

## John Lewis Image Requirements

Image, 360, Video & Naming Convention





## Summary

The John Lewis ambition is to create a visually stimulating website which is world class, giving our customers the best shopping experience possible.

We have made many improvements to the quality of our imagery across the website. Our photography across all areas must be of the highest quality, enhancing each product to its full potential, driving the customer through the purchase journey to conversion.

Launching appliances promptly helps maximise sales during your products' lifecycle. Therefore, it's imperative you familiarise yourself with our minimum standards for content, and provide it at the earliest opportunity to avoid rejection and late launches.

Quality content lies at the heart of promoting your product online, and over the following pages you'll find everything you need to know regarding our requirements for copy, images and video. Some of the content we request – such as the image of the energy label - is a legal requirement, and we cannot launch your product without it.

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.

We will update the guide quarterly and will inform you once complete.

## How to send digital assets

As soon as an order of a new sku is confirmed please send your completed images via WeTransfer to ange.hayes@johnlewis.co.uk. All images must be named to our naming convention which utilises the EAN or Stock number. (see page 7.)

If you have any questions about the image process please contact Ange on the email address above.

The sooner we receive product images the sooner we can launch products and start generating sales. We will not chase images; the onus is on you as the brand or supplier to provide the images as soon as orders are confirmed.



# Image Check List

Please see the below list of key image examples desired for this Buying Group.

## Image Content Examples:



Main Image  
\*mandatory for product launch



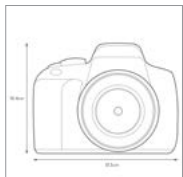
Alternative views/angles



Detail images



Key features/ USP

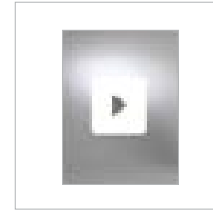


CAD drawing



Lifestyle

## Video



Not compulsory but recommended and accepted if available

## 360



Not compulsory but accepted if available

## PDF User Manual



Not compulsory but recommended and accepted if available



## Image Guidelines

### Image dimensions:

- 1100px minimum at the smallest dimension (essential)
- 3000px maximum at the largest dimension
- All imagery should be square in format

### Technical & saving requirements

- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order
- TIF or TIFF
- All image should be flattened

### Clipping:

All images should have a work path. Once the path has been created we require the background to be removed for all alternative imagery:

- Invert the selection (Ctrl+Shift+i)
- Fill true white (Ctrl+Backspace)

Save the path 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 not both.

### Cropping:

All images should be cropped as close to the product as possible without compromising the image. A gap or around 100-200 pixels between the product and the edge of the image is advisable.



# Additional Product Page Requirements

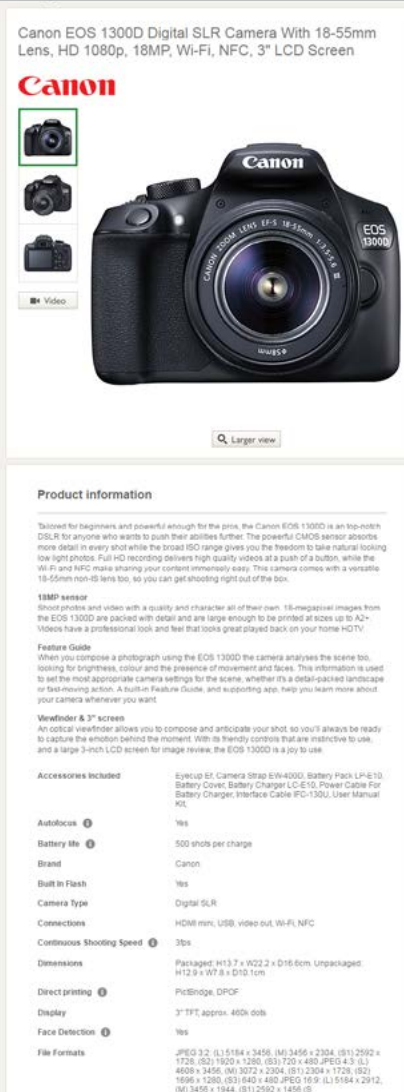
## Brand Logo:

We require a brand logo to sit on the product page above the product images. Format is Hi-Res EPS.

