JOHN
LEWIS

& PARTNERS

Home Photography Style Guide

(Home & Garden, Furniture & Lighting)

Updated August 2020

Photography & Video Requirements, Naming Convention & Styling Examples

Contents

Introduction

We want our website to be world class, and our customers to have the best shopping experience possible. Our visual content across all areas is of the highest quality, enhancing each product to its full potential, driving the customer through the purchase journey to conversion.

This guide explains technical requirements, gives style examples and image ordering across the John Lewis home category. It helps to align in house content production and supplier assets, giving the customer a consistent and high quality shopping experience.

Please note, this is a URL based guide. This allows for multiple users to use the guide at the same time and for any updates to be fed through to all users within a 24 hour period.

This guide is updated regularly, please be sure you are looking at the latest version.

JOHN LEWIS & PARTNERS

Technical Specifications

Below are the John Lewis online image specifications some of which are essential to accepting an image and others which are essential to getting a product online in the correct format. Images which meet our minimum specifications can be artworked to meet our specifications but there is 48 hour turnaround to add on.

Image dimensions:

- 800px minimum at the largest dimension (Essential)
- 3000px maximum at the largest dimension
- All home imagery should be 3:4 in format.

General photography requirements:

- A clean product, placed on an off white background for accessible and consistent product identification.
- Evenly and consistently lit to suit the product keeping a natural shadow in.
- Shadowing on the product itself may be used to emphasise form and depth.
- Be clear and sharply focused (Essential), retaining the entire depth of field.
- Please follow the individual style guides for angles and placement within the frame.
- No props to be used in main web image.
- For colour correction please use Capture One software.

Image clipping / selection requirements:

(This is not required for imagery with a coloured background - Stormgrey backgrounds or lifeslyle shots)

All cutout images should have a clipping path **OR** a channel mask selection never both.

Once the path has been created we require the background to be removed:

- Invert the selection (Ctrl+Shift+i)
- Fill true white (Ctrl+Backspace)
- The path MUST be saved as **Path 1** (this is the default when the path is saved)

A channel mask will also suffice for more complex images. Please note we require either a clipping path or a channel selection not both.

Technical & saving requirements:

- RGB colour mode
- Profile - sRGB
- 8-bit file
- LZW compressed
- IBM PC byte order
- TIF/TIFF or JPG/JPEG (all imagery will be saved on our system as a TIF/TIFF)

Alternative (alt) images:

Alternative Images are images used to enhance the product. As well as the main image we require a varierty of angles as clearly outlines on page 5 which will enhance the product for all fashion lines. The more images the more informed the customer will be and therefore more inclined to make a purchase.

JOHN
LEWIS
& PARTNERS

Grey Background - Set Up

The technical specifications to create the correct background are:

- **Hex Code:** #f7f7f7
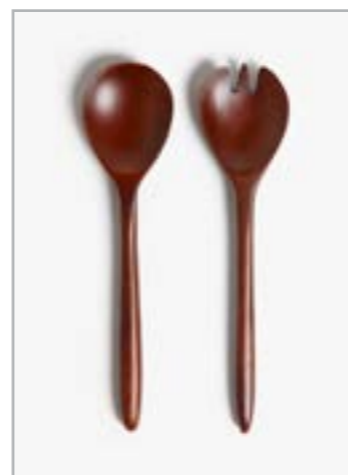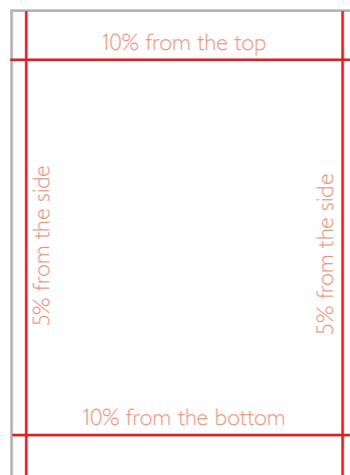- **RGB:** 247, 247, 247
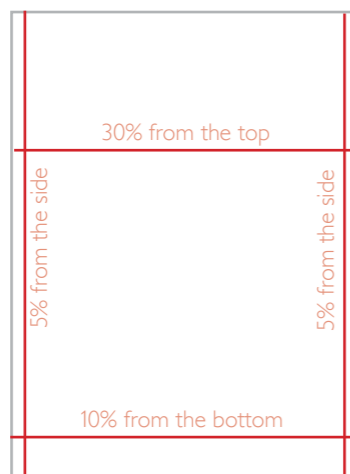- **CMYK:** 2, 1, 1, 0

Sample colour

JOHN LEWIS & PARTNERS
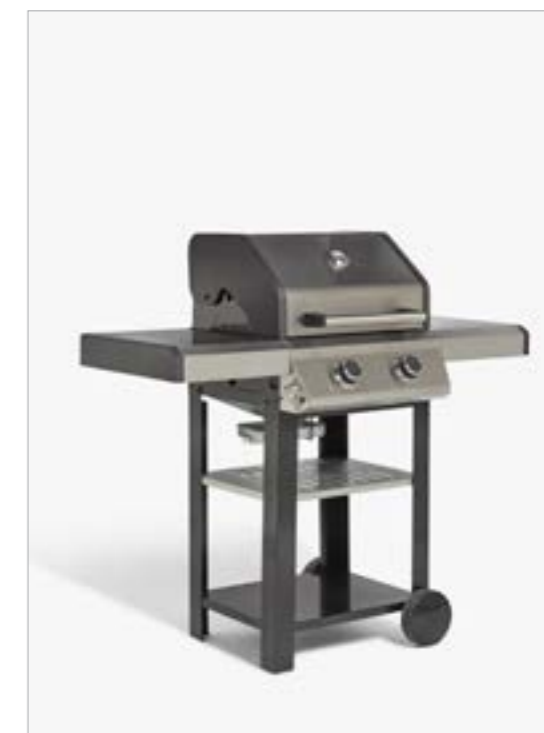
Cropping & Ratios

Cropping:

All images should be cropped as per the cropping guidelines below:

Rectangle template:

MARGIN

IMAGE SAFE AREA

MARGIN

10% from the top

5% from the side

5% from the side

10% from the bottom

Square template:

MARGIN

IMAGE SAFE AREA

MARGIN

30% from the top

5% from the side

5% from the side

10% from the bottom

Detail template:

IMAGE SAFE AREA

No margins

Image Ratio:

All Home imagery should be 3:4 in format.

Example:

3500px
by
2625px

300px from the bottom

JOHN LEWIS
& PARTNERS

Naming Convention

How To Name Images:
The 2 conforming fields in Product Hub are:

- Stock Number
- EAN Code

If an image is renamed EXACTLY the same as one of the above then the Online Image naming function can automatically rename a suppliers images to the correct web sku/line ID.

Stock Number Example:
The 8 digit stock number of a product can be used to name the supplier imagery. Note the stock number has to be 8 digits.
Use the 8 digit stock number from the below:

Images:
Alternative images must match the main image name but the unique identifier must be a " (1)" or "_1" like below:
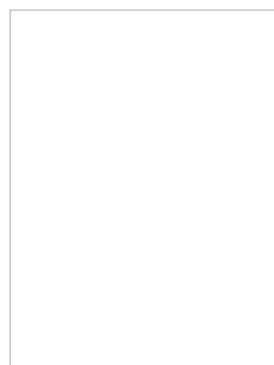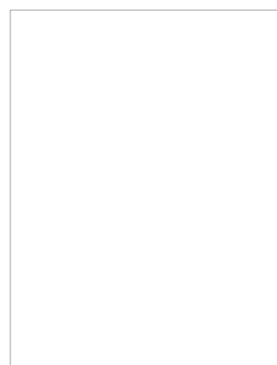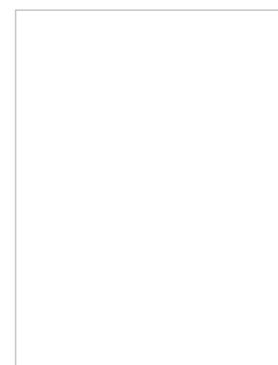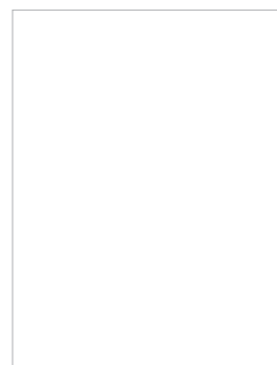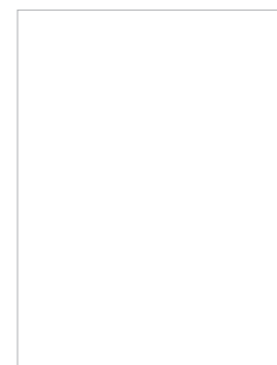
Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
22459721	**22459721 (1)**	**22459721 (2)**	**22459721 (3)**	**22459721 (4)**

OR

Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
22459721	**22459721_1**	**22459721_2**	**22459721_3**	**22459721_4**
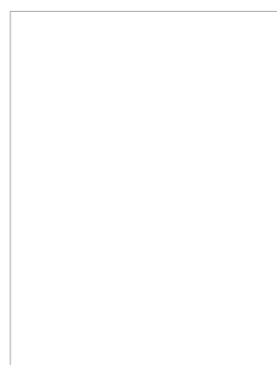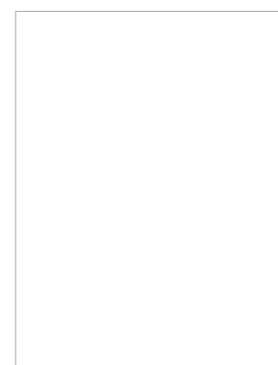
JOHN LEWIS
& PARTNERS
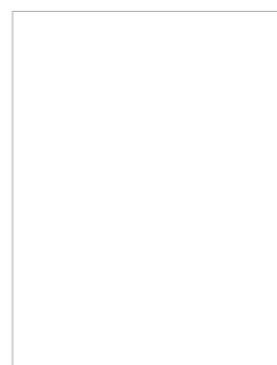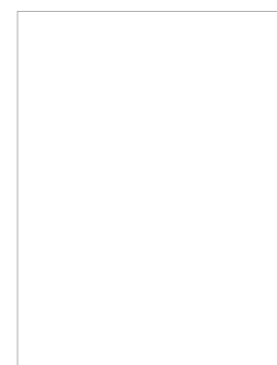
Naming Convention

EAN Code Example:
The images below are named using the Brand's EAN code. This brand already names their imagery with the EAN code and they already enter the EAN code into the new line form as part of their attributes. This brand requires no extra work from the brands, the BA's or the Image Team, the images are automatically renamed after download and processed in minutes.
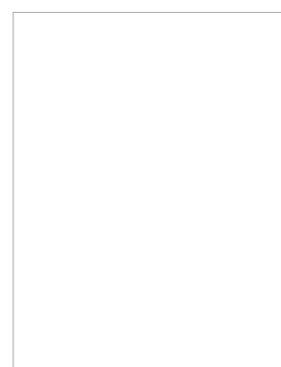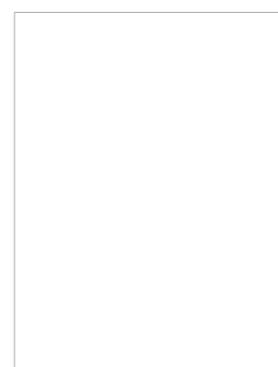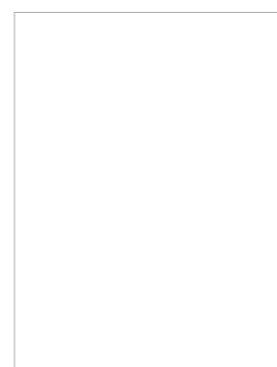
Images:
Alternative images must match the main image name but the unique identifier must be a '' (1)'' or ''_1'' like below:
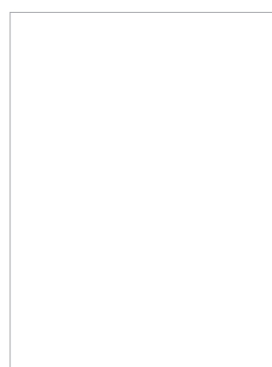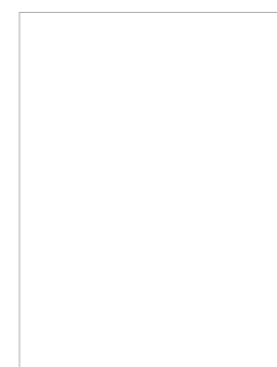
Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
5038775985852	**5038775985852 (1)**	**5038775985852 (2)**	**5038775985852 (3)**	**5038775985852 (4)**

OR

Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
5038775985852	**5038775985852_1**	**5038775985852_2**	**5038775985852_3**	**5038775985852_3**
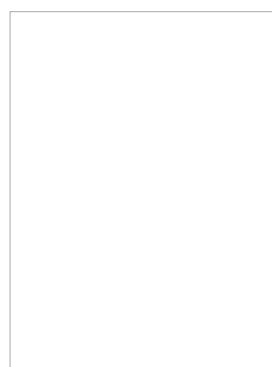
JOHN
LEWIS
& PARTNERS
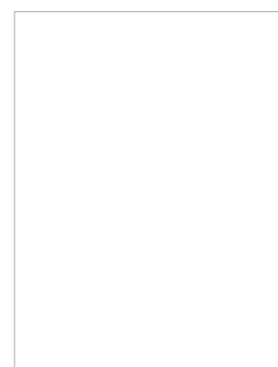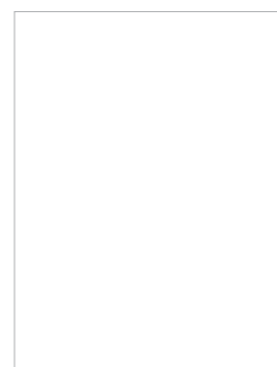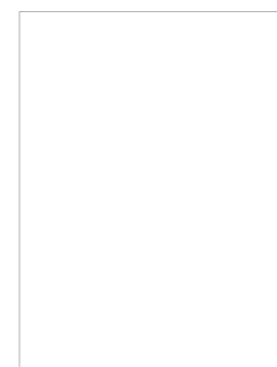
Additional Product Page Requirements

Product description:

Positioned beneath the product imagery. Format is text and not in a PDF form.

