

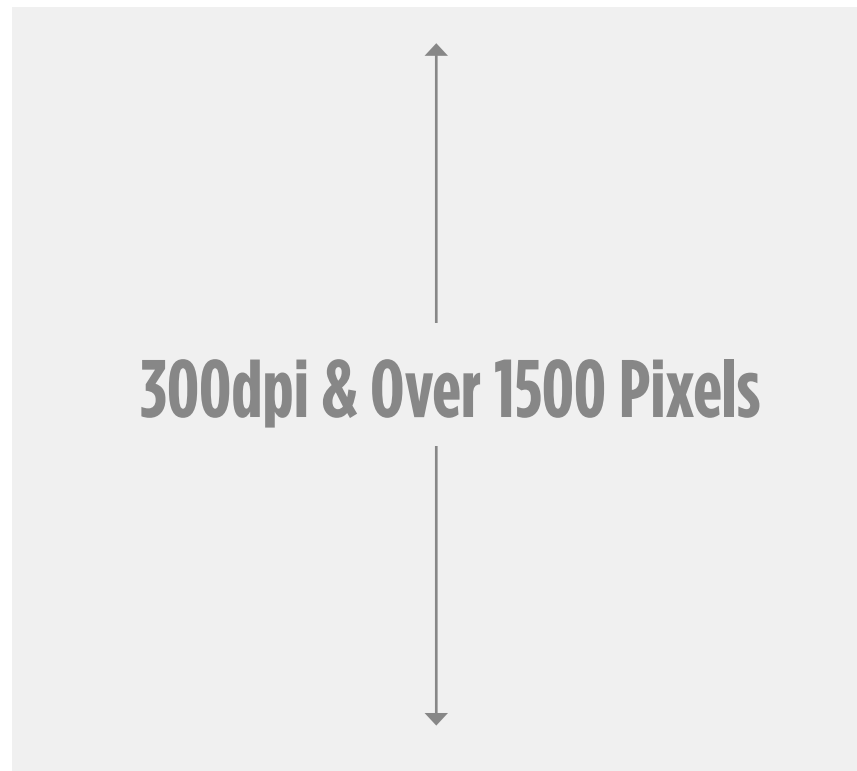
SPOTLIGHT

**HOME DECOR
PHOTOGRAPHY STYLE GUIDE
2020 V2**

IMAGE SPECIFICATION

HIGHEST RESOLUTION POSSIBLE

Highest resolution possible is best but as a minimum requirement, all images are to be 300dpi and over 1500 pixels



