Requirements for Submitting SSL Product Images

The DLC accepts and displays SSL product images that correspond with product listings to assist efficiency incentive programs in verifying rebate eligibility through the Solid-State Lighting Qualified Products List (SSL QPL). These images allow efficiency program reviewers to cross-reference product specification sheets with QPL listings more easily.
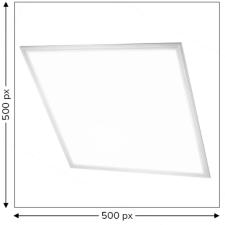
Submitting product images is **optional** for manufacturers (i.e., is not required to acquire or maintain listed status). Images are submitted and reviewed separately from the product qualification or product update application process. There is no deadline for submitting product images, product images may be updated at any time, and all submissions will be reviewed on a continuous basis.

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).
- There are no requirements for image file name format or limitations on length of image file name.

Image Style Guidelines

- The image must be a photograph; drawings or illustrations of products are not allowed.
- The product image should be the product's professional photo or photo commonly used for marketing purposes, if available.
- The product image must have realistic color; digitally altered or greyscale images are not allowed. Minimal photo editing necessary to produce a clean, professional image is not considered digital alteration.
- The background of the photo should be white in most circumstances. If a white background inhibits the ability to clearly see the product in the image, the background must be a single shade from within the greyscale range. The product must have smooth edges if the background has been digitally removed.
- The image must not contain confusing or gratuitous objects (for example, hands, signage, items that are not the product, etc.).
- The image must not contain additional graphics, inset images, or overlaid text.
- The photo should be professionally lit whenever possible and shot in proper focus.

- Products must occupy the majority of the available space in the image frame (≥ 85%) and must be framed such that the image clearly conveys the general form of the product. Exceptions will be made for products whose form factor does not allow for the entire product to be in frame or for the product to occupy 85% of the frame.
- Each product can be represented by only one image, including products where aesthetic options are represented in the model number via bracketing[1] or wildcarding[2]. The DLC will place a disclaimer below these products indicating that the image does not represent all capabilities or aesthetic options.

Image Submission Process

Images will be submitted and reviewed separately from the product qualification or product update application process. When the DLC begins accepting product images, a new module will be available in the application portal to upload and/or replace images. Image submission is **optional** (i.e., is not required to acquire or maintain listed status). If no image has been submitted or approved, the DLC logo will be displayed in lieu of a product image.

- Submitters may upload images on a per-product basis or bulk upload images and associate the file names with Product IDs via an Excel table.
- Images will be reviewed to confirm compliance with the above requirements.
- Rejected images will be available to view within the image submission module along with the reviewer's reason for rejecting the image. New images may be submitted to replace rejected images.

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[1] A method of designating and displaying non-performance-affecting product options on a QPL listing. For example, a product that has multiple exterior paint colors which do not affect performance may include all options in brackets as "[WH, BLK, SLV, GRY]" or "[All Options]" within a single model number.

[2] A character or designation within a model number that represents all possible variations of the associated product attribute.