

**SPOTLIGHT**

**MANCHESTER PHOTOGRAPHY STYLE GUIDE**

**2020 V2**

# IMAGE SPECIFICATION

## HIGHEST RESOLUTION POSSIBLE

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



300dpi & 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. or a .psd file can be supplied if a tiff cannot.

## 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 LIFESTYLES 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 incase it gets cropped for online

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Hoody Bath Robe	

PRODUCT – BED LINEN

QUILT COVER SETS



- Shoot front on for all bed unless specified
- Directional lighting

ONLY IF REQUESTED



- Side angle **only for the front cover of C Catalogues** if requested

COVERLETS & BEDSPREADS



- Directional lighting, Shoot front on placed on bed
- Coverlet to be shot with & without throw (we need a shot of just the coverlet alone)

ONLY IF REQUESTED



- Shoot on a bed with 3/4 angle for option 2
- Directional lighting

BED PACKS



- Shoot on a bed with styling



- In pack shot with handles showing



- Folded stack with pillows
- Facing right

SHEET SETS

1



- Overhead shot with detail showing hem lining of pillow and sheet

2



- Stack of flat sheets, Header on the right

3



- Shoot on 3/4 angle facing right in packaging

SHEET SETS LIFESTYLE - ONLY IF REQUESTED

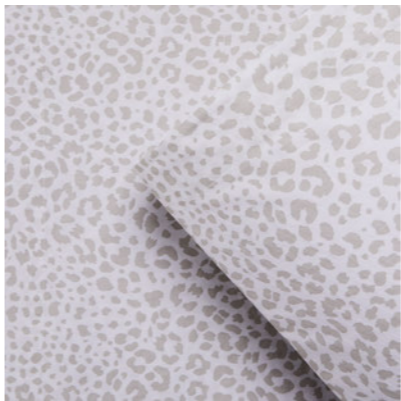
4



- Shoot on a bed with 3/4 angle
- Simple propping on side table

FITTED SHEET SETS

1



- Overhead shot with detail showing hem lining of pillow and sheet

2



- Shoot on a bed with 3/4 angle
- Simple propping on side table

INDIVIDUAL SHEETS AND EUROS

1



- Overhead shot with detail showing hem lining of pillow and sheet

2



- Stack of flat sheets, Header on the right

EUROS - INDIVIDUAL & PART OF QCS

1



- Shoot overhead
- Product to be evenly lit

SPECIALTY INDIVIDUAL PILLOW CASES

1



- Shoot overhead
- Product to be evenly lit

# PRODUCT – BEDDING

## VALANCES & BED WRAPS

1



- Shoot inside packaging overhead
- Product to be evenly lit

2



- Shoot on a bed with 3/4 angle

## QUILTS

1



- In pack shot with handles showing

2



- Folded into a neat roll
- Facing right

