



Category Style Guide

Baby



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.



Baby Bath, Potty & Care

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

Product types included:

- Baby Bath Seats & Rings

Baby Bath Thermometers

Baby Bathtubs
- Bath Faucet Covers

Toilet Training Potties

Toilet Training Seats
- Baby Lotions

Diaper Rash Treatments



Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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.



Material Callout

Display safety certifications and material claims using official logos or clean badge graphics.



Feature Graphic

Call out secondary features such as temperature indicators, anti-slip base, ergonomic design, or size suitability.



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

Provide a simple visual guide for assembly, feeding prep, or usage routine.

Additional Image Recommendations:

- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Collection Image:** Show the full product line or available configurations in a group arrangement.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- :



Dimensions

Graphic showing product dimensions.



Baby Diapering & Changing

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

Product types included:

- | | | | |
|-------------------------|----------------------------|-------------------------|-----------------------|
| Baby Diaper Covers | Disposable Diaper Bags | Diaper Fasteners | Diaper Wet Bags |
| Baby Wipe Holders | Diaper Bags | Diaper Liners & Inserts | Peepee Cones |
| Baby Wipe Warmers | Diaper Cakes | Diaper Organizers | Toilet Training Pants |
| Baby Wipes | Diaper Changing Pads | Diaper Pail Liners | |
| Cloth Baby Diapers | Diaper Changing Pad Covers | Diaper Pails | |
| Disposable Baby Diapers | | Diaper Sprayers | |

Main Image



Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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 absorbency, leak protection, or material features using clean callout graphics.



Graphic, Safety

Call out skin-friendly ingredients, hypoallergenic testing, or dermatologist recommendations using badge-style graphics.



Silo, Front, In Pack

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

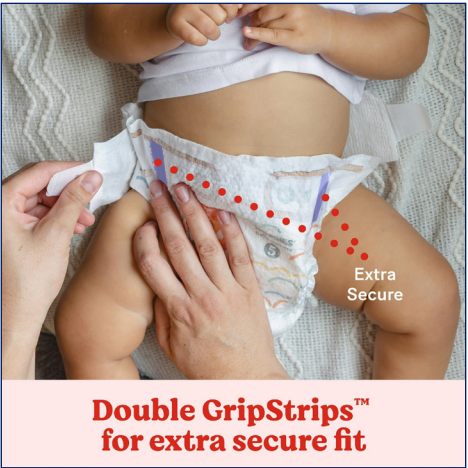


Feature Graphic

Display a diaper size chart by baby weight range with text large enough to be legible at thumbnail size.

Additional Image Recommendations:

- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Collection Image:** Show the full product line or available configurations in a group arrangement.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Lifestyle, In-Use

Show a caregiver changing a baby in a clean, warm home setting with natural, diverse representation.



Dimensions

Graphic showing product dimensions.



Baby Feeding & Nursing

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

Product types included:

- Baby Bibs

Baby Bottle Brushes

Baby Bottle Drying Racks

Baby Bottle Liners

Baby Bottle Nipples

Baby Bottle Warmers

Baby Bottles

Baby Feeding Smocks

Baby Food Makers

Baby Food Storage & Dispensers
- Baby Formula Dispensers & Mixers

Baby Pacifiers

Baby Snack Feeders

Burp Cloths

Pacifier Holders

Shopping Cart & High Chair Covers

Sippy Cups

Baby Bottle & Breast Pump Part Sterilizers
- Breast Pump Accessory Sets

Breast Pump Breast Shields

Breast Pump Replacement Tubing

Breast Pump Valves & Membranes

Breast Pumps

Breast Shells

Breastmilk Storage Bags

Hand-Free Breast Pump
- Bras

Nipple Shields

Nipple Soothing Creams

Nursing Covers

Nursing Pads

Nursing Pillows

Pregnancy & Nursing Pillow Covers

Other Feeding / Pumping Supplies

Main Image



Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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.



Material Callout

Display material safety claims such as BPA-free or food-grade using certification logos or badge graphics.