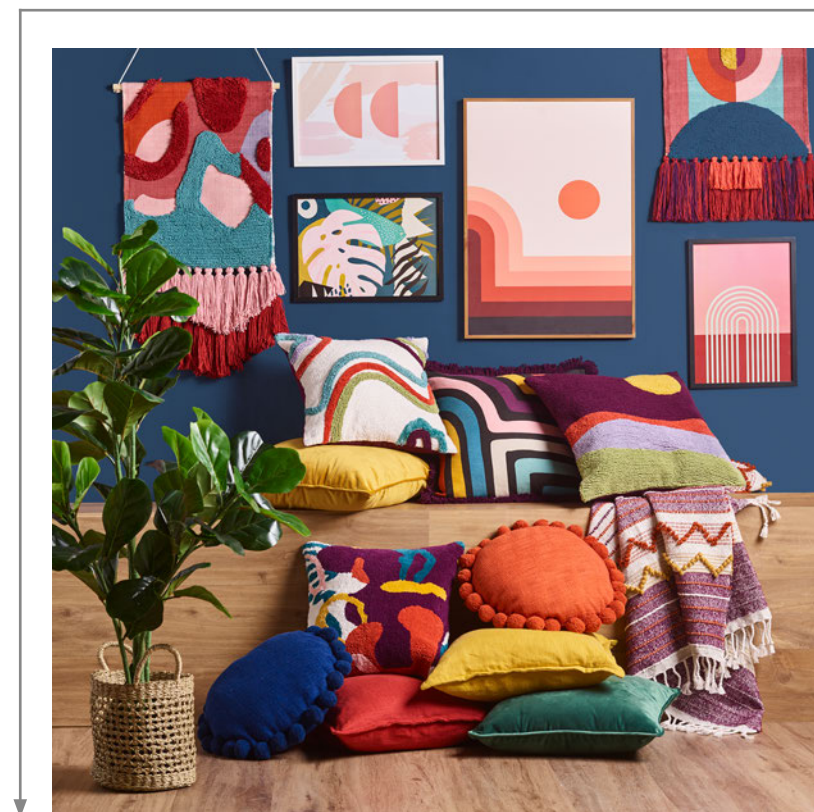
File type. TIFF OR PSD

RGB ADOBE 1998 COLOUR GAMUT

RGB format in the adobe 1998 colour gamut
Preferred file type is tiff. a .psd file can be supplied if a tiff cannot be supplied

SQUARE IMAGE CROP

Most images need to be cropped square for online



Please allow enough room around products for design elements to be added. The Crop needs to be square including all products/swatches and insert images

CATALOGUE LIFESTYLE IMAGES *If requested*

Catalogue lifestyle images can be shot wide



As a requirement for catalogue, lifestyles need to be shot wide, with propping close to hero product in case it gets cropped for online

WALL ART, PHOTO FRAMES CLOCKS & MIRRORS	04 >	CUSHIONS, BLANKETS & THROWS	08 >	ARTIFICIAL PLANTS DIY	12 >	LAUNDRY	16 >
Framed Prints & Canvas Prints		Cushion Inserts		Stems		Airer	
Group Pack Frames		Filled Cushions & Outdoor Cushions		Wreath		Hamper	
Other Art		Cushion Covers		Hanging Stems		Shelves & Hangers	
Collage Photo Frames		Chairpads		Garland		Washing Basket	
Single Photo Frames		Chairpads Pack		DIY Garden Wall Stem & Gallery		Peg Airer	
Clocks		CUSHIONS, THROWS, BEAN BAGS & OTTOMANS	09 >	FLORISTRY ACCESSORIES	13 >	Clothes Hanger Packs	
Macramé Hangings		Floor Cushions		Floristry Tape		Clothes Hanger	
Hanging Mirrors		Throws		Plant Holders		Laundry Containers	
Free Standing Mirrors		Bean Bag Covers & Fill		Floral Wire		Laundry Buckets	
CANDLES + CANDLE HOLDERS	05 >	Ottomans & Footstools		Floral Foam		LAUNDRY/CLEANING	18 >
Boxed Candles		HOME DECORATING (CONT.)	10 >	HOME STORAGE	14 >	Ironing Board Cover	
Unboxed Candles		Lamps		Plastic Storage Tub		Cleaning Cloth	
Candle Holders		Lights		Plastic Baskets		Cleaning Product	
Plain Wrapped Candles		Garlands		Collapsible Basket		Squeegee	
Candle Sticks		Other Decoratives		Collapsible Storage Ottoman		Dish Brush	
HOME DECORATING	06 >	Room Dividers		Basket		Pot Brush	
Home Fragrance Diffusers		Stools		HOME STORAGE	15 >	Dustpan & Brush	
Pot Pourri		POTS + ARTIFICIAL PLANTS	11 >	Shopping Trolley Bags			
Reed Diffusers		Pots		Boxes Baskets + Crates (Cont.)			
Glass Vases		Small Potted		Flexi Tub			
Ceramic Vases		Pot Stands					
Flat Pack Lavender		Hanging					
RUGS, MATS + ACCESSORIES	07 >	Pot Hanger					
Hall Runners		Bunches					
Jute Rugs		Artificial Plants					
Door Mats		Wall Panels					
Rugs & Mats							
Door Stops & Draught Stopper							
Flooring Accessories							

PRODUCT – WALL ART, PHOTO FRAMES, CLOCKS & MIRRORS

FRAMED PRINTS CANVAS PRINTS

1



GROUP PACK FRAMES

1



- Shoot in pack

2



- Out of pack individual shot of one frame

OTHER ART

1



COLLAGE PHOTO FRAMES

1



SINGLE PHOTO FRAMES

1



CLOCKS

1



- Shoot so there are no reflections noticeable on clock face

WALL HANGING

1



TABLE FRAME



- Out of pack 3/4 angle facing right

HANGING MIRRORS

1



- Notes: All mirrored surfaces need to be retouched

FREE STANDING MIRRORS

1



2



- Shoot a second version of Mirror door open (if applicable)