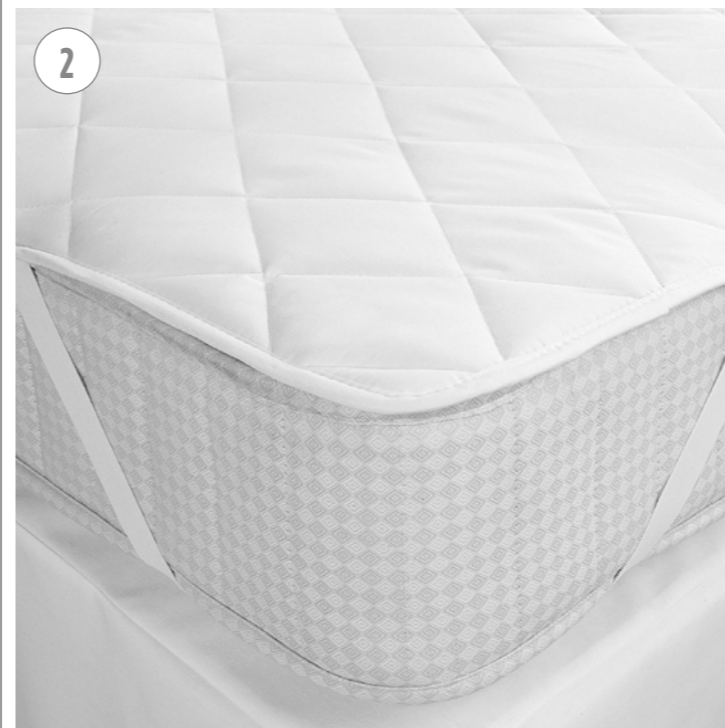
## MATTRESS PROTECTORS & TOPPERS

1



- In pack shot with handles showing

2



- Shoot on a bed with 3/4 angle showing attachment detail

## ELECTRIC BLANKETS & ELECTRIC TROWS

1



- In pack shot with handles showing

2



- Out of pack square fold with dial controller in centre of blanket

### ONLY IF ELECTRIC THROW

3



- If the reverse side is Sherpa lined, fold bottom right corner over

## PILLOWS

1



- Shoot overhead with packaging on
- Product to be evenly lit

2



- Shoot on 3/4 angle facing right

## PILLOWS PACKS

1



- Shoot overhead with packaging on
- Product to be evenly lit

2



- Shoot on 3/4 angle facing right two pack

## PILLOW PROTECTORS

1



- Shoot overhead with packaging on
- Product to be evenly lit

2



- Shoot on 3/4 angle facing right on pillow
- Zip open to show protector on pillow

# PRODUCT – BLANKETS

## SINGLE BLANKETS

2.1



- Fold into a square with edging showing on the right and bottom

2.2



- If the reverse side is Sherpa lined, fold bottom right corner over

2.3



- If throw has tassels, they should be at the bottom

2.4



- For throw/blankets with large graphics, shoot flat

## RANGE OF BLANKETS

1



- Shoot as a stack if blanket comes in a range

## WEIGHTED BLANKETS

1



- Shoot in packaging facing right

2



- Fold into a square with edging showing on the right and bottom

3



- Shoot 3/4 with top folded over to show thickness

# PRODUCT – KIDS BED LINEN

## KIDS BED LINEN



- Kids beds are shot front on with propping on both sides of the bed (*Prop with age appropriate items*)
- Directional lighting with no harsh shadows

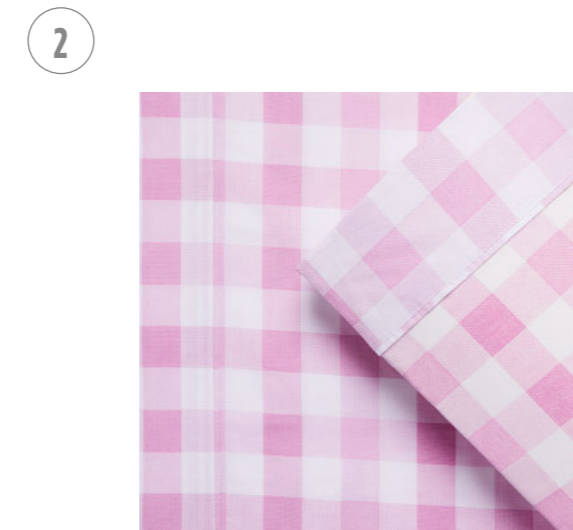


- For kids beds with large printed graphics, shoot on a higher angle
- Ensure pattern is clearly visible

## KIDS SHEET SETS



- Lifestyle of kids bedroom
- Simple propping behind the bed



- Shoot overhead
- Corner of pillow on top of flat sheet
- Must be steamed

3



- Stack of flat sheets
- Header on the right

## KIDS READY BEDS

1



- Shoot packaging facing right

2



- Shoot contents with ready bed folded

3



- Shoot on a 3/4 angle with base inflated
- Image on bed must be clearly seen
- Must be steamed

