3.2
Simple Product Photography

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Product Grouping on White
LCBO

Lighting: Main light on left with fill on right. For clear bottles, ensure we feel the bottle contour through shading. Highlights should be soft and velvety. Ensure label legibility for all bottles.

Product: Bottles should overlap slightly, for a more relaxed product lineup. Bottles should be spaced tightly, with shallow depth between overlapping layers.

Props: No props / pours are required for bottle lineups.

LCBO – shallow depth and tighter spacing between layers of overlapping bottles.

Product Grouping on White
Vintages

Lighting: Main light on left with fill on right. For clear bottles, ensure we feel the bottle contour through shading. Highlights |should be soft and velvety. Ensure label legibility for all bottles.

Product: Bottles should overlap slightly, for a more relaxed product lineup. Bottles should have more depth between overlapping layers, and have natural gaps in composition.

Props: No props / pours are required for bottle lineups.

Vintages v.1 – more depth between layers of overlapping bottles than LCBO.

Vintages v.2 – spaced with several natural gaps.

Single Beer + Pour on White
LCBO: Beer Pour

Lighting: Crisp and clear, main light on left with fill on right. Ensure bottle contouring comes through shading. Highlights should be velvety. Ensure label legibility.

Product: Bottle should be in the forefront, with pours positioned just behind. Ensure there is a good amount of head on pour, and a light condensation on container and glass to show chilling.

Props: Ensure that the glass selected for the pour corresponds with the beverage type, e.g. lager glass vs. IPA. Beer pours will never feature garnishes.

Beer Pour: Can

Beer Pour: Bottle

Single Spirits + Pour on White
LCBO: Spirits

Lighting: Crisp and clear, main light on left with fill on right. For clear bottles, ensure we feel the bottle contour through shading. Highlights should be velvety. Ensure label legibility.

Product: Bottle should always be in the forefront, with pours positioned behind. Pour amount should be reasonable, based on the cocktail recipe (not excessive). Glass a bit frosty to show chilling.

Props: Cocktail glassware can be traditional or not (within reason), e.g. a mint julep in a highball vs. the traditional silver cup. Keep garnishes to a minimum, unless they relate to a particular concept.

Single Red Wine + Pour on White
LCBO + Vintages

Lighting: Main light from left with fill on right. Slightly soft, velvety bottle highlights (avoid harsh lines). Be sure label has enough brightness and legibility, especially for dark labels.

Product: Bottle can be either in front or behind pour. If bottle is behind pour, ensure label is not obscured, and use a shallow depth of field so pour is slightly out of focus. Pour amount should be as pictured. Ensure product colour comes through in pour.

Props: Be sure to use the appropriate style of glass with the corresponding wine. Vintages pours should be in stemmed glasses, unless otherwise specified.

LCBO

Vintages

Single White Wine + Pour on White
LCBO + Vintages

Lighting: Main light from left with fill on right. Slightly soft, velvety bottle highlights (avoid harsh lines). Be sure label has enough brightness and legibility, especially for dark labels.

Product: Bottle can be either in front or behind pour. If bottle is behind pour, ensure label is not obscured, and use a shallow depth of field so pour is slightly out of focus. Pour amount should be as pictured. Ensure product colour comes through in pour.

Props: Be sure to use the appropriate style of glass with the corresponding wine. Vintages pours should be in stemmed glasses, unless otherwise specified.

LCBO & Vintages

LCBO & Vintages

Close-cropped Product Approach

Product close crops can be photographed in various ways. These shots show how products should be presented in LCBO and Vintages photography. There are other backgrounds that are also allowed: a very soft grey, on a tone with a horizon, and on an LCBO brand colour. All products should be presented crisply, and labels should be clear. Bottle condensation is optional. Highlighting and contouring should be kept to a minimum and used on a bottle-by-bottle basis (clear, amber, black and brown bottles all require their own treatments). Please do not use strong highlights.

Note: These guidelines are for bottle photography only, and do not apply to editorial images.

