

REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE

BASICS

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IMAGE STYLING : GLOVES & MITTENS

- Branding dictates the orientation of the glove. Shoot gloves fingers up **UNLESS** the branding is upside down. In this case, orient the left glove with fingers pointing down to ensure branding reads correctly. Keep the right glove fingers pointed up (See pg. 6 for an example).
- Gloves should appear natural and not overstuffed.
- Keep fingers slightly spaced apart and pointing straight up and down.
- On the palm-up glove (camera right), let thumbs lie naturally.
- On the palm-down glove (camera left), be sure to show a hint of the thumb.
- Show clips (if gloves have them).
- Ensure spacing between gloves matches the provided examples.
- Watch that the shadows don't get too long.
- **Lightweight Gloves:** Lightly stuff to form fingers and create soft, organic movement that shows the weight and texture of material.
- **Insulated gloves:** Generally have enough structure. Stuffing may only be needed to form fingers, otherwise no stuffing is needed.
- **Liners:** Shoot a second shot of the liners only (when applicable). **Follow direction for lightweight glove styling above.**



IMAGES : LIGHTWEIGHT GLOVES

Laydown



Swatch



IMAGES : INSULATED GLOVES & LINERS

Laydown



Liner



Swatch



Confidential

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IMAGE STYLING : BASEBALL HATS

- **¾ Angle facing left:** Orient the hat so the front is facing camera left at a ¾ angle. *****Unless branding dictates otherwise*****
- Let the hat maintain its natural construction. Do not over-stuff.
- Lightly stuff hats to keep its shape, if needed.
- If brim or bill is flat, give a slight lift to create a shadow.
- **Soft/floppy hats:** Create a little movement to show weight and texture of fabric.
- **Back shot:** Orient hat with back facing camera left at a ¾ angle. Keep styling and angle consistent with the feature shot.
- **Detail shot:** Top of hat is shot overhead. Orient hat so front is facing down towards bottom of the frame. Keep styling consistent with the feature shot.



IMAGES : BASEBALL/TRUCKER HATS

¾ Angle facing left



Back Shot



Detail Shot



Swatch



IMAGE STYLING : BEANIES

- Create soft movement to show weight and texture of fabric.
- Minimal to no stuffing.
- Keep natural shape of hat – true to construction.
- Show a little return at the bottom.
- Place branding so that it lays naturally on the front feature shot. If branding is slightly off to the side, cheat it to the front so camera can see it.
- **Reversible hats**: Show enough return to see the color or design on the reverse side.
- **Wrap-around designs**: Provide two shots – Front (feature shot) and Back (detail shot) to see the full design.
- **Swatch shot**: Shoot top of hat from overhead camera angle.



IMAGES : BEANIES

Laydown



Swatch Shot



IMAGE STYLING : BUCKET & RAIN/SUN HATS

- **Feature shot:** Orient the hat so front is facing camera left at a $\frac{3}{4}$ angle. ***Unless branding dictates otherwise***
- Stuff hat to hold natural shape (if needed).
- Create soft movement on soft fabric hats to show weight and texture of fabric.
- **Detail shot:** Show top of the hat using an overhead camera angle. Orient hat so front is facing down towards bottom of the frame. Keep styling consistent with the feature shot.
- **Detail shot 2:** If there is an alternative way to wear the hat*, shoot an image to represent the alternative look. Keep shape and soft movements, similar to the front shot.
**For example: a hat that has a visor/brim that folds or buttons up.*
- **Swatch shot:** Shoot top of hat from overhead camera angle.



IMAGES : BUCKET HATS

Feature Shot



Reversible Shot



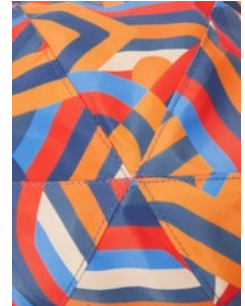
Top view



Inside view



Swatch



IMAGES : RAIN/SUN HATS

Feature Shot



Top view



Swatch



Special Features



IMAGES : **EAR-FLAP HATS**

Feature



Profile



Swatch



IMAGES : NECK GAITERS

Feature



Swatch



IMAGE STYLING : SOCKS

- Use foot forms and *sock template boards* to ensure correct placement and spacing of foot forms.
- The *sock template boards* represent every category: No-show socks, short socks, crew socks, tall socks, children's socks, 2 pair package socks, and Injinji (toe) socks.
- Toes should fit nicely in "toe box" and seam runs straight across top of toes.
- Heels fit nicely in "heel box".
- **No show socks** -- Two shots
 1. Main shot
 2. Return shot – turn socks inside out on forms
- **Multi-pack socks**: Show sock of each color.
- **No swatch shots** for socks.



IMAGES : SOCKS

Crew/tall socks - Feature



2 pair package - Feature shot



IMAGES : SOCKS

No show socks - Feature

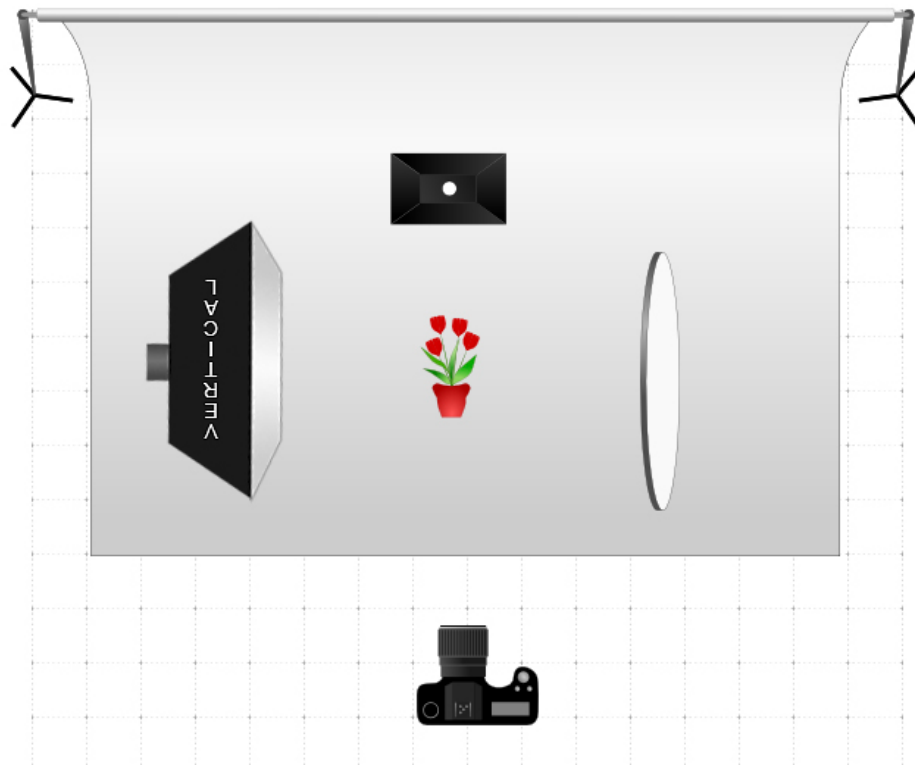


Toe socks - Feature



BEHIND THE SCENES : PHOTO NOTES

- PARA 88 Broncolor light
- 100 mm lens
- Use fill as need it, with a card or light.
- F 11 – 16 1/160 speed
- 15 to 20-degree angle towards product
- **Cropping shots:** Crop product shot for maximum amount of pixels, containing the shadow.
- **Swatch Cropping:** Crop 3x4 vertical. 2000 pixels on longest side.



BEHIND THE SCENES : LIGHTING

