



Category Style Guide

Musical Instruments



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.



Musical Instruments

Traditional & Acoustic Instruments

Product types included:

Accordions	Concertinas	Lap Guitars	Sarods
Acoustic Bass Guitars	Cornets	Lutes	Saxophones
Acoustic Guitars	Didgeridoos	Mandolins	Shofars
Alto Horns	Double Basses	Mellophones	Sitars
Appalachian Dulcimers	English Horns	Melodicas	Sousaphones
Autoharps	Euphoniums	Musical Whistles	Tanpuras
Bagpipes	Flugelhorns	Oboes	Trombones
Banjos	Flutes	Ocarinas	Trumpets
Baritone Horns	French Horns	Ouds	Tubas
Bassoons	Hammered Dulcimers	Pan Pipes	Ukuleles
Bouzoukis	Harmonicas	Pianos	Veenas
Bugles	Harmoniums	Piccolos	Violas
Cellos	Harps	Psalteries	Violins
Clarinets	Jaw Harps	Recorders	Zithers
Classical Guitars	Kazoos	Sarangis	



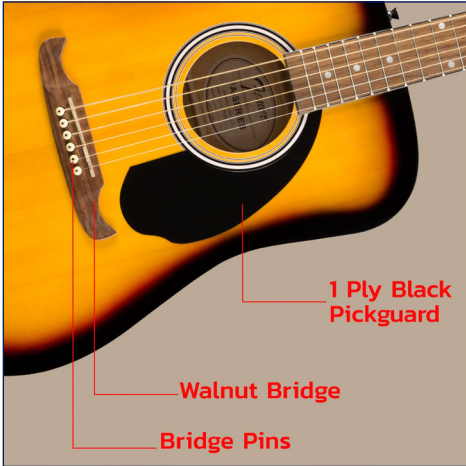
Silo, Front

Show the full instrument straight-on on a pure white background with included items arranged when applicable.



Lifestyle, In-Use

Show the instrument being held or played in an appropriate setting.



Feature Graphic

Highlight primary product features using clean graphic callouts.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Alternate

Show the product at a three-quarter angle to display shape, depth, and design.



Feature Detail

Show a close-up of the primary interaction area.

Additional Image Recommendations:

- **Tuning / Control Detail (If Applicable):**
Show a close-up of control elements such as tuning pegs, valves, keys, or sliders when central to use.
- **Full Height Scale Reference (If Applicable):**
Show the product at full scale when overall size or height is central.
- **Included Components Detail (If Applicable):**
Show a close-up of bundled components such as bows, mouthpieces, reeds, or straps when central to the product.
- **Storage / Case View:**
Show the product in its case or storage format when included.
- **Packaging (if applicable):**
Show the front of retail-ready packaging on a pure white background when it differs from the product.



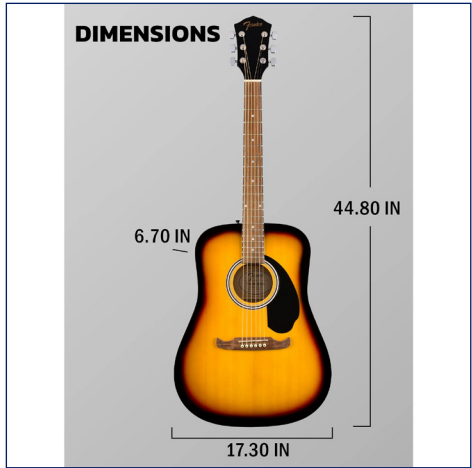
Silo, Front, In Pack

Show the front of retail-ready packaging on a pure white background when it differs from the product.



Silo, Assortment

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



Dimensions

Display product dimensions using a clean graphic.



Musical Instruments

Electronic Instruments & MIDI

Product types included:

- | | | | |
|-----------------------|-------------------|---------------------------|----------------------|
| Audio Samplers | Electric Guitars | Firewire Audio Interfaces | Modular Synthesizers |
| Audio Sequencers | Electric Organs | Keyboard Synthesizers | Theremins |
| Drum Machines | Electronic Drums | MIDI Interfaces | Tone Generators |
| Electric Bass Guitars | Electronic Pianos | MIDI Pedalboards | |

Main Image



Silo, Front

Show the full product straight-on on a pure white background.



Lifestyle, In-Use

Show the product in active use in a studio, desktop, or performance setup.



Feature Graphic

Highlight how the product generates, controls, or processes output.



Feature Graphic

Show all included components in a clean flat-lay when multiple pieces are included.



Silo, Alternate

Show the product at a three-quarter angle to display shape, depth, and design.



Silo, Detail

Show input, output, or connection areas where connectivity is central.

Additional Image Recommendations:

- Display / Screen Detail (If Applicable):**
Show a close-up of screen-based controls or interfaces when central to use.
- Modular / Patch Detail (If Applicable):**
Show a close-up of patch points or connectivity areas when central to use.
- Performance Setup View (If Applicable):**
Show the product in a performance or recording setup when integration is central.
- Packaging (If Applicable):**
Show the front of retail-ready packaging on a pure white background when it differs from the product.