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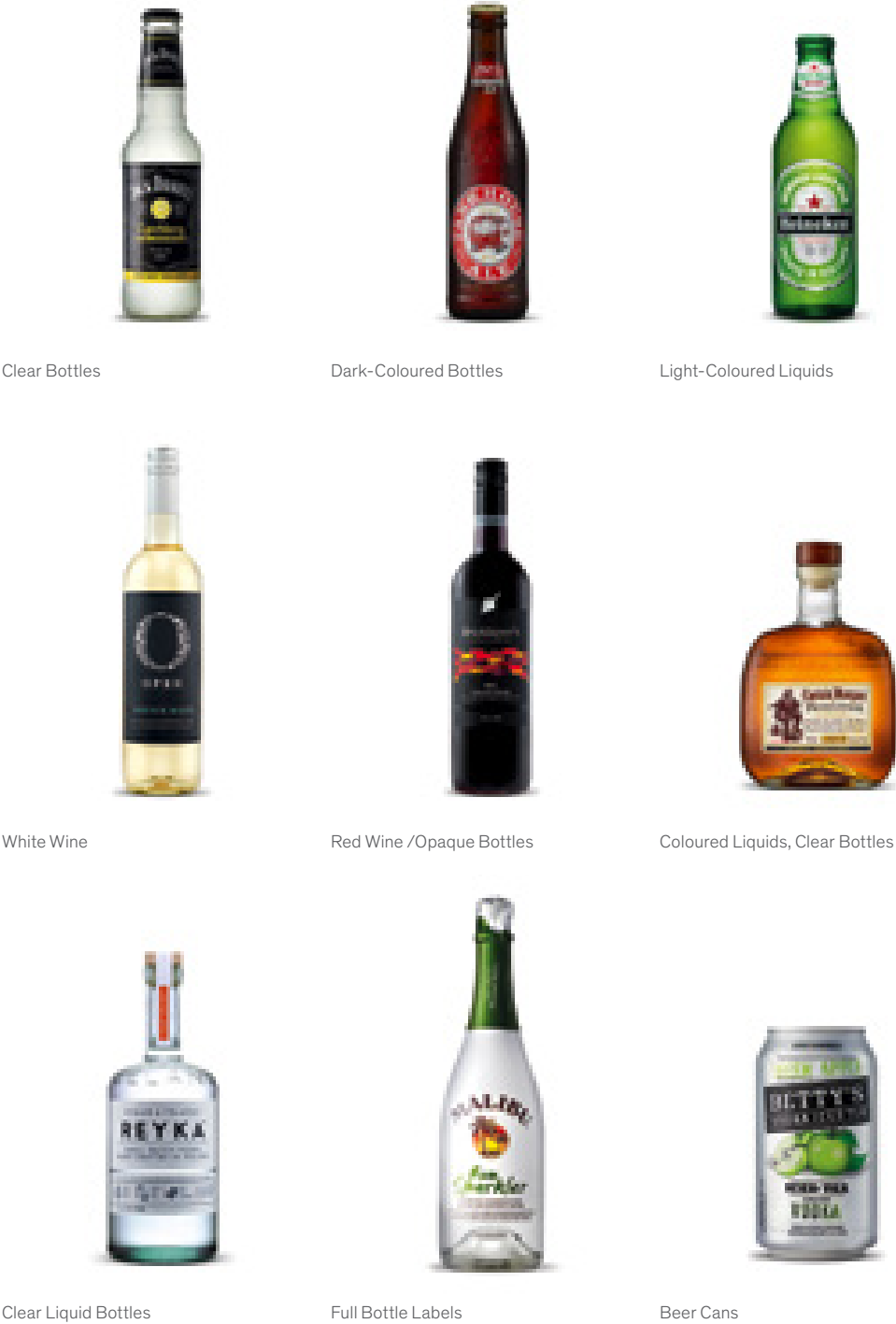1. Contoured Lighting

2. Softened Highlights

3. Soft Shadows

4. Bottle Backlight

5. White Background

6. Softened Shadow: should be roughly 10% of bottle width

Condensation: suitable for cans and seasonal coolers. Subtle application with small droplets.

Example Products

Clear Bottles

Dark-Coloured Bottles

Light-Coloured Liquids

White Wine

Red Wine /Opaque Bottles

Coloured Liquids, Clear Bottles

Clear Liquid Bottles

Full Bottle Labels

Beer Cans

Enlarged Product Examples

Enlarged Product Examples

Close-cropped Bottle Lighting

Bottles should always have soft highlights, and never harsh, sharp lines. Highlight on left side of bottle should be slightly stronger than on the right side. Always ensure contoured lighting brings the form of the bottle/can/box to life. For clear bottles, use a backlight to produce a glow – this helps convey product colour as well as surface texture and contour.

Correct

Incorrect: highlights too sharp, missing backlight

Product on Solid Colours
LCBO

Products photographed on solid colour backgrounds offer an eye-catching and festive approach for in-store backer cards. However, factors such as bottle transparency, product colour and background colour can present certain shooting difficulties. The following pages will explain our approach to backer card photography, covering all major colour combinations. The goal with these images is to see enough of the background colour through the bottle, while at the same time maintaining enough natural product colour and label visibility. Remember, the product must always pop, no matter the background.