## Product Information/Care Information:

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

Canon EOS 1300D Digital SLR Camera With 18-55mm Lens, HD 1080p, 18MP, Wi-Fi, NFC, 3" LCD Screen



**Product information**

Designed for beginners and powerful enough for the pros, the Canon EOS 1300D is an top-notch DSLR for anyone who wants to push their abilities further. The powerful CMOS sensor absorbs more detail in every shot while the broad ISO range gives you the freedom to take natural-looking low-light photos. Full HD recording delivers high-quality videos at a push of a button, while the Wi-Fi and NFC make sharing your content memorably easy. This camera comes with a versatile 18-55mm non-IS lens too, so you can get shooting right out of the box.

**18MP sensor**  
Shoot photos and video with a quality and character all of their own. 18-megapixel images from the EOS 1300D are packed with detail and are large enough to be printed at sizes up to A2+. Videos have a professional look and feel that looks great played back on your home HDTV.

**Feature Guide**  
When you compose a photograph using the EOS 1300D camera analyses the scene too, looking for brightness, colour and the presence of movement and faces. This information is used to set the most appropriate camera settings for the scene, whether it's a detail-packed landscape or fast-moving action. A built-in Feature Guide, and supporting app, help you learn more about your camera whenever you want.

**Viewfinder & 3" screen**  
An optical viewfinder allows you to compose and anticipate your shot so you'll always be ready to capture the emotion behind the moment. With its trendy controls that are instinctive to use, and a large 3-inch LCD screen for image review, the EOS 1300D is a joy to use.

**Accessories included**

EyeUp EF Camera Strap EW-4000, Battery Pack LP-E10, Battery Cover, Battery Charger LC-E10, Power Cable for Battery Charger, Interface Cable IFC-130U, User Manual Kit,
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**Autofocus** ① Yes

**Battery life** ① 500 shots per charge

**Brand** Canon

**Built-in Flash** Yes

**Camera Type** Digital SLR

**Connections** HDMI mini, USB, video-out, Wi-Fi, NFC

**Continuous Shooting Speed** ① 3fps

**Dimensions** Packaged: H13.7 x W22.2 x D16.6cm, Unpackaged: H12.9 x W7.8 x D10.1cm

**Direct printing** ① PictBridge, DPOF

**Display** 3" TFT, approx. 460k dots

**Face Detection** ① Yes

**File Formats** JPEG 3:2 (L) 5184 x 3456, (M) 3456 x 2304, (S1) 2592 x 1728, (S2) 1824 x 1280, (S3) 720 x 480, JPEG 4:3 (L) 4608 x 3456, (M) 3072 x 2304, (S1) 2304 x 1728, (S2) 1680 x 1280, (S3) 940 x 480, JPEG 16:9 (L) 5184 x 2912, (M) 3456 x 1944, (S1) 2592 x 1458 (S)



## Naming Convention

When an image is named correctly by the supplier, the Online Image naming function will automatically rename a suppliers images to the correct web sku/line ID.

### Images:

We can display 1 main image and up to 9 alternatives ( angles/details/lifestyles.)

### How To Name Images:

Please use either **JL STOCK NUMBER:**

#### MAIN



82903017



82903017\_1



82903017\_2



82903017\_3

**OR**

82903017

82903017 (1)

82903017 (2)

82903017 (3)

Or **CONSUMER CODE:**

#### MAIN



018208937172



018208937172\_1



018208937172\_2



018208937172\_3

**OR**

018208937172

018208937172 (1)

018208937172 (2)

018208937172 (3)



