



PRODUCT DISPLAY PAGE (PDP) IMAGE STANDARDS GUIDE

PUBLICATION DATE

February 2022



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SECTION 1

Cannabis Products

- This section pertains to cannabis products only, excluding seeds.
- 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.

Objective

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 and accessory images should continue to follow the GS1 process. See Cannabis Packaging Section.

CANNABIS PRODUCTS IMAGE GUIDELINES

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 all sides. See EXAMPLE 1A – DRIED FLOWER.
3. Camera angle should be straight on with little to no distortion.
4. No drop shadows accepted.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus “_00”.

For example: 00123456789012_00.jpg



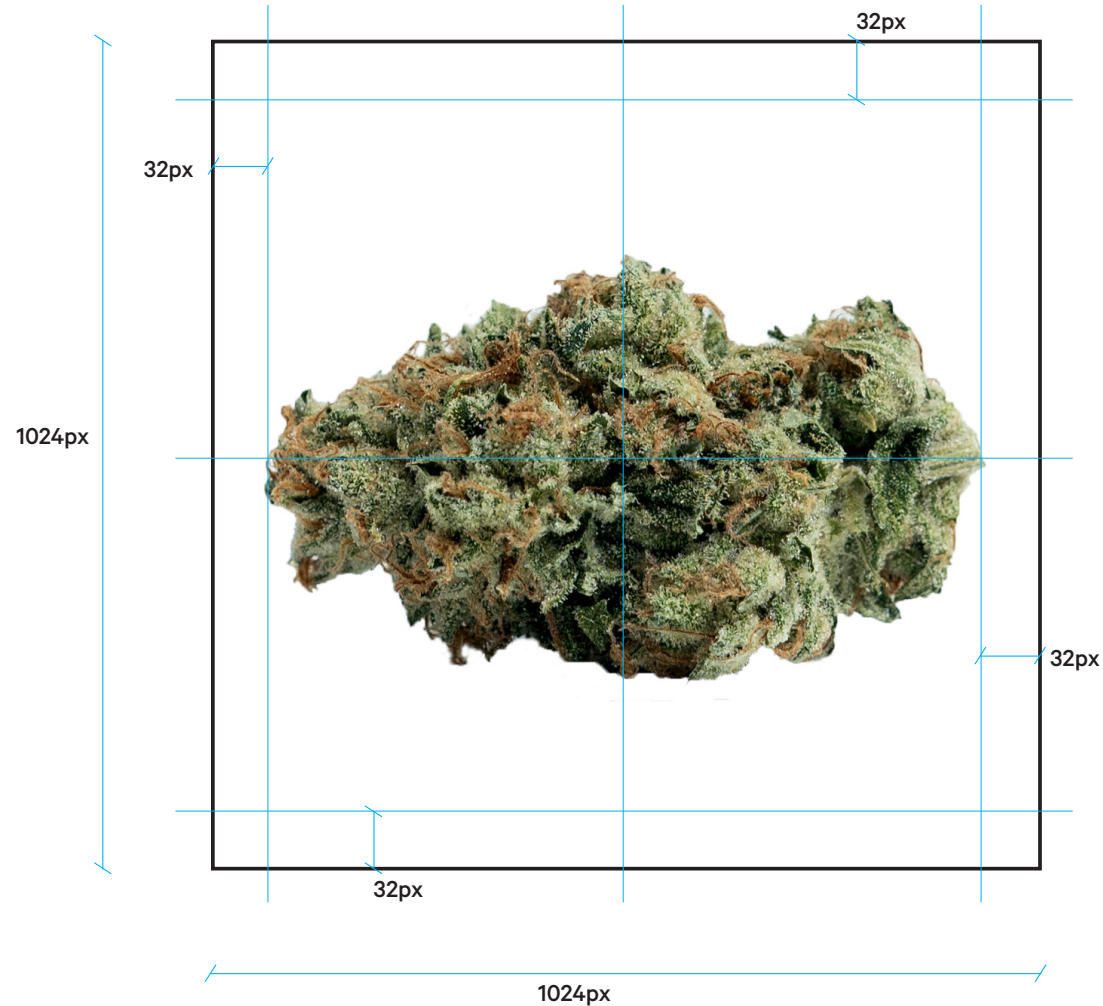
UPC
00125002741350_

- 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 images to:
creative@ocs.ca.

EXAMPLE 1A – DRIED FLOWER



CANNABIS PRODUCTS IMAGE GUIDELINES

EXAMPLE 1B – VAPE CARTRIDGE



EXAMPLE 1C – PRE-ROLL



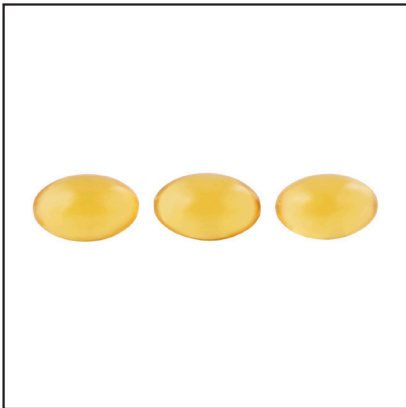
EXAMPLE 1D – EDIBLE



EXAMPLE 1E – BEVERAGE



EXAMPLE 1F – CAPSULES



EXAMPLE 1G – CONCENTRATE



EXAMPLE 1H – TOPICAL



SECTION 2

Cannabis Seeds Images

- This section shows primary image examples.
- IMPORTANT TO NOTE: Products without **primary image (seeds and plant)** will not be listed on ocs.ca.

