Bolt Food guidelines for in-app photography

Bolt Food





Purpose

These guidelines are designed to help you create the best-looking images, ensuring they are visually appealing and high-quality.

A captivating cover image will draw customers in, while well-presented product images, make your offerings irresistible.

Following these tips will enhance your profile, boosting customer engagement and increasing orders, ultimately driving your business’s success.

Technical Requirements

Cover image

A cover image is the main visual representation of a merchant, which makes it immediately clear what type of cuisine is served in the restaurant.

Its purpose is to attract and engage potential customers, **encouraging them to explore the menu** and ultimately place an order.

Keep in mind, It must be adaptable to different aspect ratios and sizes while maintaining visual quality.



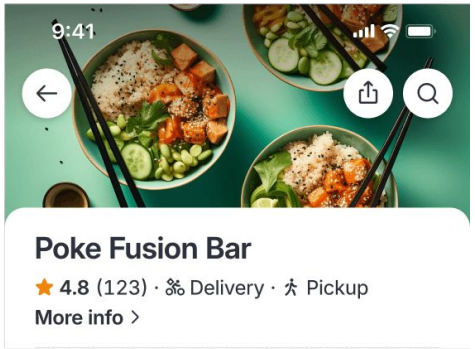
Poke Fusion Bar
1,50 € 15–25 min



Poke Fusion Bar



Poke Fusion Bar
1,50 € 15–25 min



My orders



Poke Fusion Bar
13,50 €

07 Aug, 2024 15:59 Delivered

Cover image

Aspect ratio: **2:1**

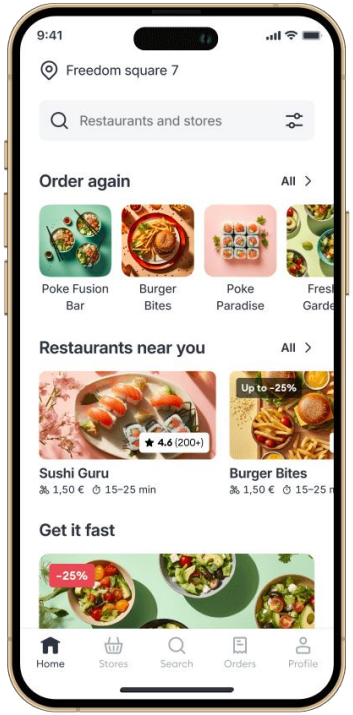
Recommended resolution: **1280x640px**

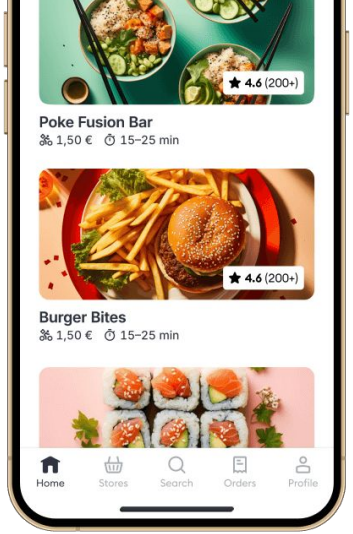
Maximum size: **25mb**

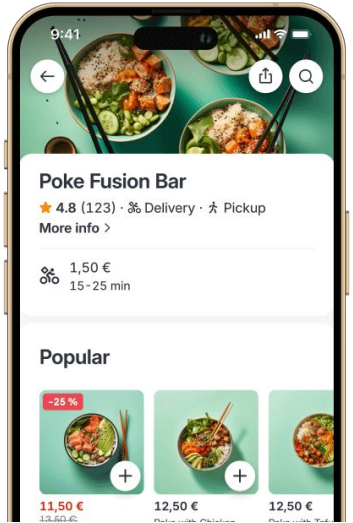
Minimum size: **100kb**
(Photos under 100kb will not display on the app, even if they appear in the Menu Editor or Airtable)

