JOIE DOMI

STYLE GUIDE

[REFINE YOUR *Holiday Home* DECOR]

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Back in 2017, a group of young professionals united together with one idea: to bring joy to every home. Now, some might say that was a lofty target to try and achieve, but they knew it could be done. Thus the birth of Joiedomi.

Joie = Joy and, Domi = Home.

Here at Joiedomi, we're internationally recognized for offering premium home decorations for every season. "Every season?" you might ask skeptically. YES! On top of that, we promise to always provide decorations at great value without ever compromising the quality.

As of 2020, Joiedomi has the largest collection of indoor and outdoor decor. If you want to terrify your neighbors during Halloween, we can help with that. Might we suggest the flashing peeping eyes or the haunted inflatables? We find them incredibly spooky. Are you looking for a 65" hanging Santa Claus or a giant 6ft Turkey for Thanksgiving? We have it. No matter the season or holiday (Easter, Summer, July 4th, Valentine's Day, etc.) Joiedomi will always have the perfect decorations for our customers.

THIS IS HOW WE BRING JOY TO EVERY HOME.

INFLATABLES · LIGHTS · SEASONAL DECORATIONS

JOIEDOMI | MOOD

JOIEDOMI

/JOI·DOH·MEE/ *noun*

happy home

LOGO

PRIMARY LOGO

BLACK OR WHITE USAGE **ONLY**

SECONDARY LOGO

PRIMARILY USED FOR PACKAGING

PADDING

HALF THE SIZE OF EITHER "O" IN JOIEDOMI

SAMPLE

DARK GRADIENT
MINIMAL BACKGROUND DISTRACTIONS
AVOID MAJOR IMAGE ELEMENTS

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LOGO USE

MINIMUM LOGO SIZE

72 PX

LEGIBILITY

USE GRADIENTS OR BLURRED IMAGES AS NEEDED FOR SIMPLE & LEGIBLE LOGO DISPLAY

PLEASE DO NOT....

DISTORT IN ANY WAY

TILT OR ROTATE

USE ANY OTHER COLOR
(BESIDES WHITE OR BLACK)

USE HEAVY DROP SHADOWS

PLACE ON DISTRACTING BACKGROUNDS

PLACE ON TOP OF PRODUCT WITH NO GRADIENT

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HOLIDAYS, COLORS & PATTERNS

USE RESPECTIVE PALETTES FOR DESIGN ELEMENTS PER HOLIDAY

	GENERIC	CHRISTMAS	HALLOWEEN	THNKSGVNG	JULY 4TH	CNCO DE MYO	EASTER	ST. PAT'S	MARDI GRAS	V-DAY
PRIMARY										
HEX	E9B97A	003247	F05D2A	9E292F	1F4789	00904C	63C8D4	00AA4A	4D2B70	BB3783
SECONDARY										
HEX	00ADBA	D02242	020000	B66733	ED3239	F89E1B	EDB5D3	ACCA4C	23AC4E	F38A9B
PATTERN										

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TYPOGRAPHY

PRIMARY FONT CROSSTEN

THIN	abcdefghijklmnopqrstuvwxyz
EXTRA LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BOOK	ABCDEFGHIJKLMNOPQRSTUVWXYZ
MEDIUM (MOST COMMONLY USED)	ABCDEFGHIJKLMNOPQRSTUVWXYZ
SEMI-BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
EXTRA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
ULTRA	ABCDEFGHIJKLMNOPQRSTUVWXYZ
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALICS IN ALL WEIGHTS
USE SPARINGLY TO ENHANCE TYPOGRAPHY ELEMENTS AS NEEDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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SECONDARY FONT Beachwood

USE VERY SPARINGLY
KEEP KERNING AT "0"

LOWERCASE	abcdefghijklmnopqrstuvwxyz
UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ

DISCLAIMER FONT Arial Narrow Bold

Use only with disclaimers, product information & other small, non-primary design element text

LOWERCASE	a b c d e f g h i j k l m n o p q r s t u v w x y z
UPPERCASE	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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FONT DESIGN

JOIEDOMI FONT TREATMENT IS SIMPLISTIC AND USES MINIMAL DESIGN ELEMENTS AND EFFECTS. AVOID DROP SHADOWS ON FONT DESIGNS. SAMPLES WITHIN BRANDING TO FOLLOW.