NURSERY SHEETS



• **Product Angle:** left cnr forward **Camera Angle:** High

COMFORTER



• **Product Angle:** Front on **Camera Angle:** Eye level



• Flat lay overhead

THROWS & BLANKETS



• Flat lay overhead



• If sold as 3 pack shoot together otherwise individual

HOODED TOWELS



• Overhead flay lay place hood detail at the top

## CUSHIONS

1



- Shoot overhead
- Product to be evenly lit

1.1



- For bolster cushions - shoot on a 3/4 angle facing right

1.2



## REVERSIBLE SEQUIN CUSHIONS

1



- Shoot overhead
- Product to be evenly lit

2



- Sequin cushion that have a reversible side, must have both options shot

## FOLD OUT KIDS COUCHES

1



- Shoot on 3/4 angle facing right

2



- Shoot 3/4 with couch folded out

## CANOPY

1



- Shoot hanging with fabric trailing on the ground

2



- Lifestyle with simple propping

## BEAN BAGS

1.0



- Bean bag filled and facing right
- A seat created to show shape

1.1



- If there is an image on the product like above, shoot with image facing forwards

## STORAGE BOXES

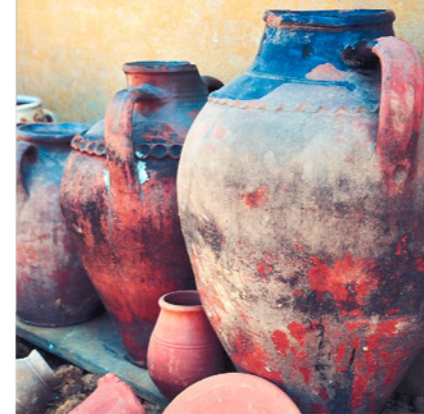
1



- Shoot on 3/4 angle facing right

## WALL ART

1.0



- Shoot mounted on a wall straight on at eye level

1.1



- Can be shot flat or hanging depending on how tassels sit if applicable

1.2



- Shoot mounted on a wall on a 3/4 angle

1.3



- Shoot mounted on a wall straight on at eye level

## PRODUCT – ACCESSORIES

### BACK PACKS & COOLER BAGS

1.1



- Back pack facing right with straps held out - use fishing line/string

1.2



- For back pack and cooler bag sold together. Please shoot together with slight overlap

1.3



- Lunch box sold by itself. Standing and facing right

### DRINK BOTTLES

1



- Shoot bottle front on standing. If product has a graphic, place image facing forwards

### SINGLE PLATES & BOWLS

1



- Shot in packaging overhead with even lighting

### FOOD STORAGE

1



- Shoot slightly elevated 3/4 angle product facing right

### DINING SETS

1



- Shot in packaging standing up with even lighting

2



- Shot set together slight overlapping of products straight on with imagery showing.

### CUTLERY

1



- Shot in packaging overhead with even lighting

2



- Shot out of pack overhead with even lighting

# PRODUCT – BATH TOWELS

## TOWEL COLLECTIONS

1



- Order from bottom up: Bath mat, bath sheet, bath towel, hand towel, face washer. Stack to be right justified with band closer to the right

2



- Stack the group evenly with details aligning

3



- Shot overhead close up of detail, fold corner over to show edge detail keep at right angles. One shot for each colourway.

## INDIVIDUAL TOWELS

1



- Shot overhead close up of detail, fold corner over to show edge detail keep at right angles. One shot for each colourway.

2



- Stack the group evenly with details aligning

## TOWEL PACKS

1



## FACE WASHERS

1



- Shoot on 3/4 angle facing right with pack together

2



- Flat lay overhead with face washers overlapping if the product is a two pack

## CONTOUR MAT

1



- Flat lay overhead

## BATH MAT

1.0



1.1



- Flat lay overhead

## BEACH TOWELS

1.0



- Shoot with top side facing up running short sides top and bottom

1.1



- Flat with tassels brushed out

## HOODED TOWEL

1



- Square fold styling shot product from the front with hood facing up

2



- Square fold styling shot product from behind with hood facing up

## PILLOW TOWEL

1



- Overhead flat Lay with Pillow insert at the top.

