



Category Style Guide

Beauty



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.



Makeup & Beauty Tools

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

Product types included:

Eye Primer	Concealer Makeup	Lip Scrubs	False Eyelash Adhesives
Eye Shadow	Contour Makeup Set	Lip Stains	False Eyelash Applicators
Eyebrow & Eyelash Enhancers	Foundation Makeup	Lipsticks	False Eyelashes
Eyebrow Color	Foundation Primers	Makeup Palettes	Makeup Blotting Paper
Eyebrow Conditioner	Highlighter Makeup	Makeup Sets	Makeup Brush Cleansers
Eyebrow Sealers	Makeup Finishing Powders	Cosmetic Brush Guards	Makeup Brushes & Applicators
Eyelash Primers	Makeup Setting Sprays	Cosmetic Pencil Sharpeners	Makeup Puffs, Sponges & Wedges
Eyeliner	Tinted Moisturizers	Eyebrow Stencils	Nose Shaping Clips
Mascara	Lip Balms & Conditioners	Eyelash Combs	Tweezers
BB Cream	Lip Glosses	Eyelash Curler Pads	Other Makeup Brushes & Tools
Blush	Lip Liners	Eyelash Curlers	
Bronzing Makeup	Lip Plumpers	Eyelid Tapes	
CC Cream	Lip Primers	Face Mirrors	



Silo, Front

Show the product straight-on on a pure white background with the primary shade visible and packaging closed, and ensure tools show the working end.



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 primary makeup benefits or tool performance using clean callout graphics.



Results Graphic

Show the product applied to a model to demonstrate finish or effect using diverse skin tones and accurate lighting.



Silo, Detail

Show a macro close-up of the product formula, pigment, or texture on skin or a palette to highlight sensory quality and color payoff.



Silo, Front, In Pack

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

Additional Image Recommendations:

- **Shade Range Chart:** Display all available shades in a labeled swatch chart organized by tone family.
- **Before & After:** Show visible results using a before-and-after comparison with consistent conditions and appropriate disclaimers.
- **Application Tutorial:** Provide a simple step graphic showing how to apply the product for best results.
- **Ingredient Story:** Highlight key ingredients with brief explanations of their benefit in a clean graphic format.
- **Collection Image:** Show the full product range or collection in a styled group arrangement.



Feature Graphic

Display all shades in a swatch lineup with labels, and show application on a range of skin undertones where possible.



Dimensions

Graphic showing product dimensions.



Skin Care & Beauty Devices

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

Product types included:

Acne Creams	Facial Masks	Skin Care Sets	Heads
Acne Treatment Systems	Facial Moisturizers	Skin Lighteners	Facial Cleansing Brushes
Exfoliants & Scrubs	Facial Toners & Astringents	Acne Clearing Devices	Microdermabrasion Devices
Eye Creams & Serums	Facial Treatments	Blackhead & Whitehead Remover Tools	Skin Toning Devices
Eye Masks	Facial Wipes	Derma Rollers	
Face Serums	Makeup Removers	Facial Cleansing Brush	
Facial Cleansers	Other Skin Care Supplies		

Main Image



Silo, Front

Show the product straight-on on a pure white background with the primary shade visible and packaging closed, and ensure tools show the working end.



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 active ingredient and efficacy using compliant graphic treatment.



Results Graphic

Show before-and-after results using consistent lighting and include a results disclaimer.



Silo, Detail

Show a close-up of the product formula such as serum, cream, or gel to highlight texture and consistency.



Silo, Front, In Pack

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

Additional Image Recommendations:

- **Shade Range Chart:**
Display all available shades in a labeled swatch chart organized by tone family.
- **Before & After:**
Show visible results using a before-and-after comparison with consistent conditions and appropriate disclaimers.
- **Application Tutorial:**
Provide a simple step graphic showing how to apply the product for best results.
- **Ingredient Story:**
Highlight key ingredients with brief explanations of their benefit in a clean graphic format.
- **Collection Image:**
Show the full product range or collection in a styled group arrangement.



Dimensions

Graphic showing product dimensions.



Hair Care, Styling, Tools & Color

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

Product types included:

3-in-1 Shampoo, Conditioner & Body Washes	Hair Styling Waxes	Hair Relaxers & Straighteners	Hot-Air Brushes
Conditioners	Shampoo & Conditioner Sets	Other Hair Coloring Supplies	Decorative Hair Combs
Conditioning Shampoos	Shampoos	Hair Braiders	Fashion Headbands
Dry Shampoos	Hair Bleaches	Hair Brushes	Hair Accessory Sets
Hair & Scalp Treatments	Hair Color	Hair Combs	Hair Barrettes, Pins & Clips
Hair Loss Treatments	Hair Color Applicators	Hair Crimping Irons	Hair Extensions
Hair Masks	Hair Color Stain Removers	Hair Curling Irons	Hairnets
Hair Oils	Hair Color Stain Shields	Hair Curling Machines	Ponytail Holders & Scrunchies
Hair Pomades	Hair Color Touch-Up Sticks	Hair Curling Wands	Wig Liquid Adhesives
Hair Serums	Hair Coloring Tool Kits	Hair Dryer Diffusers	Hair Dryer Stands
Hair Sprays	Hair Dye Applicator Brushes	Hair Dryers	Other Hair Styling Tools & Products
Hair Styling Creams	Hair Perming Paper	Hair Flat Irons	
Hair Styling Gels	Hair Perming Rods	Hair Rollers	
Hair Styling Mousses	Hair Perms & Texturizers	Hair Straightening Brushes	

Main Image



Silo, Front

Show the product straight-on on a pure white background with the primary shade visible and packaging closed, and ensure tools show the working end.