SAMPLE 1 THIN STROKE UNIFYING FONTS OF VARIED SIZES, COLORS & WEIGHTS

OFFSET TYPE TO BETTER FILL SPACE

THIN, 1PT STROKE

CREATE THE PERFECT HOLIDAY AMBIANCE WITH

CERAMIC TREES

VARIED FONT WEIGHTS & SIZES

USE OF PRIMARY HOLIDAY COLOR ON MAIN TEXT

SAMPLE 2 USE OF RECTANGLES WITH TIGHT BORDERS AROUND TEXT. GREAT FOR USE ON TOP OF PHOTOGRAPHY OR TO OTHERWISE ENHANCE TEXT IN A SIMPLISTIC WAY

EMBOLDEN THE PRIMARY MESSAGE FONT

COLOR TO MATCH HOLIDAY

ADD EXTRA

CHRISTMAS SPARKLE

TO YOUR HOLIDAYS

MIND PADDING AROUND TEXT & BETWEEN ELEMENTS

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SAMPLE 3 NESTED FONT TAG DESIGN TO ENHANCE TEXT BASED GRAPHICS

FONT CENTERED & THINNER IN TAG

VARIED FONT WEIGHTS & SIZES

COLOR TO MATCH HOLIDAY

CREATE PERFECT

HALLOWEEN AMBIANCE

SAMPLE 4 SIMPLISTIC TEXT ELEMENTS OF VARIED WEIGHTS IN WHITE, BLACK, OR MATCHING THE HOLIDAY COLOR

VARIED FONT WEIGHTS TO ADD INTEREST

HALLOWEEN INFLATABLES

FOR EVERY HOME

KERN FONTS (25-75)

TIGHT LEADING

CENTER ALIGN TEXT OR OFFSET DEPENDING ON DESIGN SPACE

SAMPLE 5 MIX OF PRIMARY & SECONDARY FONTS

SECONDARY FONT ON TOP OF PRIMARY FONT

BOTTOM FONT IS BOLDER THAN TOP

Holiday

YARD DECOR

USE SECONDARY FONT TO HIGHLIGHT PRIMARY FONT / MESSAGE

SAMPLE 6

DISCLAIMER & MANUFACTURING INFO

ARIAL NARROW BOLD
DO NOT DISTORT

00000
Joiedomi Inflatable 5 ft
Happy Easter Bunny
Joyin Inc.
Tempe, AZ 85284, USA
Batch No. 1430030
Made in Zhejiang, China

SAMPLE 7 PRODUCT TITLES

CROSSTEN BOLD / SEMIBOLD
ITEM NUMBER IN PRIMARY HOLIDAY COLOR

30657 Large Penguins Building Snowman

BOLD

SEMIBOLD

100 LED Multicolor

30289 | 1 Pk

30837 | 2 Pk

MEDIUM

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FONT USAGE SAMPLES

SAMPLE 1 **CATALOG** | THIN STROKE UNIFYING FONTS OF VARIED SIZES, COLORS & WEIGHTS

DECORATE THE PORCH
TO SUIT YOUR STYLE

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UNIQUE FEATURES OF OUR
HOLIDAY INFLATABLES

- Bright INTERNAL LED IN EVERY INFLATABLE
- Safe for INDOOR & OUTDOOR USE
- Includes INSTRUCTIONS
- Inflates IN SECONDS
- Includes GROUND STAKES & STRINGS
- Easy STORAGE

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SAMPLE 2

CATALOG | USE OF RECTANGLES WITH TIGHT BORDERS AROUND TEXT. GREAT FOR USE ON TOP OF PHOTOGRAPHY OR TO OTHERWISE ENHANCE TEXT IN A SIMPLISTIC WAY.

