OCS

PRODUCT DISPLAY PAGE (PDP) IMAGE STANDARDS GUIDE

Table of Contents

Please note, we will be updating this guide as the 2.0 categories develop. The goal for this initial draft is to establish guiding principles to support market-readiness. Some of the packaging examples may be in draft form. They are meant to establish photography styling guidance only.

ONTARIO CANNABIS STORE

SECTION 1

Cannabis Packaging

- All packaging photography must go through GS1. For image e-submissions, contact GS1 for guidelines.

- This section is for cannabis packaging only. Image guide for cannabis products (dried flower, pre-rolls, capsules, and Cannabis – edibles, extracts and topicals) see pages 8 to 10.

- NEW UPDATE! Image requirements for Cannabis 2.0 categories.

RESOURCES

www.doingbusinesswithocs.ca/gs1/
www.gs1ca.org/cannabis

ONTARIO
CANNABIS
STORE

CANNABIS PACKAGING IMAGE GUIDELINES

Objective

OCS aims to provide our customers with high-quality, informative images to aid them in their product purchasing decisions. With this objective in mind, this image guide provides visual and technical direction to ensure all images are clean, clear and aligned to OCS brand standards. As per the vendor contract, all cannabis packaging photography work will go through GS1. Vendor image e-submissions to GS1 are subjected to GS1 specs. Contact GS1 directly for their latest guidelines.

In exceptional cases where vendors submit images to OCS directly, images are subject to OCS approval. Please be advised that we will not post images that are not to our brand and technical standards outlined in this guide.

In order to provide a consistent experience, all PDP images will be organized by two main types: **primary** and **secondary.**

– ***Primary images** for cannabis categories will be flower, pre-rolls or capsules, see EXAMPLE A. See Cannabis Products Section (Page 8) for cannabis products image standards. In the case of oils and sprays, primary will be a front-facing-view image of the packaging, see EXAMPLE B.

– **Secondary images** will address packaging and supplementary visual information, for example, alternate official language or additional packaging.

– See following pages for detailed requirements.

EXAMPLE A – DRIED FLOWER*

EXAMPLE B – PRIMARY FOR OILS & SPRAYS AND SPRAYS

The same guiding principle will apply to all Cannabis 2.0 products. See page 5 for addtional examples.

SECONDARY EXAMPLES

MAIN PACKAGING

ADDITIONAL PACKAGING

ALTERNATE LANGUAGE

ADDITIONAL ACCESSORIES

ONTARIO CANNABIS STORE

CANNABIS PACKAGING IMAGE GUIDELINES

NEW UPDATE! Cannabis 2.0 examples

In order to provide a consistent experience, all PDP images will be organized by two main types: **primary** and **secondary.**

– ***Primary images** for Cannabis 2.0 categories will be non-liquid products that contain THC/CBD (e.g. gummies, extracts, teabags, etc…) see EXAMPLE E. See Cannabis Products Section (Page 11) for cannabis products image standards. In the case of beverages and topicals, primary will be a front-facing-view image of the packaging, see EXAMPLE F.

– **Secondary images** will address packaging and supplementary visual information that aid in consumer purchase decisions, for example, alternate official language, multi-part components, additional packaging, nutritional facts tables.

– See following pages for detailed requirements.

Please note, we will be updating this guide as the 2.0 categories develop. The goal for this initial draft is to establish guiding principles to support market-readiness. Some of the packaging examples may be in draft form. They are meant to establish photography styling guidance only.

EXAMPLE E – EDIBLE*

EXAMPLE F – PRIMARY FOR BEVERAGES AND TOPICALS

SECONDARY EXAMPLES

MAIN PACKAGING

MULTI-PART COMPONENTS

ADDITIONAL INSTRUCTIONS AND INFORMATION SUCH AS NUTRITIONAL FACTS TABLE

ADDITIONAL VIEWS – ASSEMBLED

ONTARIO CANNABIS STORE

CANNABIS PACKAGING IMAGE GUIDELINES

Primary Image Requirements for Cannabis Products (e.g. flower, capsules, pre-rolls and non-liquid Cannabis 2.0)

These images will be submitted by LPs. See Cannabis Products Section, Page 11.

Primary Image Requirements for Oils, Sprays, Beverages and Topicals

The primary image for oils and sprays will be the bottle.

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.

2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLE B.

