

## 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 Product, 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



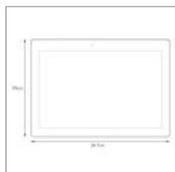
Alternative views/angles



Detail images



Key features/ USP

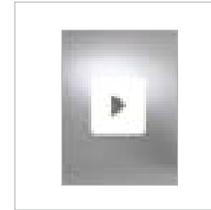


CAD drawing



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.



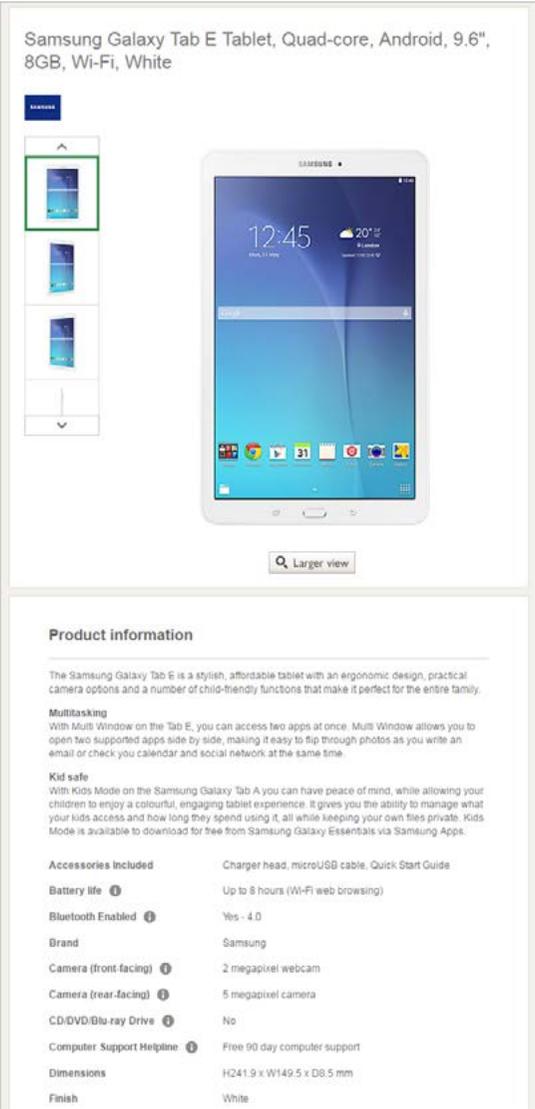
# Additional Product Page Requirements

## 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.



Samsung Galaxy Tab E Tablet, Quad-core, Android, 9.6", 8GB, Wi-Fi, White

Product information

The Samsung Galaxy Tab E is a stylish, affordable tablet with an ergonomic design, practical camera options and a number of child-friendly functions that make it perfect for the entire family.

**Multitasking**  
With Multi Window on the Tab E, you can access two apps at once. Multi Window allows you to open two supported apps side by side, making it easy to flip through photos as you write an email or check your calendar and social network at the same time.

**Kid safe**  
With Kids Mode on the Samsung Galaxy Tab A you can have peace of mind, while allowing your children to enjoy a colourful, engaging tablet experience. It gives you the ability to manage what your kids access and how long they spend using it, all while keeping your own files private. Kids Mode is available to download for free from Samsung Galaxy Essentials via Samsung Apps.

<b>Accessories Included</b>	Charger head, microUSB cable, Quick Start Guide
<b>Battery life</b> ⓘ	Up to 8 hours (Wi-Fi web browsing)
<b>Bluetooth Enabled</b> ⓘ	Yes - 4.0
<b>Brand</b>	Samsung
<b>Camera (front-facing)</b> ⓘ	2 megapixel webcam
<b>Camera (rear-facing)</b> ⓘ	5 megapixel camera
<b>C.D/DVD/Blu-ray Drive</b> ⓘ	No
<b>Computer Support Helpline</b> ⓘ	Free 90 day computer support
<b>Dimensions</b>	H241.9 x W149.5 x D8.5 mm
<b>Finish</b>	White



