

Value**Lights**

Photography Guidelines

Product & Marketing

Standards for product listings and marketing assets



Product Photography

Every product listing uses the same eight-image set. Each shot has one job; together they show the product's shape, size, detail and how its light looks at home.

Overview

Product Shots

Marketing

Image Specs

Checklist



1 Studio hero



2 Cut-out on white



3 Dimensions



4 Lifestyle, warm



5 Lifestyle, cool



6 Close-up, switch



7 Family shot



8 Close-up, shade

Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Studio Hero

The lead image on every listing. The whole product sits on a warm studio backdrop, switched off, so its shape, finish and colour read clearly.

- Warm off-white backdrop, never cold grey
- Product centred, top to bottom in frame
- Shot straight on so the stem stays upright
- Soft, even light with a gentle base shadow
- One tidy cable run leading out of frame



Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Cut-out on White

The product is masked onto a pure white background (#FFFFFF), centred and upright. Used for thumbnails, category pages and marketplace main images.

- Clean mask edge, no halo or colour cast
- Remove the cable, switch and floor line
- A subtle drop shadow may ground the base
- Exception: neon signs and RGB products

Minimum 50px margin around the product applies.



Dashed line: 50px minimum margin

Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Dimensions

Each product has an asset showing its measurements, built from the cut-out on white so the size is clear at a glance.

- Height on a vertical line beside the product
- Width along the base, depth on a diagonal
- All measurements in cm
- Thin grey lines with short, plain labels
- Labels sit clear of the product



Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Lifestyle

The product switched on in a styled room, so customers can picture how it looks, and how it lights, in their own space.

- Lamp on, with a soft glow on the wall
- Room palette picks up the product colours
- One furniture piece to show scale
- Simple set, no clutter around the product
- Whole product sharp and in frame



Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

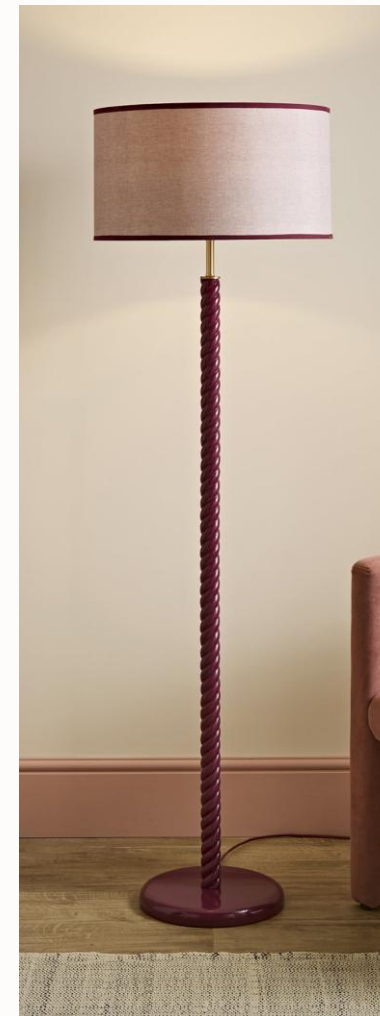
Close-ups

Family

Bulb Colour

Each listing shows the same lifestyle scene in warm and cool light, so customers can compare how the bulb changes the room.

- Identical set, framing and styling
- Only the bulb colour changes
- Warm shot first, cool shot second
- Not needed for RGB, smart or integrated LED
- Family shots are excluded

**Warm tone****Cool tone**

Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Close-ups

Tighter, descriptive shots that tell a product-focused story: the materials, trims and fittings a customer will see and touch.

- Fill the frame with one feature
- Sharp focus on the detail, soft behind
- Same warm backdrop as the studio hero
- Show texture: fabric weave, trim, cable

**Shade and trim****Switch and cable**

Product Photography

Studio Hero

Cut-out

Dimensions

Lifestyle

Bulb Colour

Close-ups

Family

Family Shot

When a range has more than one product in the same style, show them together; here, the floor lamp with its matching table lamp.

- Same backdrop and light as the hero
- Raise smaller pieces on a white plinth
- Stagger heights so every shade reads
- Intriguing, but easy to digest



Site Crop: 3:4 Portrait

PLP and PDP crop

On product listing pages (PLP) and product pages (PDP), the new website shows every image in a 3:4 portrait frame, on desktop and mobile. This replaces the old 1000 × 1000px square format, so square images lose their left and right edges.

