

Novem Website – Image Replacement Brief

Objective

The goal of these updates is to make the Novem website feel **authentic, premium, industrial, and representative of our actual operations and products.**

Wherever possible, imagery should showcase:

- Novem’s actual facility and equipment
- Industrial freeze dryers and production environments
- Real Novem-produced products
- Real freeze-dried pet food formats
- Real freeze-dried agri-food products
- Agriculture relevant to British Columbia and Western Canada
- Clean, professional industrial food manufacturing environments

Important Image Direction

Do not use AI-generated people.

AI-generated employees, farmers, technicians, customers, or other people should not be used anywhere on the website. These images tend to make the site feel less credible and can inaccurately represent our operations.

Where we do not have an appropriate original Novem photograph, preference should be given to high-quality professional imagery of:

1. Freeze-drying or food manufacturing equipment
2. Agricultural environments, particularly BC farms and orchards
3. Raw ingredients
4. Finished freeze-dried products
5. Packaging, warehousing, storage, or production environments

AI-generated product imagery should also be avoided where we have photographs of the **actual products we manufacture**.

1. HOME PAGE

Hero / Rotating Banner – REPLACE ALL THREE IMAGES

The three large rotating images at the top of the homepage should all be replaced.

The existing farm/agricultural image, pellet/product image, and garden-store/greenhouse-style image do not accurately communicate Novem’s capabilities or positioning.

Recommended Replacement Direction

The three slides should collectively communicate **who Novem is and what we actually do**.

Image 1 – Industrial Freeze Drying

Preferred:

- Novem’s actual freeze dryers
- Wide-angle photograph of the freeze-drying area
- Industrial equipment within the Novem facility

This should immediately communicate that Novem is an **industrial-scale freeze-drying and food manufacturing company**.

Image 2 – Facility / Manufacturing

Preferred:

- Novem production facility
- Production floor
- Manufacturing equipment
- Packaging or processing environment
- Another strong facility photograph if available

Image 3 – Finished Products / Applications

Preferred:

- High-quality photograph showing real freeze-dried products
- Pet food and/or agri-food products
- A visually strong selection of the different formats Novem can manufacture

This image should help connect the industrial manufacturing capabilities shown in the first two slides with the **finished products those capabilities create**.

Rest of Homepage

No image changes required at this time.

The remainder of the homepage can remain as currently designed.

2. ABOUT PAGE

Main / Hero Image – REPLACE

Replace the large opening image currently showing what appears to be mills/industrial silos.

While the image is industrial, it does not specifically communicate Novem or freeze-drying.

Preferred Replacement

Use a strong photograph of:

- Novem's freeze dryers – **first choice**
- Novem's facility
- Industrial food manufacturing equipment
- Another authentic image directly connected to Novem's operations

The image should immediately reinforce what Novem actually does rather than showing a generic industrial facility.

Rest of Page

No additional image changes required at this time.

3. PET FOOD PAGE

The current page structure and overall design can remain. The main change is within the **Our Applications** section.

Our Applications – REPLACE ALL THREE PRODUCT IMAGES

These images should use photographs of **real Novem-produced pet food products** rather than generic or AI-generated representations.

Relevant product photographs have been attached to this brief.

Complete & Balanced Meals

Replace with:

Photograph of our actual freeze-dried **pucks**.

The photograph should clearly show the real shape, texture, colour, and appearance of the products we manufacture.

Functional Toppers

Replace with:

Photograph of our actual freeze-dried **topper/crumble product**.

Again, use the real product photography supplied with this brief.

Single Ingredient Treats

Replace with:

Real freeze-dried **cubed/diced single-ingredient treats**.

Examples could include freeze-dried meat or protein cubes/diced pieces that accurately represent our manufacturing capabilities.

Important

Do not digitally create unrealistic pet food shapes or formats. Product photography should represent formats that Novem actually manufactures.

Rest of Pet Food Page

No changes required.

The remaining imagery and overall layout can stay as currently designed.

4. AGRI-FOOD PAGE

Main / Hero Image – REPLACE

The large opening image should be replaced.

Preferred Direction

First choices:

- Novem freeze dryers
- Novem facility or processing equipment
- Authentic BC farm/orchard imagery
- BC fruit or agricultural production

Do not use AI-generated people or farmers.

If agricultural imagery is used, the focus should be on the **farm, orchard, crop, harvest, or ingredient itself**, rather than an artificially generated person.

Our Applications – REPLACE PRODUCT IMAGES

Real photographs of Novem-produced agri-food products are being supplied with this brief and should be used wherever possible.

Ingredients

Replace with:

Real freeze-dried fruit.

Preferred examples include:

- Freeze-dried cherries
- Freeze-dried strawberries
- Other visually strong whole or sliced freeze-dried fruits supplied with the brief

Functional Blends

Replace with:

Real photograph of **freeze-dried powder** supplied with this brief.

This better represents Novem's ability to produce powdered and functional ingredient formats.

Food Manufacturing

Replace with:

Another strong photograph of real freeze-dried fruit or another finished agri-food format.

Ideally, select an image that is visually different from the Ingredients image while still showing a genuine Novem-produced product.

Rest of Agri-Food Page

No additional changes required at this time.

5. CAPABILITIES PAGE

Overall, we are **happy with the current Capabilities page and its visual direction.**

There is no need to redesign the imagery simply for the sake of changing it.