Product specification:

This will sit beneath the copy on the product page. Format is Excel only please and not in a PDF form.

Brand information:

We require a brand **logo** to sit on the product page.

Brand **story**. Format is text form and not in a PDF form. We may amend this slightly to meet our tone of voice guidelines and for SEO purposes.

Video Requirements

The product videos for John Lewis are required to enrich the customers online experience. A product video should highlight a products characteristics, USP and/or create inspiration which helps the customers on Johnlewis.com make an inspired and informed purchase. Video's will not be accepted if the visuals are poor or the quality of the video is too low.

1. Video format required: **MP4.**
2. The video must be named: '**stocknumber**vid1' e.g '**22459721vid1**' or '**EANnumber**vid1' '**5038775985852vid1**'
3. Videos must not contain any visual hyperlinks to external websites.
4. Videos must not include the brand logo or name at any point.
5. Faces are not permitted to be shown.
6. There is no time/ length restriction to a video.
7. The video ratio should be 16:9 or 1280 pixels by 720 pixels. No file size can be specified due to varying video duration.

Brand and Promotional Logos

In addition to all digital assets (images, pdf's and videos,) brands must also supply brand logos or any promotional logos relevant to the related product launch.
These logos will sit on the product page to enforce brand awareness and enrich the customer experience.

Brands **will not** be launched without a brand logo so it is imperative that this is supplied in a timely manner.
These logos must be submitted in the same process as product imagery and adhere to the following guidelines:
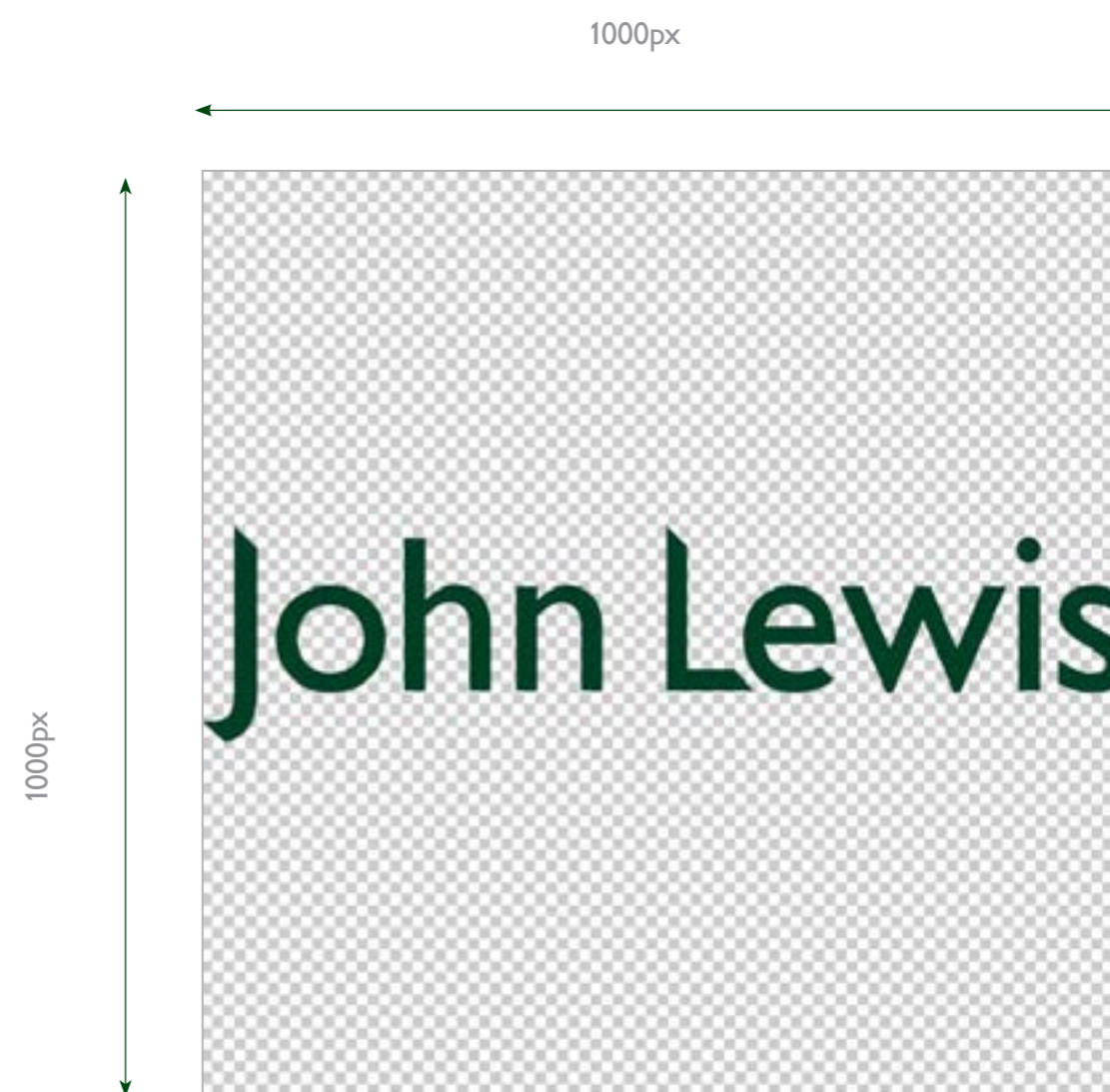
Image dimensions:
- 1000px x 1000px dimension
- All imagery should be square in format

Technical & saving requirements
- RGB colour
- No fill background
- PNG or EPS file
- All image should be flattened

Naming:
- All names need to be lower case and follow the naming convention of **brandname_brl** e.g johnlewis_brl

1000px

1000px

John Lewis

JOHN
LEWIS
& PARTNERS

Examples of Core Filled Photography

Pillow

Angle

Detail

Pillow Set

Angle

Detail

Mattress Topper

Corner

Detail

Detail

*Please click this link to additional style guide for Core Filled Bed Linen.

Mattress Protector

Corner

Detail

Duvet

Folded

Close Up

JOHN LEWIS
& PARTNERS

Examples of Decorative Bed Linen Photography

Overhead   Detail

Bedding

*Please click this link to additional style guide for Decorative Bed Linen.

Front   Overhead   Detail

Bedspread

Hot Water Bottle

Folded   Folded

Cushion

Throw

JOHN LEWIS & PARTNERS
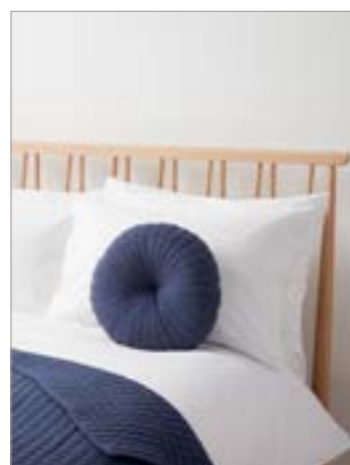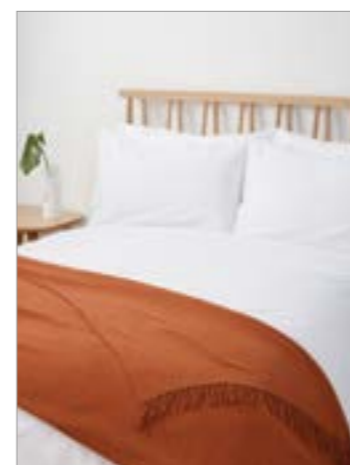
Examples of Home Furnishings Photography

Throws/ Bedspreads/ Quilt

Main

Detail

Angle

*Shoot flat also if there's a pattern that can't be seen when folded.

Pillow Case

Overhead

Detail

Bedsheets

Fitted

Flat

Valance

JOHN LEWIS
& PARTNERS

Examples of Bath Shop Photography

Main

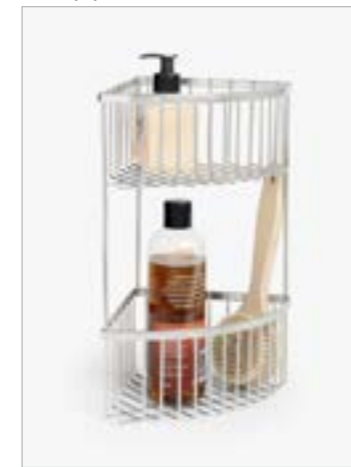Pedal Mirror

Shower Basket

Main

Propped

Main

Propped

Toilet Brush

Main

Styled

Toilet Roll Holder

Main

Propped

Examples of Home Furnishings Photography

	Main	Detail	Propped	Range
Accessories				

*Range shot only applicable when relevant products have been supplied.

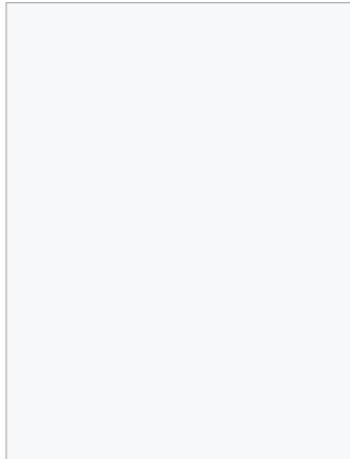|	Main	Styled	Detail
Storage			

	Main	Detail
Bathmat		

JOHN LEWIS & PARTNERS

Examples of Home Furnishings Photography

Shower Curtain

Main

Detail

Full curtain*

*Shoot full hangin curtain (if full pattern needs to be seen)

Towel (Individual)

Main

Detail

Flat

Towel (Set)

Main

Detail

Flat

JOHN LEWIS & PARTNERS

Examples of Home Furnishings Photography

	Main	Detail	Flat
Towel (Bale)			

	Main	Detail	Angle	
Beach Towel				

	Main	Angle	Propped	Detail
Wash Bag				

JOHN LEWIS
& PARTNERS

Examples of Home Furnishings Photography

	Front	Styled	Open	Detail	Detail
Roman Blinds					

	Front	Open	Closed	Detail	Detail
Venetian Blinds					

	Main (Eyelet)	Alt1	Alt2	Alt3	Detail	Main (Pleated)
Curtains						
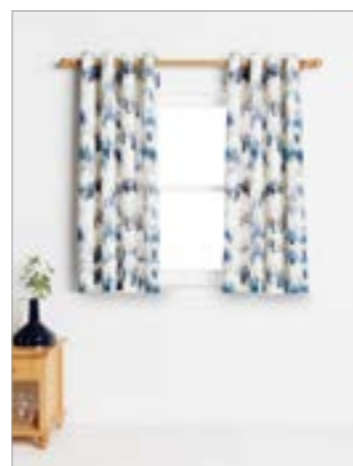
JOHN LEWIS & PARTNERS
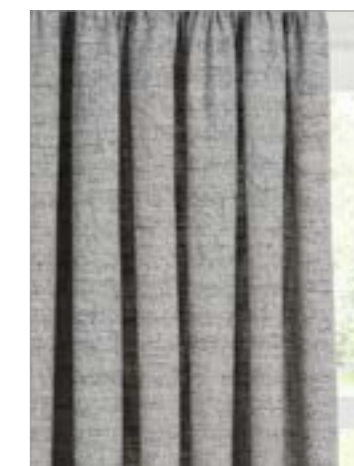
Examples of Home Furnishings Photography

	Main	Alt1	Alt2	Alt3
Poles				
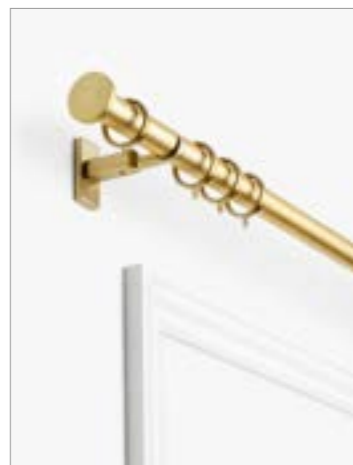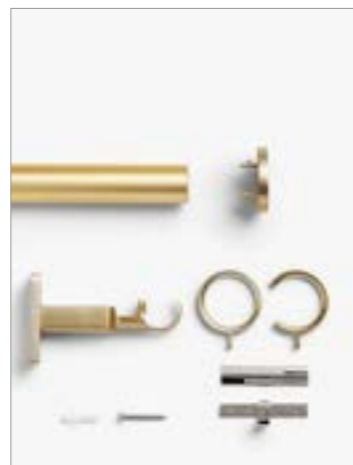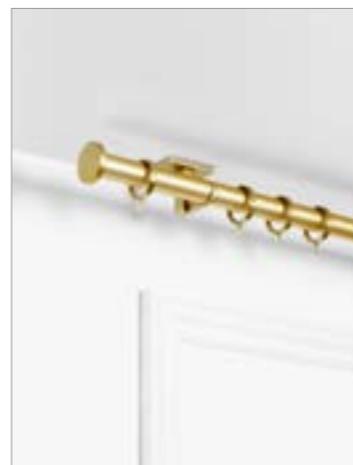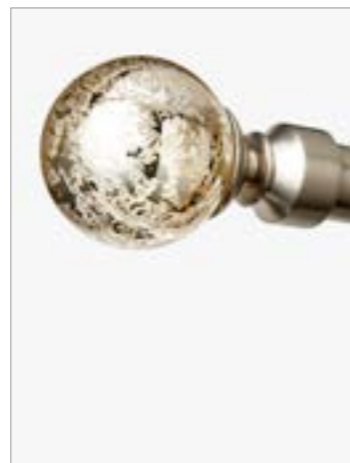
	Main	Alt1
Finials		

	Main	Alt1
Curtains Ties		

*Please use window wall and prop with curtain.