3. Camera angle should be front-facing view with camera angle raised at 15º. All images to be photographed with **minimal to no distortion.**

4. No drop shadows required.

5. To ensure longevity and accuracy of the images, THC/CBD content, lot numbers and dates will be removed at post-production stage.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus "_a1c1" for bilingual package, ""_a1c1_en" for English and "_a1c1_fr" for French.

For example: **00123456789012_a1c1.jpg, 00123456789012_a1c1_en.jpg, 00123456789012_a1c1_fr.jpg**

UPC
00125002741350_

• A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)

• For more information on GTIN, click here.

EXAMPLE B – PRIMARY FOR OILS AND SPRAYS

THC/CBD content, lot numbers and dates removed.

ONTARIO CANNABIS STORE
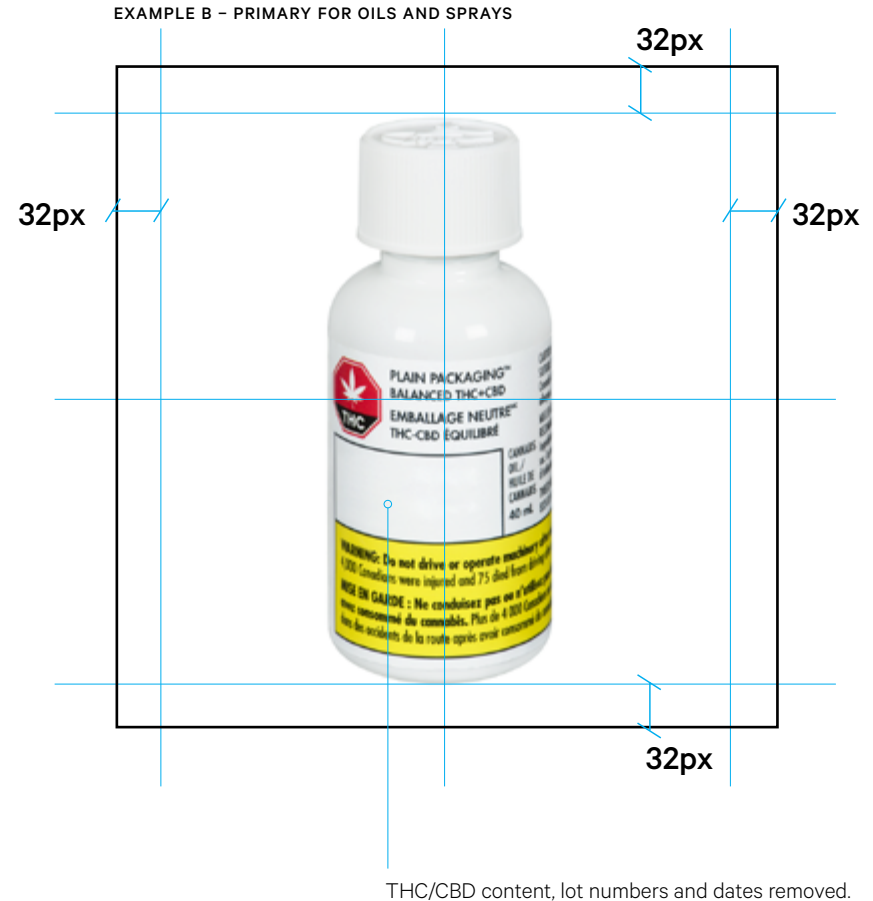
CANNABIS PACKAGING IMAGE GUIDELINES

Secondary Image Requirements

The secondary images will provide packaging and supplementary visual information. Pending on the category, number of secondary shots posted will be determined by OCS.

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.

2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLE B – ON PAGE 6.

3. Camera angle should be front-facing-view with camera angle raised at 15º. See examples to the right. All images to be photographed with **minimal to no distortion.**

4. No drop shadows required.

5. To ensure longevity and accuracy of the images, THC/CBD content, lot numbers and dates will be removed at post-production stage.

6. See Pages 8-10 for specific requirements for each category.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus these suffixes:

• **Main Packaging** (plastic container with childproof directions) – "_a1c0" for bilingual package, " "_a1c0_en" for English and "_a1c0_fr" for French.