PRODUCT – CANDLES + CANDLE HOLDERS

BOXED CANDLES

1



- Shoot in packaging

2



- Shoot out of packaging

UNBOXED CANDLES

1



CANDLE HOLDERS

1.0



1.1



1.2



PLAIN WRAPPED CANDLES

1



GROUP PACK CANDLES

1



- Shoot in packaging, boxes & packs should be on angle

2



- Shoot out of packaging if the product comes inside a net bag

CANDLES STICKS

1



- Shoot candle overhead, remove wrapping

2



- If product comes in a pack also shoot in packaging 3/4 angle

HOME FRAGRANCE DIFFUSERS

1



- Shoot with product off

2



- Shoot with product on, showing lights etc.

ESSENTIAL OILS/REFILLS

1



REED DIFFUSERS

1



- Shoot in packaging 3/4 angle facing right

2



- Shoot image of bottle with reed sticks

POT POURRI

1



GLASS VASES

1.0



CERAMIC VASES



FLAT PACK LAVENDER

1



TRAYS

1



ROCKS

1



- Shoot pebbles as overhead flatlay
- **Note:** If packaged in a box and the imagery is good enough the product can be shot inside packaging at 3/4 angle. See #2 images below

2

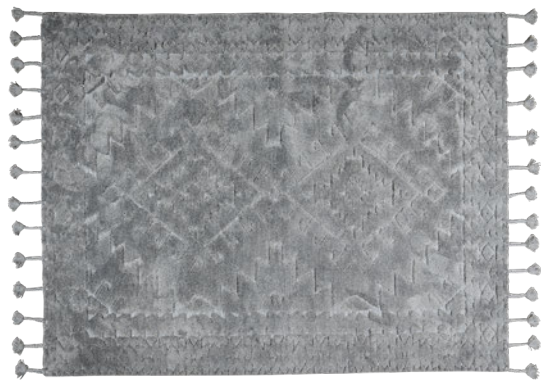


RUGS & MATS

1.1



1.2



- Ensure tassels are neatly arranged and straight (including rugs with tassels just on corners)

1.3



- Ensure fringe is neatly arranged and straight

1.4



1.5



JUTE RUGS

1



DOOR MATS

1



2



- Close up square crop at a 3/4 angle with elevation to show mat thickness

HALL RUNNERS

1



DOOR STOPS AND DRAUGHT STOPPER

1.1



1.2



FLOORING ACCESSORIES

1



PRODUCT – CUSHIONS, CHAIRPADS

CUSHION INSERTS

1



- Shoot in packaging

2



- Shoot flat overhead

FILLED CUSHIONS AND OUTDOOR CUSHIONS

1



- Please spread out tassels evenly

CUSHION COVERS

1



- Shoot in packaging square flatlay

2



- Shoot with cushion insert inside, square flatlay

CHAIRPADS

1



- Shoot as flatlay
- If the product has ties, style tie them into a bow

1.1



- Shoot front side

2.1



- Shoot back of chairpads if it has non-slip fabric

CHAIRPADS PACK

1



- Shoot without packaging stacked to show pack

2



- Shoot individual square flatlay

PRODUCT – CUSHIONS, THROWS, BEAN BAGS & OTTOMANS

FLOOR CUSHIONS

1.1



- Overhead Flatlay

1.2



- 3/4 angle with an elevated view to capture pattern on top

THROWS

1.1



- Show underside if there is a noticeable difference

1.2



- Fold into a square as much as possible and have tassels brushed neatly downward (if present)

