



## Overview

The following guidelines are for assets required by Best Buy for e-commerce, print, digital media and in-store advertising.

### Format Requirements

#### Photographs

**Resolution:** 300 DPI

**Size:** Minimum 1500 pixels X 1500 pixels

#### **Background:**

Crop close to the product on a white background

Cropped images must still meet the minimum size requirement

**Color space:** RGB or CMYK

**File formats:** (in order of preference) EPS TIFF JPEG PSD

#### Videos

360°.MOV file

Or you can supply photos (min. 20 up to 50 images, to above specs)

### Naming Convention

#### Photographs

##### **Default image:**

Name using UPC Example: 601603120572.eps

Please ensure no suffix is added to UPC filename

Preferably 45° or front-facing

##### **Alternate images:**

Name using numeric suffix indicating subsequent images

Example: 601603120572\_1.eps, 601603120572\_2.eps,

601603120572\_3.eps, and so on

#### Videos

UPC.MOV (Unless you are submitting photos, then see above)

Please ensure that your file formats comply with the above before any submission to prevent any setbacks.

Please note we have outlined our minimum requirements and enhanced requirements.

If you are unable to provide images, please contact our studio to arrange for photography [photoservices@bestbuycanada.ca](mailto:photoservices@bestbuycanada.ca).

The following shot lists details the specific angles for bar fridges. Please see page 2 for image examples.

### Enhanced Requirement

1. 45°
2. Front
3. Side
4. Back
5. 45° Door Slightly Open
6. Feature
7. Close Up
8. 360° Video

### Minimum Requirement

1. 45°

If you have additional images, please provide them.

## Enhanced Requirement



1. 45°



2. Front



3. Side



4. Back



5. 45° Door Slightly Open



6. Feature



7. Close Up



7. 360° Video

## Minimum Requirement



1. 45°