



REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE

PACKS & LUGGAGE

09/24/2019

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IMAGE STYLING NOTES

- Bags and Packs are to appear fully stuffed in order to see the structure, shape, size and capacity of the item.
- Straps are to appear neat, not dangling loose.
- Check for technical features and show how these work with propping if necessary



SHOT LIST

1. Feature shot (required): Front of pack/bag with front face $\frac{3}{4}$ to the right.
2. Back shot (required): Suspension or Back of pack/bag facing $\frac{3}{4}$ to the right
3. Standard detail shots: may include (but not limited to)
 - Water Bottle Pocket
 - Hydration bladder/hose compatibility
 - Trekking pole attachment
 - Hip belt pocket
 - Rain cover
 - Pack attachments
 - Inside view (**MOST REQUESTED IMAGE FROM OUR CUSTOMERS**)
4. Enhanced detail shots:

If you want to highlight certain features beyond the above standard detail images of the pack/bag, a general list by category has been provided in the subsequent slides labeled as ENHANCED DETAILS. Here we highlight features your product's respective category might benefit from showcasing.

*The lists are generally ordered from most common & most important to least, and are broken up by type of pack (travel, commute, cycle, etc.)

**Keep in mind these guidelines between different pack departments are not firm. E.g. School packs have laptop sleeves, but so do some cycle packs.



ENHANCED DETAILS : TECHNICAL PACKS

BACKPACKING/CLIMBING PACKS

- top load opening (drawstring, roll-down, etc.)
- flap under lid
- removable waist belt, lid, or other removable elements
- ice axe carriers
- 3 point haul system
- tuck away rope strap or excess load strap
- hydration compatible
- spindrift collar
- daisy chains
- back panel zipper
- drawcord skirt
- cordlock enclosure
- interior gear loops
- removable frame sheet
- ski carry attachment system
- removable bivy pad
- crampon pocket
- special interior (e.g. reflective white for visibility)
- zippered front or side flap (increased accessibility to main compartment)
- height adjustability
- zip out carpet for cleaning shoes
- rope tarp
- mesh shoe pouch
- guidebook pocket
- tote /backpack convertible



ENHANCED DETAILS : **HIKING/DAYPACKS**

DAYPACKS

- (trekking pole, water bottle, hydration)
- organizer panel
- raincover
- laptop sleeve
- removable hipbelt
- waistpack compatible
- reflective accents
- customizable compression straps (for example default side, but can be fastened across the front)
- specialized hydration bladder pocket or attachment
- soft pocket for sunglasses
- side access pockets
- tuckable shoulder straps
- inside of pack
- bottom compartment

keeper clip



ENHANCED DETAILS : EVERYDAY PACKS

WORK, SCHOOL, & COMMUTER BAGS

- organizer panels/pockets
- laptop/tablet sleeve
- raincover
- hydration compatible
- locking or lock compatible features
- hidden expansion panels
- secret pocket
- front panel stash pocket
- helmet pocket or "lid-lock"
- RFID pocket (if visible)
- roll top closure
- stowable waistbelt
- removable sternum strap
- blinker light attachment



ENHANCED DETAILS : HYDRATION PACKS

HYDRATION/CYCLING PACKS

- hydration Reservoir compartment
- hydration Reservoir/bladder
- helmet holder/strap
- blinker light attachment
- hipbelt pockets
- laptop or tablet sleeve
- organization pockets
- side water bottle pocket
- raincover
- hi vis/reflective detail
- U lock pocket
- compression straps



ENHANCED DETAILS : **LUGGAGE/TRAVEL BAGS**

TRAVEL PACKS, LUGGAGE & DUFFELS

- bonus packs (smaller daypack attached to large travel pack)
- 2 part packs that attach together
- expandable
- top extendable handle
- backpack configuration
- stowable straps
- strap attachments
- locking or anti-theft features
- removable hipbelt
- side haul handles
- inside of pack
- other hidden pockets



REQUIRED IMAGES : BACKPACKING

Main view



Suspension



BONUS IMAGES : BACKPACKING

Water bottle pocket



Zippered pocket



Removable accessories



BONUS IMAGES : BACKPACKING

Exterior side pockets & straps



Hydration integration



Rain cover



REQUIRED IMAGES : DAY PACKS

Main view



Suspension



Confidential

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BONUS IMAGES : DAY PACKS

Water bottle pocket



Hydration port & zippered pocket



Trekking pole attachments



Confidential

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REQUIRED IMAGES : KIDS PACKS