30067 Large Welcoming Santa

30089 Large Sleighing Santa

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ENHANCED PAGES | NESTED FONT TAG DESIGN TO ENHANCE TEXT BASED GRAPHICS

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SAMPLE 4

BANNER ADS & CATALOG | SIMPLISTIC TEXT ELEMENTS OF VARIED WEIGHTS IN WHITE, BLACK, OR MATCHING THE HOLIDAY COLOR

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PACKAGING & CATALOG | MIXED FONTS & PRODUCT /MANUFACTURING INFO

LED LIGHTS
UL LISTED POWER SUPPLY INCLUDED

Actual item may look slightly different than photos. This is a decoration, not a toy. Please keep away from young children. Recommended for 15+ years old. Please retain the package and instructions for future reference.

6

30587
Joiedomi USA Eagle with Flag Inflatable (6 ft)
JOYIN INC.
Tempe, AZ 85284, USA
Batch No. 1330587
Made in Zhejiang China

8 40165 83555 6

7

31397 Prelit Urn Filler, 1 Pk

31398 Prelit Hanging Basket, 1 Pk

31399 Prelit Pathway Trees with Star Toppers, 2 Pk

C9 LED Warm White Pathway Markers
31417 | 12 Pk | 15.75'
31419 | 24 Pk | 30.75'

C9 LED Multicolor Pathway Markers
31418 | 12 Pk | 15.75'
31420 | 24 Pk | 30.75'

30092 Incandescent Candy Cane Pathway Markers, 12 Pk

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ICONOGRAPHY

USE ICONOGRAPHY TO CALL ATTENTION TO PRODUCT DETAILS. ICONS SHOULD BE SIMPLISTIC AND RELEVANT TO THE PRODUCT CALLOUT.

INFO BADGES

CIRCULAR DESIGN
RELEVANT TO PRODUCT
TO THE POINT
CROSSTEN FONT

TUBE 11.8 INCHES

LIGHTS 36 PER TUBE

LIGHT 288 COUNT

BLUE

6FT TALL

SAFETY & TECHNICAL INFO

SIMPLISTIC DESIGN
THIN STROKE
WHITE OR BLACK
CROSSTEN FONT UNDERNEATH ICON

8 TUBES PER STRAND

CONNECT UP TO 5 SETS

WEATHER RESISTANT

SAFE LOW-VOLTAGE

OUTDOOR USE ONLY

BONUS FEATURE CALLOUT

- BATTERY OPERATED (NOT INCLUDED)
- PLUG OPERATED
- SOLAR POWERED
- CONNECTING ENDS
- LED PROJECTOR
- INCLUDES EXTRA BULBS
- G W B C WIRE COLOR
- 2 LIGHT MODES
- 3 LIGHT MODES
- 8 LIGHT MODES
- 10 LIGHT MODES
- PRE-DECORATED
- DECORATIONS INCLUDED
- INCLUDES STORAGE BAG
- ANIMATED LIGHTS
- PROJECTED LIGHTS
- ANIMATED FLAMING FIRE
- STICKS TO WINDOW
- ANIMATED HEAD
- ANIMATED LIGHTS
- REMOVABLE HOOD
- FILLABLE BASKET
- EYES LIGHT UP
- HANG OR TIE ON TREE

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TAG USAGE

USED TO PROVIDE PRODUCT INFORMATION IN A SIMPLISTIC WAY

PRODUCT CATEGORY TITLES / PRIMARY INFORMATION

PRIMARY USE: To indicate a new product category. The best example of usage is within the Joiedomi product catalog.

SUGGESTED USE: To enhance editorial copy design such as websites, e-mail blasts, sell sheets or font heavy designs.

PARAMETERS:

STAGGER TOP TEXT.

USE SECONDARY FONT AS TOP FONT.

BLEED TAG SLIGHTLY OFF THE EDGE OF THE DESIGN.

KEEP PADDING AROUND THE FONT.

MATCH THE COLOR TO THE CORRECT HOLIDAY/THEME.

DO NOT USE A DROP SHADOW.