JOHN LEWIS & PARTNERS

Examples of Curtain Fixtures

Main   Alt1   Main   Alt1

Curtain Rings   Curtain Wire

Main   Alt1   Main   Alt1   Alt2

Curtain Pole   Curtain Bracket
                                       Multi-Function

Main   Alt1   Main   Alt1

Curtain Bracket   Ceiling Bracket

JOHN
LEWIS
& PARTNERS

Examples of Home Furnishings Photography

	Front	Back*	Detail
Cushions			
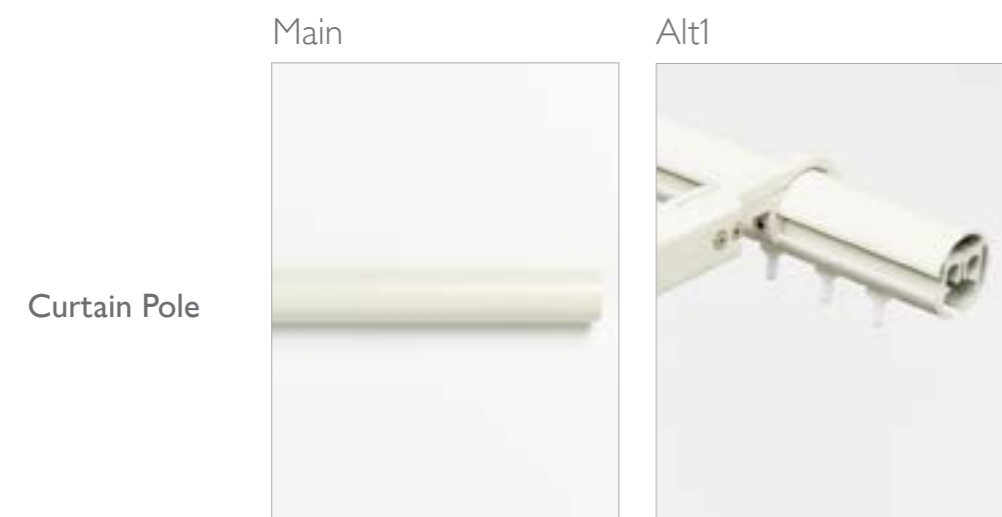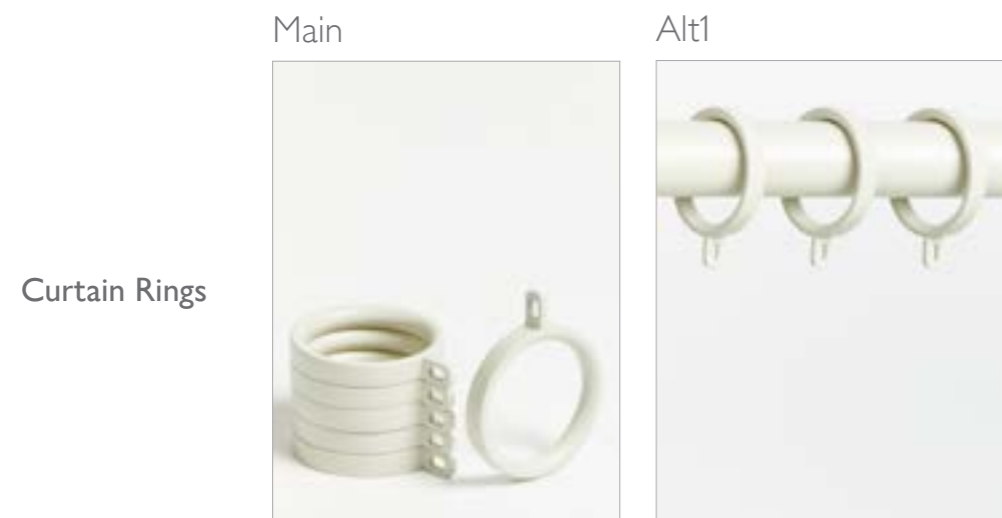
*Only shoot back if different.

	Pattern	Folded Detail	Meter Rule		Pattern	Detail	Metre Rule
Furnishing Fabrics				Haby Fabric			

	main	alt1	alt2
Wallpaper,			

* If fabric isn't minimum metre square or larger, **do not** shoot alt2.

JOHN LEWIS
& PARTNERS

Examples of Home Furnishings Photography

Overhead   In situ   Detail

Rugs, Carpets
& Flooring

Overhead   Detail
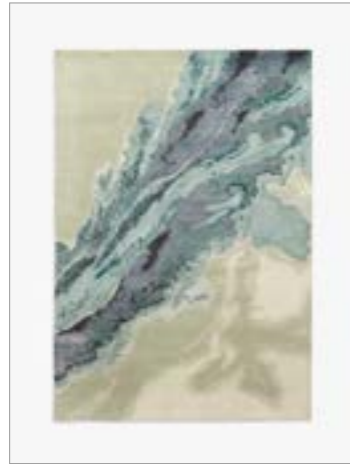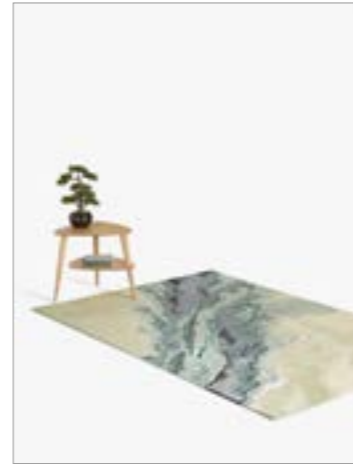
Doormat

Examples of Home Accessories Photography

Wall Decor

Front
Detail
Back Detail for fixing

*Only shoot back if its a wall frame. Not wall art etc.

Decorative Accessories

Front
Detail
Back
Range

Clocks

Front
Detail
Mechanism

JOHN LEWIS
& PARTNERS

Examples of Home Accessories Photography

Home Fragrance

Main

Detail

Packaging

Candles

Main

Detail

*Shoot packaging as additional alt if applicable.

Mirror

Main
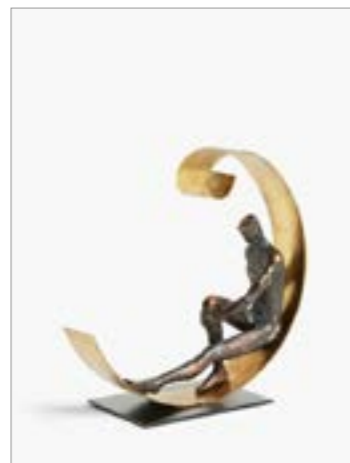

Back

Detail

Detail

Wall Mirror

Main

Detail

Back

JOHN LEWIS & PARTNERS

Examples of Home Accessories Photography

Main   Alt1   Alt2
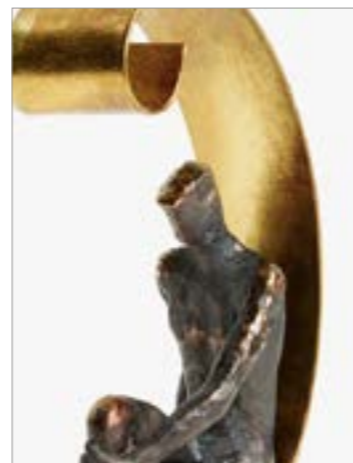
Sculpture

Main   Alt1   Alt2

Vase

JOHN
LEWIS
& PARTNERS
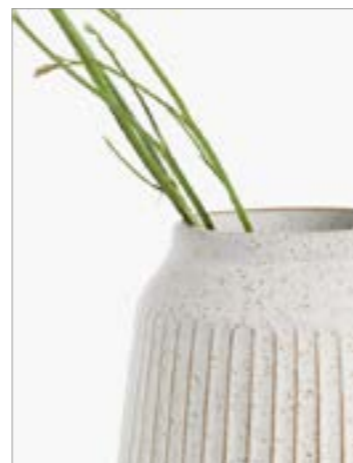
Examples of Seasonal, Stationery & Gift Food Photography

Box

Hanging

On tree

Baubles Set

Hanging

On tree

Single Bauble

Front

Advent Calendar

JOHN LEWIS & PARTNERS
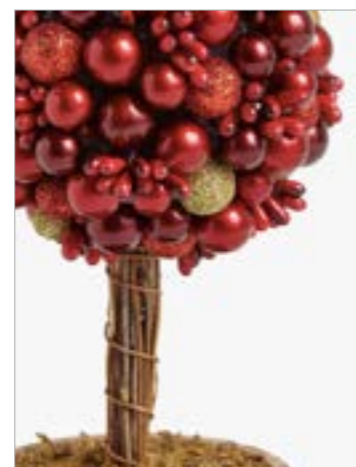
Examples of Seasonal, Stationery & Gift Food Photography

Table Decorations

Main

Alt1

Garland
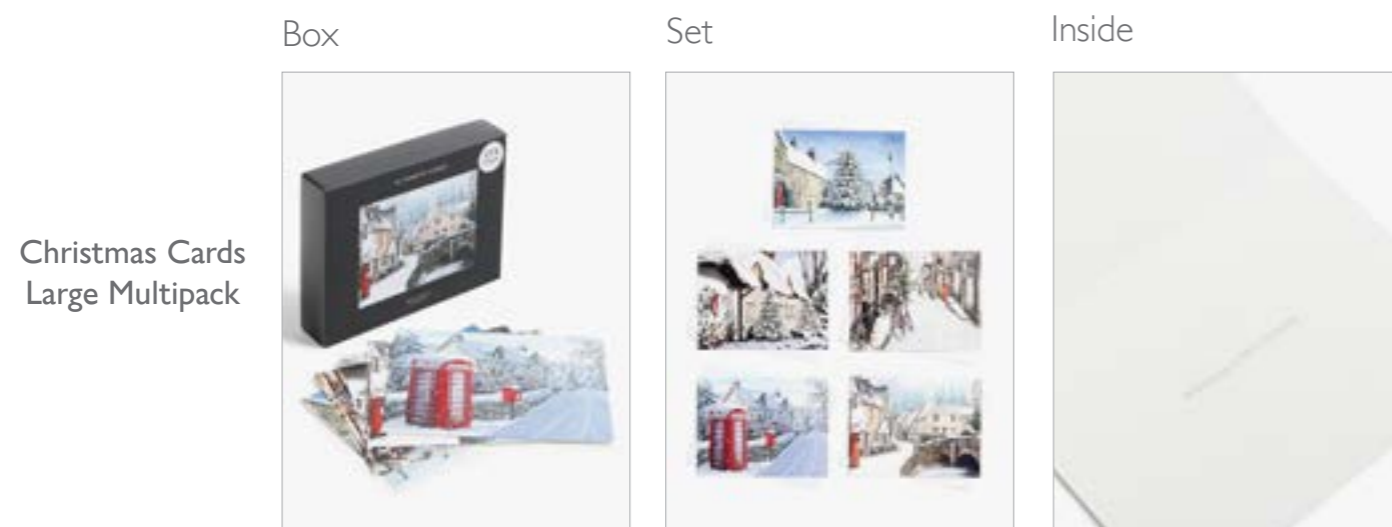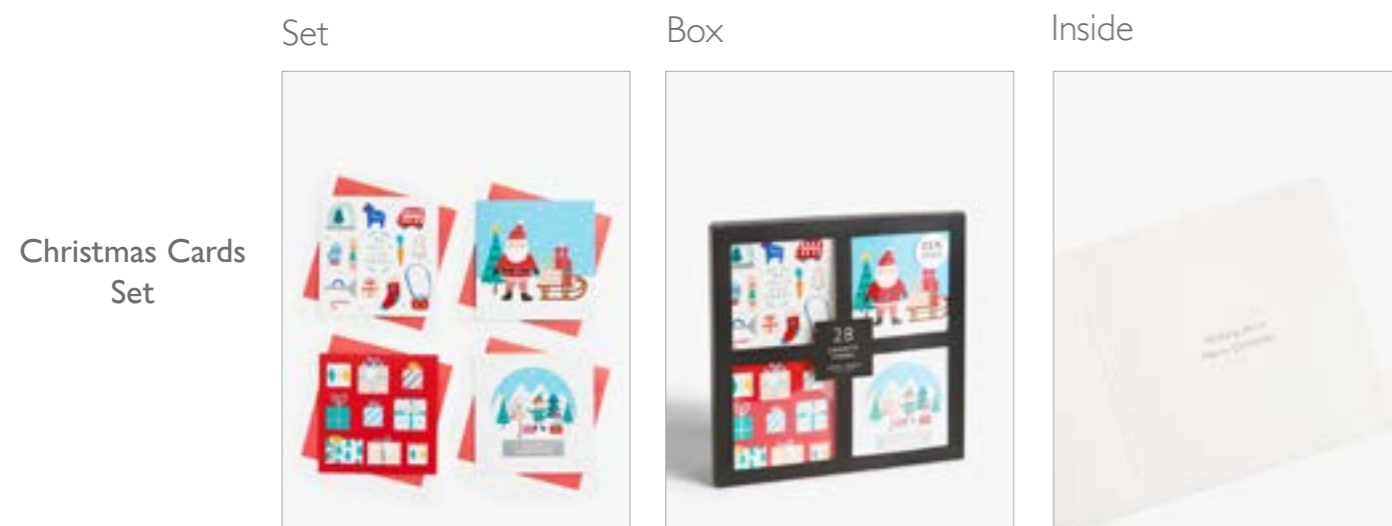
Main

