



Category Style Guide

Toys



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.



Toys

Building, STEM & Interactive Toys

Product types included:

- | | | | |
|----------------------------------|---------------------------|-----------------------------------|-------------------------------------|
| Interlocking Block Building Sets | Toy Doodle Tablets | Living Animal Kits | Solar System Toys |
| Model Building Kits | Abacuses | Mathematics & Counting Toys | Model Train Locomotives |
| Toy Blocks | Alphabet Toys | Other Learning & Educational Toys | Model Train Rolling Stock |
| Electronic Basketball | Anatomy Models | Radiometers | Model Train Scenery |
| Electronic Learning Systems | Ant Farms | Science Models & Kits | Model Train Sets |
| Electronic Pets | Astrolabes | Science Sets | Model Train Track |
| Robot Toys | Bug Collecting Kits | Shape Sorting Toys | Toy Replacement Parts & Accessories |
| | Chemistry Experiment Kits | | |
| | Educational Orbiters | | |

Main Image



Silo, Front

Show the full product straight-on on a pure white background showing standalone, parts, or assembled configuration.



Lifestyle, In-Use

Show the product in active play or learning with the main interaction clearly demonstrated.



Feature Graphic

Highlight the product's learning or play value.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Detail

Show a close-up of components used during operation such as pressing, connecting, arranging, or observing.

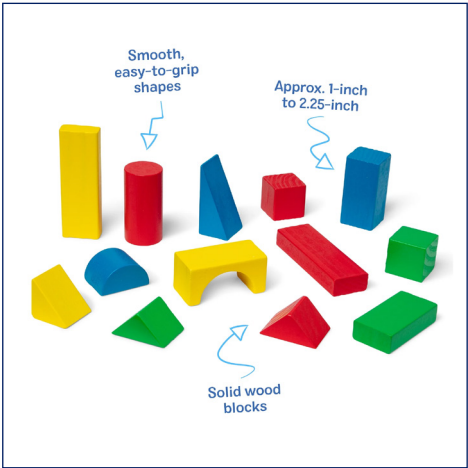


Silo, Front, In Pack

Front image of the retail-ready outer packaging that differs from the item itself.

Additional Image Recommendations:

- What's Included (If Applicable):** Show all included components or accessories in a clean, organized arrangement.
- Instructions:** Display instructions using a clean graphic.
- Texture:** Show a close-up of material or texture to highlight surface detail.



Dimensions

Display product dimensions using a clean graphic.



Toys

Games, Puzzles & Classic Toys

Product types included:

3D Puzzles	Croquet Sets	Puzzle Cubes	Coiled Spring Toys
Air Hockey Pucks	Dice	Puzzle Glue	Dreidels
Air Hockey Sets	Dice Games	Puzzle Mats	Fidget Spinners
Arcade Pinball Machines	Floor Games	Puzzle Play Mats	Kaleidoscopes
Arcade Video Game Machines	Foosball Tables	Puzzle Replacement Parts & Accessories	Magic Tricks
Assembly & Disassembly Puzzles	Game Add-On	Puzzle Sorting Trays	Magnetic Toys
Beanbag Toss Game Sets	Game Replacement Parts	Rod Hockey	Marbles
Bingo Sets	Horseshoe Games	Roulette Wheels	Novelty & Gag Toys
Board Games	Hourglass Timers	Skee-Ball Games	Prisms
Bocce Sets	Jigsaw Puzzles	Stacking Games	Push & Pull Toys
Card Games	Ladder Ball Sets	Standard Playing Card Decks	Spinning Tops
Card Shufflers	Lawn Dart Sets	Target Toss Games	Stacking & Nesting Toys
Chess Boards & Chess Game Sets	Lawn Games	Tile Games	Stick Horses
Chess Pieces	Other Games	Toy Billiards	Toy Viewfinders
Combination Table Games	Poker Buttons	Wind-Up Toys	Yo-Yos
	Poker Chips	Trading Card Games	
	Poker Sets	Battling Tops	

Main Image



Silo, Front

Show the full product straight-on on a pure white background showing standalone, parts, or assembled configuration.



Lifestyle, In-Use

Show the product in active gameplay or hands-on use with the core interaction clearly demonstrated.