✓ Halloween TINSEL LIGHTS

⊘ Halloween TINSEL LIGHTS

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INFO BOX TITLES / SECONDARY INFORMATION

SAMPLE 1 ICON INFO BOX WITH SOLID BACKGROUND

SAMPLE 2 ICON INFO BOX WITH STROKED BACKGROUND

SAMPLE 3 USE TO HIGHLIGHT A SPECIFIC PRODUCT OR INFORMATION

SAMPLE 4 CREATE A HIERARCHY OF INFO OR ADD INTEREST TO DESIGN

PRIMARY USE: To enhance titles and product information, or to add an extra element to font design.

SUGGESTED USE: For title callouts on information tables, to unify design across multiple products such as enhanced pages or advertising, to make a certain word or piece of information more visible within a font blurb.

PARAMETERS:

CENTER ALIGN TAG TO INFORMATION TABLE.

STROKED OR SOLID BOXES BEHIND INFO TABLES TO MATCH THE GIVEN DESIGN.

DO NOT USE AS A PRIMARY TITLE TAG IN FONT DESIGN.

MATCH THE TAG TO THE HOLIDAY OR THEME.

USE WHITE TEXT WITHIN THIS TAG AS LEGIBILITY ALLOWS AND BLACK ONLY WHEN NECESSARY FOR THEME OR LEGIBILITY

AVOID USING A DROP SHADOW ON THIS STYLE OF TAG.

ENSURE FONT IS CENTERED WITHIN THE TAG AND THE ENDS OF THE FLAGS ARE NOT TOO LONG.

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PRODUCT INFORMATION / HEIGHT / QUANTITY TAGS

PRIMARY USE: Quantity, height and information callout tags for print and marketing design.

SUGGESTED USE: When quick product details need to be shared in conjunction with photography. To highlight quick but relevant information in a simplistic way. Use on listing & product imagery.

HEIGHT / SIZE

5ft USE LOWERCASE TEXT FOR ABBREVIATIONS

7.5ft SHRINK DECIMAL AND TIGHTEN UP SPACING

QTY

2pk ALWAYS USE CROSSTEN FONT

2 & 4pk FOR USE WITH THE SAME PRODUCT BUT 2 QUANTITIES

24pc EXTEND LENGTH OF TAG AS NEEDED TO MAINTAIN FONT PADDING

TYPE OR TECHNICAL INFO

M5 STRAWBERRY

ALL CAPS FONT ON TECHNICAL OR PRODUCT TYPE INFORMATION

TAG ANATOMY

HEIGHT / QTY COMBINATION USAGE

QTY TAG TOP CORNER

2pk

HEIGHT TAG STROKED, SMALLER & LEGIBLE

LIGHT DROP SHADOW AS NEEDED

4ft

MULTIPLE SIZES

INCORPORATE LOWER CASE TEXT WITH CALLING OUT QUANTITY RELATED ITEMS

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TAG FEATURE CALLOUTS

PRIMARY USE: To display informational callouts in a quick and eye catching manner.

SUGGESTED USE: On product images that have unique callouts. These could be used both in print or digitally, and should be colored to match the holiday. Both a large and small tags are acceptable.

SMALL TAG	LARGE TAG
	REMOVABLE HOODIE
	FILLABLE PUMPKIN
	PROJECTED LIGHTS
	TIES TO TREES

CATALOG

PACKAGING

OTHER USES

IN CERTAIN NEEDS, TAGS CAN BE USED TO CALL ATTENTION TO SIMILAR PRODUCTS, OR SUBSTITUTE A NEED FOR AN ICON GUIDE WHEN SPACE IS LIMITED.

TAG TIPS

KEEP SPACING TIGHT WHEN USING MULTIPLE TAGS.

TOP ALIGN TAGS WITH ANY OTHER INFO SUCH AS ITEM NUMBER LIKE SHOWN.

ENSURE THE TOP TAG IS LARGER THAN THE BOTTOM TAG.

KEEP TAGS CONSISTENT WITH COLORING AND PADDING AROUND TEXT.