For example: **00123456789012_a1c0.jpg, 00123456789012_a1c0_en.jpg, 00123456789012_a1c0_fr.jpg**

• **Additional Packaging** (container with paper box) – "_m1c0" for bilingual package, " "_m1c0_en" for English and "_m1c0_fr" for French.

For example: **00123456789012_m1c0.jpg, 00123456789012_m1c0_en.jpg, 00123456789012_m1c0_fr.jpg**

UPC
00125002741350_

• A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)

• For more information on GTIN, [click here.](#)

SECONDARY EXAMPLES – DRIED FLOWER

MAIN PACKAGING

ADDITIONAL PACKAGING

ALTERNATE LANGUAGE

SECONDARY EXAMPLES – CAPSULES, SPRAYS, PRE-ROLLS, OILS AND CANNABIS 2.0

MAIN PACKAGING

ADDITIONAL PACKAGING

ADDITIONAL PACKAGING

ADDITIONAL PACKAGING

MULTI-PART COMPONENTS

ADDITIONAL INSTRUCTIONS AND INFORMATION SUCH AS NUTRITIONAL FACTS TABLE

OCS ONTARIO CANNABIS STORE

CANNABIS PRODUCTS PDP IMAGES OVERVIEW

Cannabis PDP images requirements examples for each category.

Dried Flowers

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL PACKAGING, WHEN AVAILABLE

ALTERNATE LANGUAGE

NOTES:
In cases where both English and French are not on the same panel, add alternate view of each language. This applies to all cannabis categories.
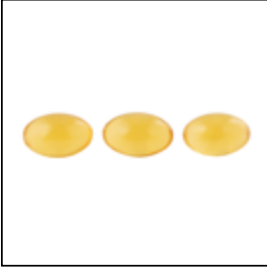
Pre-Rolls

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL PACKAGING

Capsules

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL PACKAGING

Oils & Sprays

PRIMARY

MAIN PACKAGING

SECONDARY

ADDITIONAL PACKAGING

ONTARIO CANNABIS STORE

CANNABIS PRODUCTS PDP IMAGES OVERVIEW

NEW UPDATE! Cannabis 2.0 examples

Edibles

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL INFORMATION
SUCH AS NUTRITIONAL
FACTS TABLE

*PROVIDED BY LP (OPTIONAL)
– MULTI-UNIT VIEW

Extracts/Concentrates – Vape Kit

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL INSTRUCTIONS
AND INFORMATION

*PROVIDED BY LP (OPTIONAL)
– ASSEMBLED

Extracts/Concentrates – Vape Cartridges

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL INSTRUCTIONS
AND INFORMATION

Extracts/Concentrates – Disposable Vape

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL INSTRUCTIONS
AND INFORMATION

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STORE

CANNABIS PRODUCTS PDP IMAGES OVERVIEW

NEW UPDATE! Cannabis 2.0 examples

Extracts

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL PACKAGING

*PROVIDED BY LP (OPTIONAL) – PRODUCT IN CONTAINER VIEW

Beverages – Cold

PRIMARY

MAIN PACKAGING

SECONDARY

ADDITIONAL INSTRUCTIONS AND INFORMATION SUCH AS NUTRITIONAL FACTS TABLE

ADDITIONAL INSTRUCTIONS AND INFORMATION SUCH AS NUTRITIONAL FACTS TABLE

Beverages – Hot (e.g. tea)

PRIMARY

*PROVIDED BY LP

SECONDARY

MAIN PACKAGING

ADDITIONAL INSTRUCTIONS AND INFORMATION SUCH AS NUTRITIONAL FACTS TABLE

Topicals – please refer to oils & sprays guidelines, page 6.

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SECTION 2

Cannabis Products

- This section pertains to cannabis products only – NOT PACKAGING. For packaging guidelines, see Cannabis Packaging section, pages 3 to 10.

- All Cannabis Products images will be submitted by LP's. Cannabis products are defined by items containing THC and/or CBD, such as: dried flower, pre-rolls, capsules, edibles, extracts, topicals and future categories.

- IMPORTANT TO NOTE: Products without **cannabis product image (i.e. flower, pre-rolls, capsules, Cannabis 2.0)** will not be listed on ocs.ca.

- NEW UPDATE! Image requirements for Cannabis 2.0 categories.

