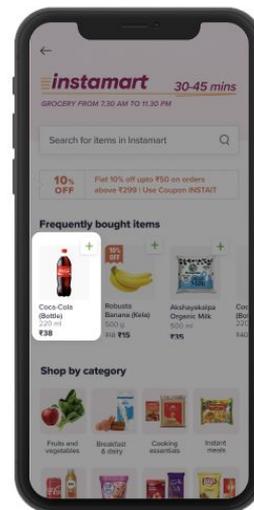
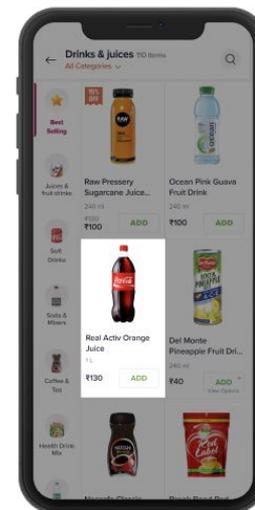


Instamart

Style Guide



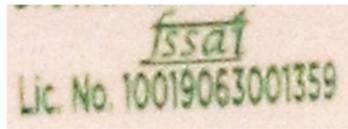
FREQUENTLY BOUGHT ITEMS



CATEGORY PAGE

- Product Image aspect Ratio: **14:15**
- Export image dimension: **1200px X 1286px**
- Image Background: **Transparent (No white background)**
- Minimum surrounding padding: **100px**
- Export image format: **PNG**
- PNG Image : **100 dpi**

INGREDIENTS: WATER, *CONCENTRATED MIXED FRUIT JUICE (10.1%) (FROM APPLE, MANGO, GUAVA, ORANGE, BANANA, APRICOT, PEACH), SUGAR, ACIDITY REGULATOR (330), STABILIZERS (466, 440), IODISED SALT, SWEETENER (960), CONTAINS PERMITTED NATURAL COLOUR (160 a(i)) AND ADDED FLAVOUR (NATURAL AND NATURE IDENTICAL FLAVOURING SUBSTANCES).



- Ingredients, Nutrition value, Barcode & FSSAI need to be cropped separately and added a new image.

- Images sourced from Brands should follow all the catalog guidelines w.r.t angles and format.
- If the ratio & format is not as per the guidelines, images would need to be edited (Externally).
- Deso team will not be validating the source of the image when shared, but will only align on the QC as per guidelines.
- Any exceptions to the said guidelines have to be routed to proper channels, keeping all the stakeholders in loop.
- For all the packed products Front,Back and Info. shots are mandatory.(45 deg. Is not compulsory If it doesn't have any info.)
- If 3D renders are shared for merch properties, only front angle would suffice.

Angles required for 3D rendered Images.



NUTRITION FACTS	
Serving size 40g (1.4 oz.)	
Calories 110.0	
AMOUNT PER SERVING	
Total fat (g)	0%
Saturated Fat (g)	0%
Cholesterol (mg)	0%
Sodium (mg)	0%
Total Carbohydrates (g)	0%
Dietary Fiber (g)	10%
Sugars (g)	0%
Protein (g)	0%
Vitamin A (IU)	5%
Vitamin C (mg)	4%
Calcium (mg)	4%
Iron (mg)	3%



Ingredients: Dried Pitted Plums (No seeds)



