Image Requirements - Palate Mkt

Applicability

All gourmet food products which are to be listed on Palate Mkt are required to comply with the requirements that are detailed as below.

Mandatory Information

1. Your customer should be able to view all the information that a product contains on the packaging as this is important to make a purchase decision for buying a food product.

2. Furthermore, since some of the customers might have allergies, it is necessary to display all the ingredients as they may need to check the ingredients before making a purchase.

3. Nutritional information of all the products needs to be displayed separately for health-conscious customers.

In accordance with the FSS (Packaging and Labeling Standards) 2011, customers should be able to see the following information on the product listing:
- Product Name
- Veg / Non-Veg Logo
- Ingredients List
- Nutritional Information
- Net Weight / Quantity
- Manufacturer's Name and Address
- Customer Care Contact Details
- FSSAI Certification Logo and Licence Number
- Special Instruction for use / storage (if any)

Instructions to Show Complete Label Information

The shape of packaging can vary for different kinds of products. A customer should be able to see all sides of the packaging in order to get complete access to information.

For a customer to get all the information from the product images, the following image guidelines need to be followed:

- For Pouches / Pillow Packs based packaging
  - Front Image
  - Back Image

- ○ Cropped Nutritional Information
- ○ Cropped Ingredients Label
- ○ Special Instructions for use or preparation (if any)

- ● For Rectangular, Square, Bottle based packaging
  - ○ Front Image
  - ○ Back Image
  - ○ Left and Right Side Image
  - ○ Bottom and Top Images
  - ○ Cropped Nutritional Information
  - ○ Cropped Ingredients Label
  - ○ Special Instructions for use or preparation (if any)

Please ensure the images for all gourmet food products to be uploaded on the platform are professionally shot as per the aforementioned image guidelines.

Additional Points to Remember

For your product images to appear normally on Palate Mkt, the images must meet the following requirements:

- ● Recommended Image Extension
  - ○ .jpeg, .jpg,.gif or .png
- ● Image must be a photograph. No drawings allowed.
- ● No borders, text (other than the text on the product itself) that redirect the customer away from Palate Mkt.
- ● The product fills around 80% of the total image size.
- ● White background or no background on the images
- ● Plain White (hex #ffffff) Background
- ● Minimum Image Resolution
  - ○ 200 px X 200 px
- ● Maximum Image Resolution
  - ○ 2560 px X 1000px
- ● sRGB Colour Mode
- ● 8 bits per channel
- ● No spaces in the file names (Eg: This_Is_A_Sample_Naming_Scheme.jpeg)