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CANNABIS PRODUCTS IMAGE GUIDELINES

LP's Submission & Imaging Guidelines

OCS aims to provide our consumers with high-quality, informative images to aid them in their product selection decision. LP supplied cannabis product images (i.e. dried flower, pre-rolls, capsules, and Cannabis 2.0) will be posted as the **primary image** on the product pages on ocs.ca. Products without cannabis product image will not be listed on ocs.ca. We will only post images that are clean, clear and aligned to OCS brand standards. Following guidelines are provided for your reference. Please review carefully before submitting. All LP submitted images will be subject to OCS approval.

PLEASE NOTE: Packaging images should continue to follow the GS1 process.
See Cannabis Packaging Section (Page 3.)

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.
2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLE A – DRIED FLOWER EXAMPLE.
3. Camera angle should be straight on with little to no distortion. See examples on right.
4. No drop shadows required.
5. Dried flower image needs to be horizontal with stem on the right side. See EXAMPLE A.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus "_00".
For example: **00123456789012_00.jpg**

UPC
00125002741350_

• A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)

• For more information on GTIN, click here.

FILE SUBMISSION

Once files are ready, send FTP link to: clinton.bonnet@ocs.ca

Please include your product list for our reference, using template provided, see Page 14.

EXAMPLE A – DRIED FLOWER

32px
32px
32px
32px

Dried flower image needs to be horizontal with stem on the right side.
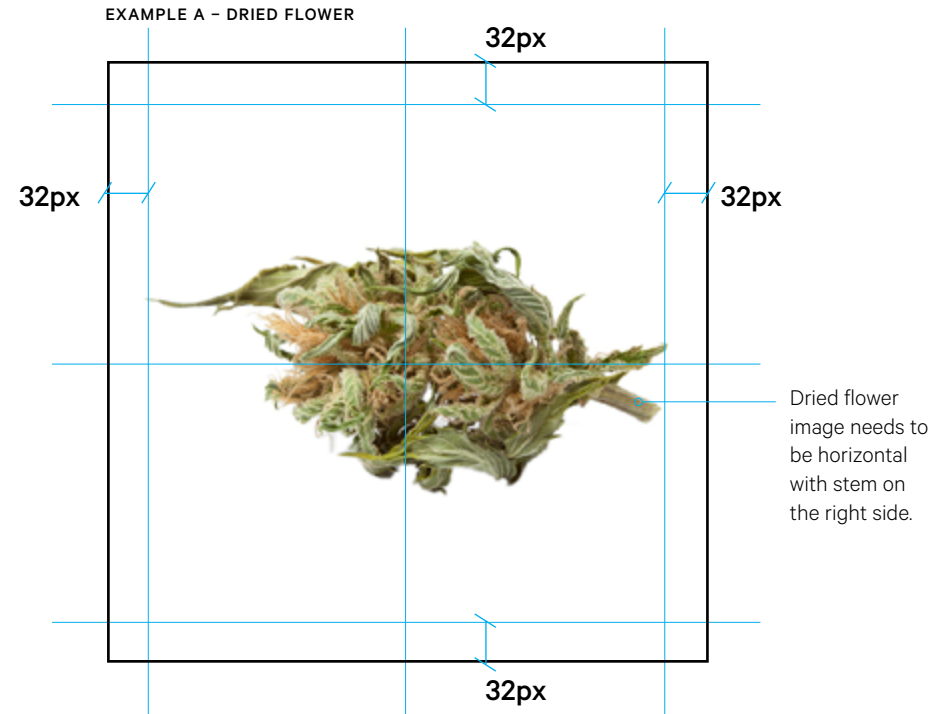
EXAMPLE C – PRE-ROLL

EXAMPLE D – CAPSULES

OCS ONTARIO CANNABIS STORE
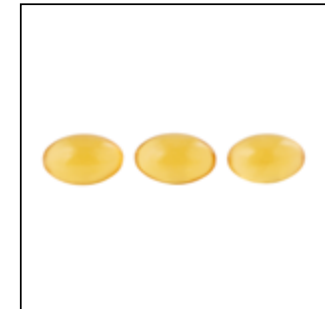
CANNABIS PRODUCTS IMAGE GUIDELINES

NEW UPDATE! Cannabis 2.0 examples
LP's Submission & Imaging Guidelines

OCS aims to provide our consumers with high-quality, informative images to aid them in their product selection decision. LP supplied cannabis product images (i.e. dried flower, pre-rolls, capsules, and Cannabis 2.0) will be posted as the **primary image** on the product pages on ocs.ca. Products without cannabis product image will not be listed on ocs.ca. We will only post images that are clean, clear and aligned to OCS brand standards. Following guidelines are provided for your reference. Please review carefully before submitting. All LP submitted images will be subject to OCS approval.

