



Category Style Guide

Animals



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.



Pet Housing, Habitats & Travel

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

Product types included:

- | | | | |
|-----------------------------|-----------------------|--------------------------------|------------------------------------|
| Pet Door Flaps | Pet Bicycle Carriers | Other Small Animal Supplies | Other Reptile & Amphibian Supplies |
| Pet Doors | Pet Bicycle Trailers | Small Animal Exercise Wheels | Reptile Thermometers |
| Pet Gates | Pet Booster Seats | Small Animal Habitat Decor | Terrarium Covers |
| Pet Kennel & Crate Covers | Pet Car Seat Covers | Small Animal Habitats & Cages | Terrarium Feeding Dishes |
| Pet Kennel & Crate Pads | Pet Carriers | Small Animal Habitat Decor | Terrarium Feeding Dishes |
| Pet Kennels & Crates | Pet Ramps | Small Animal Habitats & Cages | Terrarium Habitat Decor |
| Pet Playpens | Pet Slings | Small Animal Toys | Terrarium Habitat Lighting |
| Pet Radio & Wireless Fences | Pet Strollers | Small Animal Tubes & Tunnels | Terrarium Heat Lamps & Mats |
| Pet Tie-Out Stakes | Pet Travel Barriers | Aquarium & Terrarium Substrate | Terrariums |
| Pet Tie-Outs | Pet Vehicle Harnesses | | |



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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

Highlight structural or functional features such as mechanism, durability, ventilation, or capacity using callout graphics.



Feature Graphic

Show the product assembled or ready-to-use, and display a simple step graphic for assembly or fold-down when applicable.



Silo, Front, In Pack

Show the complete product packaging from a straight-on, front-facing angle. Shoot on white; no shadow or keystoneing.



Dimensions

Overlay interior and exterior dimensions clearly on the product image, and for sizing-sensitive items include a breed or weight size guide or human scale reference.

- Additional Image Recommendations:**
- Breed / Size Guide:**
Include a breed or weight-based size guide to help customers select the correct size for their pet.
 - Collection Image:**
Show the full product family or size range in a styled group arrangement.
 - Compatibility Graphic:**
Call out compatible pet types, breeds, or life stages for this product.
 - Brand / Safety Seal:**
Include the brand's safety or quality certification graphic if applicable.
 - Use Occasion Graphic:**
Show the product's ideal use context √️ travel, home, outdoor √️ through a simple iconographic or lifestyle graphic.



Pet Feeding & Hydration Supplies

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

Product types included:

- | | | |
|-----------------------|-------------------|---------------------|
| Automatic Pet Feeders | Watering Supplies | Pet Food Storage |
| Feed Scoops | Pet Bowls | Pet Water Bottles |
| Other Pet Feeding & | Pet Food Mats | Pet Water Fountains |



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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

Highlight key functional benefits such as capacity, material safety, stability, or programmability using callout graphics.



Feature Graphic

Call out material quality and safety certifications such as dishwasher-safe, non-toxic, or food-grade materials.



Silo, Front, In Pack

Show the complete product packaging from a straight-on, front-facing angle. Shoot on white; no shadow or keystoneing.



Dimensions

Graphic showing product dimensions.

- Additional Image Recommendations:
- Breed / Size Guide:**
Include a breed or weight-based size guide to help customers select the correct size for their pet.
 - Collection Image:**
Show the full product family or size range in a styled group arrangement.
 - Compatibility Graphic:**
Call out compatible pet types, breeds, or life stages for this product.
 - Brand / Safety Seal:**
Include the brand's safety or quality certification graphic if applicable.
 - Use Occasion Graphic:**
Show the product's ideal use context √ travel, home, outdoor √ through a simple iconographic or lifestyle graphic.



Pet Grooming & Hygiene

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

Product types included:

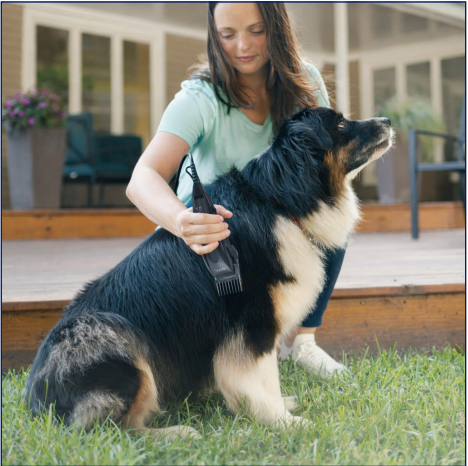
- | | | | |
|---|-----------------------------|----------------------|-----------------------------------|
| Animal Conditioners | Other Pet Grooming Supplies | Pet Deodorizers | Pet Hair Removal & Grooming Mitts |
| Animal Grooming Electric Clipper Blades | Pet Claw Care | Pet Grooming Baths | Pet Shower & Bath Accessories |
| Animal Grooming Electric Clippers | Pet Colognes | Pet Grooming Brushes | Pet Styptic Gels & Powders |
| Animal Grooming Scissors | Pet Dander Reducers | Pet Grooming Dryers | |
| Animal Shampoos | Pet Dematting Tools | Pet Grooming Tables | |
| | | Pet Grooming Wipes | |

