



## 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



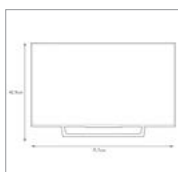
Alternative views/angles



Detail images



Lifestyle

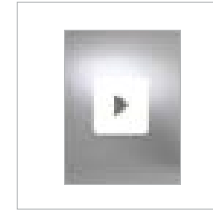


CAD drawing



Energy label

## Video



Not compulsory but recommended and accepted if available

## 360



Not compulsory but accepted if available



## 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.



# 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**

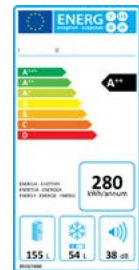
018208937172

018208937172 (1)

018208937172 (2)

018208937172 (3)

Energy labels should be named as below



81700505\_10.jpg

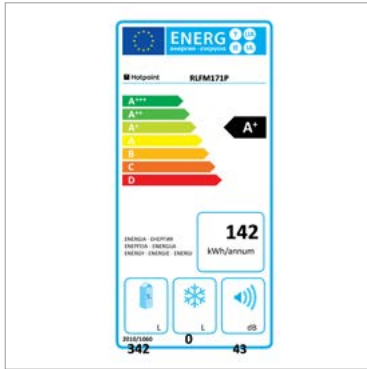
**OR**

81700505 (10).jpg

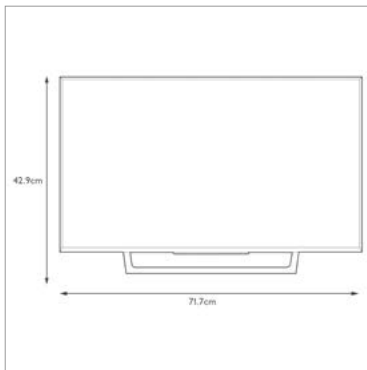


## Examples of Vision Photography

### Energy Labels & CAD Drawings



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



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

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.

CAD drawings are extremely useful to the customer when trying to determine size and fit of a product. These will always be uploaded to our website as an 'alt9' image so please provide them named as either '`_9`' or '`(9)`'.



## 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:

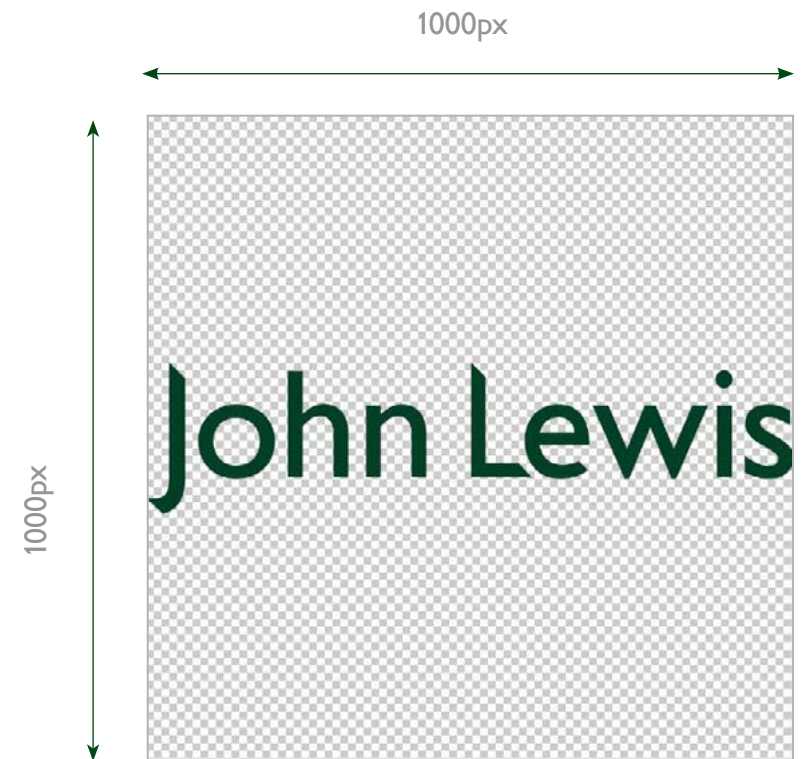
- 1000px x 1000px dimension
- All imagery should be square in format

### 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





# 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.

Sony Bravia 55XD9305 LED Premium HDR 4K Ultra HD 3D Android TV, 55" With YouView/Freeview HD, Playstation Now & Floating Style Design, Black

**SONY**



Video

Larger view

We like it because... Sony's colour drenched screen has a stand-out blend of HDR and TRILUMINOS technology

**Product information**

Be blown away by the colour-crazy brilliance of Sony's HDRs. With its eye-popping HDR panel, this 4K set ups the ante with its expanded colour palette, startling depth and pin-sharp motion. The fun is boosted by the razor-sharp TRILUMINOS display, contrasting with Slim Backlight Drive and Immersive 3D. With all this innovation packed into its 11.75cm frame, your home entertainment has never been so beautiful. Furthermore, Sony's suite of Smart features on the Android platform gives the extraordinary content you need to enjoy an equally extraordinary game.

