

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 pages 16 - 18.)

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



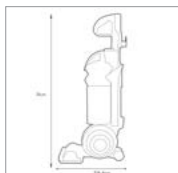
Alternative views/angles



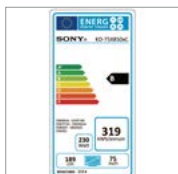
Detail images



Lifestyle

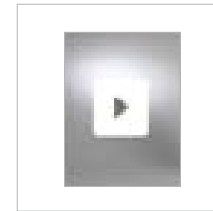


CAD drawing



Energy label

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.

Bosch BCH6ATH1GB Premium Athlet Upright Vacuum Cleaner, Silver



Product information



Introducing the Bosch Athlet Premium vacuum cleaner, more powerful than before, with more accessories. This convenient cordless upright never compromises on power and performance.

SensorBagless™ Technology
With high power airflow, dust is separated and picked up easier thanks to the huge diameter of the floor head and its aerodynamic design. Special bristles provide optimum cleaning performance on hard floors and carpets. Once you've completed your cleaning, just removed these easy to use canister and empty it into the bin.

Sensor Monitor
This special sensor monitor constantly checks performance and a LED signal lets you know when the filter needs cleaning.

Quiet and Efficient
With its silence optimised design, this vacuum will not disrupt your household, while a long life motor means the Bosch Athlet is engineered for heavy usage. Its 360-degree handling comfort provides easy manoeuvrability, stability, easy cleaning in hard to reach areas and effortless maintenance.

Convenience
The Bosch Athlet is also very stable self-standing, allowing for flexible charging and convenient placing around your home. Comes with a **Pro-Accessory Kit** which includes a hose crevice tool and small handle.

Accessories Included	Hose, shoulder strap, XXL crevice and upholstery nozzles and small handle
Automatic Cable Rewind	NO
Bag/Bagless	Bagless
Bag Full Indicator	YES
Battery life 	60 minutes
Brand	Bosch
Capacity	0.9L
Charging time	6hr
Cordless	YES
Dimensions	H116cm x W28.5cm x D18.5cm
Eligible for International Delivery	NO
Model name / number	BCH6ATH1GB
Vacuum cleaner type	Upright
Variable Power	Yes
Weight 	3.4kg



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



82470285



82470285_1



82470285_2



82470285_3

OR

82470285

82470285 (1)

82470285 (2)

82470285 (3)

Or CONSUMER CODE:

MAIN



4548736002401



4548736002401_1



4548736002401_2



4548736002401_3

OR

4548736002401

4548736002401 (1)

4548736002401 (2)

4548736002401 (3)

Energy labels should be named as below



82470285_10.jpg

OR

82470285 (10).jpg



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:

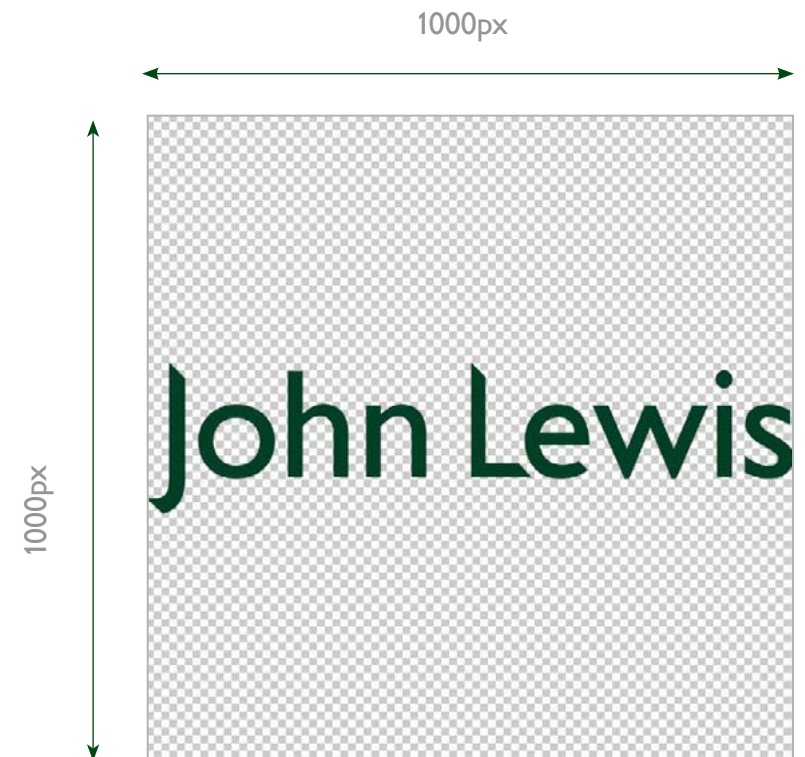
- 1000px x 1000px dimension
- All imagery should be square in format

Technical & saving requirements

- RGB colour
- No fill background
- PNG file
- All image should be flattened

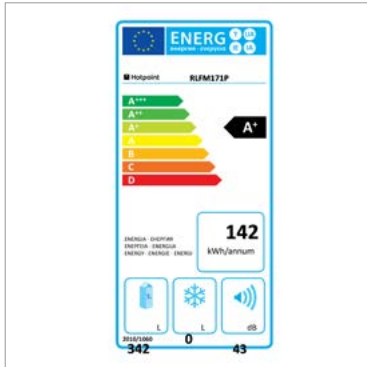
Naming:

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



Examples of Small Electricals Photography

Energy Labels



Energy label (this must always be named _10 or (10))

Due to a new EU directive, from 1 January 2015 we will be unable to launch your product online unless it is accompanied by an energy label.