Feature Graphic

Call out secondary features such as anti-colic design, slow-flow nipple, or ease of cleaning.



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 a nipple flow rate chart by age or feeding stage or include a product configuration guide using clear icons and legible labels.

Additional Image Recommendations:

- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Collection Image:** Show the full product line or available configurations in a group arrangement.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Graphic showing product dimensions.



Baby Food & Formula

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

Product types included:

- Baby Cereals

Baby Foods

Baby Formula
- Baby Juices

Baby Snacks

Oral Electrolyte Solutions
- Pediatric Nutrition Shakes

Toddler Formulas

Main Image



Silo, Front

Show the product straight-on on a pure white background with flavor, age stage, and key claims legible, and show quantity clearly for multi-packs.



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 nutritional benefits or certifications using clean callout graphics aligned to packaging.



Graphic, Ingredients

Call out primary ingredients or absence of additives using a clean list or icon-based graphic.



Silo, Front, In Pack

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



Graphic, Size Guide

Display a feeding stage or age chart with clearly mapped age ranges and consistent stage labeling aligned to the product line.

Additional Image Recommendations:

- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Collection Image:** Show the full product line or available configurations in a group arrangement.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Graphic showing product dimensions.



Baby Furniture, Nursery & Sleep

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

Product types included:

- Baby Cribs

Bassinet

Baby Play Yards

Moses Baskets
- Baby Feeding Chairs

Booster Seats

Crib Accessories

Diaper Changing Tables
- Diaper Changing Stations

Baby Crib Bumpers

Crib Rail Covers

Crib Toys
- Baby Sleep Sound Machines & Soothers

Main Image



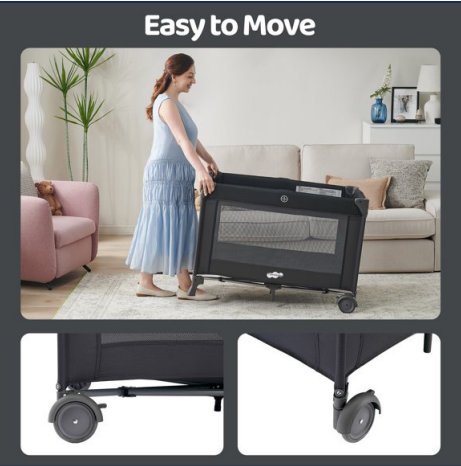
Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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

Call out secondary features such as adjustability, conversion, or assembly ease.



Feature Graphic

Call out secondary features such as adjustable height, multi-stage conversion, or assembly ease.



Silo, Front, In Pack

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



Lifestyle, In-Use

Show the product in a calm, warm nursery or sleep setting, including a baby or child if appropriate for scale and relatability.

Additional Image Recommendations:

- Front Silo In Packaging:** Show the complete product packaging from a straight-on, front-facing angle. Ensure all branding, claims, and key details on the front label are legible. Shoot on white; no shadow or keystoneing.
- Back Silo In Pack:** Photograph the side or back of the product to clearly capture all label information. Shoot straight on, no plunge shots.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Show assembled dimensions with callout measurements. For convertible furniture, include a configuration diagram showing each stage.



Baby Gear, Activity & Development

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

Product types included:

- Baby Activity Centers

Baby Bouncer & Rocker Chairs

Baby Gyms
- Baby Jumping Exercisers

Baby Mobiles

Baby Playmats
- Baby Rattles

Baby Swings

Baby Teethers
- Baby Walkers

Soft Baby Books



Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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 developmental benefits such as motor skills or sensory use using clear graphic treatment.



Graphic, Safety

Call out age suitability, safety certifications, and material claims using clean badge iconography.



Silo, Front, In Pack

Show the complete product packaging straight-on on a pure white background with all front label details legible and no shadows or keystoneing.



Feature Graphic

Display the age and developmental stage the product is designed for, and if it grows with the child include a stage progression chart.

- Additional Image Recommendations:
- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
 - Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
 - Collection Image:** Show the full product line or available configurations in a group arrangement.
 - Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
 - How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Graphic showing product dimensions.