DO NOT COVER A PORTION OF THE PRODUCT WHEN PLACING TAG.

AWAYS USE CROSSTEN FONT WITHIN TAGS.

KEEP ICONS SIMPLE BUT INTERESTING.

USE MULTIPLE FONT WEIGHTS TO ADD INTEREST.

SLIGHTLY EXTEND TAG PAST IMAGE.

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PRODUCT FEATURE CLOSEUPS / DESCRIPTIONS

PRIMARY USE: To display product details that are not prevalent in photography.

SUGGESTED USE: Anywhere product imagery is used and requires additional imagery. Can be used in print or digital media, and is focused on displaying additional product information quickly to the consumer.

CIRCULAR WITH THIN STROKE

PHOTOGRAPHY
CLOSE UP IMAGERY
BACK OF PRODUCT

SMALL DETAIL PRODUCT DISPLAY

PERFECT FOR PRODUCT VARIATIONS
UNIFY WITH HOLIDAY
CROSSTEN FONT

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GRAPHIC DESIGN ENHANCEMENT / PRODUCT INFO

PRIMARY USE: To enhance design & to call attention to titles, the logo or other important information.

SUGGESTED USE: In print media to add a graphic element that calls for attention. To unify layouts and display information on a hierarchy.

TAG VARIATIONS

DARK ACTIVATED
TURNS OFF WITH DAYLIGHT

COOL FROST

JOIEDOMI

PARAMETERS:

KEEP WITHIN BRANDING COLORS · ROUNDED CORNERS
MAINTAIN PADDING AROUND FONT · USE SPARINGLY

SAMPLE 1

SAMPLE 2 & 3

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ILLUSTRATION

LIMITED USE ON PACKAGING AND TO DISPLAY INFORMATION ABOUT PRODUCTS

CALL OUT STYLE INFORMATION

FOR COMPLEX IMAGERY, TRACE OVER A PHOTO. KEEP BASIC CONCEPT ILLUSTRATIONS SIMPLE. MINIMALISTIC, THINLY STROKED & MATCHING HOLIDAY COLORS & THEMES. WHITE FILL AS NEEDED.

USE OF ALIAS STYLE FIGURES FOR SCALE | KEEP MODERN AND RELAXED LOOKING. TRACE PRODUCT AS CLOSELY AS POSSIBLE

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EFFECTS

PRIMARY USE: To call attention to an element that commands more legibility or focus.

SUGGESTED USE: AVOID IF POSSIBLE. As required, use the below formula for Drop Shadow & Outer Glow.

PARAMETERS:

MODE: MULTIPLY
OPACITY: 20-30%
X OFFSET: 1-2PX
Y OFFSET: MIRROR X OFFSET
BLUR: 1-2 PX
COLOR: BLACK

CAN INCREASE OPACITY AS HIGH AS 75% ON DARK BACKGROUNDS
VERY LIMITED USE

PARAMETERS:

MODE: SCREEN
OPACITY: 50% OR LESS
BLUR: DEPENDANT ON IMAGE

ONLY USE WITH INFLATABLE PRODUCTS AS AN ADDED GLOW EFFECT IN PHOTO EDITING.
VERY LIMITED USE. DO NOT USE ON FONT DESIGN.

ACCEPTABLE

NOT ACCEPTABLE

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GRADIENTS

PRIMARY USE: To increase legibility of font design or product info. To enhance neutral graphic elements.

SUGGESTED USE: Ideally used over a photo element to fade the background for font imagery. Gradients can also be used within a longer format to fill space between images as the need arises within marketing material. Match gradients to season and try to allow as much fade as possible for the feeling of softness.

PARAMETERS:

STICK TO DARK GRADIENT FADES ON TOP OF PHOTOGRAPHY.

USE MULTIPLY AS LAYER STYLE WHEN PLACED OVER PHOTOGRAPHY.

USE SPARINGLY IN DESIGN.

CAN BE USED BEHIND A PRODUCT TO ENHANCE PRODUCT DISPLAY.