BEAN BAGS AND FILL

1.0



- Fill with beans and facing right

1.1



- Fill with beans and facing right

1.2



- Overhead with even lighting

OTTOMANS & FOOTSTOOLS

1.0



1.1



- **Note:** Shoot from high enough to see the design on top

1.2



LAMPS

1



- Ensure minimal cable seen

2



- Ensure minimal cable seen, lamp head facing right

LIGHTS

1



- All lights get pack shot

2



- LED lights coiled and on

GARLANDS

1



- Garlands need pack shot

2



- Hang Garland on white wall

OTHER DECORATIVES

1.1



1.2



1.3



1.4



- Shoot on 3/4 angle

ROOM DIVIDERS

1



- Folded out and standing, front on at eye level

STOOLS

1



PRODUCT – POTS + ARTIFICIAL PLANTS

POTS

1



POT STANDS

1



POT HANGER

1



ARTIFICIAL PLANTS

1



SMALL POTTED

1



HANGING

1



• **Note:** Ensure pot is somewhat visible

BUNCHES

1



WALL PANELS

1



PRODUCT – ARTIFICIAL PLANTS DIY

STEMS

1



- Shoot product standing by placing stem in foam holder, remove foam base in post production

HANGING STEMS

1



- Shoot product hanging

DIY GARDEN WALL STEM

1.0



- Shoot product standing upright

1.1



- Shoot product standing by placing stem in foam holder, remove foam base in post production

DIY GARDEN WALL GALLERY

1



- Shoot option with label on

2



WREATH

1



- Overhead flatlay

GARLAND

1



- Shoot hanging against white wall

PRODUCT – FLORISTRY ACCESSORIES

FLORISTRY TAPE

1



- Shoot out of packaging on a 3/4 angle facing right

PLANT HOLDERS

1.0



- Shoot product upright

1.1



- Shoot out of packaging on a 3/4 angle facing right

FLORAL WIRE

1



- Shoot overhead with minimal reflection

FLORAL FOAM

1



- Shoot on 3/4 angle facing right

PLASTIC STORAGE TUB

1



- Shoot with 3/4 angle facing right

1



- If product comes in a set, shoot together with label on

PLASTIC BASKETS

1



- Shoot with 3/4 angle facing right

COLLAPSIBLE BASKET

1



- Shoot with 3/4 angle facing right

2



- Shoot with 3/4 angle facing right, lid open

3



- Collapse basket 3/4 angle facing right

COLLAPSIBLE STORAGE OTTOMAN

1



- Shoot with 3/4 angle facing right completely setup

2



- Lid opened 3/4 angle facing right

3



- Compressed to show collapse function 3/4 angle facing right

BASKET

1



- Shoot with 3/4 angle facing right

2



- If the basket is sold in a set group basket together like above image to show scale between them

SHOPPING TROLLEY BAGS

1



- Filled with stuffing, angled right (as above)

CRATE

1



- Shoot on a 3/4 angle facing right

FLEXI TUB

1



- Shoot with 3/4 angle facing right

SHOPPING BASKET

1



- Shoot on 3/4 angle with handle down

2



- Shoot front on with handle up

3



- Shoot front on with basket clapsed

AIRER

1.1



- 3/4 angle facing right

1.2



- 3/4 angle facing right

1.3



- 3/4 angle facing right

HAMPER

1.1



- 3/4 angle facing right

1.2



- 3/4 angle facing right

1.3



- 3/4 angle facing right

SHELVES AND HANGERS

1.1



- 3/4 angle facing right

1.2



- 3/4 angle facing right

1.3



- 3/4 angle facing right

1.4



- 3/4 angle facing right

1.5



- Shoot hanging at eye level with a 3/4 angle

1.6



- Shoot hanging 3/4 angle

1.7



- Shoot hanging at eye level

1.8



- 3/4 angle facing right

WASHING BASKET

1



- 3/4 angle facing right

PEG AIRER

1



- Shoot hanging slightly above to show products internal shape/design

CLOTHES HANGER PACKS

1



- Shoot on angle to show number of hangers in pack

CLOTHES HANGER

1.1



1.2



LAUNDRY CONTAINERS

1.1



1.2



1.3



LAUNDRY BUCKETS

1



IRONING BOARD COVER

1



- Flatlay overhead

2



- Shoot standing match angle above

CLEANING CLOTH

1



- Flatlay in packaging

CLEANING PRODUCT

1



SQUEEGEE

1



DISH BRUSH

1



POT BRUSH

1



DUSTPAN AND BRUSH

1



DUSTPAN AND BROOM

1



- Shoot together

2



- Shoot option with just broom to fully show broom detail