Preferred Update Where Possible

Where an existing image can easily be replaced with a relevant photograph of an **actual Novem product or operation**, use the real photograph supplied with this brief.

For example, real imagery can be prioritized where it helps demonstrate:

- Product formats
- Freeze-dried pieces
- Cubes
- Crumbles
- Powders
- Patties/pucks
- Freeze-drying
- Packaging
- Storage

However, the current visual style and layout of this page should otherwise remain intact.

Priority: LOW / OPTIONAL

6. QUALITY ASSURANCE PAGE

This page requires the **most significant image changes.**

The Quality Assurance page should feel technical, credible, clean, and representative of a professional food manufacturing environment. The current use of generic/AI-generated people and unrealistic products undermines that message.

Main / Hero Image – REPLACE

The current opening image showing two people in what appears to be a garden centre/agricultural environment should be removed.

Preferred Replacement

Use imagery related to:

- Novem's facility
- Freeze dryers
- Production environment
- QA/testing environment
- Clean food manufacturing
- Real equipment
- Real product inspection
- Traceability, documentation, or testing

Do not replace it with another AI-generated image of people.

Remaining Quality Assurance Images – REVIEW AND REPLACE

Almost all photography on this page should be reviewed and replaced where it depicts AI-generated people, products, or processes.

Product Inspection Image – REPLACE

The current image depicting a person examining what appears to be a square freeze-dried patty should be removed.

Novem does not manufacture square patties, so this image inaccurately represents our capabilities.

Replace it with:

- Real Novem product photography
- Real pucks/patties that accurately represent our formats
- Real freeze-dried product being inspected
- QA equipment
- Production/testing imagery
- Facility imagery

Quality & Traceability Imagery

Images in this section should visually support the actual QA concepts discussed on the page, such as:

- Batch tracking
- Supplier verification
- Documentation
- Production records
- Certificates of Analysis
- Ingredient traceability
- Testing
- Packaging verification
- Metal detection
- In-process monitoring
- Final product validation

Where photographs are unavailable, **clean technical graphics or icons are preferable to fake AI-generated employees performing QA activities.**

Overall Direction for QA Page

The page should communicate:

Professional. Controlled. Documented. Traceable.

It should look like the quality system of an industrial food manufacturer, not generic stock imagery of people working with food.

OVERALL IMAGE PRIORITY

When selecting replacement images across the website, use the following order of preference:

1. Real Novem facility/equipment photography

Freeze dryers, production equipment, facility, packaging, storage, etc.

2. Real Novem product photography

Actual pet food and agri-food products manufactured by Novem.

3. Authentic regional agricultural photography

BC farms, orchards, berries, fruit, agriculture, harvests, etc.

4. High-quality relevant stock photography

Only where Novem-specific imagery is unavailable and provided that the image accurately represents our operations.

5. Graphics/icons

Particularly for technical concepts where an authentic photograph is unavailable.

Avoid

- AI-generated people
- AI-generated employees
- AI-generated farmers
- Fake laboratories or QA environments
- Products or formats Novem does not manufacture
- Generic garden-centre imagery
- Generic industrial imagery unrelated to food manufacturing or freeze-drying
- Unrealistic food or pet food products
- Imagery that makes Novem appear smaller, less industrial, or less sophisticated than the actual operation

IMAGES PROVIDED WITH THIS BRIEF

The attached product images should be prioritized wherever applicable.

They include imagery suitable for:

- Complete & balanced pet food / pucks
- Functional toppers / crumble
- Cubed or diced single-ingredient pet treats
- Freeze-dried fruits
- Freeze-dried powders
- Other agri-food applications

The web team may crop, resize, isolate, or lightly edit these images as required to fit the existing website design, provided the **product itself is not materially altered or artificially changed**.

SUMMARY OF REQUIRED CHANGES

Page	Area	Action	Priority
Home	Three rotating hero images	Replace all three	High
Home	Remaining page	Keep as-is	—
About	Main hero image	Replace	High
Pet Food	Complete & Balanced Meals	Replace with real pucks	High
Pet Food	Functional Toppers	Replace with real topper/crumble	High
Pet Food	Single Ingredient Treats	Replace with real diced/cubed treats	High
Pet Food	Remaining page	Keep as-is	—
Agri-Food	Main hero image	Replace	High
Agri-Food	Ingredients	Replace with real FD fruit	High
Agri-Food	Functional Blends	Replace with real FD powder	High
Agri-Food	Food Manufacturing	Replace with real FD product	High
Agri-Food	Remaining page	Keep as-is	—

Capabilities	Existing imagery	Keep overall; substitute real images where appropriate	Low / Optional
Quality Assurance	Main hero	Replace	High
Quality Assurance	AI-generated people	Replace	High
Quality Assurance	Fake/unrealistic product imagery	Replace	High
Quality Assurance	Remaining imagery	Review for authenticity and relevance	High

Final Direction

The website design itself is in a good place. This is **not intended to be a redesign**.

The objective is to make the imagery match the quality of the design and accurately represent Novem.

The biggest overall shift should be from **generic or AI-generated imagery** → **authentic Novem operations, real products, real equipment, and credible agricultural/manufacturing imagery**.

The finished website should visually communicate that Novem is a **real, industrial-scale Canadian freeze-drying and food manufacturing operation with genuine products, equipment, infrastructure, and quality systems**.

CONTACT PAGE

I'm happy with the layout.

The only requested change is replacing the current image with one of our facility or product images to remain consistent across the site.