Detail

Wreath

Main

Detail

Crackers

Box

Styled

Back

JOHN LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

	Set	Single	Inside
Christmas Cards Two Pack			

	Set	Box	Inside
Christmas Cards Set			

	Box	Set	Inside
Christmas Cards Large Multipack			

JOHN LEWIS & PARTNERS
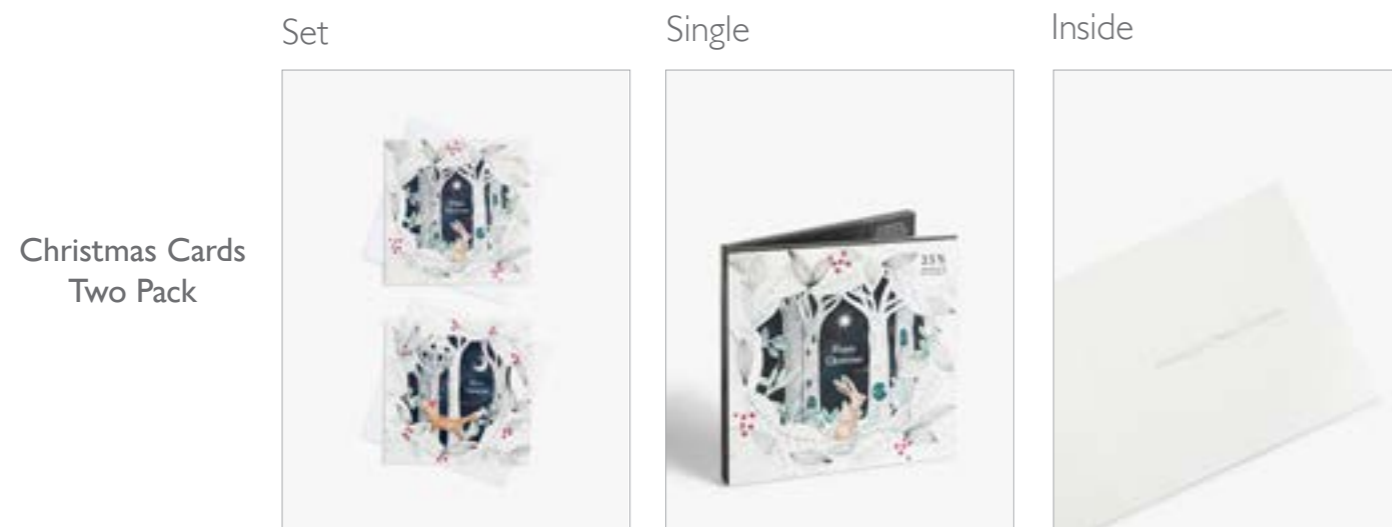
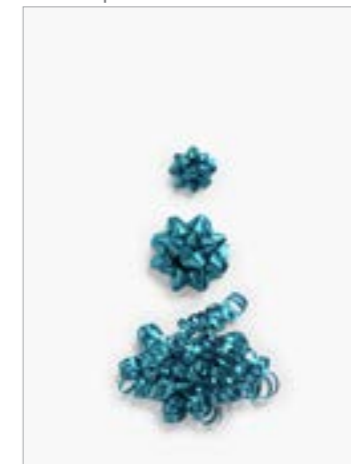# Examples of Photography

Tags

Single

Pair

Group

Ribbon

main

alt1

Bow

Single

Group

Wrapping Paper

main

alt1
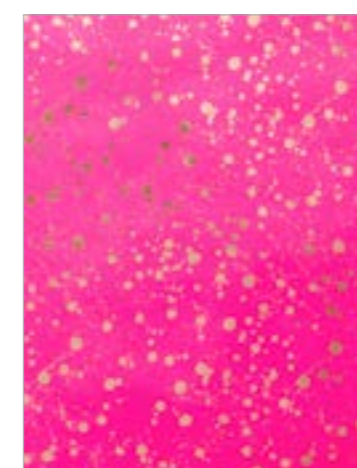
Tissue Paper

main

*Please shoot out of packaging, unless specified.

JOHN LEWIS & PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

	Lights On Dark Grey	Lights Off	Detail	Plug	
String Lights					Dark Grey to be **RGB 180/180/180 Hexcode b4b4b4**

	Lights On Dark Grey	Lights Off	Detail	Plug	
Lights					Dark Grey to be **RGB 180/180/180 Hexcode b4b4b4**

JOHN LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

Front   Detail   Detail

Christmas
Tree

Lights On Dark Grey   Lights Off   Detail   Detail

Christmas
Tree with lights

Dark Grey to be
RGB 180/180/180
Hexcode b4b4b4

Lights On Dark Grey   Front   Detail   Detail

Alternative
Tree

Dark Grey to be
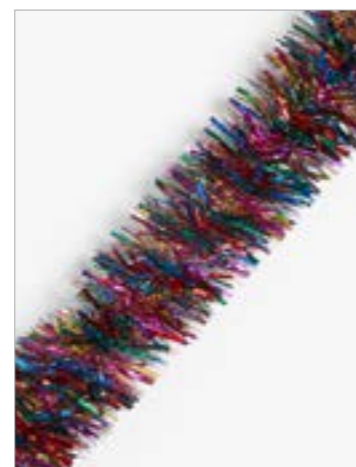RGB 180/180/180
Hexcode b4b4b4

JOHN
LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

Overhead | Detail

Tinsel

Front (hanging) | Detail | Reverse

Stocking

Front | Detail | On tree

Christmas
Tree Skirt

Front | Detail | On tree | Detail

Christmas
Tree Skirt

JOHN
LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

Main   Alt1   Alt2   Alt3

Decorative
Easter
Accessory

Main   Alt1   Detail

Easter
Bunny

Main   Styled   Detail

Easter
Nest

JOHN
LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

Main

Detail

Decorative
Accessory

Examples of Seasonal, Stationery & Gift Food Photography

Front | Detail | Detail

Hamper
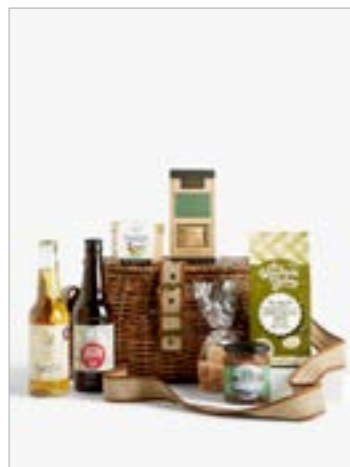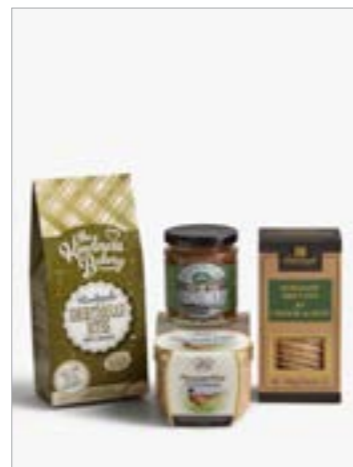
Main | Detail

Gift Drink

Main | Detail
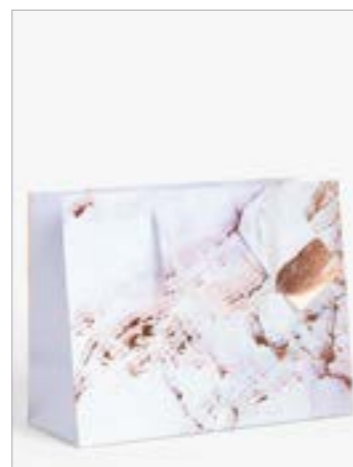
Gift Food

JOHN LEWIS
& PARTNERS

Examples of Seasonal, Stationery & Gift Food Photography

Gift Bag

Range

Single

Detail

* Gift bag handles to be shot hanging down.
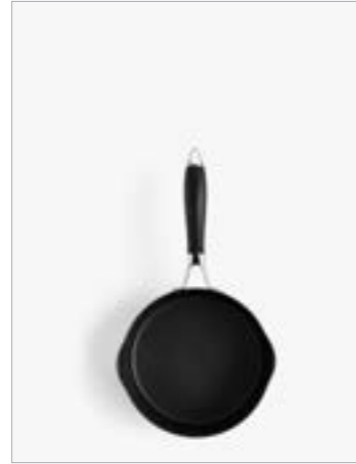
Gifting

Angle

Back

Detail

Books

Front

Inside

JOHN
LEWIS
& PARTNERS

Examples of Cook & Dine Photography

Pots & Pans

Main

Overhead

Open

Detail

Utensils

Overhead
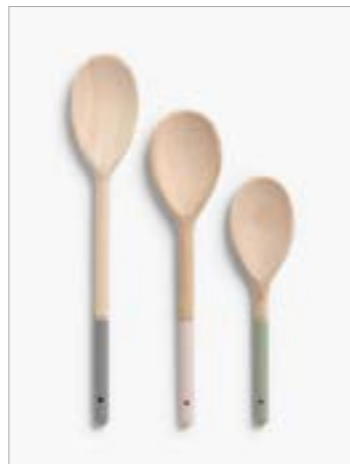
Detail

Utensils

Overhead
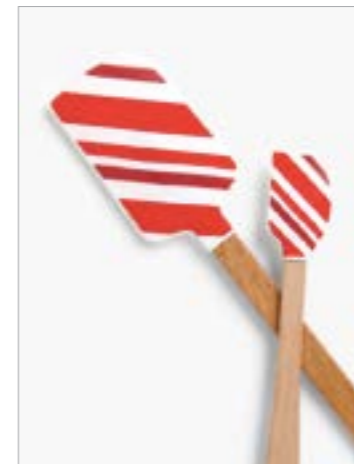
Detail

Mixing Bowls

Front

Detail

Detail

JOHN LEWIS
& PARTNERS

Examples of Cook & Dine Photography
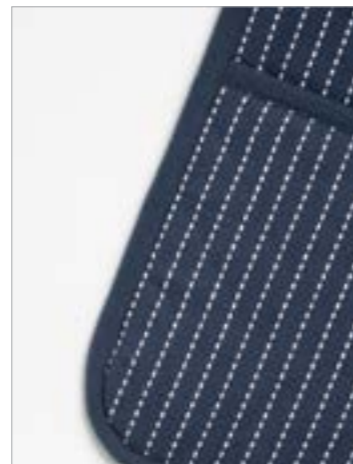
Overhead | Angle