PLEASE NOTE: Packaging images should continue to follow the GS1 process.
See Cannabis Packaging Section (Page 3.)

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.

2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLE E – EDIBLE EXAMPLE.

3. Camera angle should be straight on with little to no distortion. See examples on right.

4. No drop shadows required.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus "_00".
For example: **00123456789012_00.jpg**

UPC
00125002741350_

• A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)

• For more information on GTIN, click here.

FILE SUBMISSION

Once files are ready, send FTP link to: clinton.bonnet@ocs.ca
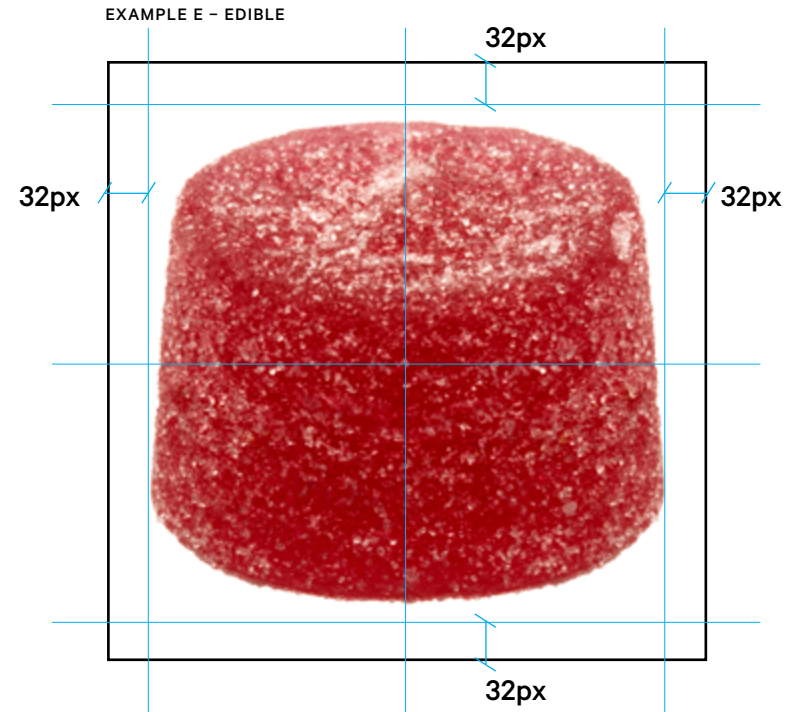
Please include your product list for our reference, using template provided, see Page 14.

EXAMPLE E – EDIBLE

32px
32px
32px
32px

EXAMPLE G – VAPE CARTRIDGE

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OCS Cannabis Product Images Submission Form

(OCS PDP Image Standards Guide for submission guidelines)

LP Name: _____   **Contact Name:** _____   **Contact Phone Number:** _____

Submission Date: _____   **FTP Link:** _____

	Brand Name	Strain Name	Product Type	GTIN 14-digit #	# of Images	Comments
Sample	Brand ABC	Buba Kush	Flower	57413698564521	3	any additional info to note
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						

Accessories

- All accessories photography must go through GS1. For image e-submissions, contact GS1 for guidelines.

- Image requirements updated as of May 31, 2019. Revisions were made based on post launch review.

RESOURCES

www.doingbusinesswithocs.ca/gs1/
www.gs1ca.org/cannabis

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Objective

OCS aims to provide our customers with high-quality, informative images to aid them in their product purchasing decisions. With this objective in mind, this image guide provides visual and technical directions to ensure all images are clean, clear and aligned to OCS brand standards. As per vendor contract, all accessories photography work will go through GS1. Vendor image e-submissions to GS1 are subjected to GS1 specs. Contact GS1 directly for their latest guidelines.

In exceptional cases where vendors submit images to OCS directly, images are subject to OCS approval. Please be advised that we will not post images that are not to our brand and technical standards outlined in this guide.

In order to provide a consistent experience for OCS customers, accessory images will be organized by two main types: **primary** and **secondary.** Primary images will give an overall, at-a-glance view of the product. Secondary images will address supplementary visual information that can vary from category to category. Requirements for primary and secondary images are detailed in the following pages.