**Game-Changing HDR Features**

Play it like you see it with High Dynamic Range (HDR). Have begun, and Sony are one of the forerunners. As members of the newly-founded IFA3 Alliance, they've delivered top-of-the-line HDR with a staggering 12-bit colour depth. This means that there are over a billion individual colours to display, your eye and those of those you're next to see on home entertainment before. Locally, studios are forced to dial up the colour of their shows and films to fit on our TVs. Now, HDR screens like the 55XD can channel content from studio-burning eyes with the same precision and clarity otherwise only found in cinema. At the highest HDR level on the market, this model almost matches real-life, bringing you closer to your shows than ever before.

**Rich, Realistic 4K**

In response to screens getting bigger, brands have packed their screens with more pixels. This 55" screen has four times the number of pixels than 1080p HD TVs, delivering stunning realism, vibrant motion and incredible detail.

**Lowest Contrast With X-Reality Dynamic Range PRO**

With the help of Sony's slim backlight drive, this 4K set has three times the brightness of a standard LED TV. This leads to brilliant, vibrant lights and detailed, rich darks. These higher details and deeper blacks are achieved by the unique backlighting algorithm, which adjusts to each frame to deliver stunning visual detail.

**3D Ready** Yes

**3D Technology Type** Active

**Accessories included** AC Power Adapter, AC Power Cord, Batteries (2x), IR Blaster (IR-BL), Operating Instructions, Quick Setup Guide, 2x 3.5mm (Headset), 2x USB (HDMI), Voice Remote Control (Type: RMF-TJ000E), Voice Remote Control (Type: RMF-TJ000E) with Wi-Fi BT

**Audio Quality** Dolby Digital

**Brand** Sony

**Curved** No

**Digital tuner** Freeview HD/YouView

**Dimensions** 1463x816 x 117.2 (H x W x D) mm

**Dimensions Without Stand** 1471.5 x 1123.9 x 103.6mm

**Dimensions With Stand** 1476.5 x 1123.9 x 226.1mm

**DLNA** Yes

**Energy Rating** B

**Exclusive to John Lewis** No

**Hard drive** N/A

**HDR** Yes



# Examples of Vision Photography

## Televisions



Front on cut out with picture on screen



Angled cut out with picture on screen



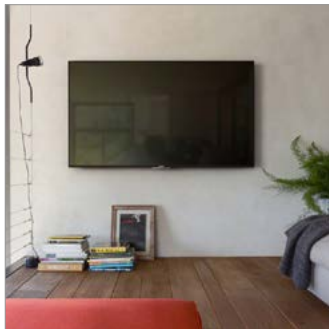
Side on angle



Back



Remote control



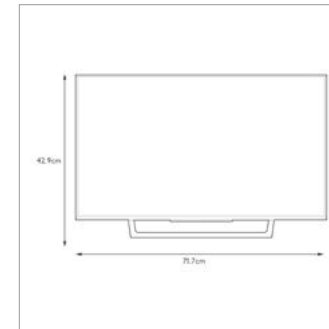
Lifestyle



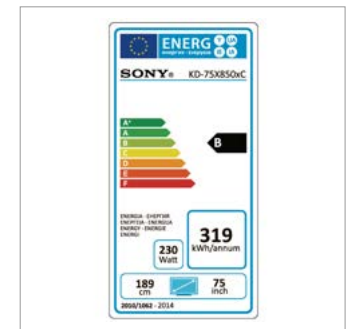
Connecting ports



UI



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



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



## Examples of Vision Photography

### Sound Bar



Angled cut out



Alternative set-up



Close up



Detail control panel



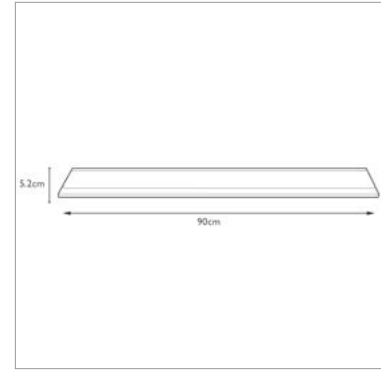
Device ports



Control



Lifestyle



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 Rion Kennedy ([rion.kennedy@johnlewis.co.uk](mailto: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.



## 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