Baking Tray

Main | Detail

Tray

Main | Detail

Oven Gloves

Main | Detail
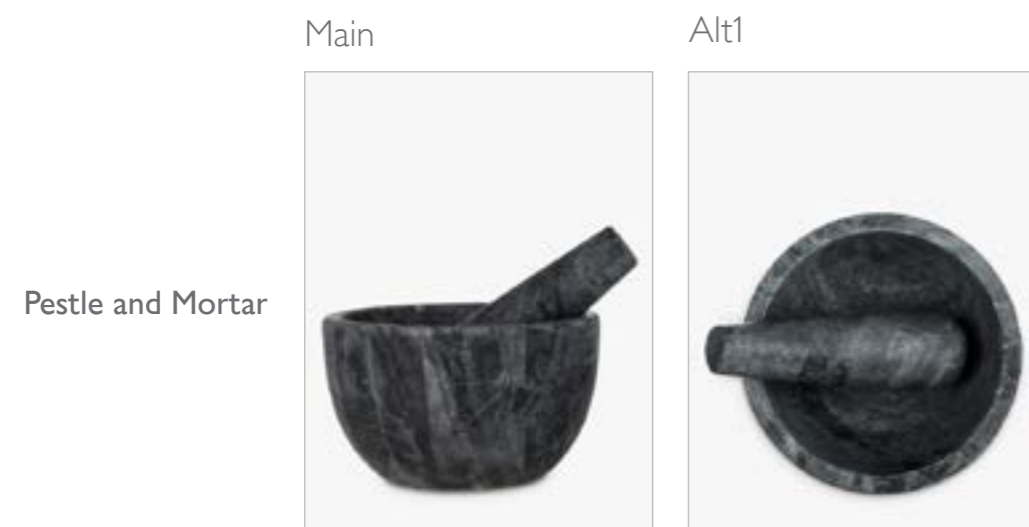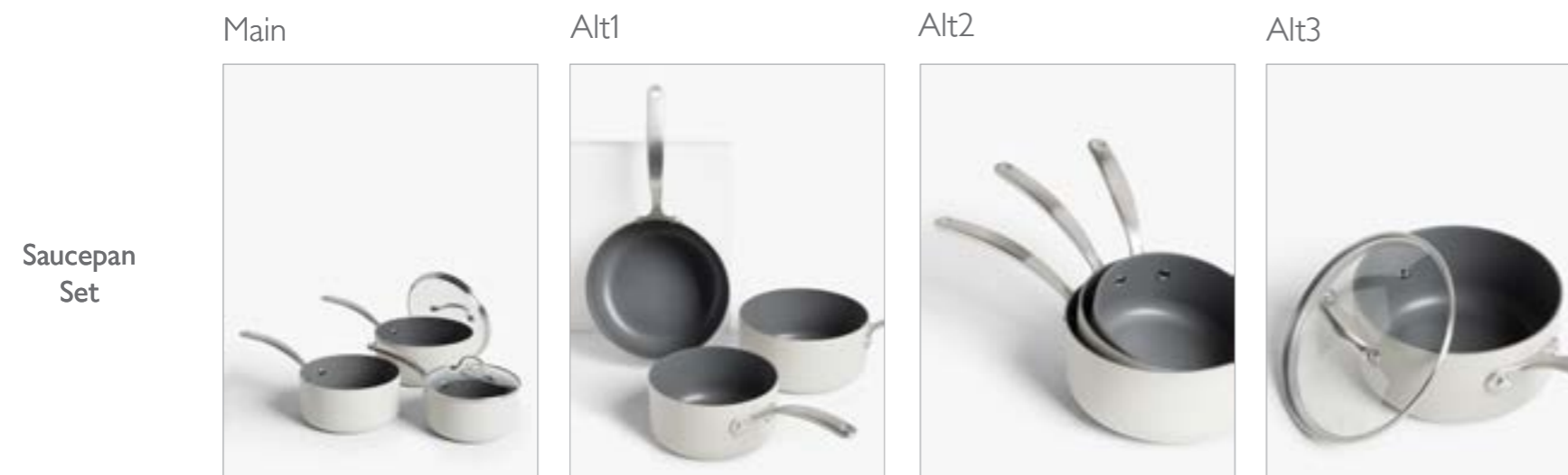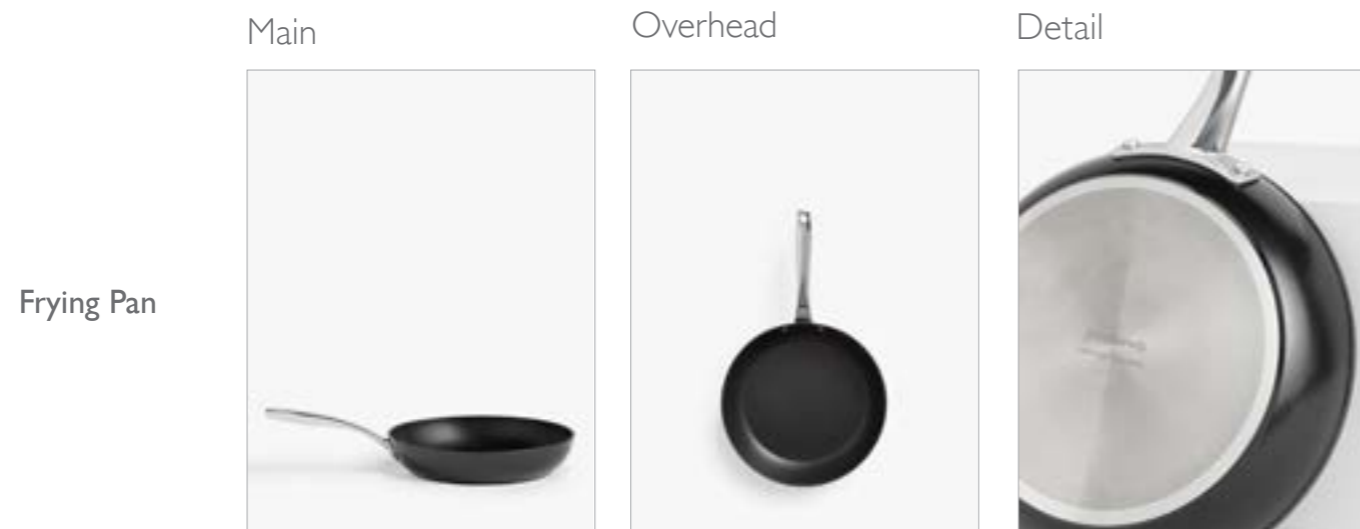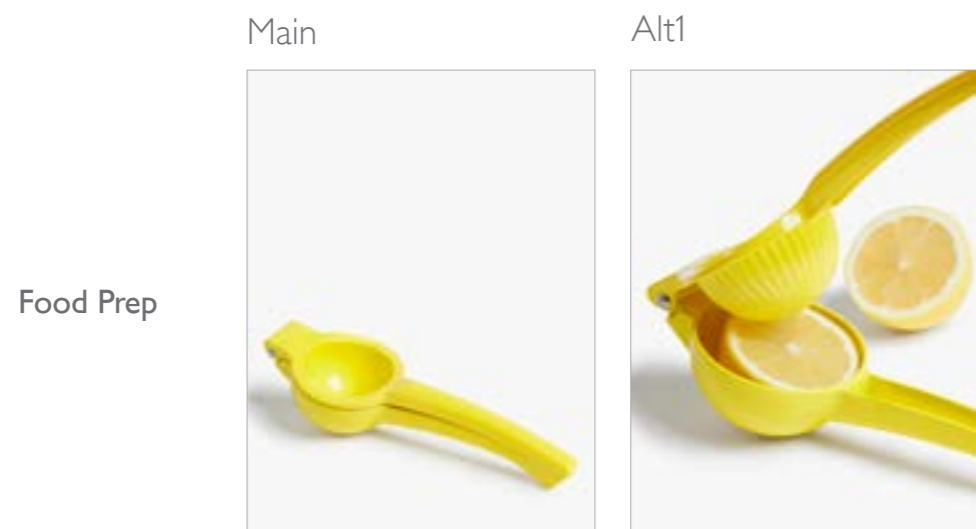
Oven Gloves

JOHN LEWIS
& PARTNERS

Examples of Cook & Dine Photography

	Main	Overhead	Detail	
Frying Pan				

	Main	Alt1	Alt2	Alt3
Saucepan Set				

	Main	Alt1
Pestle and Mortar		

JOHN
LEWIS
& PARTNERS

Examples of Cook & Dine Photography

Main   Alt1

*shoot propped if product has specific function

Food Prep

Main   Alt1   Alt2   Alt3

Storage

Main   Alt1   Alt2

*shoot propped if product has specific function

Chopping Board

JOHN LEWIS & PARTNERS
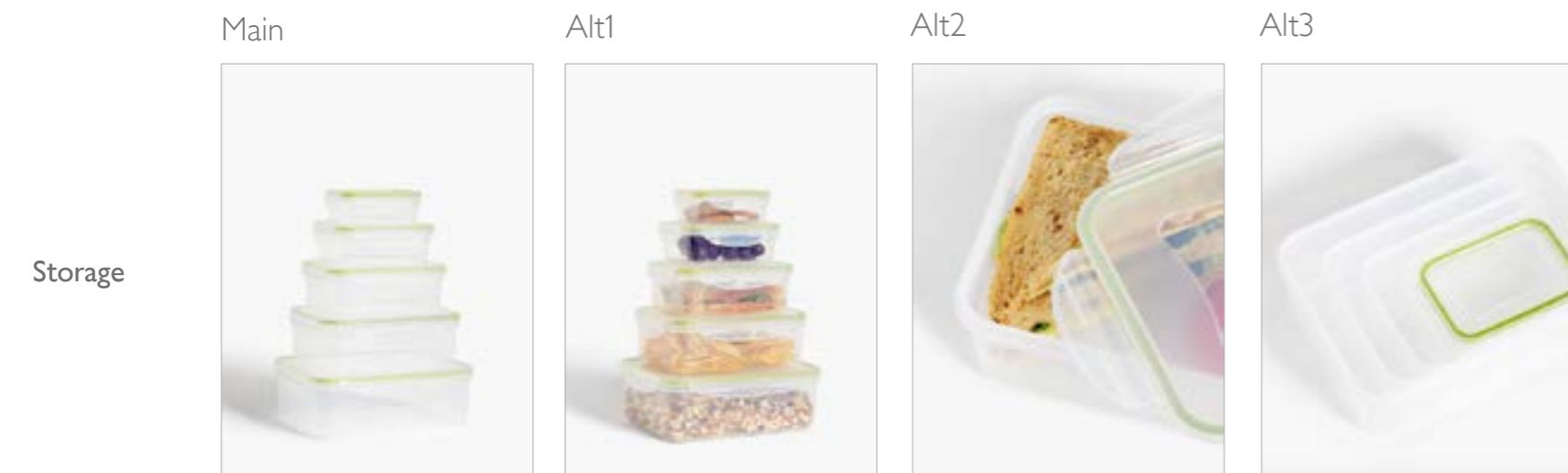
Examples of Cook & Dine Photography

	Main	Overhead	Detail
Tableware			
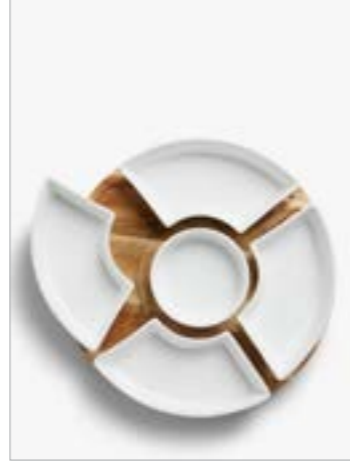
	Main	Alt1
Barware (Accessories)		

	Main	Angle	Detail	
Scales				*Please show digital display.

JOHN LEWIS & PARTNERS

Examples of Cook & Dine Photography

Front

Filled

Glass

Range

Filled

Glasses
(Set)

Range

Filled

Glasses
(Set)

JOHN
LEWIS
& PARTNERS
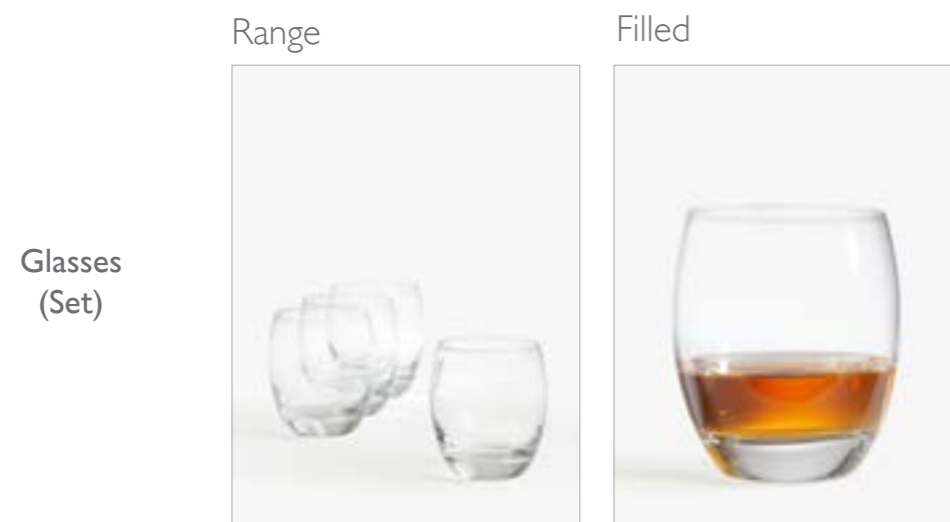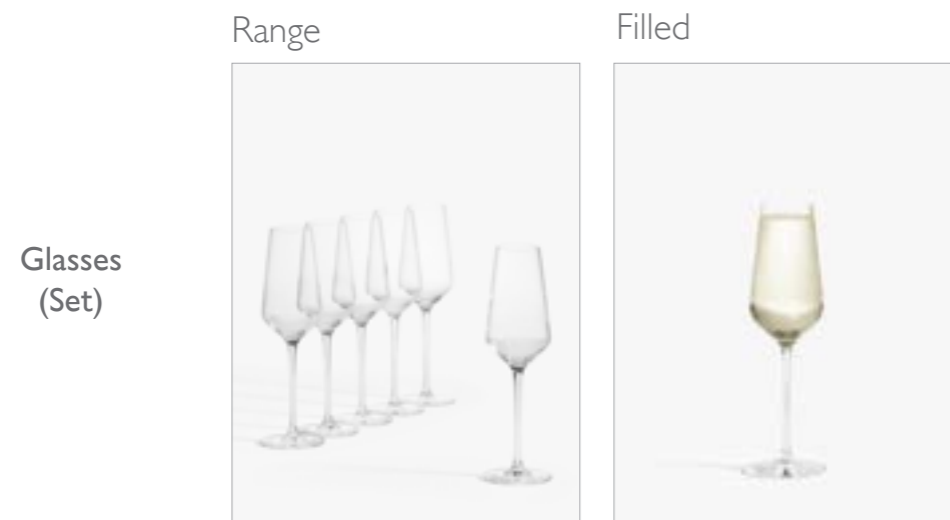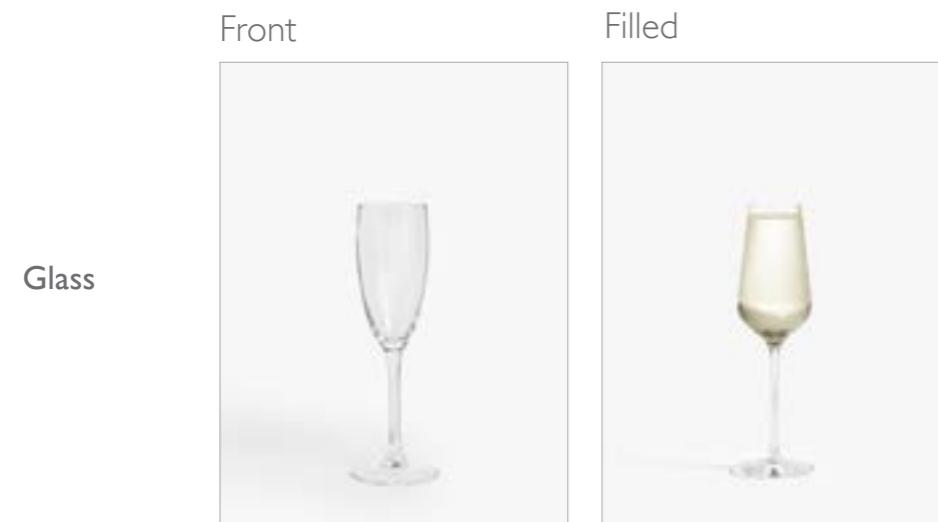
Examples of Cook & Dine Photography

Front   Front

Table Cloth Rectangle

*shoot as image, leg added in post production.
Background to have gradient from right to left.

Front   Front

Table Cloth Round

*shoot as image, leg added in post production.
Background to have gradient from right to left.

Front   Front

Table Cloth Runner

*corner fold to always come from bottom left.

JOHN LEWIS
& PARTNERS

Examples of Cook & Dine Photography

Main   Detail

Napkin

*All napkins to be shot individually and comped into grid in post. Please shoot one as main and others as comps.