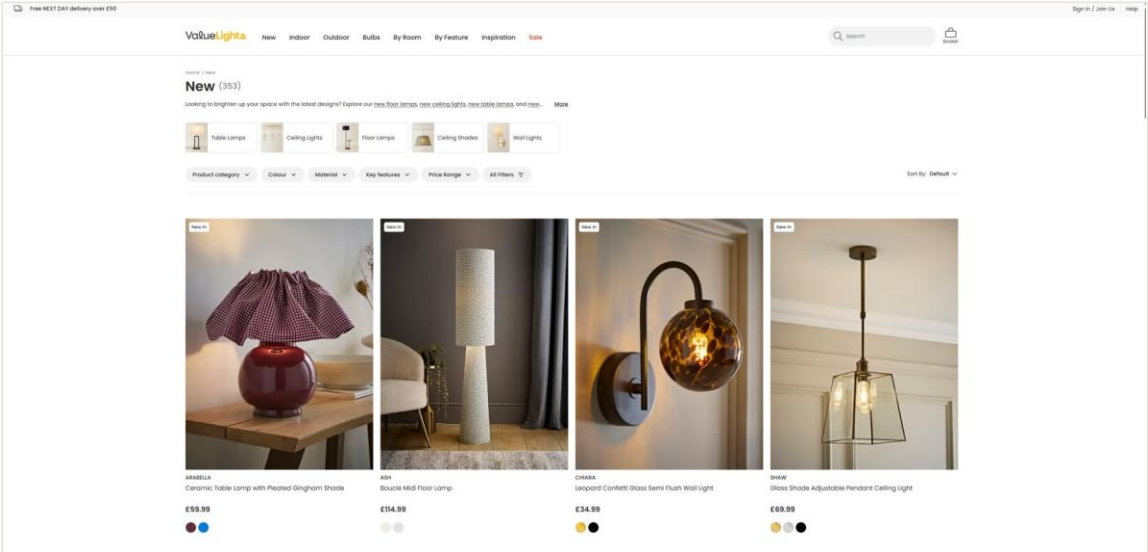
- The whole product sits inside the centre 3:4 area
- Centre the product left to right
- Wide shades and arms must not touch the crop line
- Nothing important in the outer strips
- Check every image against the 3:4 overlay before export



Dashed frame: the 3:4 area shown on site. Shaded strips are cropped off.

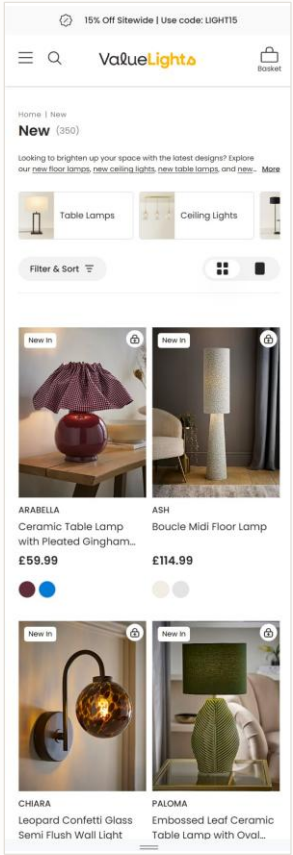
How It Looks On Site

- Overview
- Product Shots
- Marketing
- Image Specs
- Checklist



Desktop PLP

- Every tile is 3:4 portrait, side by side in a grid
- Badges sit top-left and top-right: keep those corners clear
- Tiles are read side by side: match light and tone



Mobile PLP



Mobile PDP

Colourways

One family, one set

Products from the same family are shot in exactly the same location. Every image in the set matches; the only thing that changes is the product's colour.

- Same furniture, props and backdrop
- Same camera height, angle and lens
- Same lighting and bulb
- Product in the same position and scale
- Shoot every colourway in one session



Burgundy gingham



Navy stripe

Change only the colourway

Switch between colour swatches on the PDP and nothing else in the image should move.

Bad Examples: Listing Images

Overview

Product Shots

Marketing

Image Specs

Checklist



TROY
Outdoor Rechargeable Touch Table Lamp

£7.59 £24.99

1 Not centred

Product off to one side, harsh light, plants crowding it



TALENCE
LED Rechargeable Indoor and Outdoor Touch Lamp

£7.59 £21.99

2 Cut off by crop

Shade runs off the edge, busy wicker, blurred setting



1m Flexible LED Strip Light with Remote and App Control

£7.99 £19.99
★★★★★ 1 review

3 Wrong colour

Heavy blue cast, product barely visible, no context



10 x IP44 Outdoor Festoon Lights

£7.99 £19.99

4 Distracting

Busy fence and props, flat light, product is lost

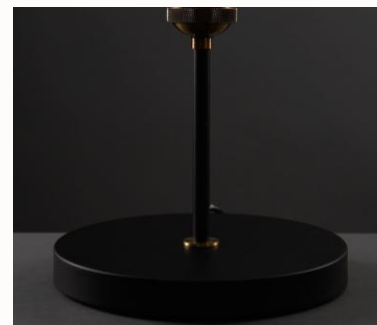
Bad Examples: Too Dark

No contrast

A black product on a charcoal backdrop has nothing to stand out against. Moody, but customers can't see its shape, finish or size.

