



Category Style Guide

Everything Else



Image Styling

Styling Guidance

Imagery should have a high appetite appeal. Silo images should be photographed consistently according to the packaging or product type. Minimize reflections on plastic, foil, and shiny packaging, especially when it covers important product information. Remove unnecessary stickers which are not part of the product package design (i.e. special promotion sticker, legal declarations). All packaging and labels should be presented straight; not at an angle or crooked.

Silo Angles & Views

Each item’s unique packaging will inform the execution of specific angles and views. Required views and guidance for optional views are indicated in the Product Direction sections for each Product Type. A general starting point is to photograph each unique and meaningful side of the product package. When photographing round or irregular shapes, present the side(s) such that printed information/graphics are centered and legible to the viewer. The “Front View” of a product will be the side that contains the predominant brand and labeling; format, variant, and size/quantity.

Silo Lighting

Products should be evenly lit from side to side and top to bottom. Exposure and color should correctly represent the item being photographed. Care should be taken to ensure good separation between the product and background, maintaining details in the product whites and avoiding any flare or spill.

Silo Post Production

tems should be “clipped” or removed from the photographed background so that they are presented on pure white (R:255 G:255 B:255). Retouch to remove any dirt, dust, fingerprints, damage, or other blemishes from the product. Remove any stickers or printed information that is unique to the sample (but not the product) such as expiration dates, lot numbers, etc. If possible, shoot the item without packaging and digitally apply the artwork/label in post for a clean and highly legible final image.

Focus

The subtle use of selective focus is a helpful tool to ensure that the photography is uncluttered and easy to understand. Sharp focus can be used on the featured product to help depict it as the hero in the frame or draw attention to a key product feature. Slightly softer focus on the background or foreground along with white space around the product help simplify the image.

This does not apply when shooting an item out of packaging with the product’s packaging also in shot. For example, a granola bar in the foreground, and the granola bar box off to the side. Both items MUST BE in focus since they are both the product and so you can identify/read the packaging as well.

Lifestyle

Lifestyle images present the product in a more creative way. Environments, surfaces, props, and styling are used to enhance the customer’s understanding of the product, but should never distract from the item being sold. Lifestyle images should always be professionally lit and styled in a way that is appropriate to the items and brand.

The star of each lifestyle image should be the product being sold as it’s being sold. Other elements may be present to explain or inspire how the product will be used. For example, Whole Coffee Beans should call attention to the whole bean, with a brewed cup of coffee, grounds, or other states of the item being less dominant. To the extent practical the image should incorporate the packaging to connect the lifestyle image to the silo shots.

The following photo direction pages offer specific instructions for each unique product type. Items must display all indicated required images + conditionally required images and meet the minimum image count listed on each page.



Collectibles & Memorabilia

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Main Image



Silo, Front

Shoot straight on in package on a pure white background.



Lifestyle, In-Use

Show the product in a lifestyle setting that aligns with the brand.



Feature Graphic

Highlight a product feature or benefit using supporting text and graphics.



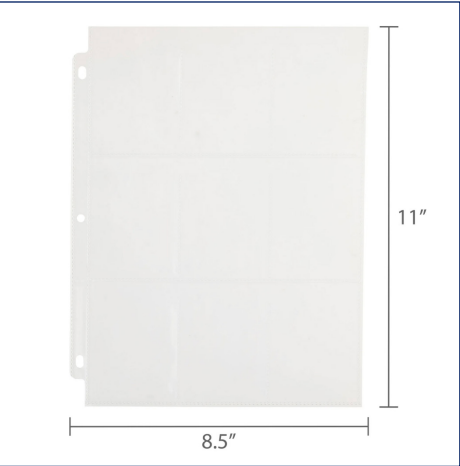
Silo, Assortment

Show all included pieces on white in a clean, organized arrangement.



Silo, Back , In Pack

Show the back of product packaging straight-on on a pure white background with all label details legible.



Dimensions

Use a scale avatar or apply product dimensions to the front-of-pack image.



Tobacco Products & Smoking Supplies

Maintain a consistent visual approach across product photography with consistent angles to ensure a unified presentation.