Main Image



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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

Highlight the primary grooming benefit such as performance, precision, or formula using callout graphics.



Feature Graphic

Show all included components in a clean, organized flat-lay with labels or callouts highlighting key pieces.



Silo, Front, In Pack

Show the complete product packaging from a straight-on, front-facing angle. Shoot on white; no shadow or keystoneing.



Feature Graphic

Highlight the primary grooming benefit such as deshedding, blade precision, waterproof design, or gentle formula using callout text and supporting imagery.

Additional Image Recommendations:

- Breed / Size Guide:**
Include a breed or weight-based size guide to help customers select the correct size for their pet.
- Collection Image:**
Show the full product family or size range in a styled group arrangement.
- Compatibility Graphic:**
Call out compatible pet types, breeds, or life stages for this product.
- Brand / Safety Seal:**
Include the brand's safety or quality certification graphic if applicable.
- Use Occasion Graphic:**
Show the product's ideal use context √️ travel, home, outdoor √️ through a simple iconographic or lifestyle graphic.



Dimensions

Graphic showing product dimensions.



Pet Health, Wellness & Medical Supplies

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

Product types included:

- Animal Acupuncture Models

Animal Dental Care Tools

Animal Dewormers

Animal Supplements & Vitamins

Cat Hairball Remedies

Flea & Tick Collars
- Other Pet Health Supplies

Pet Diapers

Pet Digestive Remedies

Pet Ear Care

Pet Eye Care

Pet Flea & Tick Treatments

Pet Flea Combs

Pet Itch Remedies
- Pet Milk Replacers

Pet Nursing Bottles & Bottle Sets

Pet Nursing Kits

Pet Nursing Replacement Teats

Pet Nursing Syringes

Pet Recovery Collars & Cones
- Pet Relaxants

Pet Thermometers

Pet Toothbrushes

Pet Toothpaste

Pet Wheelchairs

Poultry Conditioner

Main Image



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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

Highlight the primary health benefit, active ingredient, or veterinary recommendation using compliant graphic treatment.



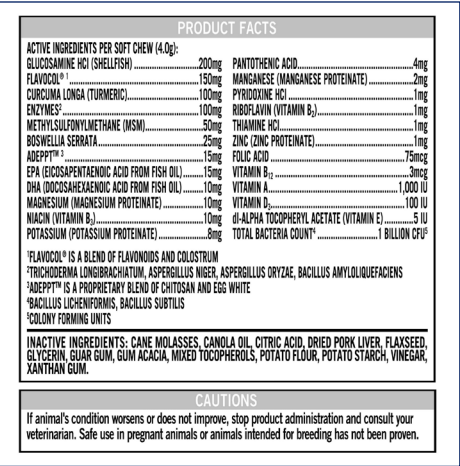
Feature Graphic

Display dosage or usage instructions by weight or species using simple iconography and legible text.



Silo, Front, In Pack

Show the complete product packaging from a straight-on, front-facing angle. Shoot on white; no shadow or keystoneing.



Graphic, Supplement Facts

Show the Supplement Facts, ingredients, or usage instructions clearly legible in a straight-on shot with no glare or distortion.

Additional Image Recommendations:

- Breed / Size Guide:** Include a breed or weight-based size guide to help customers select the correct size for their pet.
- Collection Image:** Show the full product family or size range in a styled group arrangement.
- Compatibility Graphic:** Call out compatible pet types, breeds, or life stages for this product.
- Brand / Safety Seal:** Include the brand's safety or quality certification graphic if applicable.
- Use Occasion Graphic:** Show the product's ideal use context √ travel, home, outdoor √ through a simple iconographic or lifestyle graphic.



Dimensions

Graphic showing product dimensions.



