Guidance for Submitting Product Images

Product design and form factor of horticultural lighting have important implications on how an installed product will impact the overall cultivation process. Because product design and form factor vary considerably from manufacturer to manufacturer or brand to brand, Version 3.0 of the Horticultural Technical Requirements requires a product image to accompany each QPL listing.

All Hort V3.0 applicants are required to provide images as part of their DLC application (including product updates). For Level 1 listings, this must be an image of the listed product. For Level 2 listings, this may be a representative image of the product from the product family.

File Requirements

- The image file must be in TIFF, GIF, PNG, or JPG format.
- The dimensions of the image must be at least 500x500 pixels.
- The image must be square (width and height of image must be equal).
- The resolution of the image must be at least 72 ppi (pixels per inch).
- The image file name should be in the format "ManufacturerName_ModelNumber." If the model number contains invalid characters (such as slashes), they may be replaced with dashes or left out of the file name. Examples:

  ▶ DLCLights_ABC123-Z.png   ▶ GrowDLC_DEFG-XX-123-789.tif

Image Style Guidelines

- The image should be a photograph; drawings or illustrations of products are not allowed.
- The photo should have realistic color; black and white images are not allowed.
- If available, the image should be the product's professional photo or photo commonly used for marketing purposes.
- The image should not contain confusing or gratuitous objects (for example, hands, signage, items that are not the product, etc.).
- The image may not contain additional graphics, inset images, or overlaid text.
- Products should occupy approximately 85% of the image frame.
- The entire product should be in frame if possible.
- The photo should be professionally lit whenever possible and shot in proper focus.
- The background of the photo should be completely white (RGB 255,255,255). The product must have smooth edges if the background has been digitally removed.