This energy label will take the form of an alternative (alt) image which will sit in the image gallery on the product page.

Failure to provide the label image will delay your product from appearing on our website and lead to lost sales.

More information on how to name and submit the energy label image can be found on the following pages.



Examples of Small Electricals Photography

Vacuum Cleaners



Front on cut out



Side angle cut out



Side on cut out with extensions displayed



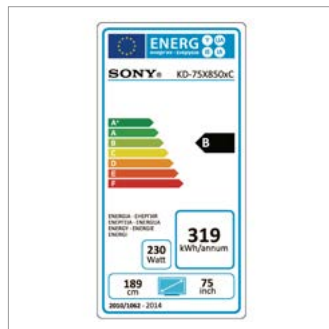
Dust collection



Suction detail



Lifestyle



Energy label (this must always be named _10 or (10))



Examples of Small Electricals Photography

Food Processors, Mixers & Blenders



Front on cut out



Angled cut out



Different angle



Attachments



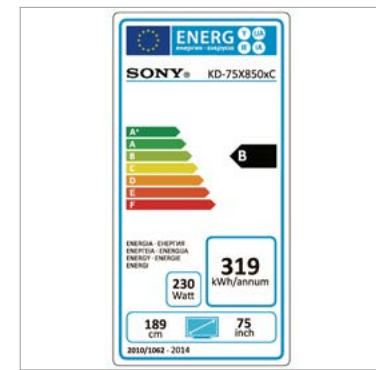
Attachments



Attachments



Lifestyle



Energy label (this must always be named _10 or (10))



Examples of Small Electricals Photography

Coffee Machines



Front on cut out



Angled cut out



Controls



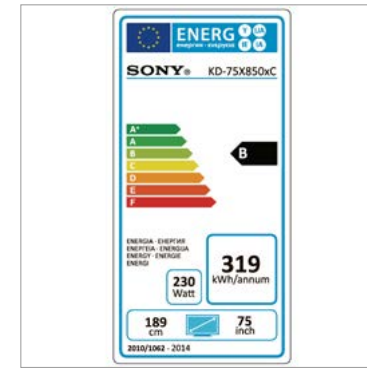
Detail



Detail



Lifestyle



Energy label (this must always be named _10 or (10))



Examples of Small Electricals Photography

Microwaves



Front on cut out



Angled cut out



Front on with door open



Angled with door open



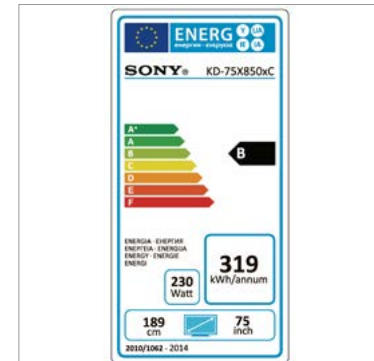
Control panel



Inside view



Lifestyle



Energy label (this must always be named _10 or (10))



Examples of Small Electricals Photography

Toasters



Front on cut out



Angled cut out



From above cut out



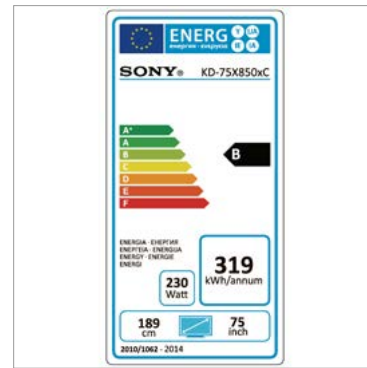
Controls



Crumb tray detail



Lifestyle



Energy label (this must always be named _10 or (10))



Examples of Small Electricals Photography

Kettles



Front on cut out



Angled cut out



Kettle & base



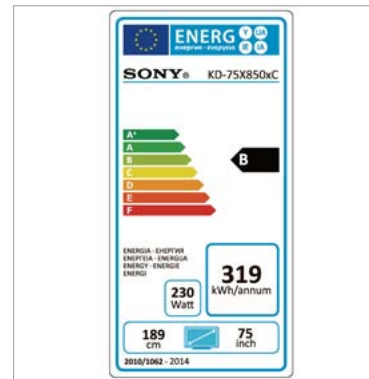
Lid open



Detail



Lifestyle



Energy label (this must always be named _10 or (10))



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 Rion Kennedy (rion.kennedy@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

