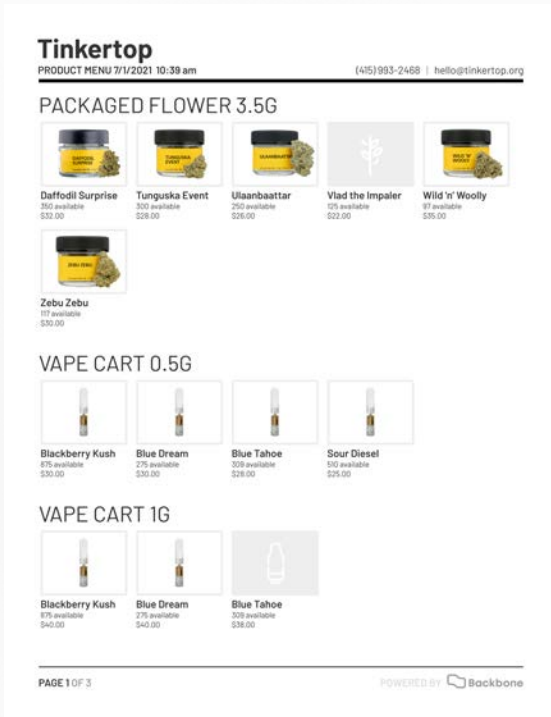


# Backbone Sales Menu Product Image Guidelines



When it's time to take pictures of products for your Sales Menus, hiring a professional photographer isn't necessarily a must. With a modest equipment investment, you can take handsome pictures of your products in-house, at your convenience.

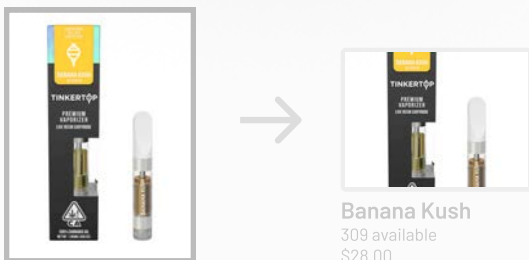
In fact, we strongly recommend the DIY approach. This will enable more pictures in your Sales Menus since it'll be easier for you to snap those pics as needed. More pictures leads to more interest and better sales!

We suggest that you buy **photo studio lightbox** (\$20-\$50 from Amazon) and a **small tripod** to hold your camera or phone steady (\$20-\$30). The lightbox is a collapsible cube you place products in, with a built-in light source for even, consistent illumination. It also has a smooth, seamless backdrop. They usually come with various colors but we recommend sticking with white.

Although it would be great to shoot with a DSLR camera to take the actual pictures, any modern smartphone will do just fine for your product images. The tripod isn't absolutely required either, but it will help you maintain consistent angle and framing of your products.

When taking product pictures, keep in mind that Backbone's Sales Menu will show your images in "landscape" format (4:3 aspect ratio – hold your phone sideways). Please **take your product pictures with plenty of space around it** to allow for later cropping.

Keep in mind that pictures in the Sales Menu are small to begin with, so don't worry too much about perfection when starting out. The important thing is to come up with a system that's easy enough to work for you and your team: one you can maintain over time, and allows you to get as many pictures into your menus as possible.



⊗ Not enough space on the sides of the product. Will result in an undesirable crop in the Sales Menu.



✓ Enough space on the sides.