

Lowes Image Type Examples

Front Facing - Main

Typically the Front Facing image is a silo (features the product alone and in its entirety on a white background). Refer to Lowe's Content Standards for specific details regarding Front Facing image requirements.



Detail - Feature Close-Up

Features a detail of the product or highlights a unique feature/benefit.



Room - Lifestyle/In Use

Features the product in a fully propped environment that showcases how it will be used by the consumer.



Vignette - Lifestyle Close-Up

Features all or a portion of the product, typically within the space where it would be used by the consumer. Differs from a "Room" image in that it does not require a fully built/propped environment.



Lowes's Image Type Examples

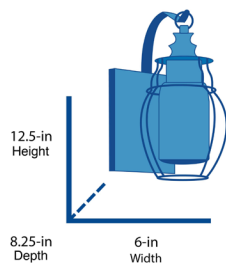
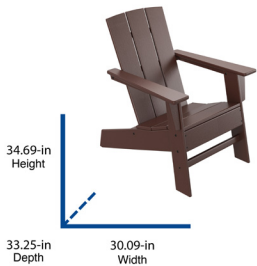
Silo - Alternate Angle

Features the product alone and in its entirety on a pure white 255 background. Alternate angles could include 45-degree angles for the left/right side of the product, back of the product, etc.



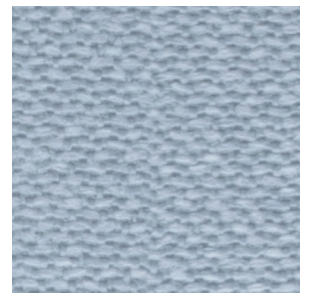
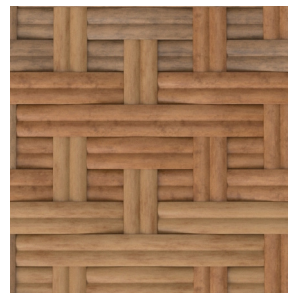
Dimensions

Features the product's Actual (not Common) dimensions, such as Height, Width, Depth or Length.



Swatch - Color/Finish

Features a close-up of the product's color, finish or material.



Silo - In Packaging

Features the product alone and in its entirety, in its retail packaging, on a pure white 255 background.