PRIMARY EXAMPLE

SECONDARY EXAMPLES

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Primary Image Requirements

The primary image will appear as the lead image on all PDPs. In order to standardize and provide a consistent customer shopping experience, the primary image requirements are:

- front-facing-view of product
- no packaging
- fully assembled if it's a product with multiple parts or pieces
- the goal is to allow the customer to get a good overall visual representation of the product at a glance

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.

2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLES E, F, G provided.

3. Camera angle should be front-facing-view with camera angle raised at 15°. All images to be photographed with **minimal to no distortion.**

4. No drop shadows required.

FILE NAMING CONVENTION –

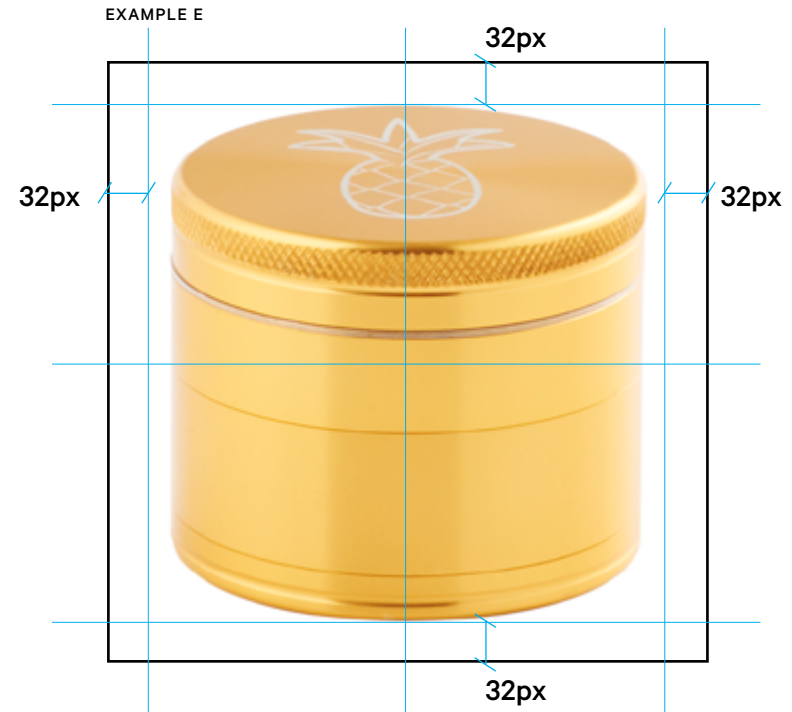File name is made up of barcode plus GS1 suffix "_a1c0".

For example: **123456789012_a1c0.jpg**

UPC
125002741350_

EAN
3800065711135_

EXAMPLE E

32px

32px

32px

32px

EXAMPLE F

EXAMPLE G

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Secondary Image Requirements

The secondary images provide visual information to help OCS customers understand the function, sku variants, alternate views, packaging, sizes, and/or any additional details to aid them with purchasing decisions. Pending on the category, number of secondary shots posted will be determined by OCS. The maximum number of secondary images for accessories is 5. Standards details for main categories are found from pages 15 to 22.

Vendors can request added flex shots to showcase special features not covered in the guide. Please work with GS1 directly. (www.gs1ca.org/cannabis)