Pet Toys & Enrichment

Single

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

Product types included:

- Cat Toys
- Dog Toys
- Small Animal Toys



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



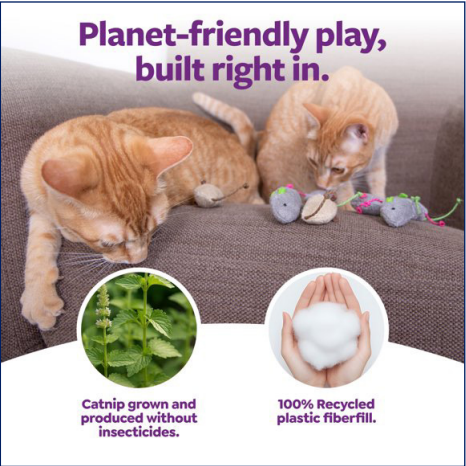
Lifestyle, In-Use

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



Feature Graphic

Highlight the primary play or enrichment benefit such as interaction, durability, or dispensing using callout graphics.



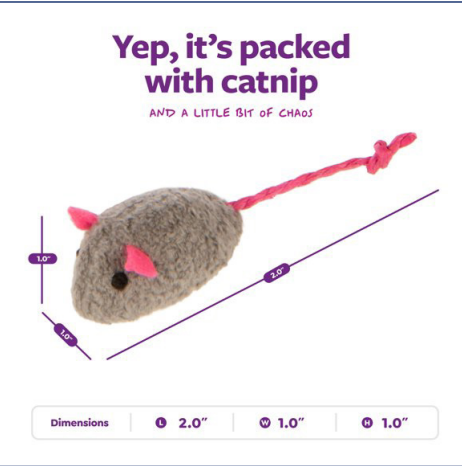
Feature Graphic

Highlight material safety and durability claims such as non-toxic, BPA-free, or natural rubber with relevant certifications.



Lifestyle, In-Use

Show a pet actively playing with the toy in a natural setting with the product in sharp focus; motion blur on the pet is acceptable.



Dimensions

Show product dimensions overlaid on the silo or include a size comparison using a familiar object, and for breed-sized toys reference the intended dog size category.

- Additional Image Recommendations:**
- Breed / Size Guide:** Include a breed or weight-based size guide to help customers select the correct size for their pet.
 - Collection Image:** Show the full product family or size range in a styled group arrangement.
 - Compatibility Graphic:** Call out compatible pet types, breeds, or life stages for this product.
 - Brand / Safety Seal:** Include the brand's safety or quality certification graphic if applicable.
 - Use Occasion Graphic:** Show the product's ideal use context √️ travel, home, outdoor √️ through a simple iconographic or lifestyle graphic.



Pet Toys & Enrichment

Multipacks

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

Product types included:



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



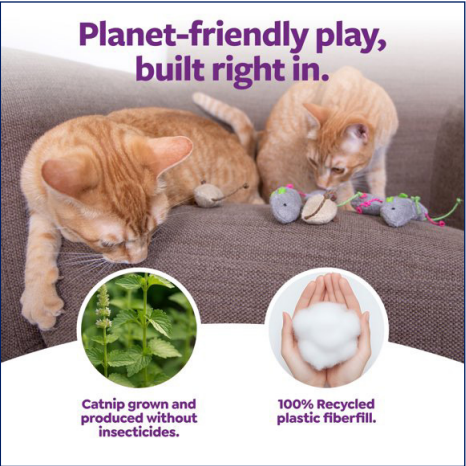
Lifestyle, In-Use

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



Feature Graphic

Highlight the primary play or enrichment benefit such as interaction, durability, or dispensing using callout graphics.



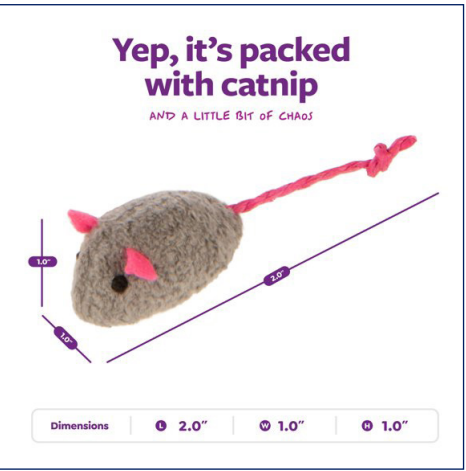
Feature Graphic

Highlight material safety and durability claims such as non-toxic, BPA-free, or natural rubber with relevant certifications.



Lifestyle, In-Use

Show a pet actively playing with the toy in a natural setting with the product in sharp focus; motion blur on the pet is acceptable.