- Base and stem merge into the background
- Only the bulb reads; the rest is lost
- Cold grey tone, off-brand
- Looks muddy as a small PLP tile

Dark products need a light, warm backdrop.



The Reshoot

Same product, reshoot

The same table lamp, reshoot to our standard. It now reads clearly at any size and matches the rest of the range.

- Warm, light backdrop replaces charcoal
- Black base and stem stand out clearly
- Soft glow on the wall shows the light
- Simple props that sit behind the product
- Close-up shows the brass detail sharply

Before**After**

Both after shots shown at 3:4 portrait, as on site

Marketing Assets

Our imagery lives on two levels: marketing assets and product listings. Marketing assets tell the broader story of how customers live with our lights.

Where they're used

Home page banners, email, social, campaigns and category pages.

How they should feel

- Genuine, warm and inviting
- Lights switched on, telling a story
- Styled, but never cluttered
- Room left for text where needed



Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Composition

Capturing lamps from intriguing angles adds visual interest and energy. Play with perspective to draw focus to the story being told.

- Group products at varied heights and depths
- One clear hero, supporting pieces around it
- Use shelves, cables and edges to lead the eye
- Leave breathing room around the hero



Varied heights



Layered range story

Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Focus

Every image needs a clear focal point in sharp focus. Selective focus is used with intent, to highlight how our products are seen.

- The hero product is always the sharpest point
- Shallow depth only to lead the eye to it
- Never hide the hero behind soft props
- Styling stays soft and secondary



Nearest lamp sharp



Pendant as focal point

Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Setting

Sets feel natural and realistic, with a strong sense of perspective. Keep them simple and on trend, with no clutter pulling focus from the product.

- Real rooms: living, bedroom, dining, garden
- Room palette picks up the product's colours
- Props support the product, never compete
- One colour temperature across the scene



Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Lighting

Light is our product, so show it working. Soft, diffused light brings out the details without harsh shadows, with crisp exposure and rich contrast.

- Hero marketing shots have the lights on
- Also shoot a lights-off frame for true colour
- Dark rooms: add fill so details still read
- Bright rooms: control glare and highlights



Lights on: hero



Lights off: true colour

Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Style

We show the genuine essence of our lights rather than overly staged scenes. For campaigns and sales we may stage a set, but it stays warm and inviting.

- Natural, lived-in moments come first
- Staged sets for campaigns and ranges only
- Colour-led sets tie back to the product
- Always warm and inviting, never sterile



Staged campaign set



Styled range shot

Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Tonality

Stay consistent across all imagery. Tones are warm and crisp with rich blacks, never cold or grey. Every image goes through our Lightroom presets.

- Apply the ValueLights Lightroom preset
- Mask products so they keep true colour
- No vignettes or undocumented filters
- Seasonal campaigns may flex the palette



Marketing Assets

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Text Space & Overlays

Plan marketing shots with copy in mind. Shoot with free edges so the background can be extended, or design a clear spot for text in the set.

- Leave clean wall or floor space for copy
- Keep props out of the copy area
- Brand lines and flashes, used sparingly
- Never place text over the hero product



What to Avoid

Composition

Focus

Setting

Lighting

Style

Tonality

Text Space

Avoid

Marketing assets

- **Hero hidden behind soft plants or frames**
Instead: keep the product clear and sharp
- **Busy sets or mixed kelvins in one scene**
Instead: one clean story, one colour temp
- **Dark rooms that lose product detail**
Instead: add fill light so details read
- **Over-lit, blown-out bright rooms**
Instead: control light, keep highlights soft
- **Cold, grey tones or vignettes**
Instead: warm preset, no extra filters