## 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:

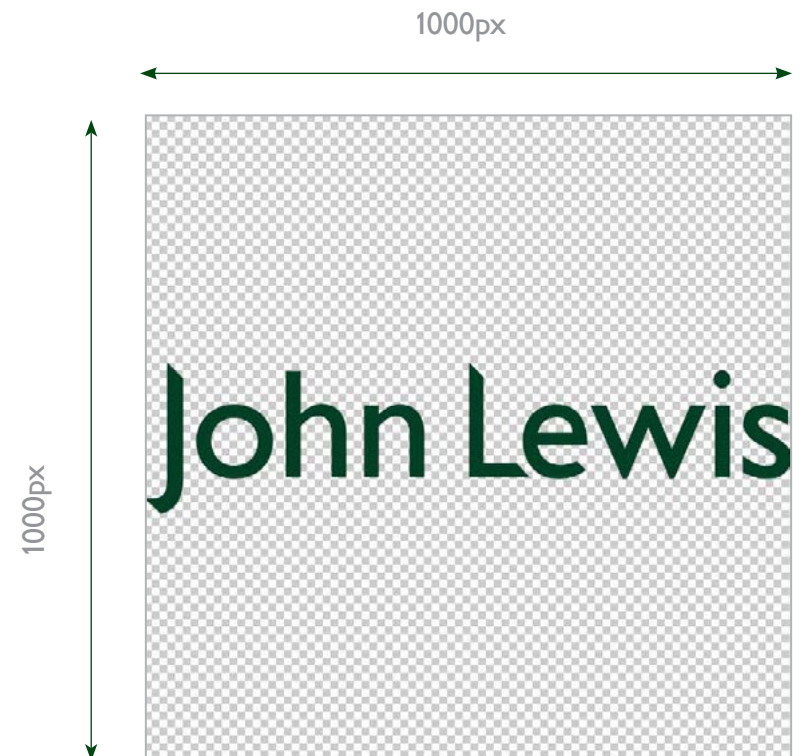
- 1000px x 1000px dimension
- All imagery should be square in format

### Technical & saving requirements

- RGB colour
- No fill background
- PNG 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







## Examples of Camera Photography

### Compact cameras



Front on cut out



Angled cut out



From above



Side angle



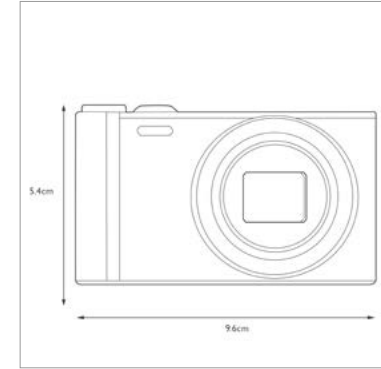
Back shot



Key features/USP



Controls



CAD drawing



## Examples of Camera Photography

### Lenses



Upright lens from side angle



Tilted side angle to show lens glass



Tilted side angle to show lens glass with screw cap on



## Examples of Camera Photography

### Camcorders



Front angle with concealed picture screen open



Front angle with visible picture screen open



Back angle with open picture screen



From above



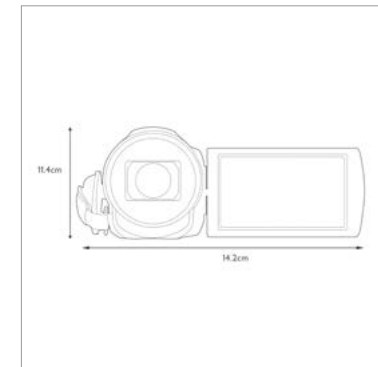
Front angle with closed picture screen



Side angle/ Controls



Back/ Controls



CAD drawing



## Video Requirements

Video format required: **MP4**

A **maximum of 4** videos are allowed per product.

Videos must be of a high resolution suitable for online streaming. Videos may vary in size depending on length of play and resolution.

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.

Videos must not contain any visual hyperlinks to external websites.

If your videos are hosted on external websites such as iSite, please provide the URL's in an email to Paul Marvell ([paul.marvell@johnlewis.co.uk](mailto:paul.marvell@johnlewis.co.uk))



## 360 Spin Image Requirements

### Image dimensions:

- 500px square at the smallest dimension (essential)
- 1000px square at the largest dimension
- All imagery should be square in format

### Technical & saving requirements

- JPG or JPEG (TIF or TIFF will also be accepted but JPEG preferable for speed of streaming.)
- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order

### Clipping:

All image should be cropped as close to the product as possible without compromising the image. Obviously for 360 imagery the closest crop needs to be on the widest image, with the rest of the images being cropped to match the size of the widest image.

### Naming:

All images must be named with a JL stock number or EAN code followed by the suffix 'spn' and then by consecutive 3 digit numbers e.g. spn001, spn002, spn003.

### Images:

Images should be shot in set of either:

- 24
- 36

Ideally, the more images provided, the smoother the spin will be. Preferably the images should start at 5 o'clock and be shot anticlockwise.



## PDF User Manual Requirements

PDF User Manual format required: **PDF**

A **maximum of 1** PDF is allowed per product.

All PDF's must be named to the product EAN code or John Lewis stock number. This must be followed by the suffix **'mnl1'**



85508901mnl1.pdf

**OR**



7332543468430mnl1.pdf