Main   Detail

Tea Towel Set

Main   Detail

Tea Towel (with design)

JOHN LEWIS
& PARTNERS

Examples of Cook & Dine Photography

main   alt1   alt2

Coasters /
Place Mats
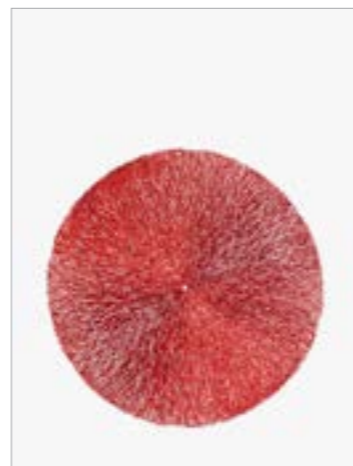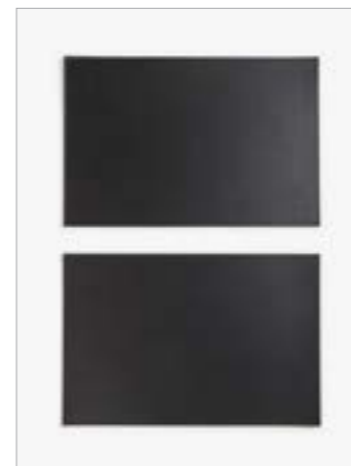(Set of Two)

main   alt1   alt2

Coasters /
Place Mats
(Set of Two)

main   alt1   alt2
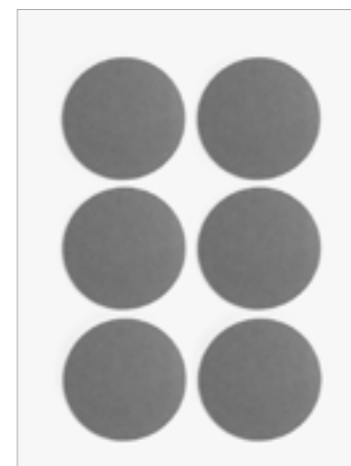
Coasters /
Place Mats
(Set of Four)

main   alt1   alt2
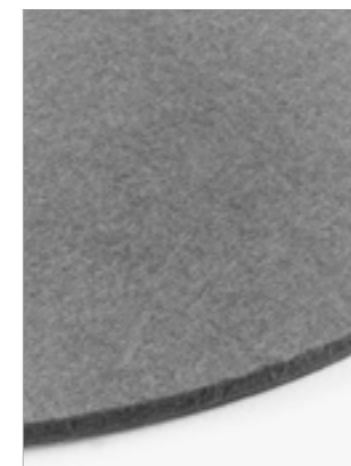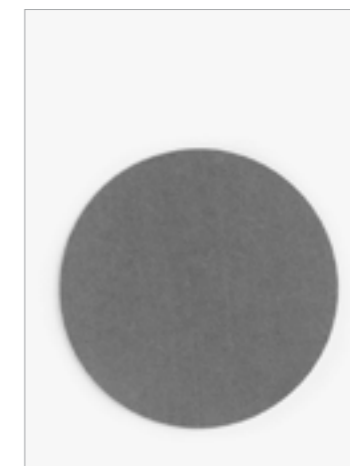
Coasters /
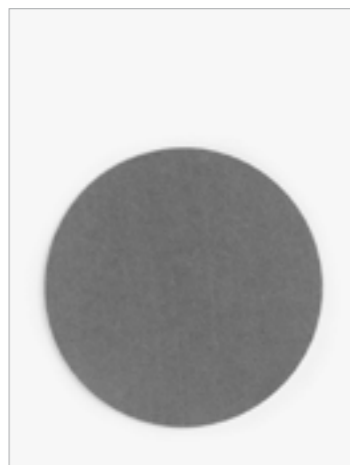Place Mats
(Set of Six)

main   alt1

Coasters /
Place Mats
(Single)

JOHN
LEWIS
& PARTNERS

Examples of Cook & Dine Photography

	Overhead	Flat	Detail
Plate (Individual)			

	Overhead	Flat	Overhead
Plates (Set of 4)			

	Overhead	Flat	Overhead
Plates (Set of 6)			

JOHN LEWIS & PARTNERS
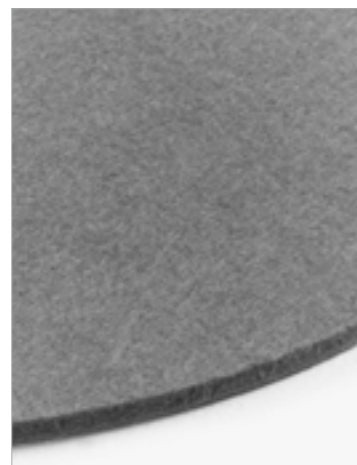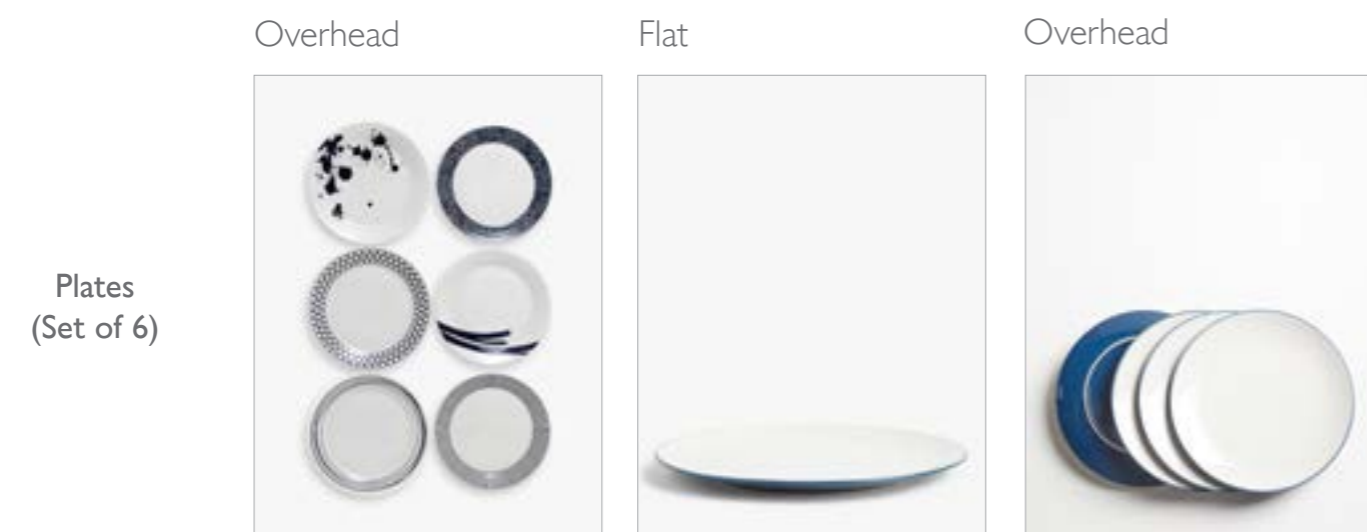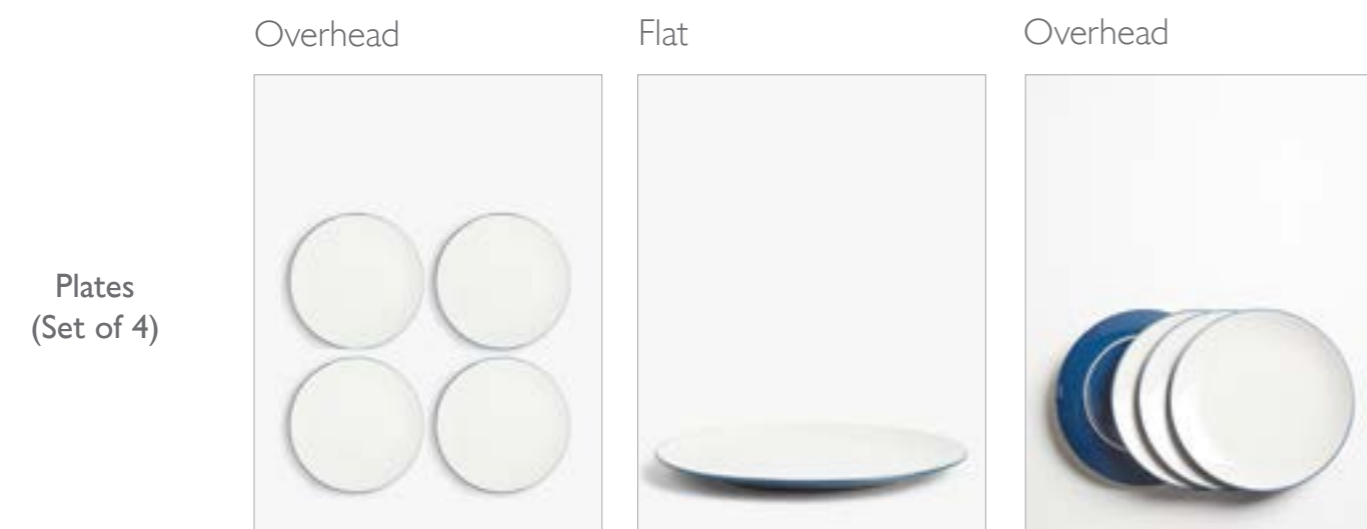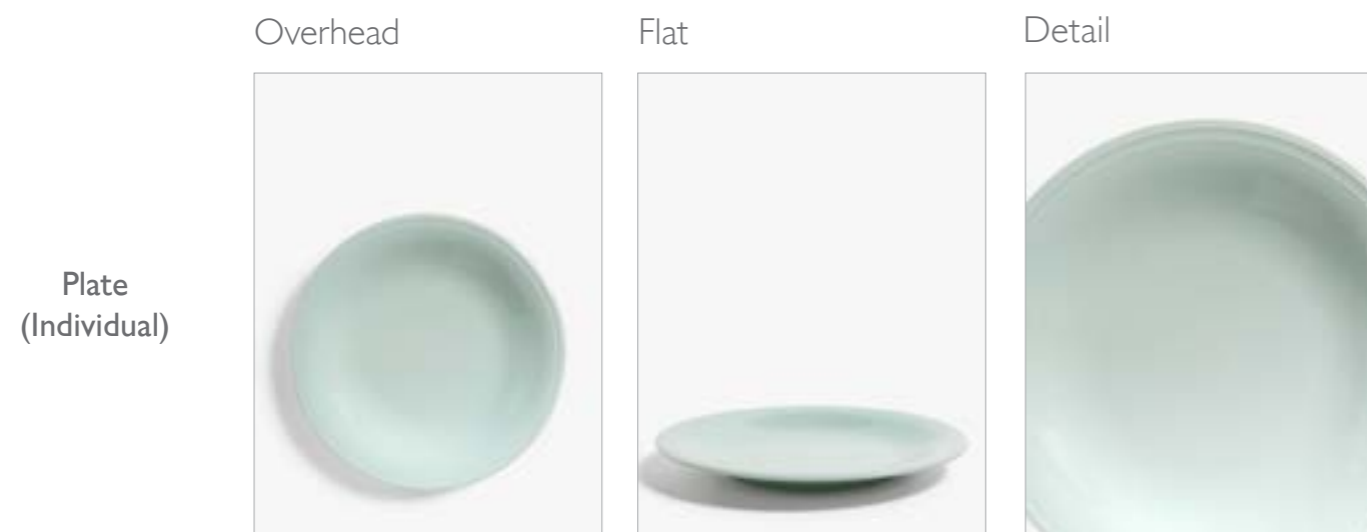
Examples of Cook & Dine Photography

	main	alt1	alt2
Bowl (Individual)			

	main	alt1	alt12
Bowl Same Pattern (Set)			

	main	alt1	alt12
Bowl Different Pattern (Set)			

JOHN LEWIS & PARTNERS

Examples of Cook & Dine Photography

Main

Alt1

Cup and saucer

Main

Alt1

Alt2
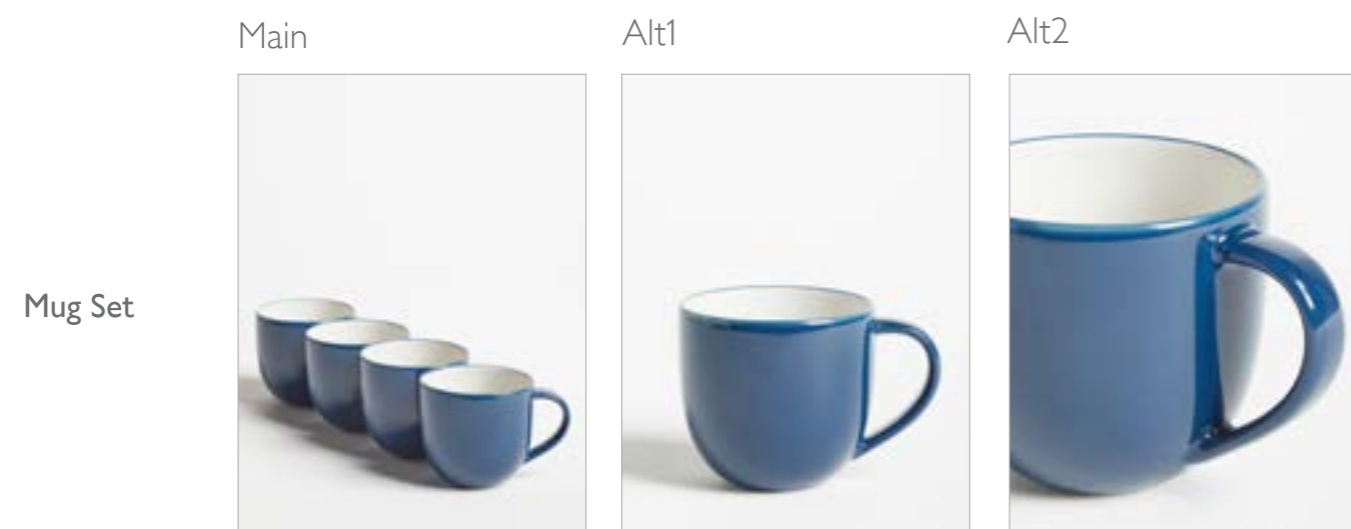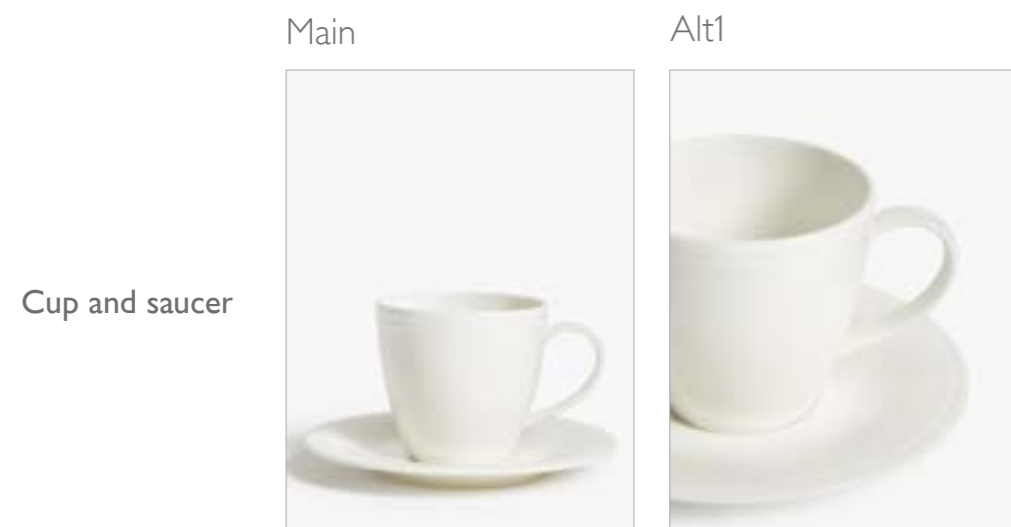
*if mugs have different patterns,
shoot each individually.