Examples of 3D rendered Products



Instamart Catalogue
Image Shoot Guidelines

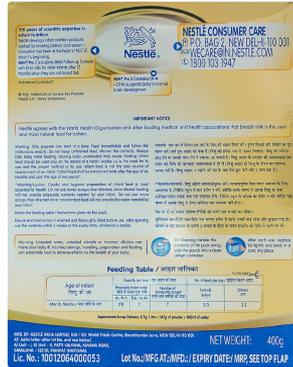
Instamart Catalogue

Reference Shots

Packed Products



Front Shot



Back Shot



45 deg



Side

Approximate composition	Per 100g of powder	Per ml of liquid
Energy	467	187
Total Protein	11.7	4.7
Carbohydrate	26.8	10.7
Lactose	19.9	7.9
NET		
Carotene (beta-carotene)	1.2	0.5
Vitamin A (retinol)	1.1	0.4
Vitamin C (ascorbic acid)	1.1	0.4
Vitamin D (cholecalciferol)	0.01	0.004
Vitamin E (tocopherol)	0.01	0.004
Vitamin K (phylloquinone)	0.01	0.004
Vitamin B1 (thiamine)	0.01	0.004
Vitamin B2 (riboflavin)	0.01	0.004
Vitamin B6 (pyridoxine)	0.01	0.004
Vitamin B12 (cobalamin)	0.01	0.004
Vitamin B9 (folic acid)	0.01	0.004
Vitamin B5 (pantoic acid)	0.01	0.004
Vitamin B3 (niacin)	0.01	0.004
Vitamin B7 (biotin)	0.01	0.004
Vitamin B8 (invariant)	0.01	0.004
Vitamin B10 (inositol)	0.01	0.004
Vitamin B11 (choline)	0.01	0.004
Vitamin B12 (cobalamin)	0.01	0.004
Vitamin B13 (para-aminobenzoic acid)	0.01	0.004
Vitamin B14 (pantoic acid)	0.01	0.004
Vitamin B15 (para-aminobenzoic acid)	0.01	0.004
Vitamin B16 (para-aminobenzoic acid)	0.01	0.004
Vitamin B17 (para-aminobenzoic acid)	0.01	0.004
Vitamin B18 (para-aminobenzoic acid)	0.01	0.004
Vitamin B19 (para-aminobenzoic acid)	0.01	0.004
Vitamin B20 (para-aminobenzoic acid)	0.01	0.004
Vitamin B21 (para-aminobenzoic acid)	0.01	0.004
Vitamin B22 (para-aminobenzoic acid)	0.01	0.004
Vitamin B23 (para-aminobenzoic acid)	0.01	0.004
Vitamin B24 (para-aminobenzoic acid)	0.01	0.004
Vitamin B25 (para-aminobenzoic acid)	0.01	0.004
Vitamin B26 (para-aminobenzoic acid)	0.01	0.004
Vitamin B27 (para-aminobenzoic acid)	0.01	0.004
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Vitamin B30 (para-aminobenzoic acid)	0.01	0.004
Vitamin B31 (para-aminobenzoic acid)	0.01	0.004
Vitamin B32 (para-aminobenzoic acid)	0.01	0.004
Vitamin B33 (para-aminobenzoic acid)	0.01	0.004
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Vitamin B37 (para-aminobenzoic acid)	0.01	0.004
Vitamin B38 (para-aminobenzoic acid)	0.01	0.004
Vitamin B39 (para-aminobenzoic acid)	0.01	0.004
Vitamin B40 (para-aminobenzoic acid)	0.01	0.004
Vitamin B41 (para-aminobenzoic acid)	0.01	0.004
Vitamin B42 (para-aminobenzoic acid)	0.01	0.004
Vitamin B43 (para-aminobenzoic acid)	0.01	0.004
Vitamin B44 (para-aminobenzoic acid)	0.01	0.004
Vitamin B45 (para-aminobenzoic acid)	0.01	0.004
Vitamin B46 (para-aminobenzoic acid)	0.01	0.004
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Vitamin B48 (para-aminobenzoic acid)	0.01	0.004
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Vitamin B61 (para-aminobenzoic acid)	0.01	0.004
Vitamin B62 (para-aminobenzoic acid)	0.01	0.004
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Vitamin B64 (para-aminobenzoic acid)	0.01	0.004
Vitamin B65 (para-aminobenzoic acid)	0.01	0.004
Vitamin B66 (para-aminobenzoic acid)	0.01	0.004
Vitamin B67 (para-aminobenzoic acid)	0.01	0.004
Vitamin B68 (para-aminobenzoic acid)	0.01	0.004
Vitamin B69 (para-aminobenzoic acid)	0.01	0.004
Vitamin B70 (para-aminobenzoic acid)	0.01	0.004
Vitamin B71 (para-aminobenzoic acid)	0.01	0.004
Vitamin B72 (para-aminobenzoic acid)	0.01	0.004
Vitamin B73 (para-aminobenzoic acid)	0.01	0.004
Vitamin B74 (para-aminobenzoic acid)	0.01	0.004
Vitamin B75 (para-aminobenzoic acid)	0.01	0.004
Vitamin B76 (para-aminobenzoic acid)	0.01	0.004
Vitamin B77 (para-aminobenzoic acid)	0.01	0.004
Vitamin B78 (para-aminobenzoic acid)	0.01	0.004
Vitamin B79 (para-aminobenzoic acid)	0.01	0.004
Vitamin B80 (para-aminobenzoic acid)	0.01	0.004
Vitamin B81 (para-aminobenzoic acid)	0.01	0.004
Vitamin B82 (para-aminobenzoic acid)	0.01	0.004
Vitamin B83 (para-aminobenzoic acid)	0.01	0.004
Vitamin B84 (para-aminobenzoic acid)	0.01	0.004
Vitamin B85 (para-aminobenzoic acid)	0.01	0.004
Vitamin B86 (para-aminobenzoic acid)	0.01	0.004
Vitamin B87 (para-aminobenzoic acid)	0.01	0.004
Vitamin B88 (para-aminobenzoic acid)	0.01	0.004
Vitamin B89 (para-aminobenzoic acid)	0.01	0.004
Vitamin B90 (para-aminobenzoic acid)	0.01	0.004
Vitamin B91 (para-aminobenzoic acid)	0.01	0.004
Vitamin B92 (para-aminobenzoic acid)	0.01	0.004
Vitamin B93 (para-aminobenzoic acid)	0.01	0.004
Vitamin B94 (para-aminobenzoic acid)	0.01	0.004
Vitamin B95 (para-aminobenzoic acid)	0.01	0.004
Vitamin B96 (para-aminobenzoic acid)	0.01	0.004
Vitamin B97 (para-aminobenzoic acid)	0.01	0.004
Vitamin B98 (para-aminobenzoic acid)	0.01	0.004
Vitamin B99 (para-aminobenzoic acid)	0.01	0.004
Vitamin B100 (para-aminobenzoic acid)	0.01	0.004

Info, Fssai, barcode