Color mode: **RGB**

Supported format types: **png, jpg, tiff, webp**





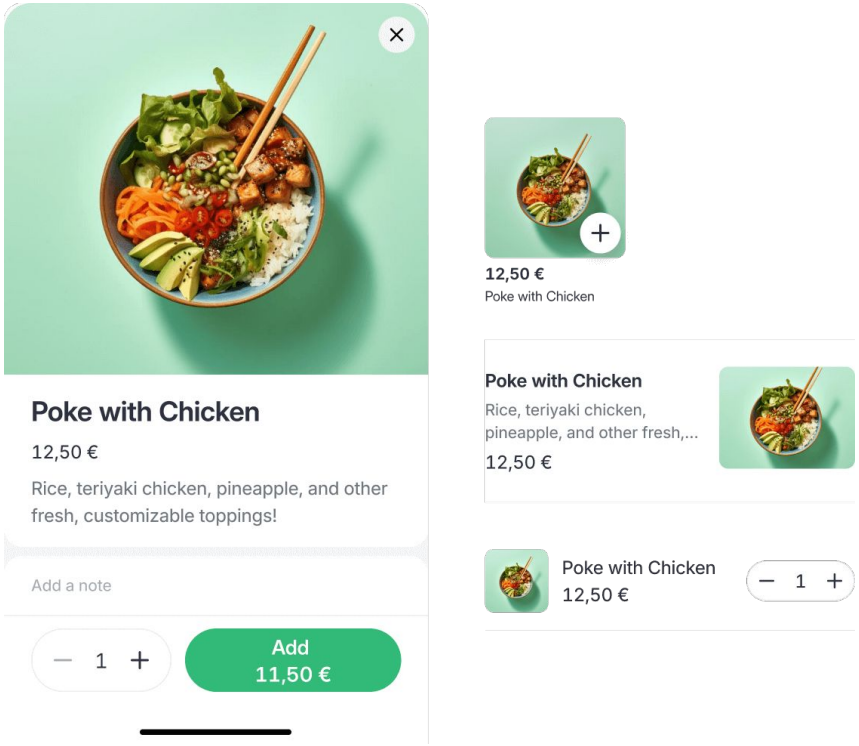


Product image

A product image is a detailed, high-resolution photograph of a specific item offered by the merchant.

The purpose of the image is to present the product in an appetizing and enticing manner, effectively **encouraging customers to select it from the menu**.

Keep in mind, It must be adaptable to different aspect ratios and sizes while maintaining visual quality.



Product image

Aspect ratio: Horizontal or Square
(Vertical is not recommended)

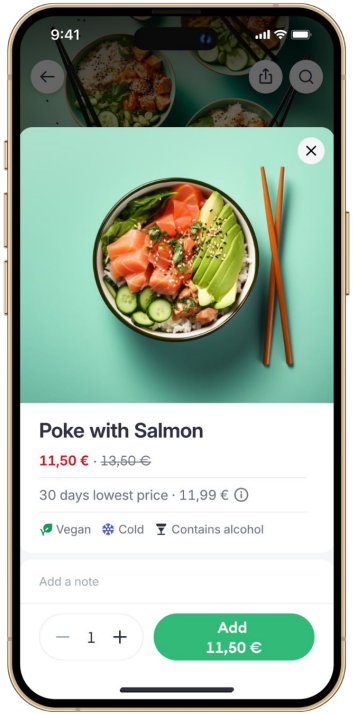
Minimum resolution: 1200px on both sides
(If the image is less than that - please **DO NOT** upscale images)

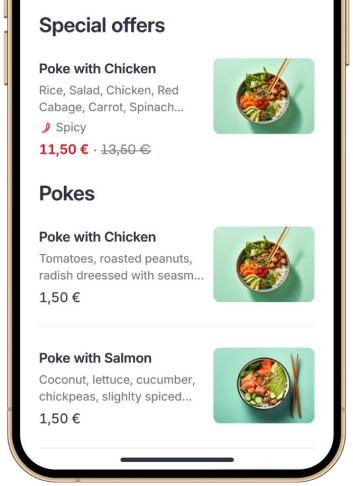
Maximum size: 25mb

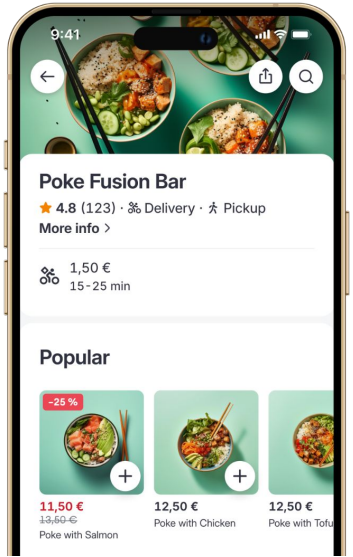
Minimum size: 100kb
(Photos under 100kb will not display on the app, even if they appear in the Menu Editor or Airtable)

Color mode: RGB

Supported format types: **png, jpg, tiff, webp**







File naming & sharing

Name
 Gotsu_Bibimbap.jpg
 Gotsu_Bulgogi.jpg
 Gotsu_Chilli Sauce.jpg
 Gotsu_Fried chicken with garlic sauce.jpg

All files must be named the same as the dishes or products in the menu.

How to upload photos using Menu Editor

Photography Guidelines

Composition for cover photos





Yes-Yes

Select most representative dishes. Ensure a balanced composition. Use complementary colors and maintain adequate spacing. Enhance the scene with tasteful props and a suitable background to create a cohesive and appealing image.

Composition for cover photos



Bad example

If the food is stacked-up on each other than on a small screen it will be **hard to distinguish** where does one product start and the other end.



Bad example

When there are too many dishes in a photo, it is more difficult to determine what type of cuisine is served in a restaurant.

Composition for dish photos





Yes-Yes

In the center of the attention should be the single product - what you see is what you get. Make the photo on a solid background and with little or without decorations.

Composition for dish photos





Formatting

Please leave some space above and below and more space on the sides. It is recommended that the dish fit into the square for correct display in the restaurant menu.

Lighting



Yes-Yes



No-No

Photos have to have a natural daylight feel. Lighting should be diffused. Avoid heavy shadows and warm/yellow tones and lighting. Preferable white balance should stay around 4500 - 5000K.