Product types included:

Cigarettes	& Injectors	Cigar Humidors	Tobacco Pipe Stands & Racks
Herbal Cigarettes	Cigarette Filters	Cigar Humidor Accessories	Tobacco & Pipe Pouches & Jars
Loose Tobacco	Cigarette Holders	Electronic Cigar Humidifiers	Ashtrays
Chewing Tobacco	Cigarette Cases	Tobacco Pipes	Lighters
Rolling Papers	Cigars	Tobacco Pipe Cleaners	Rosin Presses
Cigarette Tubes	Cigar Cases	Tobacco Pipe Tools	
Cigarette Rolling Machines	Cigar Cutters		



Silo, Front

Show the product straight-on on a pure white background with no promotional claims and all required regulatory text legible.



Lifestyle, In-Use

Show the product in a realistic, natural setting that reflects everyday use with the product as the focal point and minimal distraction.



Feature Graphic

Display product specifications using concise callout graphics without promotional claims.



Feature Graphic

Show available flavors or variants in a clean lineup without comparative claims.



Silo, Detail

Show the product out of packaging or in a close-up of key details such as filters, tips, or accessories in a clean, factual style.



Silo, Front, In Pack

Show the front of the retail packaging straight-on on a pure white background when applicable.

Additional Image Recommendations:

- **Flavor / Strength Chart:**
Display available flavors or nicotine strengths in a clean labeled lineup. Do not make comparative health claims.
- **Compatibility Graphic:**
Show compatible devices, pods, or accessories. For tobacco accessories, show compatible products.
- **Compliance Callout:**
Include any required age-restriction or regulatory compliance visual element.
- **Collection Image:**
Show the full product family or variant range in an organized group arrangement.
- **Specification Chart:**
Display key product specifications √ dimensions, capacity, material √ in a clean chart format.



Dimensions

Graphic showing product dimensions.



Vaping, Hookah & Alternatives

Maintain a consistent visual approach across product photography with consistent angles to ensure a unified presentation.

Product types included:

Electronic Cigarettes	Electronic Cigarette Batteries	Cartridges	Hookah Hoses
Electronic Cigarette Starter Kits	Electronic Cigarette	Skins for Vape Pens	Hookah Charcoal
		Hookahs	

Main Image



Silo, Front

Show the product straight-on on a pure white background with no promotional claims and all required regulatory text legible.



Lifestyle, In-Use

Show the product in a realistic, natural setting that reflects everyday use with the product as the focal point and minimal distraction.



Feature Graphic

Display device specifications such as capacity, count, or features using concise callout graphics without promotional claims.



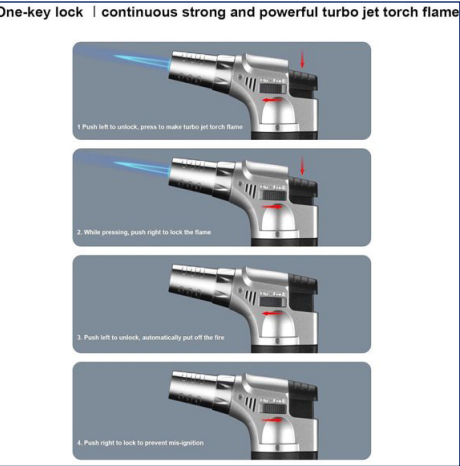
Feature Graphic

Display product specifications such as capacity, count, strength, or features using concise callouts.



Silo, Front, In Pack

Show the front of the retail packaging straight-on on a pure white background when applicable.



Feature Graphic

Show a close-up of the product in active use, focusing on user interaction and cropping tightly to highlight texture, scale, or tactile quality.

Additional Image Recommendations:

- Flavor / Strength Chart:** Display available flavors or nicotine strengths in a clean labeled lineup. Do not make comparative health claims.
- Compatibility Graphic:** Show compatible devices, pods, or accessories. For tobacco accessories, show compatible products.
- Compliance Callout:** Include any required age-restriction or regulatory compliance visual element.
- Collection Image:** Show the full product family or variant range in an organized group arrangement.
- Specification Chart:** Display key product specifications √è dimensions, capacity, material √è in a clean chart format.



Dimensions

Graphic showing product dimensions.

Thank you