## 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



82716419



82716419\_1



82716419\_2



82716419\_3

**OR**

82716419

82716419 (1)

82716419 (2)

82716419 (3)

Or **CONSUMER CODE:**

#### MAIN



4712900125320



4712900125320\_1



4712900125320\_2



4712900125320\_3

**OR**

4712900125320

4712900125320 (1)

4712900125320 (2)

4712900125320 (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:

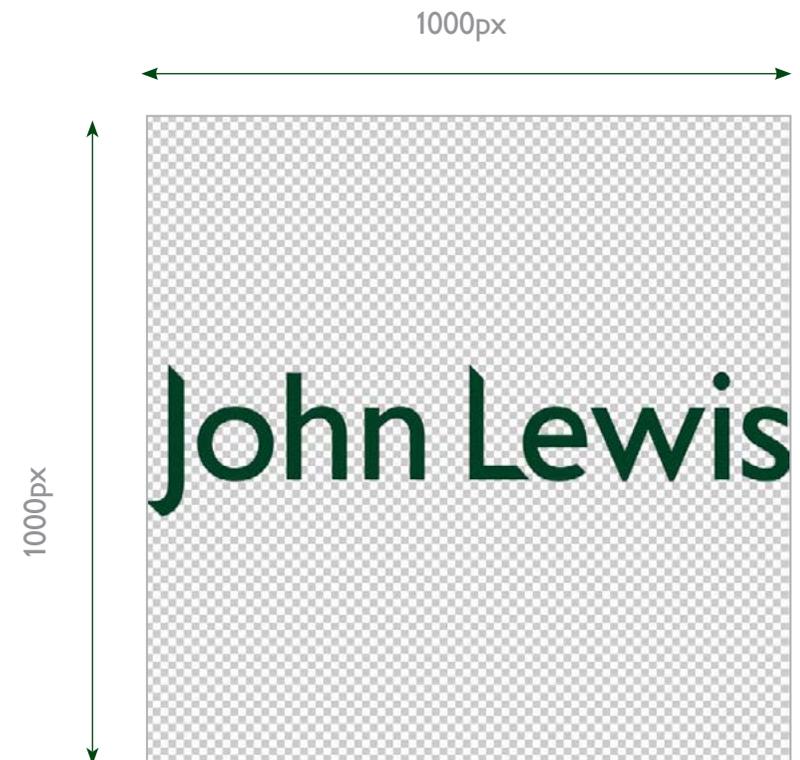
- 1000px x 1000px dimension
- All imagery should be square in format

### 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 Tablets Photography

### Tablets



Front on cut out



Angled cut out



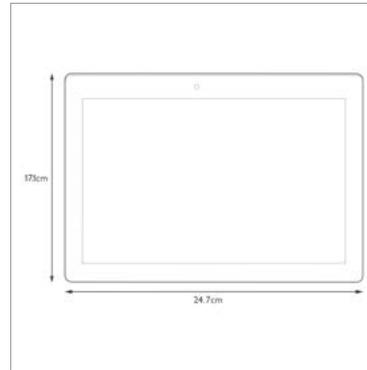
Rear view cut out



Detail



Detail of ports and connectors



CAD drawing (this must always be named \_9 or (9))



## Examples of Laptops Photography

### Laptops



Front on open cut out



Diagonal angle open cut out



Rear angle open



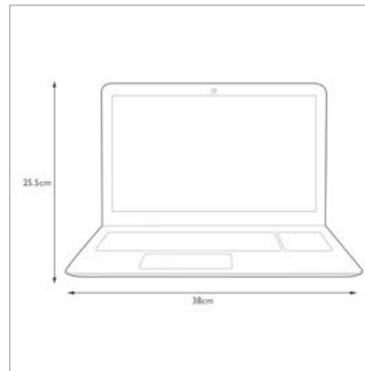
Closed



Detail of ports and connectors



Side angle open cut out



CAD drawing (this must always be named \_9 or (9))



## 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.



widest image



## 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

