

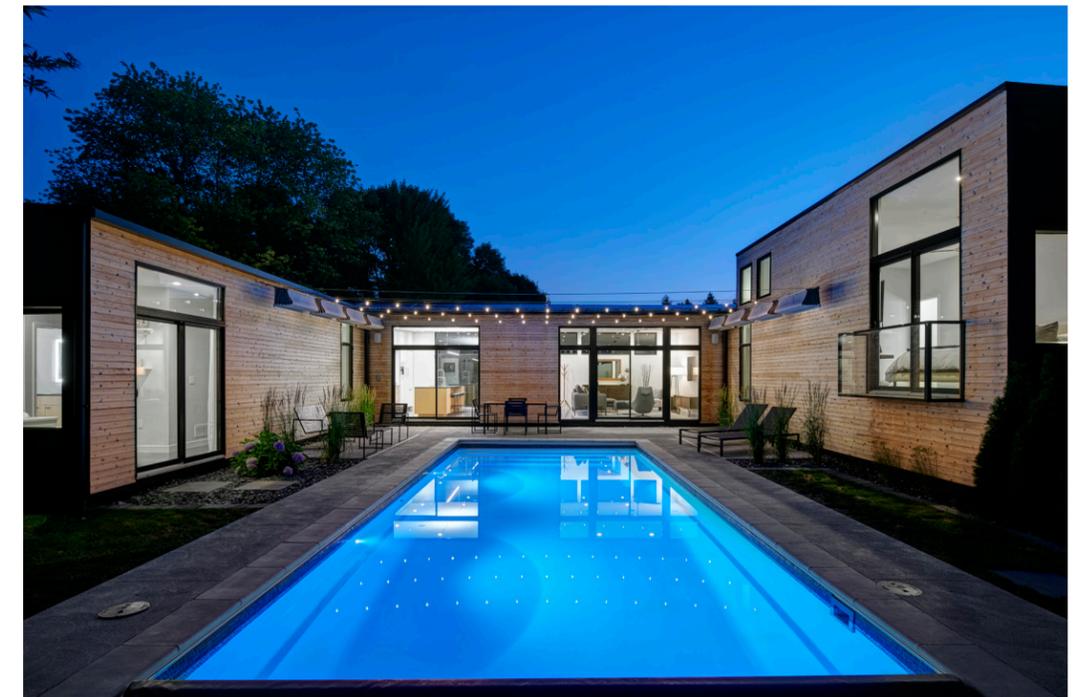
# Product Photo Guidelines

*Latham*

## Latham Product Photos

Latham pools make backyards special. They become the center of celebrations and relaxation. We want to showcase outstanding backyard examples through professional photography that we feature in our marketing materials.

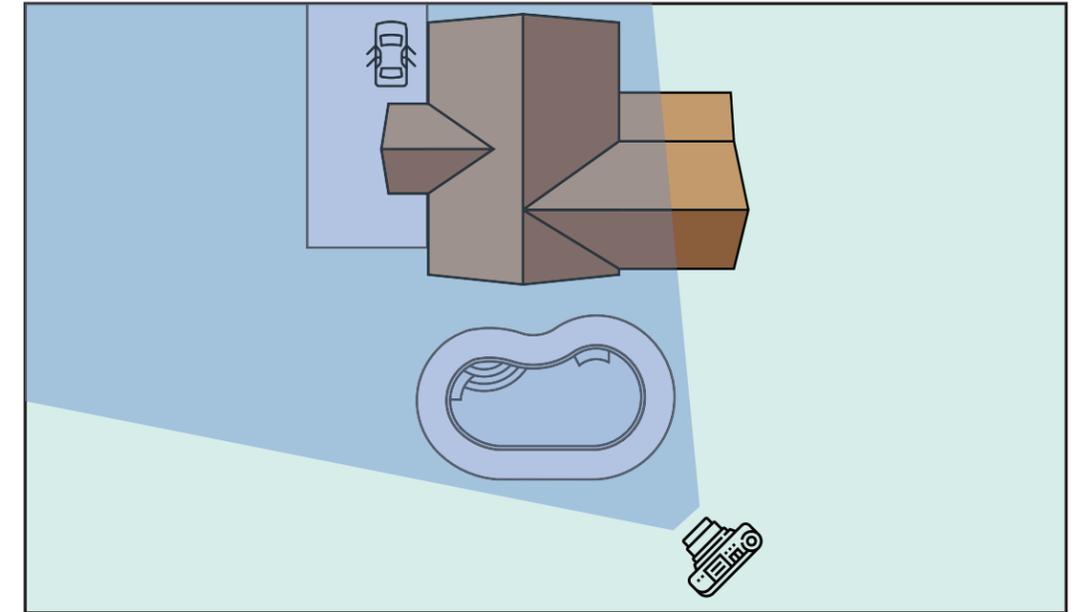
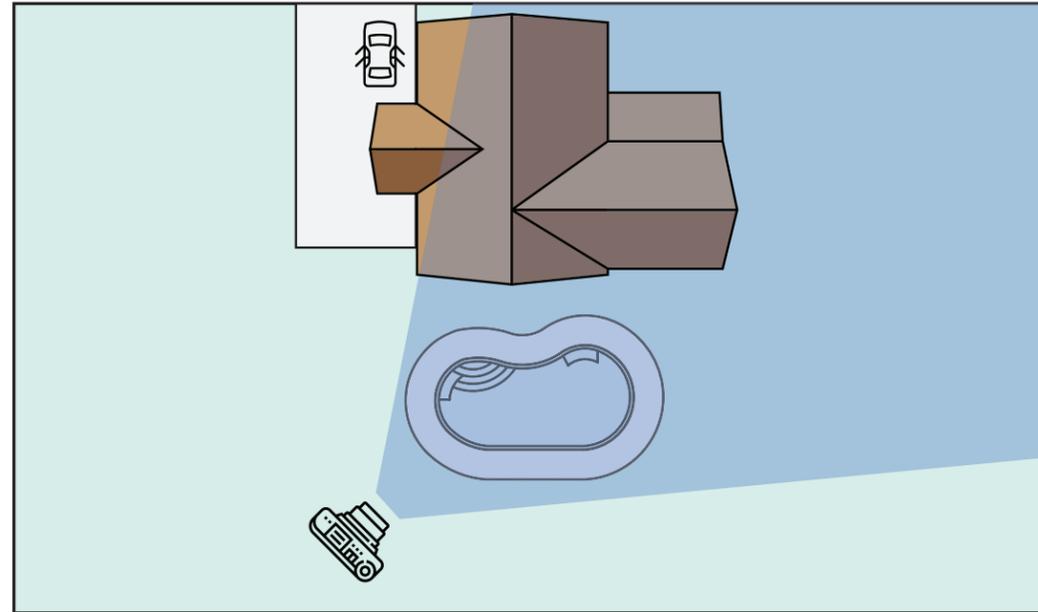
The guidelines and examples below are written for you, the photographer. We hope they help you to understand what we're looking for.