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.



Dimensions

Graphic showing product dimensions.



Feature Graphic

Highlight primary hair care benefits or tool performance using clean callout graphics.



Results Graphic

Show hair results before and after use with consistent lighting, and show color results where applicable with disclaimer.



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

For color products display a swatch chart with shade names, and for care products include a hair type compatibility chart.

Additional Image Recommendations:

- **Shade Range Chart:** Display all available shades in a labeled swatch chart organized by tone family.
- **Before & After:** Show visible results using a before-and-after comparison with consistent conditions and appropriate disclaimers.
- **Application Tutorial:** Provide a simple step graphic showing how to apply the product for best results.
- **Ingredient Story:** Highlight key ingredients with brief explanations of their benefit in a clean graphic format.
- **Collection Image:** Show the full product range or collection in a styled group arrangement.



Nails & Manicure

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

Product types included:

Cuticle Creams & Oils	Nail Art	Nail Polish	Nail Training Hands
Cuticle Nippers	Nail Art Brushes & Pens	Nail Polish Corrector Pens	Nail Treatments
Cuticle Pushers	Nail Base Coat	Nail Polish Removers	Other Nail Care
Cuticle Removers	Nail Clippers	Nail Repair Kits	Quick Dry Nail Lacquers
False Nails	Nail Drills	Nail Ridge Filler	
Manicure Drill Bits	Nail Dryers	Nail Soakers	
Manicure Sets	Nail Files	Nail Tool Sterilizers	
Manicure Tables	Nail Glue	Nail Top Coat	

Main Image



Silo, Front

Show the product straight-on on a pure white background with the primary shade visible and packaging closed, and ensure tools show the working end.



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 nail finish or formula benefits using graphic treatment.



Swatch Graphic

Show color applied to a model with diverse skin tones, with multiple shades shown where applicable.



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

Display the full color range as a flat-lay swatch lineup with labeled shades arranged in a clean, organized grid.

Additional Image Recommendations:

- **Shade Range Chart:**
Display all available shades in a labeled swatch chart organized by tone family.
- **Before & After:**
Show visible results using a before-and-after comparison with consistent conditions and appropriate disclaimers.
- **Application Tutorial:**
Provide a simple step graphic showing how to apply the product for best results.
- **Ingredient Story:**
Highlight key ingredients with brief explanations of their benefit in a clean graphic format.
- **Collection Image:**
Show the full product range or collection in a styled group arrangement.



Dimensions

Graphic showing product dimensions.



Fragrance, Body Art & Beauty Accessories

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

Product types included:

Body Sprays	Body Paint	Temporary Tattoos	placement)
Colognes	Henna Applicators	Tattoo & Piercing Aftercare	Makeup Bags
Fragrance Sets	Henna Body Art Kits	Hair Dryer Stands (if preferred, can remain in Hair v&e optional	Makeup Cases
Perfumes	Henna Paste & Powder		Makeup Organizers
Body Glitter	Henna Stencils		



Silo, Front

Show the product straight-on on a pure white background with the primary shade visible and packaging closed, and ensure tools show the working end.



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 fragrance notes or pigment performance using a clean graphic with supporting imagery.



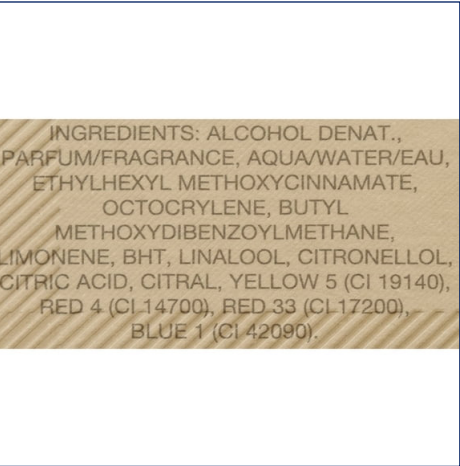
Feature Graphic

Show available sizes or product family in a clean grouped arrangement with size callouts.



Silo, Front, In Pack

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



Graphics, Ingredients

Use the ingredient panel directly from the packaging artwork to ensure clear and legible text.

Additional Image Recommendations:

- **Shade Range Chart:** Display all available shades in a labeled swatch chart organized by tone family.
- **Before & After:** Show visible results using a before-and-after comparison with consistent conditions and appropriate disclaimers.
- **Application Tutorial:** Provide a simple step graphic showing how to apply the product for best results.
- **Ingredient Story:** Highlight key ingredients with brief explanations of their benefit in a clean graphic format.
- **Collection Image:** Show the full product range or collection in a styled group arrangement.



Dimensions

Graphic showing product dimensions.

Thank you