Lighting scheme





It is recommended to use one flash light + reflector or 2 flash lights. Please place light sources on the sides of the table avoiding direct light. And also use softboxes or white umbrellas to eliminate harsh shadows

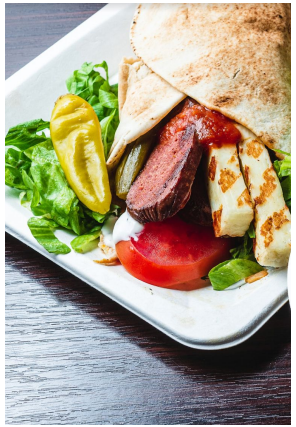
Stylistics

Food background











Yes-Yes **No-No**

Backgrounds should be minimal and not competing for attention with the dishes displayed.
Prefer flat surfaces so the focus would be clearly on the food. Please avoid patterned fabrics and textures, big contrasts, table reflections and strong wood patterns.

Product background





Yes-Yes **No-No**

For optimal results, product images should always be set against a white background. This ensures the item stands out, highlighting its colors, textures, and details. A white background provides a clean, professional appearance, making the product the focal point and enhancing its appeal to customers.

Stylizing



Yes-Yes







No-No

Use garnishes, spices, herbs - edible extras for personalizing different restaurants. Please, do not use alcohol on pictures, try to keep the food recognizable and don’t use cutlery and interior design objects (plastic plants, table clothes, candles, figurines).

Bowls and plates





Yes-Yes




No-No

Serving dishes should complement the food without making the visual overstylized and overwhelming.
Prefer pastel and minimal dishes. Empty glasses and items that carry no visual value and are just there for a better composition should be substituted with edible decorations.

Recommendations

Angles



Side-view



Top-down



45-degree

Selecting the right angle in food photography is key. Use an overhead angle for flat lays and symmetry, a side angle for layers and textures, and a 45-degree angle for a dynamic view. Each angle enhances the dish’s visual appeal, ensuring it looks its best.

Side **eye-level** angle



Burgers



Sandwiches



Desserts



Bottles and Drinks

The side (eye-level) angle is perfect for showcasing layers, height, and intricate details, such as the texture of a burger or the layers of a cake. Focus on the most appealing parts, employ a shallow depth of field to blur the background, and ensure good lighting to highlight textures.

Overhead **top-down** angle



Pizzas



Salads



Poke Bowls

The overhead (top-down) angle is ideal for flat foods as pizzas, salads and poke bowls.

45-degree angle



Plated meals



Pasta dishes



Sushi



Kebabs

The 45-degree angle combines elements of both overhead and side views, providing a dynamic perspective that shows the food's height, depth, and surface. It's best for plated meals where you want to capture the entire dish. Ensure even lighting to avoid harsh shadows and experiment with the tilt to find the most flattering angle.

Logos for Food merchants





Yes-Yes

No-No

For Food Please do not add any inscriptions or logos in the graphic editor. But you can use dishes with your logo on the photo shoot.

Logos for Retail merchants



Yes-Yes



No-No

For Retail covers logos are allowed.
Please follow Retail Cover Guidelines to position logo for the best result.

Overlays



Row Shaurma

2,00 ₾ 20-30 min



Bernard Tabidze

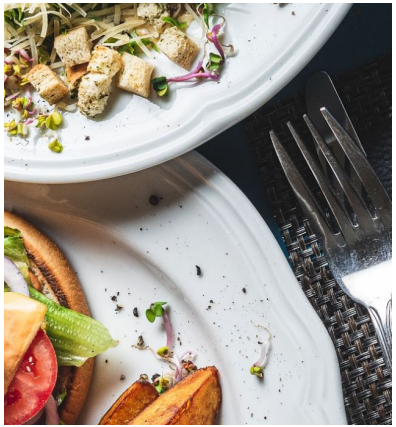
2,00 ₾ 20-30 min

Yes-Yes

No-No

Adding overlays to cover and product images is not permitted to ensure all images work seamlessly in both small and large formats, and integrate smoothly with the UI displayed over images.

Cutlery







No-No

Please avoid using napkins, chopsticks, and cutlery.

People







No-No

Please do not use any people on the photos or their hands.

Fabrics





No-No

Please avoid using fabric materials as decorations.

Disposable dishes



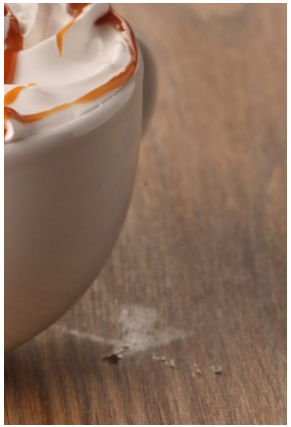


No-No

Please avoid using disposable dishes, especially plastic ones! Make sure before the photoshoot if the restaurant serves their food from disposable dishes. If the restaurant offers no alternatives then we should provide some basic alternatives.

Unhygienic look



No-No

Please make sure that all photos look clean and the surfaces and dishes under the food are neat!

Thank you!