Dimensions

Show product dimensions overlaid on the silo or include a size comparison using a familiar object, and for breed-sized toys reference the intended dog size category.



Pet Training & Behavior

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

Product types included:

- Bark Control Training Aids
- Dog Whistles
- Pet Repellents
- Pet Training Collars
- Dog Agility Equipment
- Pet Doorbells
- Pet Training Clickers

Main Image



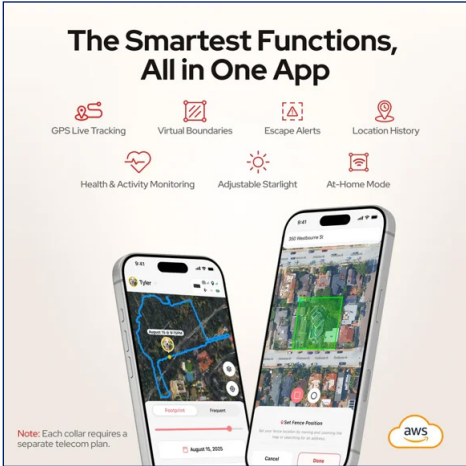
Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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 the training mechanism using a simple step graphic or diagram for quick understanding.



Feature Graphic

Display coverage or range using a clean diagram, and highlight key features such as adjustability or control levels.



Graphic, Installation

Show installation or setup configuration, and for wireless fences or bark devices include a clear range or coverage area graphic with distance callouts.

Feature / Attribute	Air Tags	Monochips	GPS Tracker
Primary Purpose	Item tracking	Identification	Real-time pet tracking & health monitoring
Real-time Location	X Not continuous; only updates when near Apple device	X No location tracking	✓ Live, continuous GPS tracking
Coverage Range	Anywhere within Bluetooth range of a network	Not applicable	✓ Wide/global coverage via GPS network
Health Monitoring	⊗	⊗	✓
Additional Device Dependency	Requires nearby Apple device	Requires a scanner	✓ Works independently via GPS
Escape Alerts	⊗	⊗	✓ Notifies you when your dog gets loose

Dimensions

Graphic showing product dimensions.

Additional Image Recommendations:

- Breed / Size Guide:**
Include a breed or weight-based size guide to help customers select the correct size for their pet.
- Collection Image:**
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- Compatibility Graphic:**
Call out compatible pet types, breeds, or life stages for this product.
- Brand / Safety Seal:**
Include the brand's safety or quality certification graphic if applicable.
- Use Occasion Graphic:**
Show the product's ideal use context v̇e travel, home, outdoor v̇e through a simple iconographic or lifestyle graphic.



Pet Waste & Litter Management

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

Product types included:

- Cat Litter
- Cat Litter Boxes
- Cat Litter Mats
- Dog Waste Bag Dispensers
- Cat Litter Box Liners
- Cat Litter Disposal Systems
- Cat Litter Scoops



Silo, Front

Show the product straight-on on a pure white background with full visibility and accessories empty unless needed to communicate scale.



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.



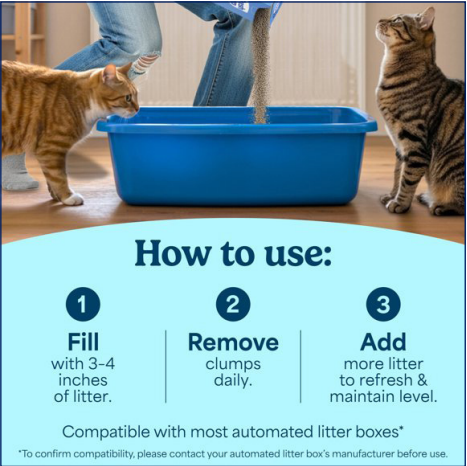
Feature Graphic

Highlight key functional features such as odor control, performance, or capacity using callout graphics.



Feature Graphic

Highlight odor-control or waste-management performance using clear, factual graphic treatment.



Feature Graphic

Highlight a key functional feature such as odor control, clumping, self-cleaning, or bag capacity using callout text and iconography.



Dimensions

Graphic showing product dimensions.

Additional Image Recommendations:

- Breed / Size Guide:** Include a breed or weight-based size guide to help customers select the correct size for their pet.
- Collection Image:** Show the full product family or size range in a styled group arrangement.
- Compatibility Graphic:** Call out compatible pet types, breeds, or life stages for this product.
- Brand / Safety Seal:** Include the brand's safety or quality certification graphic if applicable.
- Use Occasion Graphic:** Show the product's ideal use context √️ travel, home, outdoor √️ through a simple iconographic or lifestyle graphic.

Thank you