Baby Travel, Car Seats & Strollers

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

Product types included:

- | | | | |
|--------------------------|-------------------------------|------------------------|--------------------------|
| Baby & Toddler Car Seats | Adjusters | Baby Car Seat Mirrors | Stroller Connectors |
| Infant Car Seat Bases | Baby Car Seat Back Protectors | Baby Car Seat Trays | Stroller Footmuffs |
| Baby Carriers | Baby Car Seat Covers | Car Seat Button Covers | Stroller Organizers |
| Baby Strollers | Baby Car Seat Latch Guides | Car Seat Travel Bags | Stroller Weather Shields |
| Baby Car Seat Adapters | Baby Car Seat Liners | Stroller Accessories | Stroller & Car Seat Toys |
| Baby Car Seat Angle | | Stroller Attachments | |

Main Image



Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



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.



Graphic, Safety

Display safety certifications and ratings using official logos where applicable.



Feature Graphic

Call out secondary features such as one-hand fold, LATCH compatibility, or adjustable recline.



Silo, Front, In Pack

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



Feature Graphic

Display weight and height limits clearly in a chart or callout graphic, and for convertible car seats show rear-facing and forward-facing limits side by side.

Additional Image Recommendations:

- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
- Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
- Collection Image:** Show the full product line or available configurations in a group arrangement.
- Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
- How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Show assembled dimensions with callout measurements. For convertible furniture, include a configuration diagram showing each stage.

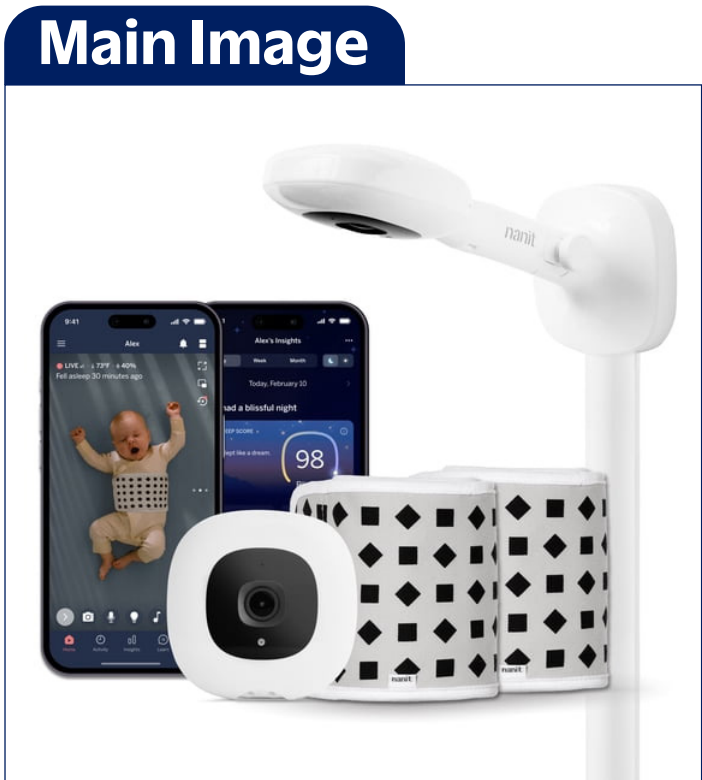


Baby Health, Safety & Monitoring

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

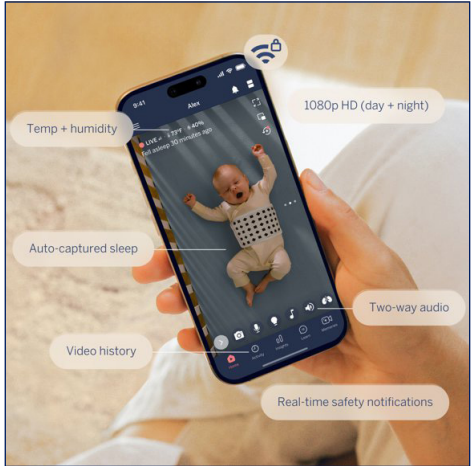
Product types included:

