



Category Style Guide

Media



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.



Media

Books, Print & Physical Media

Product types included:

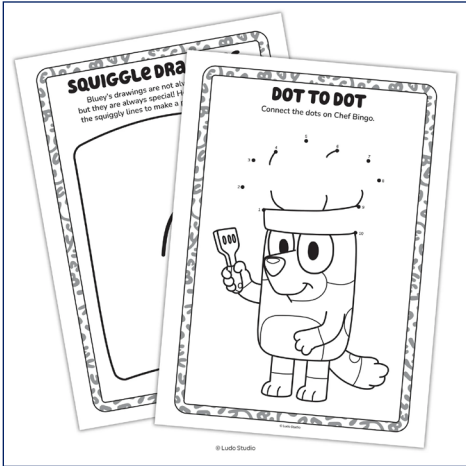
- Books
- Catalogs
- Coloring Books
- Comics
- Magazines
- Manuals & Guides
- Newspapers
- Movies
- Movies
- TV Shows
- Music
- Stock Photographs



Silo, Front
Show the front cover or packaging straight-on on a pure white background.



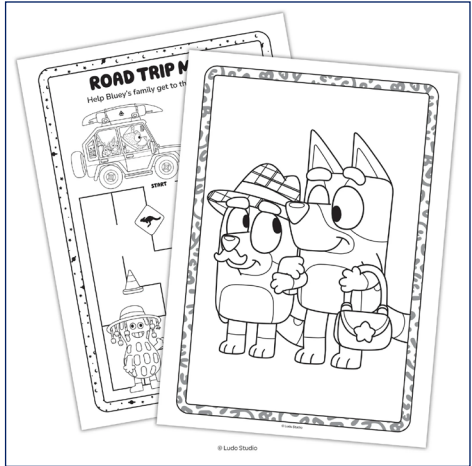
Lifestyle, In-Use
Show product interaction or media in use.



Feature Graphic
Detail an interactive feature, or primary detail.



Feature Graphic
Highlight an additional capability to reinforce value.



Silo, Detail
Show a close-up of print quality, finish, or 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:
- **Contents View (If Applicable):**
Show all included contents together for box sets, collector editions, or multi-piece items.
 - **Spine View:**
Show a side view to display the spine or edge of the item.
 - **What's Included:**
Show all included components in a clean flat-lay when multiple pieces are included.
 - **Packaging:**
Show the front of retail-ready packaging on a pure white background when it differs from the product.
 - **Format / Size Detail:**
Display product dimensions or physical format using a clean graphic when applicable.



Interior View
Show the product open with interior components visible.



Dimensions
Graphic showing product dimensions.

Thank you