



Category Style Guide

Home Improvement

Walmart

LAST UPDATED
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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.



Home Improvement

Tools, Equipment & Workshop

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.

Product types included:

- Hammers, Screwdrivers, Wrenches, Pliers, Saws

Chisels, Files, Rasps, Planes

Clamps, Pry Bars, Pullers

Riveters, Staple Guns

Hex Tools, Sockets, Ratchets

Utility Knives, Trowels

Tool Sets

Other Hand Tools

Levels

Measuring Tape

Measuring Wheels

Squares

Plumb Bobs

Laser Detectors

Measurement Lasers

Moisture Meters

Pressure Gauges

Water Pressure Gauges

Flow Meters

Force Gauges
- Air Compressors

Air Compressor Pumps

Air Compressor Tanks

Air Compressor Pressure Switches

Air Blow Guns

Air Hoses

Air Pumps

Air Inflation Couplers

Air Tool Fittings

Compressed Air Filters

Air Cylinder Mufflers

Air Tool Anti-Vibration Pads

Other Air Tool Accessories

Power Tools

Drill Drivers

Hammer Drills

Impact Drivers / Wrenches

Power Saws

Power Grinders

Power Sanders
- Oscillating Power Tools

Nail Guns

Rotary Hammers

Power Tool Sets

Power Tool Blades

Drill Bits & Sets

Drill Chucks

Drill Bit Accessories

Abrasives (belts, discs, wheels)

Power Tool Stands

Mobile Power Tool Bases

Other Power & Hand Tool Accessories

Tool Boxes & Organizers

Tool Bags

Tool Belts

Tool Lanyards

Tool Sheaths

Workbenches

Work Safety Eye Protection

Forklifts
- Scissor Lifts

Gantry Cranes

Chain Hoists

Lifting Hoists

Pallet Trucks

Hand Trucks

Dollies

Platform Trucks & Carts

Trolleys

Welders

Welding Rods / Electrodes / Wire

Welding Helmets

Welding Hoses

Welding Carts

Brazing & Welding Torches

Plasma Cutters

Soldering Guns & Irons

Solder / Flux

Fume Extractors



Silo, Front

Shoot straight on or at an angle to show the entire item 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 or detail image



Silo, Back

Show the back of product on a pure white background.



Silo, Alternate

Capture alternate angle of product.



Dimensions

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



Home Improvement

Electrical, Wiring, Testing & Alarms

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.

Product types included:

Electrical Outlets	Electrical Boxes	Electrical System Relays	Pipe & Cable Locators
Electrical Switches	Electrical Conduit Fittings	Circuit Testers	Household Sensors & Alarms
Light Dimmers & Switches	Electrical Wire	Voltage Testers	Household Water Sensors
Electrical Plugs	Wire Connectors	Current Testers	Smoke Alarms
Extension Cords	Wire Looms & Separators	Electric Power Testers	Carbon Monoxide Alarms
Cord Reels	Electrical Fuses	Multimeters	Carbon Monoxide & Smoke Combination Alarms
Circuit Breaker Panels	Grounding Braids	Metal Detectors	
Circuit Breakers	Interconnect Terminals	Motion Detectors	



Silo, Front
Shoot straight on or at an angle to show the entire item 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 or detail image



Silo, Front, In Pack
Shoot straight on in package



Silo, Back, Out of Pack
Photograph the side or back of the product to clearly capture all label information. Shoot straight on, no plunge shots.



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



Home Improvement

Hardware, Fasteners, Doors & Security

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.

Product types included:

Cabinet & Furniture Drawer Slides	Hardware Nails	Hardware Grommets	Door Bottoms & Sweeps
Cabinet & Furniture Pulls	Hardware Screws	Hardware Hasps	Door Thresholds
Furniture Legs	Hardware Washers	Hardware Springs	Door Grilles
Furniture Grippers, Pads & Sliders	Hardware Rivets	Hardware Threaded Rods	Door Kick Plates
Furniture Touch-Up Kits	Hardware Pins	Hardware Threaded Inserts	Door Knockers
Hardware Back Plates	Hardware Hooks	Hardware Retaining Rings	Door Viewers
Joiner Tenons	Hardware Chains / Chain Links	Hardware Spacers & Standoffs	Door Mail Slots
Dowels / Dowel Pins	Hardware Hinges	Hardware Tolerance Rings	Door Strike Plates
Collated Nails	Hardware Latches & Catches	Hardware Turnbuckles	Doorstops
Hardware Anchors	Hardware Locks	Nut & Bolt Sets	Security Door Chains & Guards
Hardware Adhesives	Hardware Knobs	Other Hardware	Padlocks
Hardware Biscuits & Plugs	Hardware Brackets	Doorknobs	Lock Replacement Sets
Hardware Bolts	Hardware Braces	Door Handle Sets	Key Blanks
Hardware Nuts	Hardware Clips	Door Closers	Security Bars
		Door Latches & Bolts	



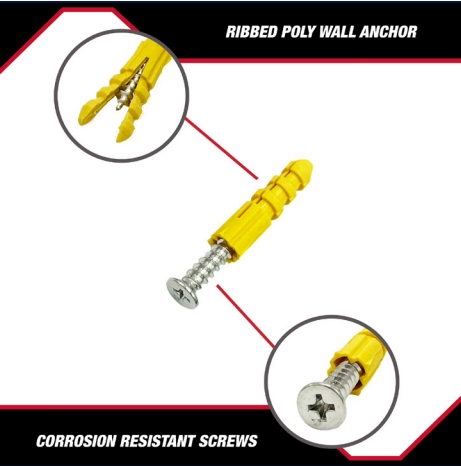
Silo, Front

Shoot straight on in package on a pure white background.