TYPICALLY TRANSPARENCY WILL NEED TO BE LESS THAN 100% WHEN PLACING OVER PHOTOGRAPHY.

KEEP GRADIENTS SOFT AND SUBTLE.

DO NOT COVER PRODUCT WITH GRADIENT.

CAN USE COLORS WITHIN SEASONAL BRANDING. DARK COLORS ONLY.

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STAGING PRODUCTS

PRIMARY USE: When lifestyles are necessary but no photography is available, product staging is acceptable.

USE UPSCALE MIDDLE CLASS HOME IMAGES FOUND ON STOCK SITES.

ENSURE GROUND PLANE MATCHES THE PERSPECTIVE ON THE PRODUCT.

MATCH PRODUCT LIGHTING TO PHOTO LIGHTING.

CREATE REALISTIC SHADOWS AND GLOW EFFECTS FOR PRODUCTS THAT MATCHES THE DIRECTION OF THE LIGHTING IN THE STOCK PHOTO.

ADD NECESSARY ENHANCEMENTS TO MAKE PRODUCT FEATURES MORE VISIBLE.

SOFTEN, BLUR OR DESATURATE BACKGROUND AS NEEDED TO MAKE PRODUCT IMAGERY THE CENTER FOCUS.

EDIT AND COLOR CORRECT PRODUCT IMAGERY AS NEEDED.

ENHANCE THE LIGHTING ON PRODUCTS.

MAKE PRODUCT BLEND WITH STOCK PHOTO ELEMENTS SUCH AS GRASS OR SNOW AS MUCH AS POSSIBLE.

ADD A CLIPPING MASK OF SHADOWS & HIGHLIGHTS TO THE PRODUCT IF NEEDED TO MAKE THE PRODUCT BELIEVABLE WITHIN THE PHOTO LIGHTING.

ADDED TREE SHADOW

ADJUSTMENT LAYERS APPLIED TO BOTH PRODUCT & BACKGROUND TO UNIFY THE LIGHTING & COLORATION

BLURRED & DARKENED BACKGROUND

ENHANCED SHADOWS & LIGHTING

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BACKGROUND IMAGERY

PRIMARY USE: For a lifestyle alternative, choose or create simple imagery that is themed to match the product and holiday.

PARAMETERS:

ENSURE THE PRODUCT STANDS OUT.

USE SIMPLE STOCK IMAGERY THAT IS REPRESENTATIVE OF THE HOLIDAY.

BOKEH STYLE LIGHT FLAIRS OR OTHER NEUTRAL GRAPHICS SUCH AS SMOKE FOR HALLOWEEN OR SNOW FOR CHRISTMAS IS PREFERRED.

GRADIENTS OR PLAIN COLORED BACKGROUNDS THAT ALLOW THE PRODUCT TO STAND OUT ARE ALSO ACCEPTABLE.

WHEN CREATING GENERIC STAGING, CONSIDER THE USAGE AND SEASON OF THE PRODUCT.

DO NOT DISTRACT FROM THE PRODUCT.

DO NOT ADD A DROP SHADOW TO PRODUCT, NEUTRALIZE BACKGROUND IMAGERY INSTEAD.

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PHOTOGRAPHY

Lifestyle imagery is Joiedomi's primary source of content for sales channels. High contrast, moody lighting that captures the products accurate details and color information is ideal. Samples per holiday to follow.

PRODUCT FORWARD

THE PRODUCT IS THE MAIN FOCUS. PRODUCT DETAILS ARE ENHANCED AND THE BACKGROUND IS RELEVANT TO THE PRODUCT'S HOLIDAY.

MOODY LIGHTING

SINCE MANY PRODUCTS ARE MEANT FOR NIGHT VIEWING OR FEATURE LIGHTS, THE GENERAL FEELING OF THE PHOTOGRAPHY SHOULD BE DARK WITH THE PRODUCT AS THE BRIGHTEST OBJECT IN THE PHOTO.