2



- Close up of pillow inserted 3/4 angle from above

PRODUCT – BEACH ACCESSORIES

BEACH FURNITURE

1



- Set up product 1/4 angle facing right

2



- Overhead shot of product

• IF REQUESTED

3



- Capture any product features if not viable from front angle

BEACH MATS

1



- Shot one image of the product wrapped up with handle facing up

2



- Show image of the product unfolded and set out with short side at top and bottom

BEACH BAGS

1



- Overhead shot of product with handles facing up

BEACH SHELTER

1



- Shot of set up 3/4 angle facing right

2



- Shoot product in packaging with handles facing up

• IF REQUESTED

3



- Shot option of product half set up

BEACH UMBRELLA

1



- Shot of final set up 3/4 angle facing right

2



- Shot with product half set up

3



- Shoot product in packaging with handles facing up

BATHROOM SCALES

1



- Overhead shot of product

BATHROOM MIRRORS

1



- Corner forward High
- Mirror is tilted up slightly

HANGING MIRRORS

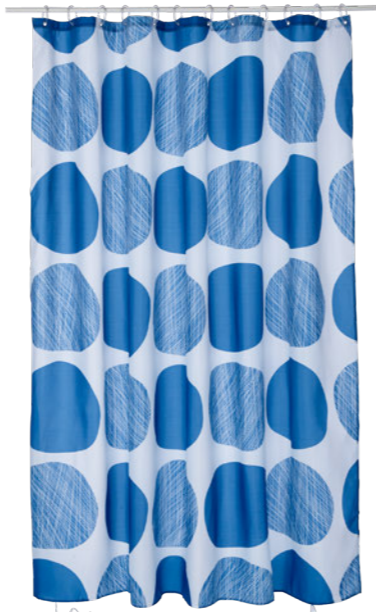
1



- Overhead shot of product

SHOWER CURTAINS

1



- Includes row of rings in image

SHOWER CURTAIN RINGS

1.1



- Show details of the curtain rings

TOWEL RAILS

1



SOAP HOLDERS

1



- 3/4 angle facing right

SOAP DISHES

1.0



- **Product Angle:** Left corner forward **Camera Angle:** High

1.1



- **Product Angle:** Front on **Camera Angle:** Above eye level

SOAP DISPENSERS

1.0



- **Product Angle:** Left corner forward **Camera Angle:** High
- Dispenser spout pointing to the right

1.1



- **Product Angle:** Left corner forward **Camera Angle:** High
- Dispenser spout pointing to the right

TUMBLERS

1.0



- **Product Angle:** Left corner forward **Camera Angle:** High

1.1



- **Product Angle:** Left corner forward **Camera Angle:** High

TOOTHBRUSH HOLDER

1.0



- **Product Angle:** Left corner forward **Camera Angle:** High

1.1



- **Product Angle:** Facing right **Camera Angle:** Eye level

## PRODUCT – BATH ACCESSORIES/ROBES/BATH & BODY

### TOILET BRUSH

1



- **Product Angle:** Left corner forward **Camera Angle:** High

### BATHROOM BIN

1



- **Product Angle:** Front on **Camera Angle:** High

### ACCESSORY COLLECTION

1.0



- **Product Angle:** Front on **Camera Angle:** Eye level
- This collection image to be used as second image for all bathroom accessories in a collection

1.1



- **Product Angle:** Front on **Camera Angle:** Eye level

### BATH ROBE

1



- **Product Angle:** Front on **Camera Angle:** Eye level

2



- Shoot overhead flatlay of neat square folded

### HOODY BATH ROBE

1.0



1.0



- Talent may play with features of product e.g.. Pockets, rope etc.

1.3



2



- Shoot a second option with hood down as shown in #2