FILE SPECS

1. 1024px X 1024px, RGB, @72 DPI, saved as web-friendly, JPEG format.
2. Product should be centred on white background (RGB=255, 255, 255 or HEX=FFFFFF), with 32px buffer from widest sides. See EXAMPLE H.
3. Camera angle should be front-facing-view with camera angle raised at 15º. See examples to the right. All images to be photographed with **minimal to no distortion.**
4. For consistency, all secondary accessories images will showcase products on a 10º counter-clockwise turn. Make necessary adjustments required on photography set to achieve visually consistent results.
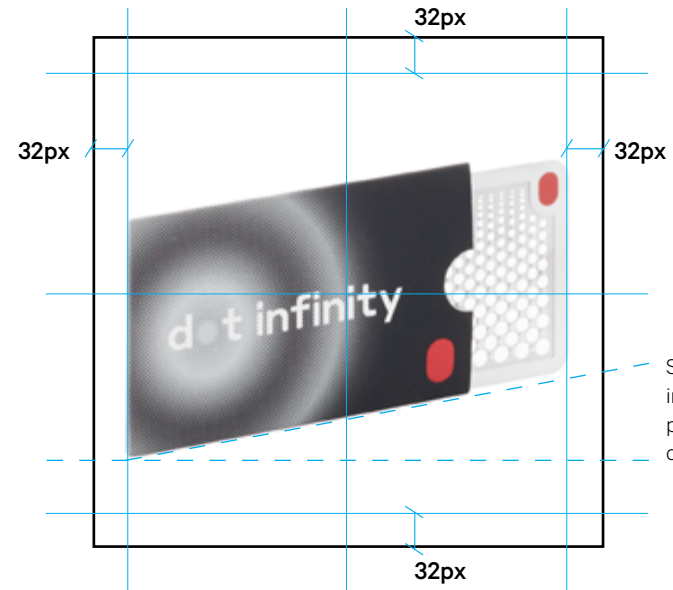5. No drop shadows required.

FILE NAMING CONVENTION –

File name is made up of barcode plus GS1 suffix: "_a1l1", "_a7c1", "_a1c0", _"a7c0", and "_m1c0".

For example: **123456789012_a1l1.jpg, 123456789012_a7c1.jpg, 123456789012_a7c0.jpg, 123456789012_a7c0.jpg, 123456789012_m1c0.jpg**

UPC
125002741350_

EAN
3800065711135_

EXAMPLE H

32px
32px
32px
32px

Secondary accessories images will showcase products on 10º counter-clockwise turn.

EXAMPLES OF SECONDARY IMAGES APPLICATIONS

DIFFERENT ANGLES

PACKAGING OPTIONS

MULTIPLE ITEMS

ALTERNATE VIEWS

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ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Papers

• Do not include bulk packaging shot for paper products.

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

FRONT-FACING VIEW

ANGLE VIEW –
10° COUNTER-CLOCKWISE TURN

INTERIOR VIEW

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ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Vaporizers

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

FRONT-FACING VIEW

**ANGLE VIEW –
10° COUNTER-CLOCKWISE TURN**

**MULTI-PARTS –
ARRANGE ITEMS ON 10° COUNTER-CLOCK-
WISE TURN**

**UP TO 3 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

**UP TO 3 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

**UP TO 3 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Bongs and Water Pipes

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

FRONT-FACING VIEW WITH MOUTH-PIECE FACING LEFT

**MULTI-PARTS –
ARRANGE ITEMS ON 10° COUNTER-CLOCK-WISE TURN**

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL FEATURES**

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Grinders

• For each variant sku (colours, size etc) a complete set of images is required.

Grinders

PRIMARY

SECONDARY

FRONT-FACING VIEW

OPEN VIEW TO SHOW GRINDER'S TEETH

MULTI-PARTS –
ARRANGE ITEMS ON 10° COUNTER-CLOCK-
WISE TURN

UP TO 3 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES

Grinder Cards

PRIMARY

SECONDARY

FRONT-FACING VIEW

WITH PACKAGING

ONTARIO
CANNABIS
STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Handheld Pipes

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

**FRONT-FACING VIEW –
MOUTH-PIECE TO THE RIGHT**

**ANGLE VIEW –
10° COUNTER-CLOCKWISE TURN**

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

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STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Storage

• For each variant sku (colours, size etc) a complete set of images is required.

Simple Storage

PRIMARY

FRONT-FACING VIEW

SECONDARY

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

Complex Storage

PRIMARY

FRONT-FACING VIEW

SECONDARY

INTERIOR VIEW

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

ONTARIO
CANNABIS
STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Cleaners

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

FRONT-FACING VIEW

BACK VIEW

OCS ONTARIO CANNABIS STORE

ACCESSORIES IMAGE GUIDELINES

Standards for main categories – Kits

• For each variant sku (colours, size etc) a complete set of images is required.

PRIMARY

SECONDARY

FRONT-FACING VIEW

**MULTI-PARTS –
ARRANGE ITEMS ON 10° COUNTER-CLOCK-
WISE TURN**

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

**UP TO 4 FLEX SHOTS UPON REQUEST –
RESERVED FOR PACKAGING OR ADDITIONAL
FEATURES**

OCS ONTARIO CANNABIS STORE