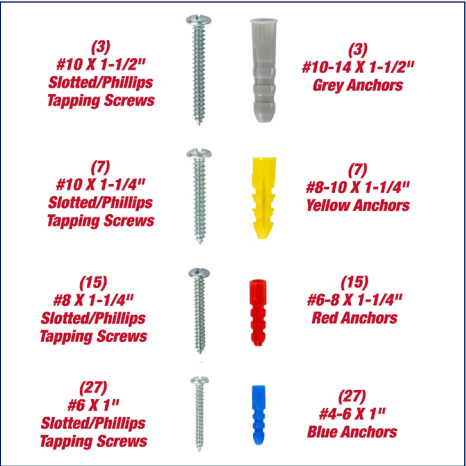
Lifestyle, In-Use

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 or detail image



Silo, Assortment

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



Silo, Alternate

Silo image of items out of package



Silo, Back

Show the back of product on a pure white background.



Home Improvement

Plumbing, HVAC & Water Systems

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.

Product types included:

- | | | | |
|--------------------------------|----------------------------------|--------------------------|-------------------------------|
| Plumbing Pipes | Air-Powered Drain Clearing Tools | Toilet Seats | Space Heaters |
| Pipe Fittings & Couplers | Pipe Inspection Cameras | Toilet Tanks | Thermostats |
| Pipe Caps / Flanges / Reducers | Valves | Toilet Repair Parts | Ventilation Fans |
| Plumbing Pumps | Water Diverters | Urinals | Radiant Barriers |
| Drain Cleaning Machines | Faucets | Water Heaters | Registers, Grilles & Vents |
| Drain Snakes | Sinks | Water Heater Accessories | Household Vents & Ventilation |
| Drainage Systems | Toilets | Water Softeners | |
| | | Water Tanks | |

Main Image



Silo, Front

Shoot straight on or at an angle to show the entire item 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 or detail image



Silo, Assortment

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



Silo, Front, In Pack

Show the front of product packaging straight-on on a white background with all branding and key label details legible.



Dimensions

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



Home Improvement

Building Materials, Paint & Interior/ Exterior Finishes

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.

Product types included:

Cement	Shakes	Electric Fencing	Tile
Mortar Mix	Construction Siding	Electric Fence Energizers	Tile Grout
Cement Mixers	Chimney Caps	Electric Fence Insulators	Floor Coating
Concrete Air-Entraining Agents	Roof Caps	Other Decking & Fencing Hardware	Floor Finish Compounds
Concrete Bonding Agents	Roof Coating	Prefabricated Stairs	Floor Leveling Compounds
Concrete Stains & Finishes	Roof Gutter Accessories	Staircase & Floor Step Treads	Interlocking Floor Mats
Concrete Chutes	Roof Gutters	Staircase & Railing Handrails	Other Flooring Supplies & Accessories
Concrete Darbies	Roof Soffit Material	Staircase & Railing Handrails	Household Paints & Stains
Concrete Kneeboards	Roof Thatching	Staircase & Railing Handrails	Spray Paints
Concrete Power Screeds	Roof Trusses	Balusters & Newels	Paint Primers
Concrete Screeds	Skylights	Leveling Shims	Wood Finish
Concrete Roller Tubes	Cupolas	Drywall	Epoxy Coatings
Concrete Vibrators	Other Roofing Supplies	Joint Compound	Epoxy Adhesives
Paving Molds	Doors	Wall Fillers	Household Paint Thinners & Solvents
Construction Bricks	Garage Doors	Plaster	Household Paintbrushes
Reinforcing Bars	Windows	Putty Knives	Paint Rollers / Covers / Frames / Sets
Other Concrete Supplies	Window Wells	Taping Knives	Paint Roller Trays
Raw Lumber	Window & Door Frames	Ceiling Tile	Paint Can Liners
Structural Beams	Window & Door Sills	Ceiling Suspension Systems	Paint Strainers
Structural Straps	Window Operators	Ceiling Medallions	Paint Chips
Construction Poles & Pilings	Window Balances	Decorative Wall Panels	Paint Samples
Insulation	Window & Sliding Door Moveable Stops	Wallpaper	Paint Convenience Tools
Weather Stripping	Preframed Window & Door Screens	Wallpaper Smoothing Tools	Drop Cloths
Weatherproofing Garage Door Seals	Decking Caps	Wallpaper Strippers	Surface Protection Film
Weatherproofing Window Insulation Kits	Deck & Fence Gates	Other Wallpaper Supplies	Tarps
Weatherproofing Pipe Coverings	Decking & Fencing Railings & Pickets	Flooring Materials	Empty Paint Cans
Construction Shingles &	Fences	Carpet	Other Painting Supplies
	Fence Posts	Carpet Underlayments	

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.



Silo, Detail

Show a close-up of a key design detail to highlight quality.



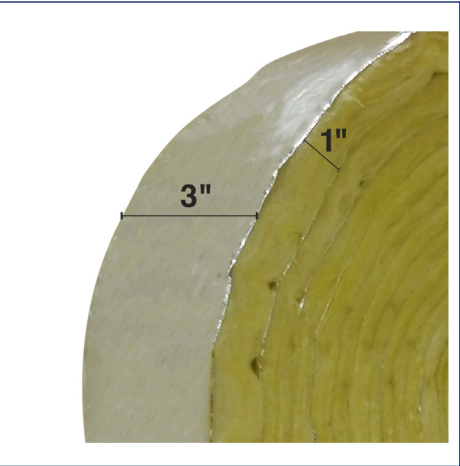
Silo, Front, In Pack

Show the front of product packaging straight-on on a white background with all branding and key label details legible.



Silo, Alt, In Pack

Photograph the side or back of the product to clearly capture all label information. Shoot straight on, no plunge shots.



Dimensions

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

Thank you