HOME YARD FEELING

CAPTURING THE HOME FORWARD FEELING WITHIN PHOTOGRAPHY KEEPS THE BRAND MESSAGE CONSISTENT. PHOTOGRAPHY SHOULD IMPLY DECORATIONS FOR HOME SETTINGS RATHER THAN PUBLIC SETTINGS.

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HOLIDAY MOOD

NON-SEASONAL GARDEN, LIGHTS, OUTDOOR EMBELLISHMENTS, COZY, WELCOMING, FRESH

PHOTO HIGHLIGHTS:

THE PRODUCT IS EASY TO SEE AND HAS ACCURATE AND BELIEVABLE COLORS. THERE ARE SHADOWS WITHIN THE PRODUCT THAT ENHANCE THE LIGHT FEATURE. THE BACKGROUND IS DARK, FITTING FOR THE PRODUCT, NON DISTRACTING & HAS BOKEH EFFECTS TO ADD MORE INTEREST.

ALTHOUGH THE BACKGROUND IS ADDED INTO THIS IMAGE, IT IS BELIEVABLE AND CREATES A PERFECT NEUTRAL SCENE THAT IS RELEVANT TO THE PRODUCT. THE PRODUCT IS FRAMED BY THE TREE ELEMENTS AND STANDS OUT FROM THE BACKGROUND. THE COLORATION IS BELIEVABLE, AND THE PRODUCT DETAILS ARE VISIBLE.

THE REFLECTION OF THE LIGHT CAST BY THE PRODUCT AS WELL AS THE DETAILS OF THE FAIRY HIGHLIGHT THE MOST INTRICATE AND BEAUTIFUL PORTIONS OF THIS PRODUCT. THE YELLOW FLOWERS ARE A PERFECT ADDITION TO CARRY THE EYE THROUGH THE IMAGE, ALLOWING THE CASCADING LIGHT FEATURE TO BE NOTICEABLE AS WELL.

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LOVE, WARMTH, DARK BACKDROPS WITH BRIGHT PRODUCTS

PHOTO HIGHLIGHTS:

THE PRODUCT IS THE MAIN FOCUS OF THE IMAGE AND STANDS OUT FROM THE BACKGROUND. THE BACKGROUND LIGHTING AND PROPS MATCH THE SEASON AND ENHANCE THE ILLUMINATION OF THE PRODUCT.

THE PRODUCT IS CRISP, WELL LIT AND FULLY VISIBLE. NO PRODUCT DETAILS ARE LOST, AND THE BACK LIGHTING ENHANCES THE PRODUCT COLORATION.

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PHOTO HIGHLIGHTS:

THE CRISP LIGHTING AND IMAGE DETAILS MAKE THIS PRODUCT POP OUT OF THE BACKGROUND.

THE PLACEMENT OF THE IMAGE CAPTURES THE PRIMARY PURPOSE OF THE PRODUCT - TO BE AN ARCH TO WALK THROUGH. THE PRODUCT'S LIGHTING IS CLEAR AND THE PRODUCT'S COLORS ARE WELL REPRESENTED.

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CHEERFUL, PLAYFUL, RAINBOW, AIRY, SPRINGTIME

PHOTO HIGHLIGHTS:

THE LIGHTING IN THE PHOTO IS SOFT, SHADOWY AND INVITING. THE BACKGROUND SYMMETRY PULLS THE PRODUCT FORWARD.

THIS STAGED IMAGE UTILIZES A HAZY LIGHTING FEEL TO PUSH THE PRODUCT FORWARD. THE SHADOWS MATCH THE DIRECTION OF THE STOCK PHOTO LIGHTING AND ARE CRISP TO FADED TO MATCH THE EXISTING SHADOWS. THE LIGHT AND COLOR ARE ENHANCED ON THE PRODUCT. THE PRODUCT HAS SHADOWS ADDED TO REFLECT THE LIGHTING OF THE ORIGINAL IMAGE.

THE DARKENED BACKGROUND WITH THE POP OF GREEN LIGHTING ENHANCES THE BRIGHT, CHEERFUL DESIGN. THE LIGHTING ON THE PRODUCT IS WELL CONTRASTED, AND THE PHOTO FEATURES THE STRONGEST PRODUCT ANGLE.