Mug Set

Full range

Set example

Detail

Bowl
(Set)
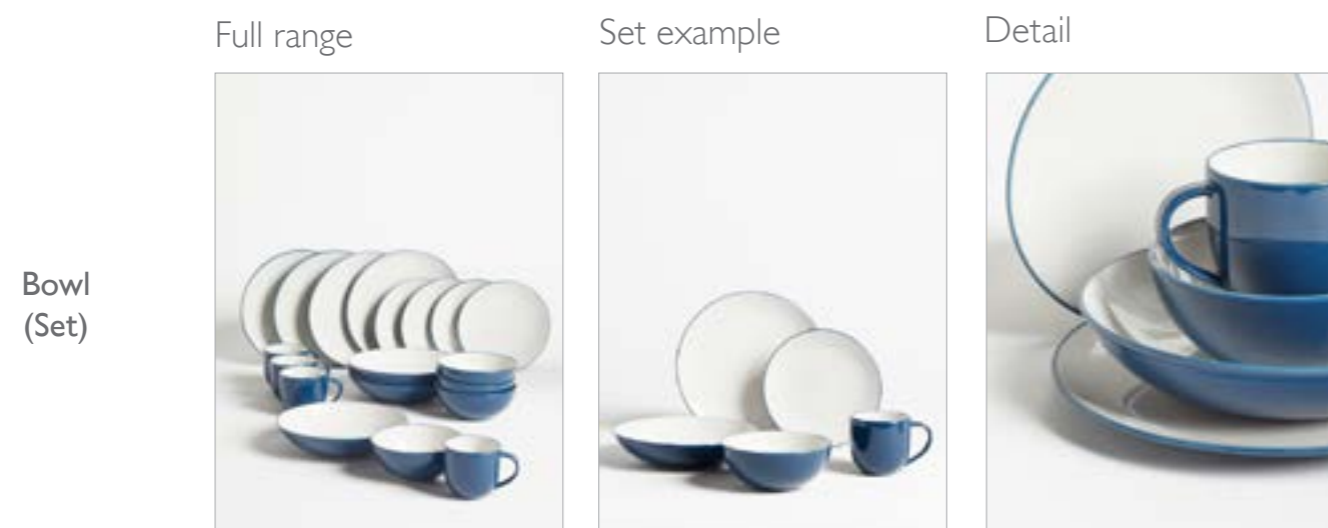
Examples of Cook & Dine Photography

main

Cutlery
Single Item

* shoot additonal detail if specific pattern
or texture

* range shot to be added in post-
production

main

Cutlery
3–4 piece set

* shoot additonal detail if specific pattern
or texture

main

Cutlery
Single design,
multipack

* shoot additonal detail if specific pattern
or texture

JOHN
LEWIS
& PARTNERS

Examples of Cook & Dine Photography

main   alt1   alt2   alt3

* shoot additonal detail if specific pattern or texture

Cutlery
12, 16 & 18
piece sets

* continue alts to capture all varieties

main   alt1   alt2   alt3

* shoot giftbox if applicable

Cutlery
Large set

main   alt1

Gift Sets

JOHN
LEWIS
& PARTNERS
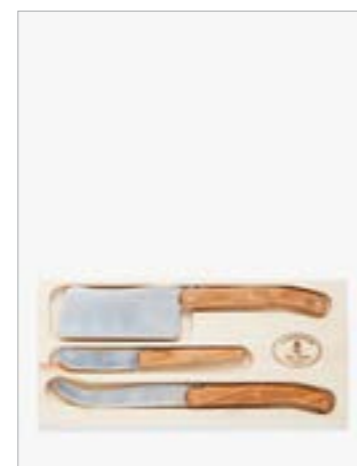
Examples of Laundry, Cleaning & Storage Photography

	Front	Open/Styled	Detail
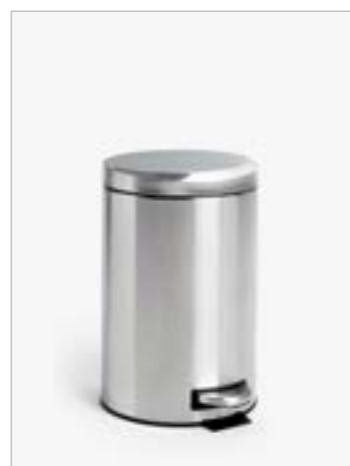
Laundry & Cleaning

	Angle	Alt1	Detail

Storage

	Front	Lid open	Detail

Bins

JOHN LEWIS & PARTNERS

Examples of Laundry, Cleaning & Storage Photography

Angle

Alt1

Detail

Ironing
Board

Main

Detail

Ironing
Board
Cover

*Shoot cover on ironing board prop.
Ask retouch to drop onto template.

JOHN
LEWIS
& PARTNERS

Examples of Garden Photography

	Main	Front	Side	Back	Detail	Range/Styled
Garden Chair						
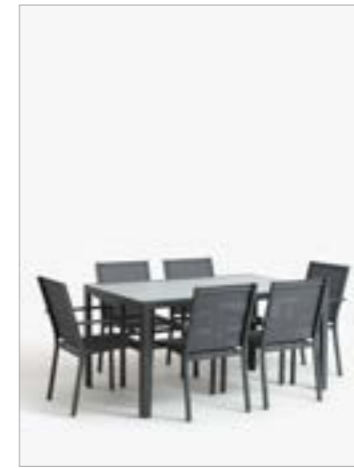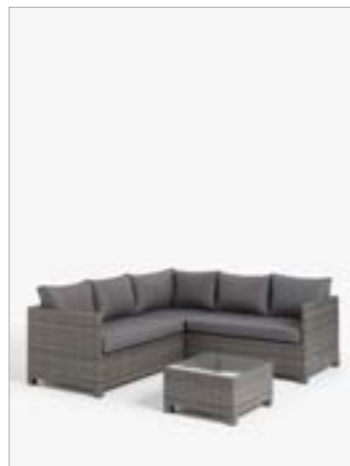
	Front	Front	Front	Front
Sofa				
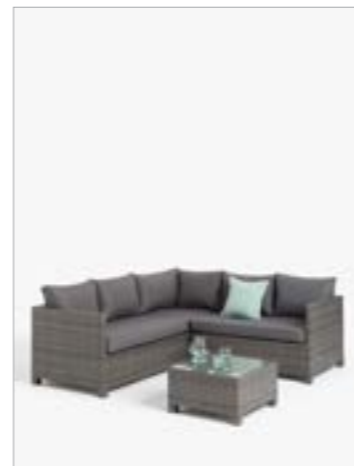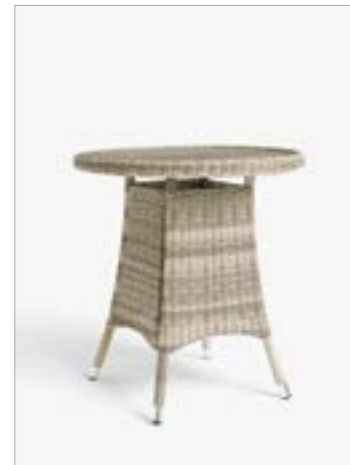
	Angle	Front	Detail	Range/Styled
Garden Furniture				

JOHN LEWIS & PARTNERS

Examples of Garden Photography

	Angle	Folded	Detail
Picnicware			

	Angled	Open	Front	Detail	Detail
BBQ's & Firepits					

	Angled	Detail	Filled
BBQ's & Firepits			

JOHN LEWIS
& PARTNERS

Examples of Garden Photography

Light On Dark Grey

Light Off

Side

Outdoor
Lighting

Dark Grey to be
RGB 180/180/180
Hexcode b4b4b4

Main

Deatil
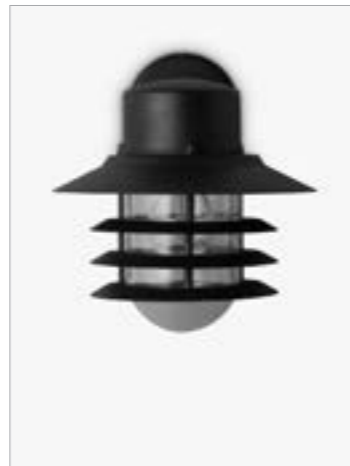
Garden Tools
& Accessories

JOHN
LEWIS
& PARTNERS
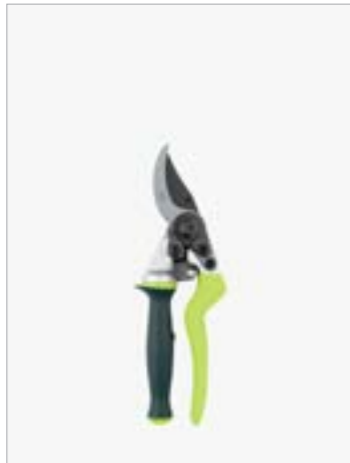
Examples of Large Electricals

	Front	Open	Detail	Detail	Detail	
Oven						*If product comes wired, please plug in to show digital display.

	Front	Angle	Front Open	Propped	Detail	Propped
Fridge						

JOHN LEWIS & PARTNERS

Examples of Cooker Hoods

	main	alt1	alt2	alt3	alt4		

Cooker Hood

	main	alt1	alt2	alt3	alt4	alt5	alt6

Cooker Hood 2

	main	alt1	alt2	alt3	alt4	alt5

Cooker Hood 3

JOHN LEWIS & PARTNERS
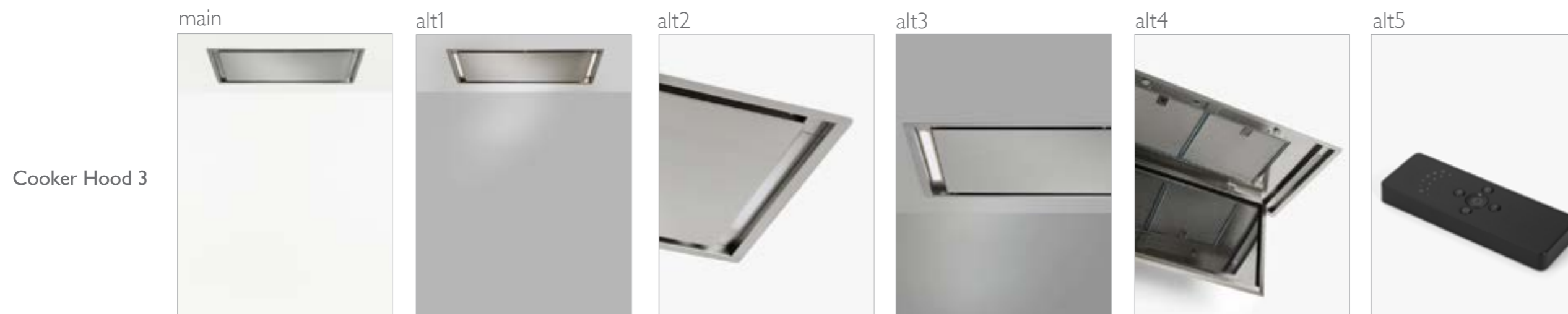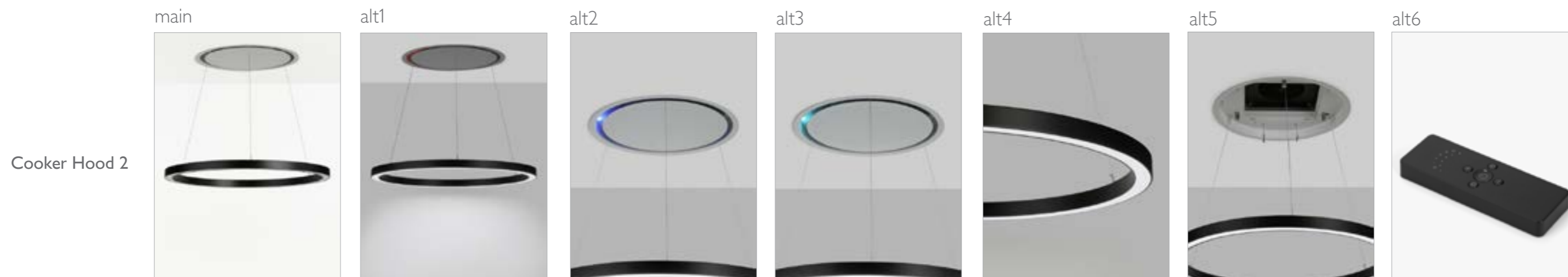
Examples of Haberdashery

Sewing Machine

Front

Angle

Detail

Detail

Fabric

Front

Detail

Metre Rule

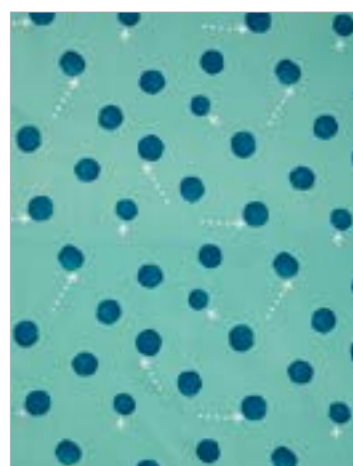* If fabric isn't minimum metre square or larger, **do not** shoot alt2.