Silo, Front, In Pack

Show the front of retail-ready packaging on a pure white background when it differs from the product.



Dimensions

Graphic showing product dimensions.



Musical Instruments

Drums & Percussion

Product types included:

Bass Drums	Doumbeks	MusicalSpoons	Tablas
Bata Drums	Drum Set Cymbals	MusicalTriangles	Talking Drums
Bell Trees	Drum Sets	Ngoma Drums	Tambourines
Bodhrans	Dunun Drums	Oke Daiko Drums	Temple Blocks
Bongos	Glockenspiels	Paddle Drums	Tenor Drums
Bougarabous	Gongs	Pan Drums	Timbales
Cabasas	Guiros	Percussion Clappers	Timpani
Cajons	Hand Percussion Bells & Chimes	Percussion Jam Blocks	Tom-Tom Drums
Castanets	Ibo Drums	Percussion Woodblocks	Tone Blocks
Claves	Kalimbas	Repinique Drums	Tubular Bells
Congas	Maracas	Rhythm Sticks	Udu Drums
Conguitas	Marimbas	Rocars	Vibraphones
Cuicas	Marimbulas	Sand Blocks	Vibraslaps
Dholaks	Mridangas	Snare Drums	Washboards
Djembe Drums	Musical Shakers	Spring Drums	Xylophones
Djun Djun Drums		Surdo Drums	



Silo, Front

Show the full product straight-on on a pure white background.



Lifestyle, In-Use

Show the instrument in use in a rehearsal, performance, or studio setting.



Feature Graphic

Show a close-up of surface or structural details to highlight texture and construction.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Detail

Show a close-up of surface detail.



Silo, Front, In Pack

Show the front of retail-ready packaging on a pure white background when it differs from the product.

Additional Image Recommendations:

- **Mounted / Stand View (If Applicable):** Show the product mounted on a stand, rack, or frame when that setup is central.
- **Handheld Scale View (If Applicable):** Show the product in hand to demonstrate scale.
- **Top Surface Detail (If Applicable):** Show a top-down view to highlight layout or surface details when central to the product.
- **Packaging (If Applicable):** Show the front of retail-ready packaging on a pure white background when it differs from the product.



Silo, Assortment

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



Lifestyle, In-Use

Show the full setup when multiple components such as drums, cymbals, bars, or bells are included.



Dimensions

Graphic showing product dimensions.



Musical Instruments

Instrument Parts, Accessories & Care

Product types included:

Bass Drum Pedals	Instrument Cleaning Rods	Musical Instrument Grease	Percussion Trigger Pads
Brass Instrument Mutes	Keyboard Instrument Replacement Parts	Musical Instrument Humidifiers	Pitch Pipes
Brass Instrument Replacement Parts	Marching Batons & Maces	Musical Instrument Key Corks	Rosin
Capos	Marching Drum Carriers	Musical Instrument Knobs	Stringed Instrument Mutes
Conductor's Batons	Marching Percussion Accessories	Musical Instrument Mouthpieces	Stringed Instrument Replacement Parts
Cymbal Pads	Metronomes	Musical Instrument Necks	Stringed Instrument Strings
Cymbal Sizzlers	Music Performance Benches & Stools	Musical Instrument Stands	Tom & Snare Dampeners
Drum Mufflers	Music Stands	Musical Instrument Straps	Tuning Forks
Drum Replacement Parts	Musical Bow Cases	Musical Instrument Tuners	Woodwind Instrument Replacement Parts
Drum Triggers	Musical Bows	Percussion Brushes	Woodwind Reed Cases
Fretting Tools	Musical Instrument Bodies	Percussion Drumsticks	Woodwind Reed Trimmers
Guitar Mutes	Musical Instrument Cases	Percussion Impact Pads	Woodwind Reeds
Guitar Picks	Musical Instrument Chinrests	Percussion Mallets	
Guitar Pickups	Musical Instrument Covers	Percussion Mounts	
Guitar Replacement Parts			
Guitar Slides			



Silo, Front

Show the full product straight-on on a pure white background.



Lifestyle, In-Use

Show the product installed on or used with its target instrument.



Feature Graphic

Show compatibility with instrument type, size, or format.



Feature Graphic

Graphic focused on the product's main role, showing how it protects, maintains, tunes, supports, connects, or replaces a working part.



Silo, Detail

Show a close-up of material, surface, or build quality.



Silo, Front, In Pack

Show the front of retail-ready packaging on a pure white background when it differs from the product.

Additional Image Recommendations:

- Mounted / Stand View (If Applicable):** Show the product mounted on a stand, rack, or frame when that setup is central.
- Handheld Scale View (If Applicable):** Show the product in hand to demonstrate scale.
- Top Surface Detail (If Applicable):** Show a top-down view to highlight layout or surface details when central to the product.
- Packaging (If Applicable):** Show the front of retail-ready packaging on a pure white background when it differs from the product.



Silo, Assortment

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



Dimensions

Display product dimensions using a clean graphic.