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HAPPY, BOUNCY, SPRING, BRIGHT, LIGHT-HEARTED

PHOTO HIGHLIGHTS:

THE PRODUCT IS WELL ILLUMINATED WITHIN THE DAY LIGHTING.

THE PRODUCT IS LEGIBLE AND ALL THE FEATURES ARE DISPLAYED. THE LIGHTING IS INVITING AND ALLOWS FOR THE PRODUCT TO STAND OUT WHILE SHOWCASING THE INTERIOR LIGHTING OF THE PRODUCT.

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 FIESTA, CELEBRATION, VICTORY, ENERGETIC

PHOTO HIGHLIGHTS:

THESE IMAGES HAVE BRIGHT, FUN & FESTIVE LIGHTING THAT CAPTURES THE ENERGY OF THE SEASON WHILE STILL ALLOWING ATTRACTIVE CONTRAST WITHIN THE PRODUCT FEATURES.

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PHOTO HIGHLIGHTS:

MOODY LIGHTING THAT COMMANDS THE ATTENTION TO THE PRODUCT.

THIS STAGED IMAGE SHOWS BOTH PRODUCTS IN PROPER HEIGHT. THE ADDED SHADOWS ARE DIFFUSED TO MATCH THE SHADOWS IN THE STOCK PHOTO. THE PRODUCT LIGHTING IS PUSHED AND EXAGGERATED AND THE BACKGROUND IS BLURRED. A VARIETY OF ADJUSTMENT LAYERS HELPS THE PRODUCTS BLEND WITH THE STOCK PHOTO.

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HALLOWEEN SPOOKY, DARK, MOODY, POPS OF EXTREME COLOR, MYSTERIOUS

PHOTO HIGHLIGHTS:

THE USE OF MACRO PHOTOGRAPHY WITH SUBTLE BLURS AND DEEP, MOODY LIGHTING ENHANCES THE PRODUCT FEATURES AND MAKES THEM FEEL HIGH END AND DESIRABLE. WITH HALLOWEEN IN PARTICULAR, THE USE OF DARK, DEEP CONTRASTED VISUALS ENHANCES THE SPOOKY FEELING AND SHOWCASES THE LIGHT UP EFFECTS OF THE PRODUCTS. WHEN EDITING, MAINTAIN THE DARK BACKGROUNDS WITH ENHANCED LIGHTING ON PRODUCTS.

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COZY, AUTUMN, DUSK, FALLING LEAVES, DEEPER SHADOWS

PHOTO HIGHLIGHTS:

THIS STAGED IMAGE SHOWS ENHANCED LIGHTING ON THE PRODUCT. THE SHADOWS ADDED TO THE PRODUCT AND THE GROUND HELP THE PRODUCT BLEND INTO THE STOCK PHOTO.

THIS STAGED IMAGE UTILIZES DEEP SHADOWS FOR GROUNDING AND RELIES ON THE TREES IN THE FOREFRONT TO CREATE A BELIEVABLE DARK SPACE IN A LIGHTER STOCK PHOTO.

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 COOL, CHEERFUL, WELCOMING, CRISP, CALM

PHOTO HIGHLIGHTS:

THIS IS A COLLECTION OF STAGED, EDITED AND PRODUCTION PHOTOGRAPHY. EACH IMAGE FEELS COOL BUT INVITING, HAS HIGH CONTRAST LIGHTING AND ELUDES TO CHILLY WINTER NIGHTS. THE IMAGE OF THE HOLOGRAPHIC TREE TOPPER UTILIZED MULTIPLE PRODUCT PHOTOS AND A NEUTRAL BACKGROUND TO COMPILE THE PRODUCT FEATURES. WHEN EDITING FOR CHRISTMAS, KEEP THE BACKGROUNDS DARK AND WELCOMING. IMAGERY OF SNOW FALLING CAN BE ADDED TO PHOTOS TO ENHANCE WINTER APPEAL.

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