

# Clipping paths

## Basics



## Checklist

**For an accurate clipping path, follow this checklist:**

- ☐ The path has been created using the **Pen Tool** in Adobe Photoshop
- ☐ At 200% magnification, there is no background/white space around the edge of the product
- ☐ The clipping path has minimal anchor points and no jagged or rough edges
- ☐ There is only one path, saved and named as **Path 1**
- ☐ Image is saved in **.jpg** file format



Once image is clipped, unwanted background is removed leaving a transparent background

Clipped image can easily be placed in solid background

### What

A clipping path is an outline of your product created with the pen tool in Adobe Photoshop. It forms a single smooth line around the edge of the product, enabling you to remove the background.

### Why

A clipping path enables your product to be used in retailer catalogues, online banners and advertising.

### Who

Major retailers including Coles and Woolworths will not accept images without a valid clipping path. Your graphic designer or photographer may be able to help create clipping paths.

### Contact us

**E** npccustomersupport@gs1au.org  
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# Check the image is 300dpi

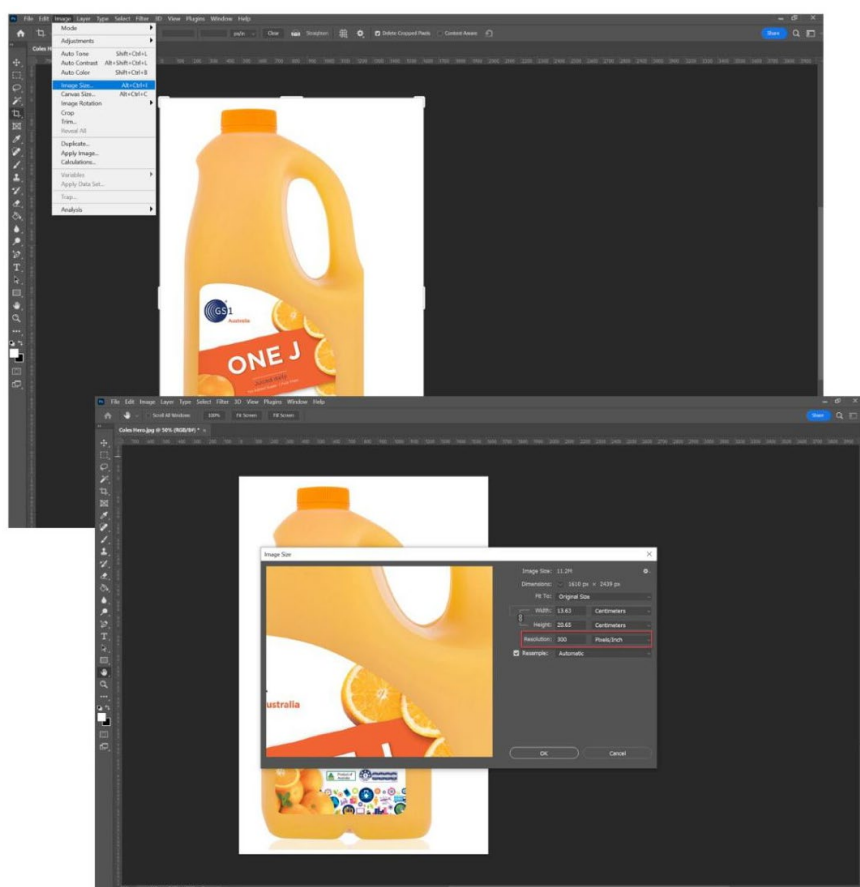
## Basics



## The Steps

Here are the steps to follow, you will require Adobe Photoshop

1. Open the image in **Adobe Photoshop**
2. Click on **Image** at the top menu bar
3. Scroll down to **Image Size**
4. In the Image Size window, ensure the **Resolution** is at **300** and **Pixels/Inch** is selected
5. Save the images as **.jpg**



### What

DPI is used to describe the number of 'dots per inch' in a digital print. The more dots, the higher the quality of the printed image.

### Why

The 300dpi is to ensure you are sending high quality images to your retailers.

### Who

Major retailers including Coles and Woolworths will not accept images under 300dpi. Your graphic designer or photographer may be able to help apply the correct resolution to your images.

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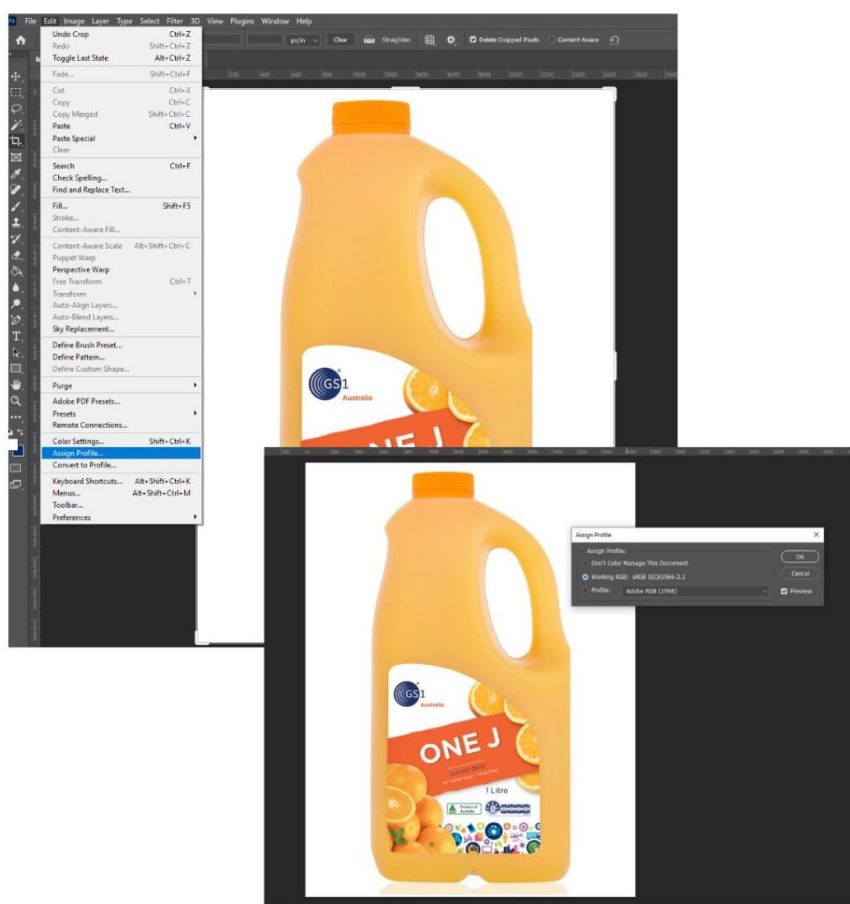
# Check for a Colour Profile Basics



## The Steps

Here are the steps to follow, you will require Adobe Photoshop

1. Open the image in **Adobe Photoshop**
2. Click on **Edit** at the top menu bar
3. Scroll down to **Assign Profile**
4. Your image must contain either one of the following profiles; **Working RGB** or **Adobe RGB (1998)**
5. Save the images as **.jpg**



### What

Colour Profile is a standardised set of instructions that define how colours are represented and displayed within digital images.

### Why

Colour Profile will ensure accurate and consistent colour representation of your images across devices and mediums.

### Who

Major retailers including Coles and Woolworths will not accept images without a valid Colour Profile. Your graphic designer or photographer may be able to help apply a valid Colour Profile.

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