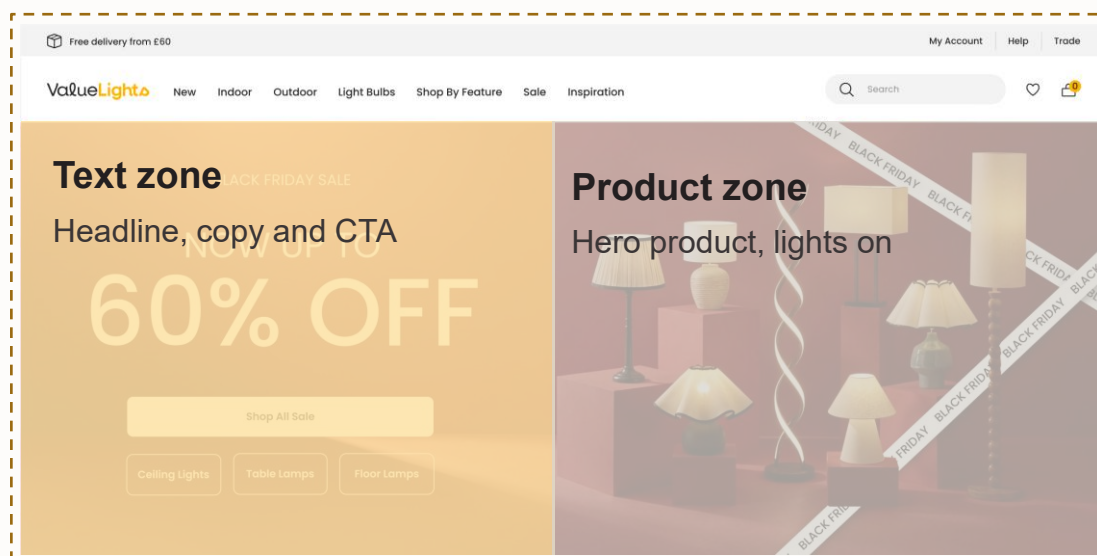
Product listings

- **Grey or coloured cut-out backgrounds**
Instead: pure white, neon and RGB excepted
- **Product cropped or tight to the edge**
Instead: keep the 50px minimum margin
- **Cable, switch or props left in cut-outs**
Instead: a clean mask, product only
- **On/off or warm/cool pairs that differ**
Instead: same framing, only the light changes
- **Tilted camera or leaning stems**
Instead: shoot straight on, verticals upright

Home Page Banner

Drop the Figma layouts into the frames below. Text and product each keep their own zone, and everything important stays inside the safe area.

Desktop 1440 × 576px



- Text never overlaps the product
- Dashed line is the safe area: keep key content inside it
- On mobile, text stacks above the product
- Shoot wide with free edges so one image serves both crops

Mobile

390 × 604px

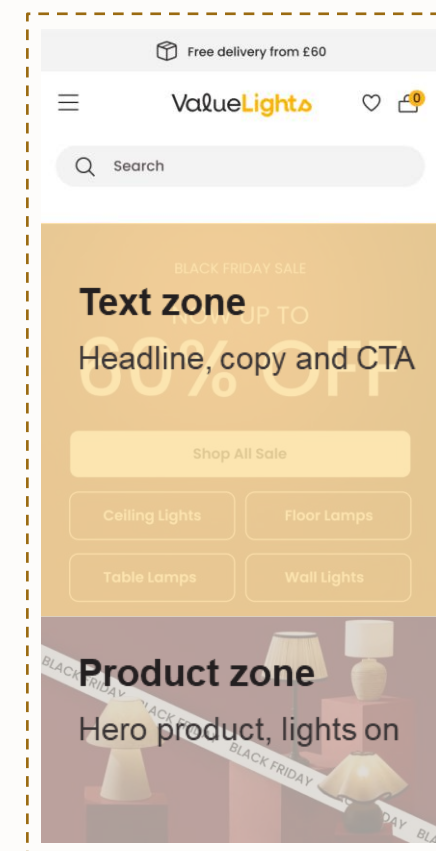


Image Specs

Different marketplaces require different image dimensions.

Marketplace sizes

Marketplace	Size
Amazon	1000 × 1000px
eBay	1000 × 1000px
Matalan	2000 × 2800px
SCS	1600 × 1000px
B&Q	1000 × 1000px
ManoMano	1000 × 1000px
Debenhams	1000 × 1000px
Wayfair	1000 × 1000px
Tesco	To be confirmed
Freemans	To be confirmed

Marketplace A+ listing assets

Asset	Size
Main banner	1464 × 600px
Module	200 × 225px
Module	300 × 225px
Module	488 × 700px
Module	600 × 450px
Module	650 × 350px
Module	800 × 600px

New website (PLP & PDP)

3:4 portrait

Previous website

~~1000 × 1000px~~

Overview

Product Shots

Marketing

Image Specs

Checklist

Shot Checklist

The full image set for every product listing, at a glance.

Overview

Product Shots

Marketing

Image Specs

Checklist

#	Shot	Background	Lights	Must show
1	Studio hero	Warm off-white studio	Off	Full product, centred
2	Cut-out	White #FFFFFF	Off	Clean mask, 50px margin
3	Dimensions	White #FFFFFF	Off	Height, width, depth in cm
4	Lifestyle, warm	Styled room	On, warm	Product in use, with scale
5	Lifestyle, cool	Same styled room	On, cool	Same framing as warm
6	Close-up, switch	Warm off-white	n/a	Switch and cable finish
7	Family shot	Warm off-white studio	Off	Matching range together
8	Close-up, shade	Warm off-white	Off	Fabric texture and trim