

# Product Photography Guide

---

# Key Concepts

## Consistency

Take clear, crisp product images. Keep the setup and lighting consistent for all products to provide clarity of offering.



## Lighting

Quality light is key. If you do not want to invest in a light tent, shoot near a window that offers diffused natural light.



## Styling

Photograph your products in a variety of ways. Be clear on what you are selling by avoiding adding props to your images.



All images: Meso Goods



# Product Image Specifications



All images: Meso Goods

## Product Image Specifications

Product photographs represent your brand. They must follow these guidelines:

- Must be 1:1 images
- Reduce images to 1000x1000 pixels
- Must be below 1MB in size
- Must be in .jpeg format
- Not contain any logos or text
- Share up to 4 images per product
- 2-4 product photographs including variants like colour and size
- Can include upto 2 brand photographs as long as they are specific to that product



We like this example that incorporates plenty of white space around the product.



# Do's and Don'ts

Do



Select an image that has a white or neutral background

Don't



Don't select images that are busy and distract from the product

Do



Select square images (in the ratio of 1:1)

Don't



Do not select rectangle images as they will look strange in the store.



# Great Product Photography Examples

