



Category Style Guide

Furniture



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.



Furniture

Mattresses & Sleep Components

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

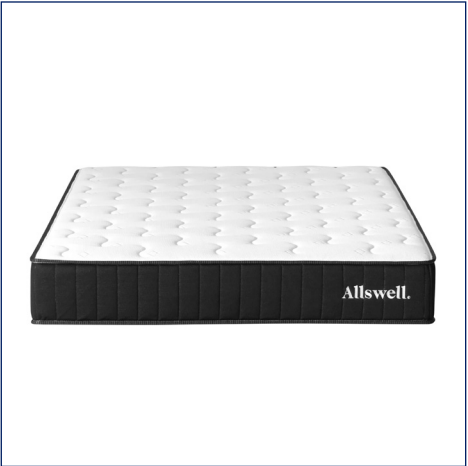
- Bed Slats
- Box Springs
- Mattress Sets
- Mattresses

Main Image



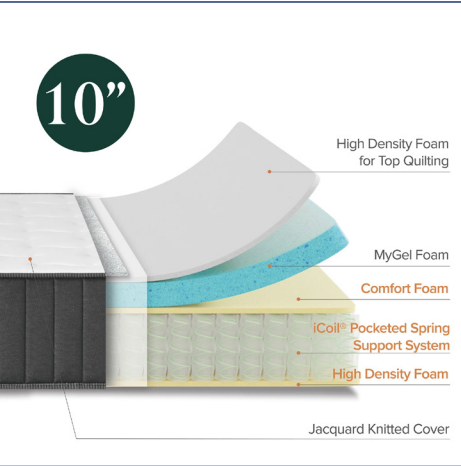
Lifestyle, In-Use

Show the product on a bed to communicate scale, loft, drape, or coverage.



Silo, Front

Show the product on white in the angle that best communicates profile, thickness, or shape.



Feature Graphic

Highlight layers, firmness, protection, or other performance claims.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- **Conditional Required Images:** Show boxed or layered construction, and display compatibility or alternate lifestyle images when relevant.
- **Optional Recommendations:** Care instructions
- **Deviation Notes:** Profile silo is acceptable where thickness and profile shape are key



Silo Angle

Show the product on white back ground in the angle that best communicates profile, thickness, or shape.



Furniture

Sets / Multi-Piece

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bar Sets
- Bedroom Furniture Sets
- Dining Furniture Sets
- Futon Frames & Sets
- Living Room Furniture Sets
- Living Room Table Sets
- Modular Building & Furniture Systems
- Outdoor Bistro Sets
- Outdoor Chat Sets
- Outdoor Conversation Sets
- Patio Furniture Sets
- Play Furniture Sets
- Vanity Tables & Table & Bench Sets



Lifestyle, In-Use

Show the product in a realistic in-use or in-room setting that reflects how it is used.



Silo, Out of Pack, “What’s Included”

Show all kit components in a clean flat-lay on a white background with every item visible.



Silo, Single

Show a single unit from a multipack straight-on on a white background with the label fully legible.



Feature Graphic

Highlight key features using graphics and lifestyle or silo imagery



Dimensions

Show overall dimensions plus any install clearance or layout guidance needed to understand fit.



Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- Conditional Required Images:** Display configuration using a layout graphic, show assembly steps when applicable, and display finish swatches when variations exist.
- Optional Recommendations:** Close-up joinery; finish options
- Deviation Notes:** Slot 4 should usually explain piece breakdown or layout, not just a generic benefit



Silo, Alternate

Capture alternate angle of product.



Furniture

Single Piece

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Accent Cabinets	Curio & Display Cabinets	Lecterns	Porch Swings
Activity Tables	Daybeds	Loft Beds	Pub Tables
Adirondack Chairs	Desk Chairs	Loveseats	Reception Chairs & Seating
Armchairs & Accent Chairs	Desk Risers	Media Storage Cabinets	Recliners
Armoires	Desks	Microwave Racks	Rocking Chairs
Baker's Racks	Dining Chairs	Nightstands	Room Dividers & Panel Screens
Bar Cabinets	Dining Tables	Office Hutches	Seating Cushions
Bar Stools	Drafting Tables	Other Bedroom Furniture	Sectional Sofas
Bars	Dressers	Ottomans	Settees
Beach Chairs	End Tables	Outdoor Bar Stools	Sewing Tables
Bean Bag Chairs	Entertainment Centers	Outdoor Bars	Shoe Cabinets
Bed Frames	File Cabinets, Boxes & Carts	Outdoor Benches	Sofas & Couches
Bed Headboards & Footboards	Folding & Stacking Chairs	Outdoor Bistro Tables	Speaker Stands
Beds	Folding Tables	Outdoor Chaise Lounges	Step Stools
Benches	Furniture Risers	Outdoor Daybeds	Stools
Book Stands	Futon Pads	Outdoor Dining Chair	Study Carrels
Bookcases	Game & Card Tables	Outdoor Dining Tables	Table Bases
Bunk Beds	Garden Stools	Outdoor Glider Benches	Table Tops
Bunkie Boards	General Purpose Tables	Outdoor Glider Chairs	Television Stands
Cabinets	Glider Rocking Chairs	Outdoor Lounge Chairs	TV Trays
Chaises	Hall Trees	Outdoor Loveseats	Utility Carts
China Cabinets & Hutches	Hanging Chairs	Outdoor Sectionals	Video Game Chairs
Coat & Hat Racks	Jewelry Armoires	Outdoor Sofas	Wine Cabinets
Coffee Tables	Kids Adirondack Chairs	Pantry Cabinets	Workstations
Computer & Machine Carts	Kids Picnic Tables	Partition Panels	Zero-Gravity Chairs
Conference Room Tables	Kitchen Islands	Patio Bar Tables	
Console Tables	Kitchen Serving Carts	Picnic Tables	
Credenzas & Sideboards	Kitchen Storage Carts	Podiums	

Main Image



Lifestyle, In-Use

Show the product in a realistic in-use or in-room setting that reflects how it is used.



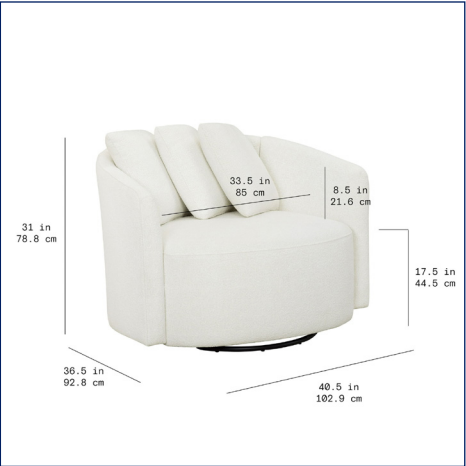
Silo, Front

Show the product isolated on white background in a straight-on hero view.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Lifestyle, Alternate

Show the product in a different realistic setting to demonstrate an alternate use or context.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- **Conditional Required Images:**
Show an open view to highlight interior storage or access, display finish swatches when applicable, show assembly graphics when needed, and show packaging when distinct.
- **Optional Recommendations:**
Warranty graphic
- **Deviation Notes:**
Furniture usually still needs a fifth silhouette or detail image even after the core four

Thank you