Fat Quarters

Angle

Detail

JOHN LEWIS & PARTNERS
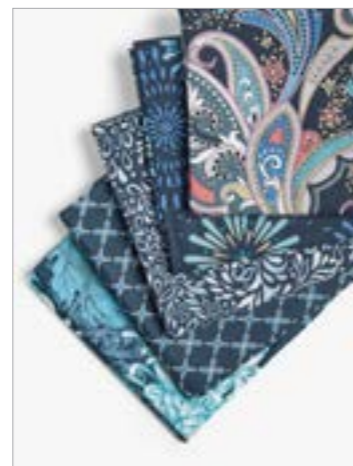
Examples of Haberdashery Photography

Craft Bag

Angle

Front

Detail

Detail

Kit

Front Open
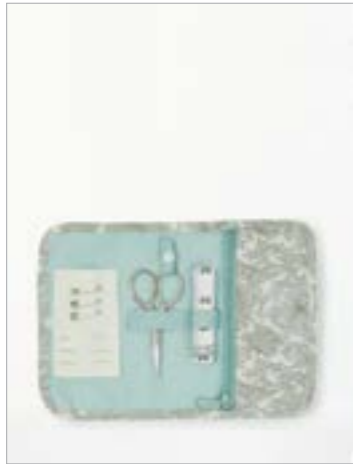
Closed

Ribbon

Main

Wool

Main

Detail
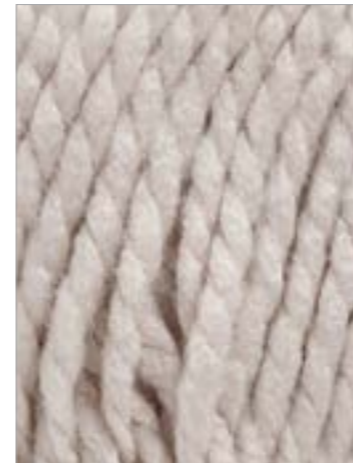
Examples of Nursery, Little Home and Toys

| | Angle with mattress | Angle no mattress | Function 1 | Function 2 | Function 3 | Function 4 | Detail |

Cot
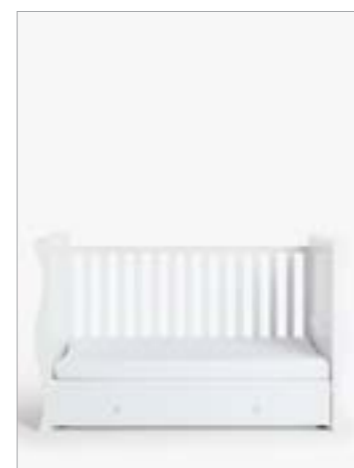
| | Angle with mattress | Angle no mattress | Side | Detail |

Toddler Bed

| | main | alt1 | alt2 | alt3 | alt4 | alt5 |

Little Home Bedding

JOHN LEWIS & PARTNERS
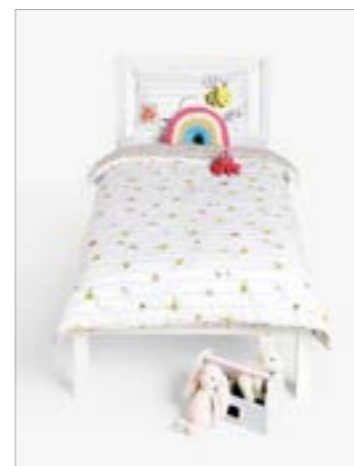
Examples of Nursery, Little Home and Toys

main   alt1   alt2   alt3

Bean Bag / Chair

main   alt1   alt2   alt3

Canopy

JOHN LEWIS & PARTNERS
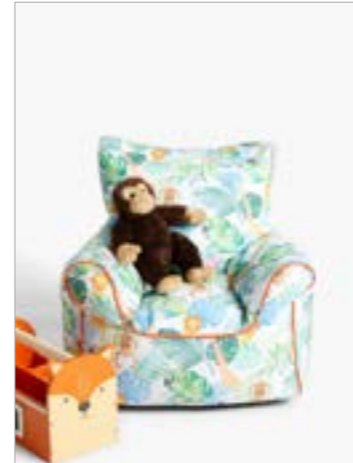
Examples of Photography

Cotbed Duvet Cover Sets

main   alt1   alt2

Cotbed Duvet

Folded   Close Up

*Shoot as adult duvet core filled.

Nursery Mattresses

main   alt1   alt2   alt3   alt4   alt5

Baby Blanket

main   alt1   alt2

JOHN LEWIS & PARTNERS

Examples of Nursery, Little Home and Toys

main   alt1   alt2   alt3

Toys 2
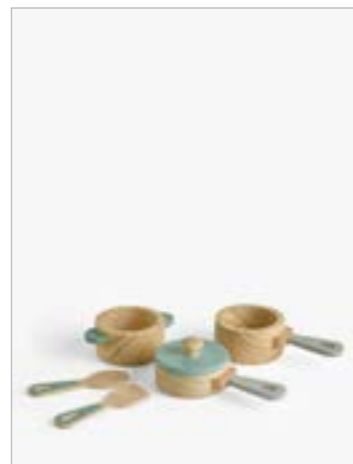
main   alt1   alt2

Toys 1

main   alt1   alt2   alt3

Toys 3

Packaging if applicable

JOHN LEWIS & PARTNERS

Examples of Furniture Photography
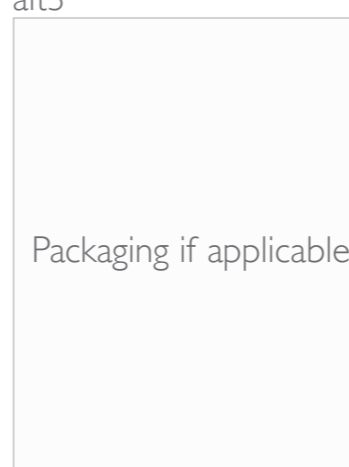
	Main	Angle	Side	Detail	Front

Beds, Divan, Headboards & Mattresses

	Angle	Front	Detail

Bedside Tables

	Angle	Front	Detail	Front Open

Chests of Drawers, Dressing Tables & Storage

JOHN LEWIS & PARTNERS

Examples of Bathroom Furniture and Accessories

	main	alt2	alt3	alt4	alt5	alt6	

Bathroom Cabinets

*DON'T SHOOT AN ALT1 FOR ANY BATHROOM CABINETS OR MIRRORS

	main	alt2	alt3	alt4	alt5	alt6	alt7

Bathroom Cabinets

	main	alt2	alt3	

Bathroom Wall Mirrors

* Detail shots should show individual product features.

JOHN LEWIS & PARTNERS

Examples of Furniture Photography

	Angle	Front	Dressed	Styled
Freestanding Bathroom Shelf				

	Angle	Front	Detail	Dressed
Bookcases & Shelving				

	Angle	Front	Back*	Detail	Dressed
Cabinets, Sideboards, Consoles & TV Stands					
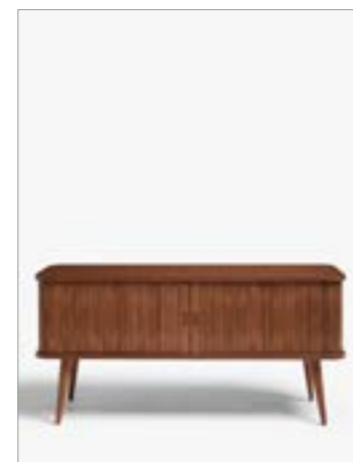
*Only if it shows function.

JOHN LEWIS & PARTNERS

Examples of Furniture Photography

Coffee & Side Tables

Angle	Front	Detail	Dressed
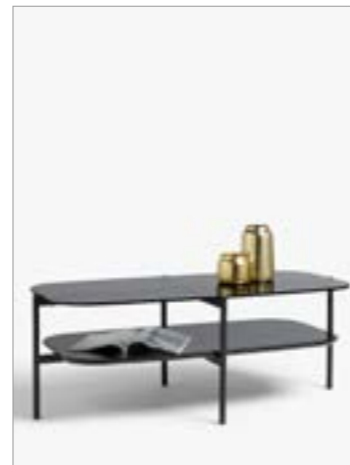
Chair

Angle	Front	Side	Back	Detail

Dining Tables, Chairs & Stools

Angle	Front	Detail	Dressed

JOHN LEWIS & PARTNERS
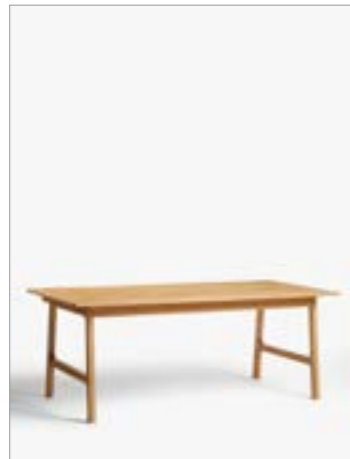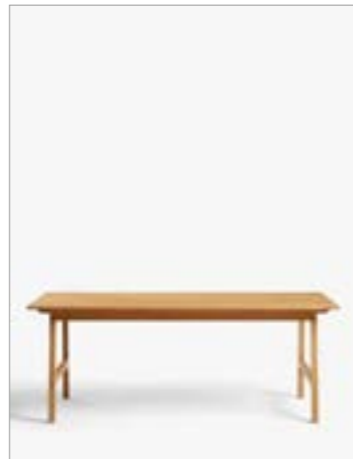
Examples of Furniture Photography

Armchair
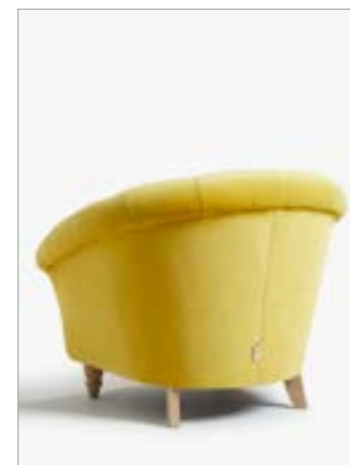
Angle	Front	Side	Back	Detail	Dressed
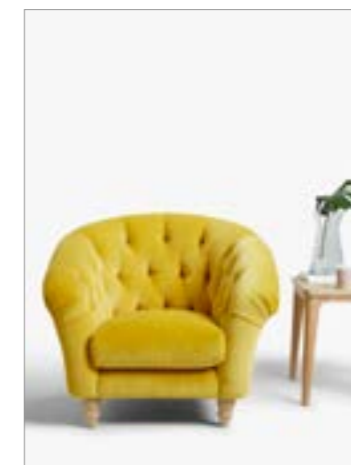
Sofa

Angle	Front	Back	Detail	Dressed

Hallway

Angle	Propped	Detail

JOHN LEWIS
& PARTNERS

Examples of Lighting Photography

Ceiling Lighting

Light on dark grey	Light off	Full length	Detail
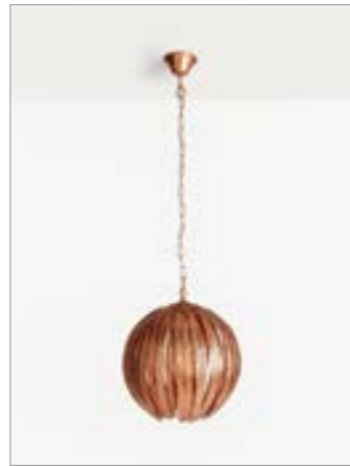
Dark Grey to be
**RGB 180/180/180
Hexcode b4b4b4**

Wall Lighting

Light on dark grey	Light off	Side	Detail

Dark Grey to be
**RGB 180/180/180
Hexcode b4b4b4**

Desk & Table Lighting

Light on dark grey	Light off	Detail

Dark Grey to be
**RGB 180/180/180
Hexcode b4b4b4**

JOHN
LEWIS
& PARTNERS

Examples of Lighting Photography

Floor Lights

Light on dark grey

Light off

Detail

Detail

Dark Grey to be
RGB 180/180/180
Hexcode b4b4b4

Shades

Light on dark grey

Light off

Detail

Dark Grey to be
RGB 180/180/180
Hexcode b4b4b4

Multi Purpose Shades

Hanging Light On dark grey

Light off

Hanging Light Off

Detail

Dark Grey to be
RGB 180/180/180
Hexcode b4b4b4

JOHN LEWIS & PARTNERS

Examples of Lighting Photography

	Front	Flat	Styled			Light on dark grey	Light off	Detail

Bulbs & Lighting Accessories

Ceiling Flush

	Main	Alt1	Alt2	Alt3

Base

Dark Grey to be
**RGB 180/180/180
Hexcode b4b4b4**

	Light on dark grey	Light off	Detail			Main	Alt1

Outdoor Lighting

Dark Grey to be
**RGB 180/180/180
Hexcode b4b4b4**

Bulb

JOHN LEWIS
& PARTNERS