Product on Dark-Coloured Background
Various Products

NOTES:

Dark backgrounds present a challenge especially with clear bottles containing light-coloured and clear liquid. It is important to maintain enough lightness so that the product pops and stands out from the background, without looking fake or retouched. In order to achieve this, the product should allow enough of the background tone to show through, without completely overpowering the label and product colour. For dark or opaque bottles, dark backgrounds do not pose the same challenges and should photograph nicely.

Product: Amber spirits in clear bottle
Carding: White paper

Product: Dark-coloured bottles
Carding: White paper

Product: Amber spirits in green bottle
Carding: White paper

Product: White wine in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Product: Clear spirits in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Background only

Product on Light-Coloured Background
Various Products

NOTES:

Light-coloured backgrounds pose the fewest challenges in general. As with all background colours, ensure that clear bottles are carded with white paper, so that the liquids retain enough of their natural colour, and do not become "muddy".

Product: Amber spirits in clear bottle
Carding: White paper

Product: Dark-coloured bottles
Carding: White paper

Product: Amber spirits in green bottle
Carding: White paper

Product: White wine in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Product: Clear spirits in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Background only

Product on Red Background
## Various Products

NOTES:

Red backgrounds are always used for the holiday season, but may also be used for other seasonal promotions depending on the colour palette for that particular period. The most challenging products to shoot on a red background are clear spirits and amber-coloured spirits in clear bottles. In these situations it is important that the product not become overly "muddy", or disappear. All other bottles should photograph nicely on red.

Product: Amber spirits in clear bottle
Carding: White paper

Product: Dark-coloured bottles
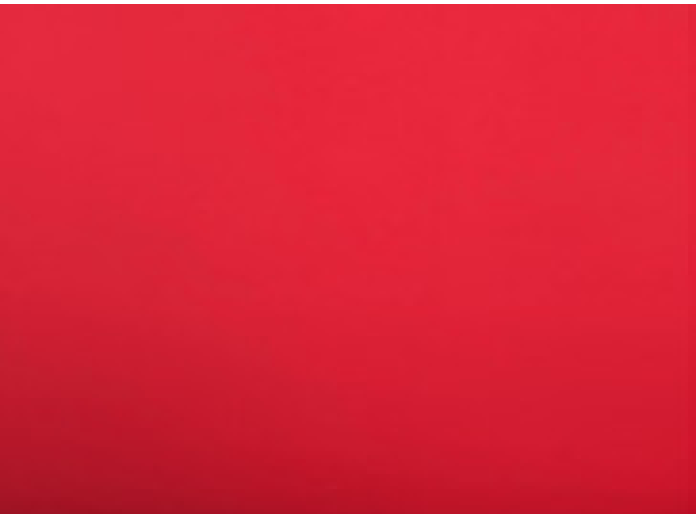Carding: White paper
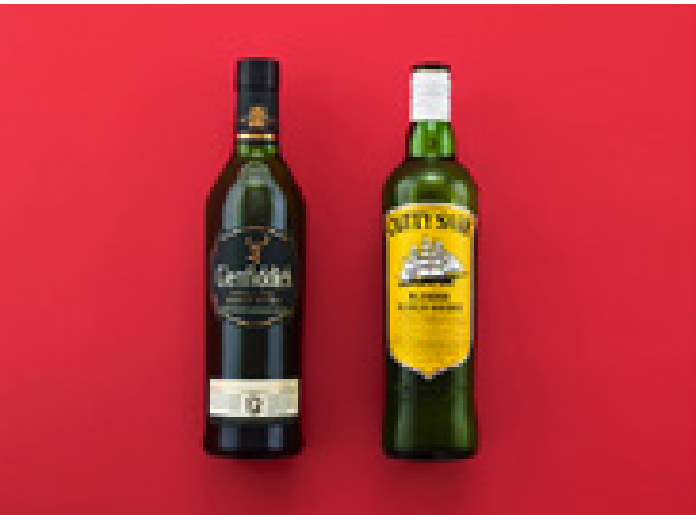
Product: Amber spirits in green bottle
Carding: White paper

Product: White wine in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Product: Clear spirits in clear bottle
Carding: Vellum (1 or 2 layers, depending on background colour)

Background only

Product on Solid Colour: Carding + Lighting
Suggested Approach

**BOTTLE CARDING:**

Carding for Clear Bottles:
Card with one or two layers of vellum, whichever is most appropriate.
Note: a very small amount of tape or putty may be required to keep the bottles in place, however be sure that this does not show through in final image.