## Point of View

### Shoot wide

Capture the entire pool and home from multiple angles, to get plenty of coverage. Shoot 3/4 shots from all the corners of the property. If you have drone photo capabilities, take straight down aerial shots. Also, use POVs from which the backyard might be admired, for example: inside patio doors looking out at the pool.



## Angle

### Eye level is best

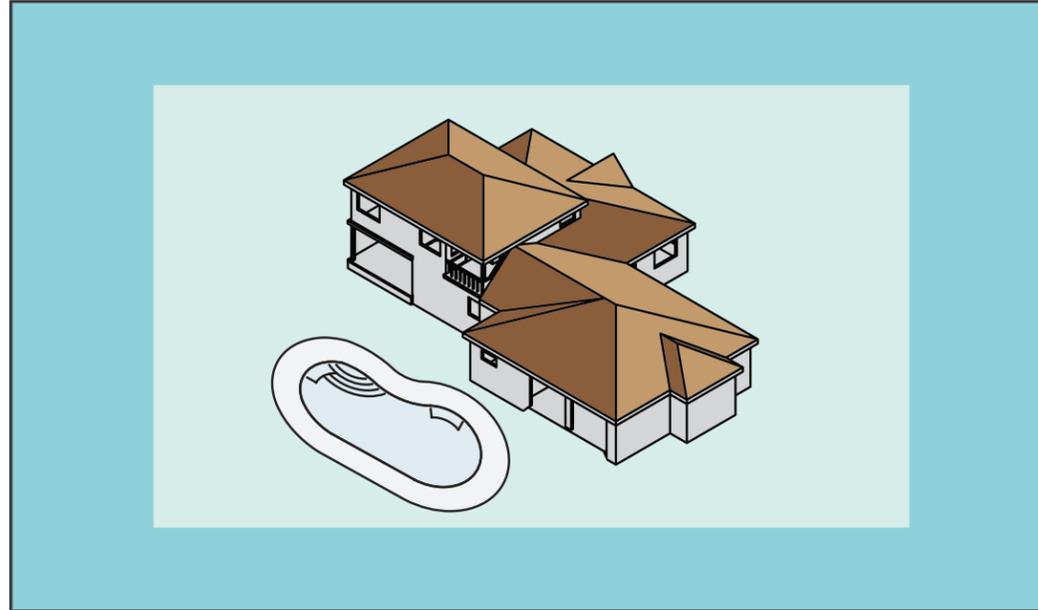
Shoot from eye level to give the image a realistic perspective. This is how the pool will be seen and experienced in real life. Straight down aerial shots are the exception. Avoid filling the foreground with too much of the pool by keeping the horizon about mid frame.



## Composition

### Do not crop

Include shots that are composed to leave an ample cropping area around the home and pool. It will allow us to feature your photo on our website and in print.



*latham*  
The Pool Company™

## The center of your backyard lifestyle

[Learn more](#)

### The pool buying process

Latham pools can transform your backyard into a welcoming extension of your home. Navigating the process from concept to completion, we're here to help you every step of the way.

[Learn more](#)

### The Latham collection

Latham pools can transform your backyard into a welcoming extension of your home. Navigating the process from concept to completion, we're here to help you every step of the way.

