



+



PHOTO STYLE GUIDE: ROOM SCENE PHOTOGRAPHY

WELCOMING home enthusiast

married + welcoming sense of home for family & friends

1. Likes to show off her home.
2. Believes that floors set the stage for the character of the room — floors combine freedom + practicality with elegance.





Her tastes run the gambit of styles from cottage to contemporary. But no matter what the decor, one thing stands out ... she designs her rooms to be liveable. All the components of her space are selected for their practical beauty.



PRAGMATIC home enthusiasts

married homeowners with kids + pets

1. Highly social, entertain often - want home to be beautiful and inviting for family and guests.
2. Take time and care in determining exactly what they need for their home — both aesthetically and functionally.



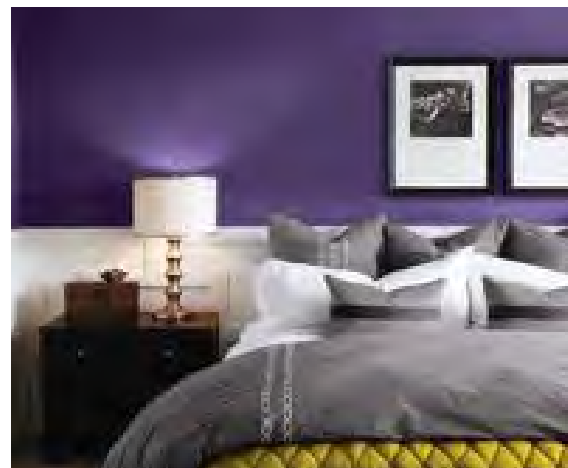


With all the social media around, they're well educated on current trends. But they approach their living space for functionality first. They want the "cool" but it's got to work in the day-to-day.



PERGO PHOTO STYLE

- Tone is casual ... light, bright, energetic
- Color - bright, vibrant, friendly
- Rooms are propped to convey the look of a busy household
- Furniture and colors are trend conscious and comfortable - not premium style
- Lighting is clean and fresh, to create a natural feeling in the room
- Angles best showcase the floor
- Lifestyle adds emotion to the environment



Pergo in Lowes
• Use Valspar Colors



Pergo in Home Depot
• Use Behr Colors



PERGO PHOTO STYLE | COLOR

- We’re using color to add both drama and energy to our room.
- You’ll find saturated walls and bright pops of color in both furniture and props.
- We’ll be respectful to our major customers by using store specific paint manufacturers.



• Valspar Colors

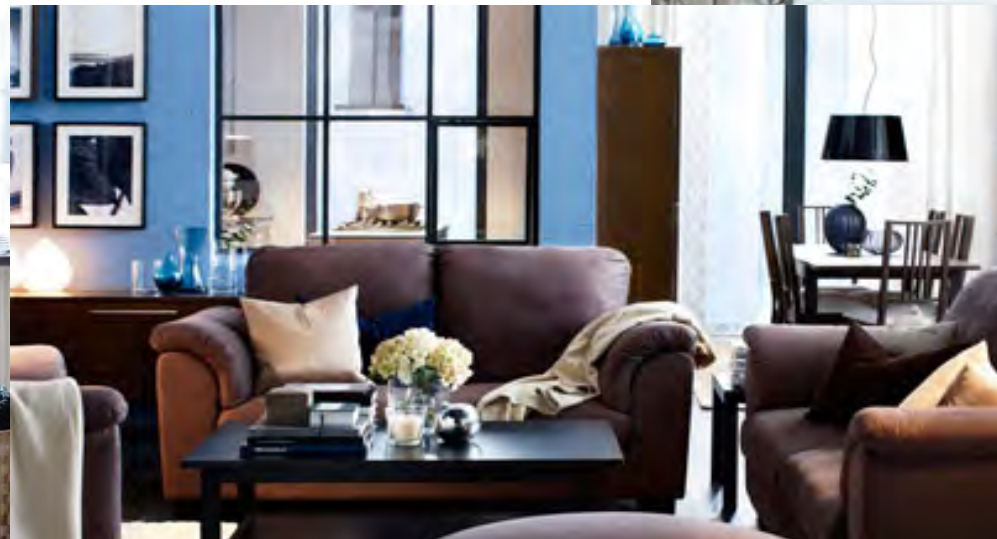


• Behr Colors



PERGO PHOTO STYLE | PROPPING

- Furniture will denote several styles readily available from national retailers. Smaller props will pop with color. Lifestyle accessories and objects will be layered in shots to make them appear “lived in”.



PERGO PHOTO STYLE | LIGHTING

- Clean natural look with softened shadows.



PERGO PHOTO STYLE | ANGLES

- We will use a combination of angles to best present the floor and the environment that it helps to create.



Bird's eye view - shows color and plank variation as it works in the environment.



High angle vignette - closer view of color and plank variation.



Standard Angle shows the way the floor works in the overall room environment.



Low angle tilt allows a fresh view of planks.



Dog's view shows surface texture.



PERGO PHOTO STYLE | LIFESTYLE

- Key shots will feature pets and possibly people interacting with a pet in a way that it seems naturally a part of the scene.