Main view



Suspension



REQUIRED IMAGES : HYDRATION PACKS

Main view



Reverse view



REQUIRED IMAGES : HYDRATION PACKS

Main view



Suspension



BONUS IMAGES : HYDRATION PACKS

Quick access pocket



Hydration port and tube routing



REQUIRED IMAGES : TOTE BAG

Main view



Back view



REQUIRED IMAGES : **TOTE BAG** WITH SHOULDER STRAP

Main view



Back view



BONUS IMAGES : TOTE BAG

Inside of bag



Stuff sack with 32oz bottle for size reference



Removable strap



REQUIRED IMAGES : DUFFEL BAGS

Main view



Back view



BONUS IMAGES : DUFFEL BAGS

Removable strap



Stuff sack



REQUIRED IMAGES : **LUGGAGE**

Main view



Back view



REQUIRED IMAGES : **LUGGAGE**

Main view



Back view



BONUS IMAGES : **LUGGAGE**

Side view



Base and wheels



BONUS IMAGES : **LUGGAGE**

Handle



Interior



REQUIRED IMAGES : **WAISTBAGS**

Main view



Back view



BONUS IMAGES : **WAISTBAGS**

Pockets



IMAGES : TRAVEL ACCESSORIES

Main image



Special feature



Size comparison w/ 32oz bottle for reference



IMAGES : TRAVEL ACCESSORIES

Main image



Size comparison w/ 32oz bottle for reference



Inside view



IMAGES : **PACK ACCESSORIES**

EACH OF THESE EXAMPLES ARE ACCEPTABLE MAIN IMAGES



Size reference to 32 oz bottle

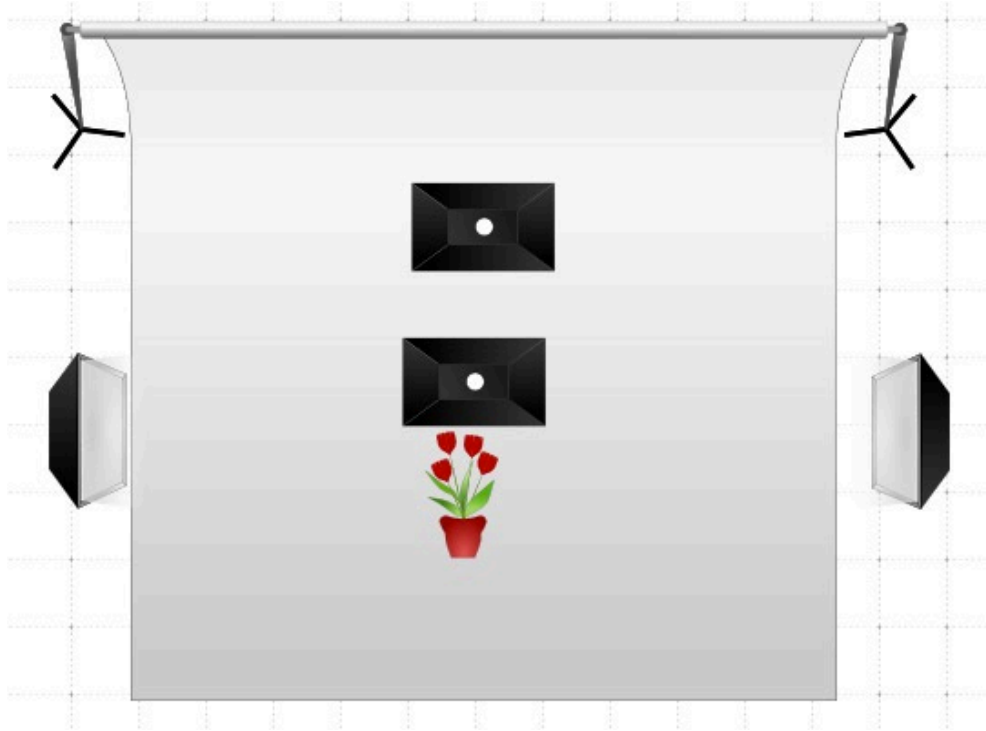


Size comparison



BEHIND THE SCENES : PHOTO NOTES

- Camera is vertically oriented
- Camera angle between 9°- 20°
- **Beauty dish** Main light overhead
- Softboxes fill.
- Black cards on the sides
- Softbox for 255 white Background
- F 22 –16 1/160 speed
- 3x4 crop for details (or most appropriate crop for that specific product).



BEHIND THE SCENES : LIGHTING



BEHIND THE SCENES : LIGHTING

