
Transparent background.
Ensure contrast (no purely white product/packaging).

FORMAT
PNG, high-quality, minimum 300 DPI, square dimensions, no zip files

NAMING
Use exact GTIN for primary image file name, and for additional images add _1, _2, etc. at end of file name.

SIZE
Ensure all images have **square** dimensions, minimum 1500x1500 pixels.

NO BATCH-SPECIFIC INFO
Do not include batch-specific details like THC/CBD percentage, terpenes etc. if these details vary between batches or lots.

EXAMPLE OF COMPLETE FLOWER SET*

Required primary image (product) and file name



00628188000935.png

Required second image (packaging) and file name



00628188000935_1.png

ADDITIONAL EXAMPLES OF PRIMARY IMAGES

Not an exhaustive list.



WHERE TO UPLOAD
Images must be uploaded to the SFTP and **not emailed**. Vendor Relations (**cannabis.vendor@bcldb.com**) will supply the URL and Password.

Links are active for 1 year and Vendor Relations will provide updated links.

Proof of image uploads will be required before a PO is issued.

If images are not submitted after 3 email requests, the SKU will have a placeholder image uploaded online. This may impact sales potential of any applicable SKUs.



Real photos or renderings only. No AI-generated images.

**BC Cannabis Stores reserves the right to determine order of images in online listings.*

IMAGE
ADDITIONAL TIPS



FLOWER

- Feature only 1 bud in the primary image
- No filters or image enhancements



PRE-ROLLS

- Primary image must show total quantity of pre-rolls
- Ensure filter tips are visible (not blending into white background)



VAPES

- Primary image must show the individual cartridge or disposable vape



EDIBLES

- Primary image must show total quantity, grouped by pack size (e.g. a multi-pack containing 10 x 5 units each must show all 50 units, in groups of 5)
- Additional images must show the outer box, inner packaging, and back of packaging to show nutritional information





BEVERAGES

- Include images of front and back of can, showing nutritional information
- For multi-packs, show the total quantity of cans for the primary image and include the outer box as an additional image



OILS

- Primary image must show bottle with syringe (if included)
- Additional images must show front and back of box/packaging



CAPSULES

- Primary image must show total quantity of capsules
- Additional images must show front and back of box/packaging



CONCENTRATES

- Primary image must show the product by itself or inside its immediate container
- Additional images must show outer packaging
- Do not show dispensing tools that aren't included with product



TOPICALS

- Primary image must show the product by itself or inside its immediate container
- Additional image must show the outer packaging



SEEDS

- Primary image must show total quantity of seeds
- Include an image of a mature plant
- Include an image of outer packaging

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