Musical Instruments

Amplifiers, Effects & Signal Gear

Product types included:

- Amplifier Heads
Audio Channel Strips
Audio Compressors
Audio Compressors & Limiters
Audio Crossovers
Audio Delay Effects
- Audio Direct Boxes
Audio Feedback Suppressors
Audio Loop Controllers
Audio Reverb Effects
Audio Sustain Effects
Effects Pedal Boards
- Effects Processors
Guitar Effects Pedals
Harmonic Exciters
Instrument Amplifier Cabinets
Instrument Power Amplifiers
- Instrument Preamplifiers
Line Switch Boxes
Vacuum Tubes

Main Image



Silo, Front

Show the full product straight-on on a pure white background.



Lifestyle, In-Use

Show the product connected and operating in a studio, stage, or desktop setup.



Feature Graphic

Highlight how the product processes, routes, or modifies signals.



Feature Graphic

Show all included components in a clean flat-lay when multiple pieces are included.



Silo, Alternate

Show the product at a three-quarter angle to display shape, depth, and design.



Silo, Detail

Show a close-up of controls such as switches, buttons, or dials.

Additional Image Recommendations:

- Packaging (If Applicable):**
Show the front of retail-ready packaging on a pure white background when it differs from the product.
- Tube / Internal Component Detail (If Applicable):**
Show a close-up of internal components when central to the product.
- Input / Output Label Detail (If Applicable):**
Show a close-up of labeled inputs, outputs, or controls when central to use.



Silo, Front, In Pack

Show the front of retail-ready packaging on a pure white background when it differs from the product.



Dimensions

Graphic showing product dimensions.



Musical Instruments

Pro Audio, Recording, DJ & Live Sound

Product types included:

Acoustic Dampers	DAT Recorders	Microphone Pop Filters	Pro Audio Speaker Stands
Acoustic Reflectors	DJ CD Players	Microphone Preamplifiers	Sound Diffusors
Audio Dimmer Switches	DJ Controllers	Microphone Splitters	Sound Pressure Level Meters
Audio Mixers	DJ Mixers	Microphone Stands & Booms	Stage Monitors
Audio Studio Racks	DVD Duplicators	Microphone Windshields	Stock Audio Clips
Cassette Tape Duplicators	DVD Recorders	Microphones	Subwoofers
Cassette Tape Recorders	Karaoke Machines	Multitrack Audio Recorders	Video Camera Microphones
CD Duplicators	Loudspeaker Cabinets	PA Systems	Volume Controllers
CD Recorders	Loudspeakers	Patch Bays	
Color Guard Rifles	Microphone Cases	Phantom Power Supplies	
Crossfaders	Microphone Mixers		



Silo, Front

Show the full product straight-on on a pure white background.



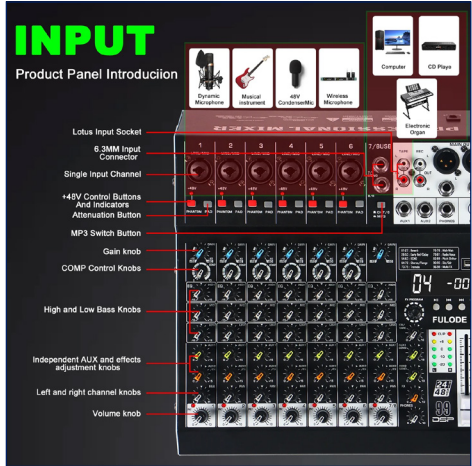
Lifestyle, In-Use

Show the product in a studio, stage, DJ, or recording environment.



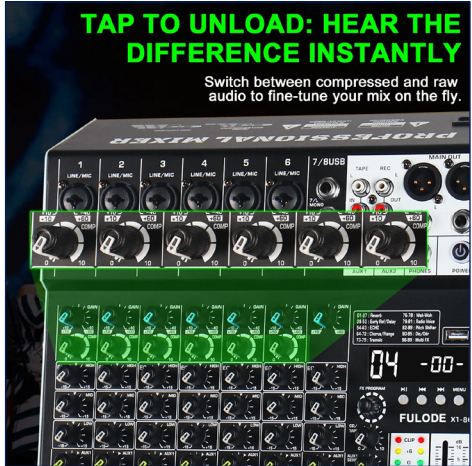
Feature Graphic

Highlight how the product mixes, records, or outputs sound.



Feature Graphic

Display system setup, signal flow, or configuration using a clean diagram when applicable.



Silo, Detail

Show a close-up of operational controls such as mixers or faders.



Silo, Front, In Pack

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

Additional Image Recommendations:

- Mounted / Installed View (If Applicable):**
Show the product mounted or installed when that setup is central to use.
- Speaker / Capsule / Surface Detail (If Applicable):**
Show a close-up of acoustic or surface elements such as drivers, grilles, or textures.
- Media / Display Content View (If Applicable):**
Show a display-focused view to highlight screens, indicators, or controls when central to use.
- What's Included:**
Show all included components in a clean flat-lay when multiple pieces are included.



Dimensions

Graphic showing product dimensions.

Thank you