- | | | | |
|-------------------------------|---------------------------------|-----------------------------------|----------------------------|
| Baby Monitors | Baby Safety Outlet Covers | Baby Head & Body Support Cushions | Fetal Dopplers |
| Baby Safety Gates | Baby Safety Rails | | Nasal Aspirators |
| Safety Gate Extensions & Kits | Baby Safety Harnesses & Leashes | Baby Sleep Positioners | Other Baby Safety Supplies |
| Baby Safety Locks | Edge & Corner Guards | Baby Scales | |



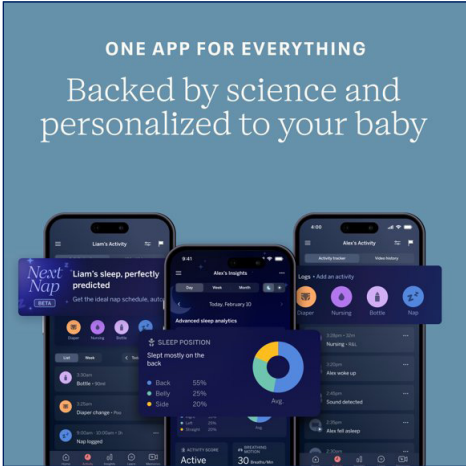
Silo, Front

Show the product straight-on on a pure white background with all packaging details legible, including safety and age or weight indicators, and show the primary flavor or variety when applicable.



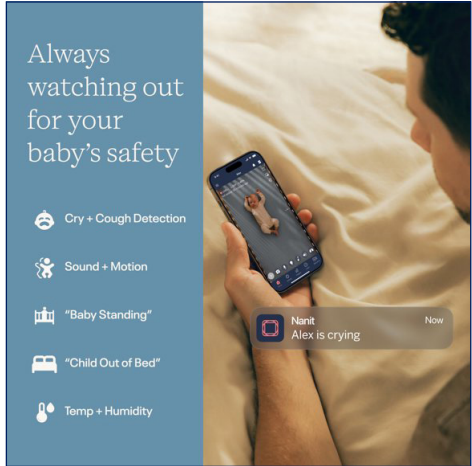
Lifestyle, In-Use

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 accuracy, range, or technology features using clean callout graphics.



Feature Graphic

Call out user-friendly features such as one-button operation, app connectivity, or display features using icon-based graphics.



Silo, Front, In Pack

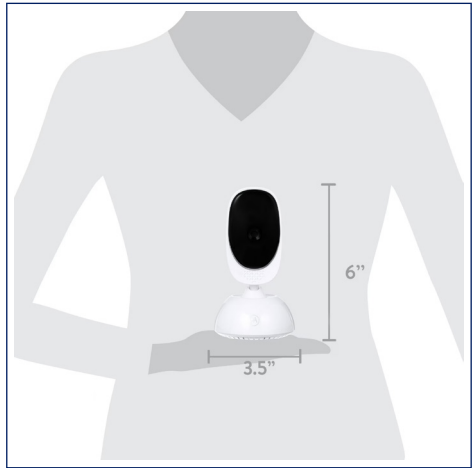
Show the complete product packaging from a straight-on, front-facing angle. Shoot on white; no shadow or keystoneing.



Feature Graphic

Show the product display or app interface with a clear, realistic reading, and for monitors include the parent unit screen.

- Additional Image Recommendations:**
- Age / Stage Guide:** Display the recommended age or developmental stage range for this product.
 - Certification Graphic:** Show BPA-free, organic, JPMA, or other relevant certification badges.
 - Collection Image:** Show the full product line or available configurations in a group arrangement.
 - Brand Guarantee:** Include a satisfaction guarantee or brand trust graphic if applicable.
 - How-To Graphic:** Provide a simple visual guide for assembly, feeding preparation, or usage routine.



Dimensions

Graphic showing product dimensions.

Thank you