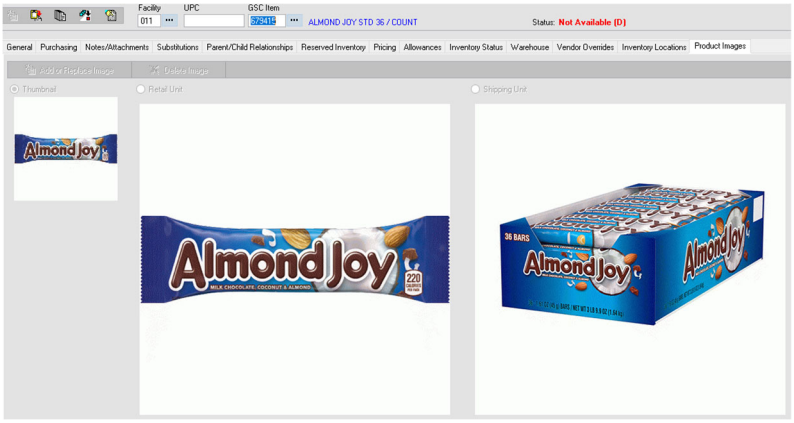
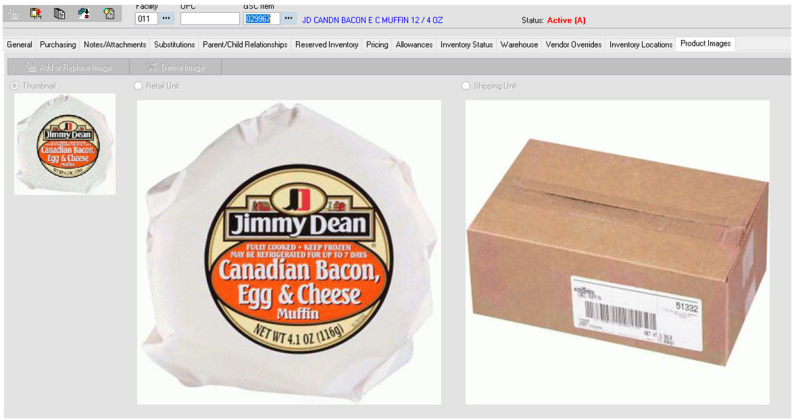
GROCERY SUPPLY COMPANY

GRAPHIC GUIDELINES

Graphic & LOGO Guidelines – read completely

1. All images must be high-resolution 300 dpi with format of jpg, jpeg, psd, eps, ai, tif, png with an Approximate size of 10”x10”
2. Background needs to be white or with no background with NO shadowing
3. **Naming with item number**- Images file name must include the following: GSC item number, R for retail unit image, S for Shipping Unit Image, description, retail unit UPC#
   (example: 387894R Johnsonville SEC Biscuit 07778200225 and 387894S Johnsonville SEC Biscuit 07778200225)
4. **Naming without item number**- Image file name must include the following: Description and retail unit UPC#, R for retail unit image, S for Shipping Unit Image
   (example: Johnsonville SEC Biscuit 07778200225R and Johnsonville SEC Biscuit 07778200225S)
5. **Naming Parent with Child Images –** - Images file name must include the following: GSC item number for both parent and child , R for retail unit image, S for Shipping Unit Image, description, retail unit UPC#
   (example: 394437R & 447664R Hershey Dipped Pretzel Cookies Cream 03400021462- you only need to send one image and 447664S Hershey Dipped Pretzel Cookies Cream 03400021462)
6. **Always Include** Logo, R= Retail Unit Image and S=Shipping Unit Image.

All images will need to be emailed to kayharrington@grocerysupply.com. For large file sizes, request DROPBOX link.

Example of images: