

VIDEOS

For video use on the website, we need short clips both landscape and portrait size, with a file size of under 5MB. It's important to consider the thumbnail photos if you are having platform videos - these are normally landscape size and will need a range for the different categories and classes - the more the better. In terms of quantity - this will depend on the number of videos to launch with but a large range would be great.

AI IMAGERY

For stock imagery particularly involving interiors, there are artists who can create bespoke AI generated images for your website. Get in touch with the team for recommended external suppliers!

STOCK IMAGERY SITES

[PEXELS](#)

[EDITORIAL STOCK IMAGERY \(£\)](#)

[UNSPLASH](#)

[DEATHTOSTOCK \(£\)](#)

[PIXABAY](#)

[ELEVAE VISUALS \(£\)](#)

[SOURCED CO](#)

IMAGERY GUIDANCE

BRAND PHOTOGRAPHY

For the stylised brand photography we are referring to the banner images and storytelling 'selling' imagery that showcases the brand personality, elegance and overall look and feel. These are the very important shots that create the experience on the website (and other digital platforms like socials)

Technical Requirements:

- A mixture of landscape and portrait photography is very important to ensure we have enough to fill the website.
 - We need a selection of landscape (widescreen) banner images (minimum of 20 if possible)
 - 16:9 aspect ratio
 - This is your common website Hero image ratio for standard widescreen sizes, this works out as 1920 x 1080px.
 - Portrait Imagery (20-25) for brand photography:
 - 3:4 aspect ratio
 - 9:16 also useful particularly for use on Instagram! (stories/highlights)
 - Square - (10-15) of square stylised brands images might be useful also
 - 1:1 aspect ratio
 - 1080px x 1080px
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- Ideally we would have 10 images where text will sit well on top - ie it has negative space and is lighter background. These are also useful for your socials so worth getting!
- Important to note, that face on portrait photography is important, but getting the more abstract shapes / close up / prop shots will add atmosphere and elegance to the website