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

- **Primary images** for cannabis plants will be seeds and plant, see EXAMPLE 2A.
- **Secondary images** will address packaging and supplementary visual information, for example, alternate official language or additional packaging.

CANNABIS SEEDS IMAGE GUIDELINES

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 seeds requiring a 32px buffer from all sides and plants requiring a 32px buffer from top and sides.
3. Camera angle should be straight on with little to no distortion.
4. No drop shadows accepted.

FILE NAMING CONVENTION

File name is made up of 14-digit GTIN plus “_00”.

For example: **00123456789012_00.jpg**



UPC
00125002741350_

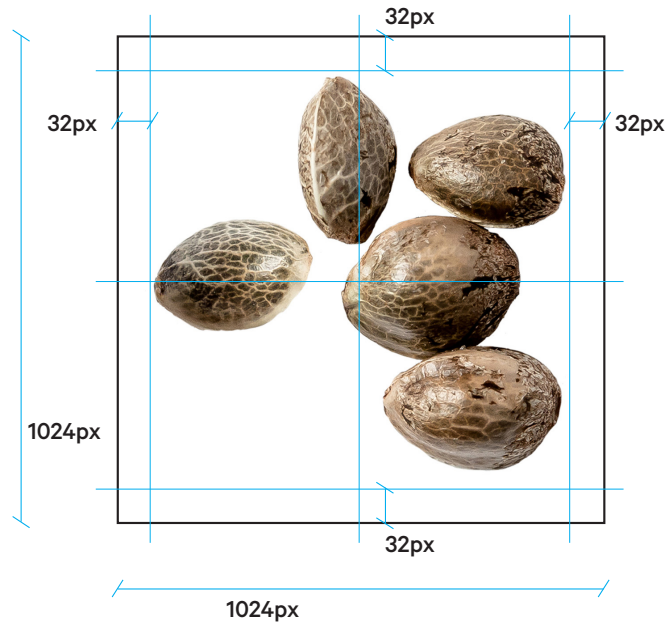
- A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)
- For more information on GTIN, [click here](#).

FILE SUBMISSION

Once files are ready, send FTP link to:

creative@ocs.ca

EXAMPLE 2A – SEEDS



EXAMPLE 2B – PLANT



SECTION 3

Cannabis Packaging and Accessories

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

RESOURCES

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

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.

Primary Image Requirements - Overall View

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

Secondary Image Requirements - Supplementary

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.

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

SECTION 4

PDP Images Overview

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

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

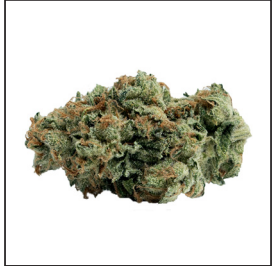
- **Primary images** for cannabis categories will be flower, pre-rolls or capsules, see SECTION 1. See Cannabis Products Section for cannabis products image standards. In the case of oils and sprays, primary will be a front-facing-view image of the packaging, see SECTION 3.
- **Secondary images** will address packaging and supplementary visual information, for example, alternate official language or additional packaging.

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

NOTE:

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

Extracts/Concentrates – Vape Cartridges

PRIMARY

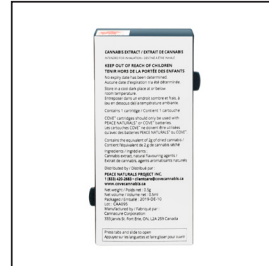


*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL INSTRUCTIONS
AND INFORMATION

PDP IMAGES OVERVIEW

Extracts/Concentrates – Disposable Vape

PRIMARY



*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL INSTRUCTIONS
AND INFORMATION

Extracts/Concentrates – Vape Kit

PRIMARY



*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL INSTRUCTIONS
AND INFORMATION



*PROVIDED BY LP (OPTIONAL)
– ASSEMBLED

Extracts

PRIMARY



*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL PACKAGING



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

PDP IMAGES OVERVIEW

Edibles

PRIMARY



*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL INFORMATION
SUCH AS NUTRITIONAL
FACTS TABLE



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

Beverages – Cold

PRIMARY



MAIN PACKAGING

SECONDARY



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

PDP IMAGES OVERVIEW

Oils & Sprays

PRIMARY



MAIN PACKAGING

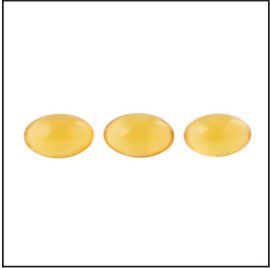
SECONDARY



ADDITIONAL PACKAGING

Capsules

PRIMARY



*PROVIDED BY LP

SECONDARY



MAIN PACKAGING



ADDITIONAL PACKAGING

Topicals

PRIMARY



MAIN PACKAGING

SECONDARY



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



ADDITIONAL PACKAGING

PDP IMAGES OVERVIEW

Seeds



*PROVIDED BY LP

SECONDARY



*PROVIDED BY LP



MAIN PACKAGING