Carding for all other bottles:
Card with white paper.

For Both:
Always be sure to shoot the background with no bottles.
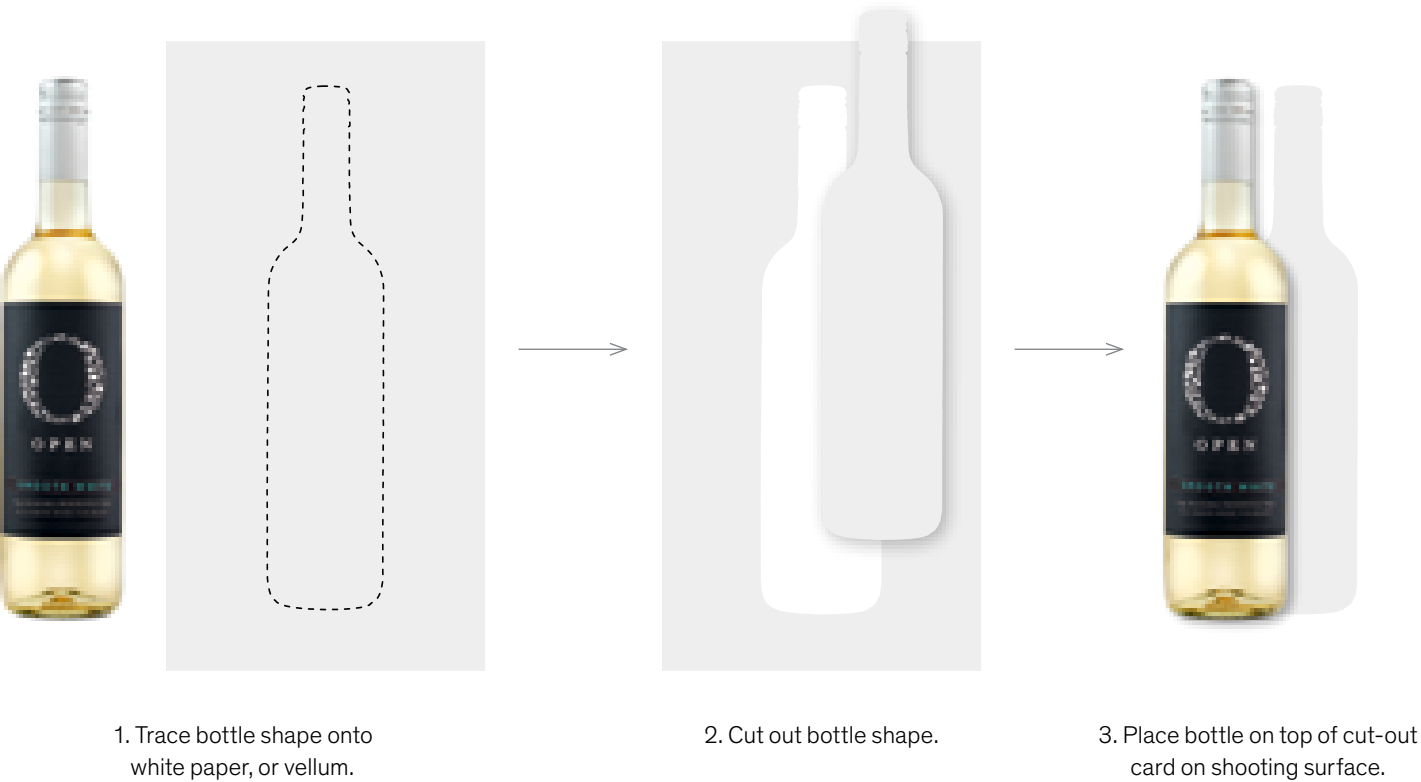
LIGHTING SETUP:

Bracket all captures:
Normal ⁄ +1 ⁄ −1

Shadows & Highlights:
Lighting should be diffused so that bottle highlights and shadows are soft in general.

Note: to minimise distracting reflections, ensure the shooting area is isolated or "tented" as much as possible with white material (e.g. foam core etc.). The more isolated we can make the product and background, the better the final image will be.

1. Trace bottle shape onto white paper, or vellum.

2. Cut out bottle shape.

3. Place bottle on top of cut-out card on shooting surface.

Softbox

DIFFUSION

Softbox

DIFFUSION

Shooting Surface:
3' x 3' (roughly)
Matte-coloured paper
(e.g. seamless backdrops),
or printed colour swatch
on matte paper.

DIFFUSION

Softbox