Feature Graphic

Highlight how the product is used or interacted with.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Front, In Pack

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

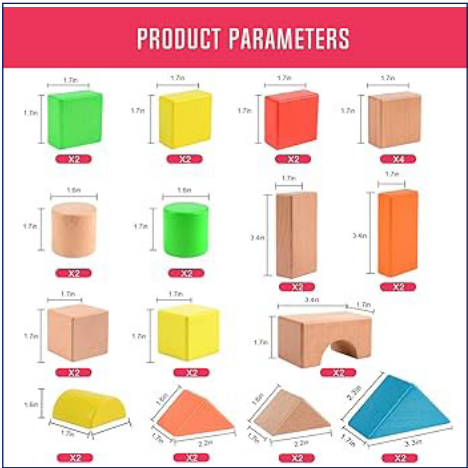


Silo, Assortment

Show a close-up of components used during play such as handling, moving, spinning, or placing.

Additional Image Recommendations:

- **What's Included (If Applicable):**
Show all included components or accessories in a clean, organized arrangement.
- **Small Piece Detail (If Applicable):**
Show a close-up of shape, printed detail, texture, or component size when central.
- **Dimensions / Size Graphic (if applicable):**
Display product dimensions using a clean graphic.



Dimensions

Graphic showing product dimensions.



Toys

Outdoor, Active & Water Play

Product types included:

- Blasters & Foam Play

Boomerangs

Ball Pit Balls

Ball Pits

Bubble Blowing Solution

Bubble Blowing Toys

Foot Bags

Gymnastics Parachutes
- Inflatable Bouncers

Kites

Landing Pads

Outdoor Playsets

Play Parachutes

Playground Balance Beams

Playground Balls

Playground Climbers
- Playground Merry-Go-Rounds

Playground Slides

Sand & Water Tables

Sand Toys

Sandboxes

Seesaws

Swing Set Accessories

Swing Sets
- Bath Toy Storage

Bath Toys

Lawn Water Slides

Pool Toys & Floats

Splash Pads

Water Balloons

Water Guns



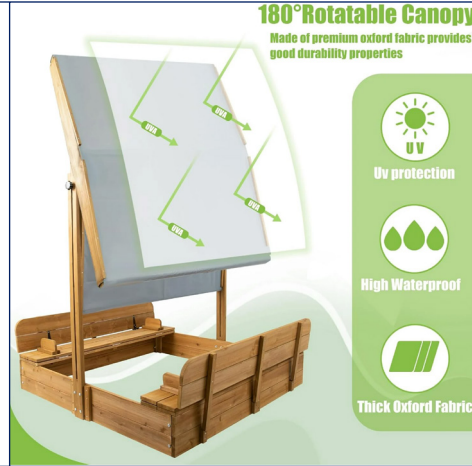
Silo, Front

Show the full product straight-on on a pure white background showing standalone, parts, or assembled configuration.



Lifestyle, In-Use

Show the product in active outdoor or movement-based play with the main interaction clearly demonstrated.



Feature Graphic

Highlight primary product features using clean graphic callouts.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Front, In Pack

Front image of the retail-ready outer packaging that differs from the item itself.



Dimensions

Display product dimensions using a clean graphic.

- Additional Image Recommendations:
- What's Included (If Applicable):**
Show all included components or accessories in a clean, organized arrangement.
 - Inflated / Deflated View (If Applicable):**
Show both stored and active states when the product changes size or shape.



Toys

Vehicles, Ride-Ons & RC

Product types included:

- Balance Bikes

Pogo Sticks

Powered Ride-Ons

Push & Pedal Ride-Ons

Rocking & Spring Ride-Ons

Space Hoppers

Tricycles

Wagons
- Play Vehicles

Vehicle Playsets

Radio Control Airplanes

Radio Control Boats & Watercraft

Radio Control Cars

Radio Control Helicopters

Radio Control Tanks
- Radio Control Vehicle Batteries

Radio Control Vehicle Battery Chargers

Radio Control Vehicle Engines

Radio Control Vehicle Motors

Radio Control Vehicle Servos
- Radio Control Vehicle Speed Controls

Radio Control Vehicle Transmitters

Slot Car Replacement Parts

Slot Car Sets

Slot Car Track

Slot Cars

Main Image



Silo, Front

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



Lifestyle, In-Use

Show the product in active riding, driving, or remote-control play with the core movement clearly demonstrated.



Feature Graphic

Highlight primary product features using clean graphic callouts.



Feature Graphic

Highlight an additional capability to reinforce value.



Silo, Detail

Close-up of the part of the product that is steered, pedaled, pushed, charged, powered, transmitted, or controlled during use.



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:

- What's Included (If Applicable):** Show all included components or accessories in a clean, organized arrangement.



In-Use Dimensions

Show the product at scale to demonstrate fit, position, or usable size.

Thank you