[Learn more >](#)

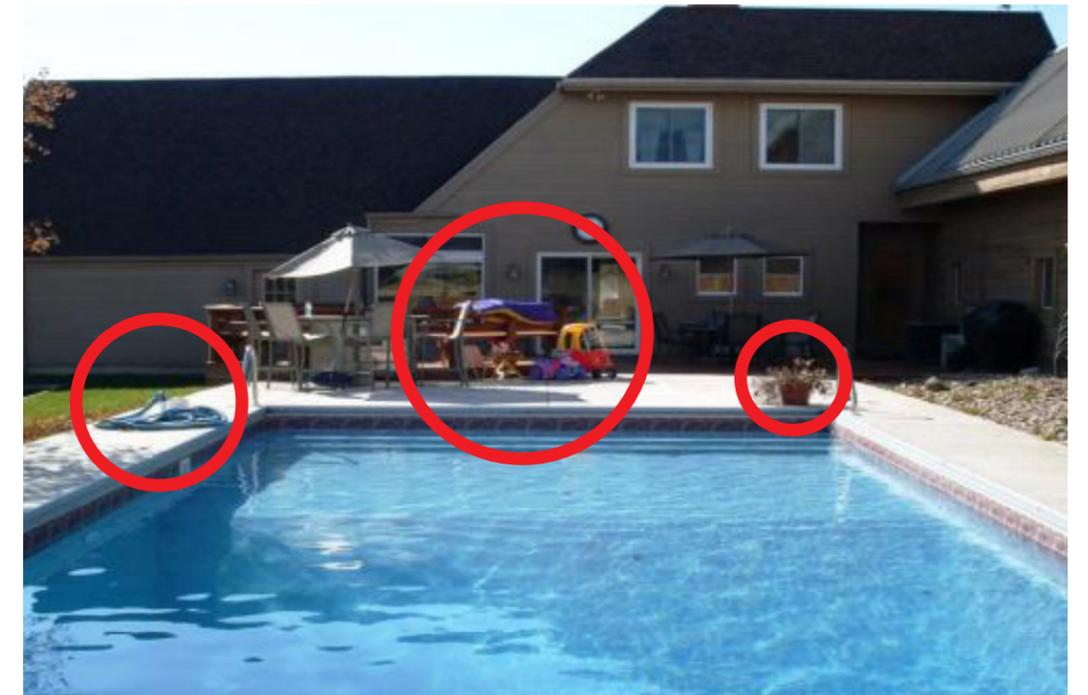
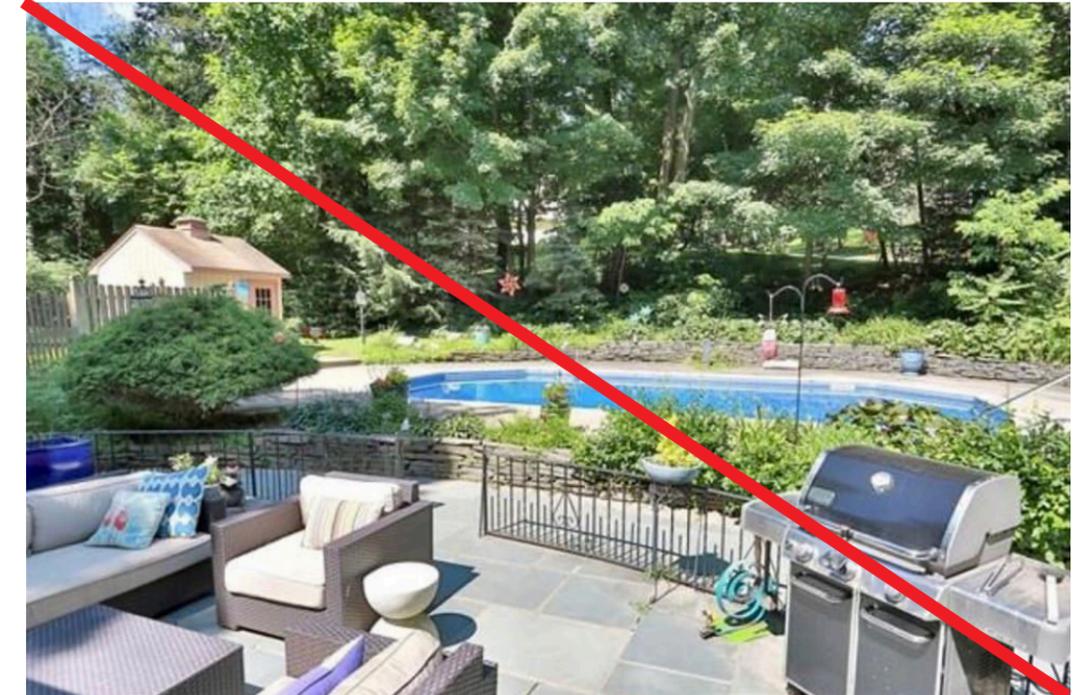
Latham Pool Products Inc.  
787 Watervliet Shaker Rd, Latham, NY 12110

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## Staging

### Clean and simple is best

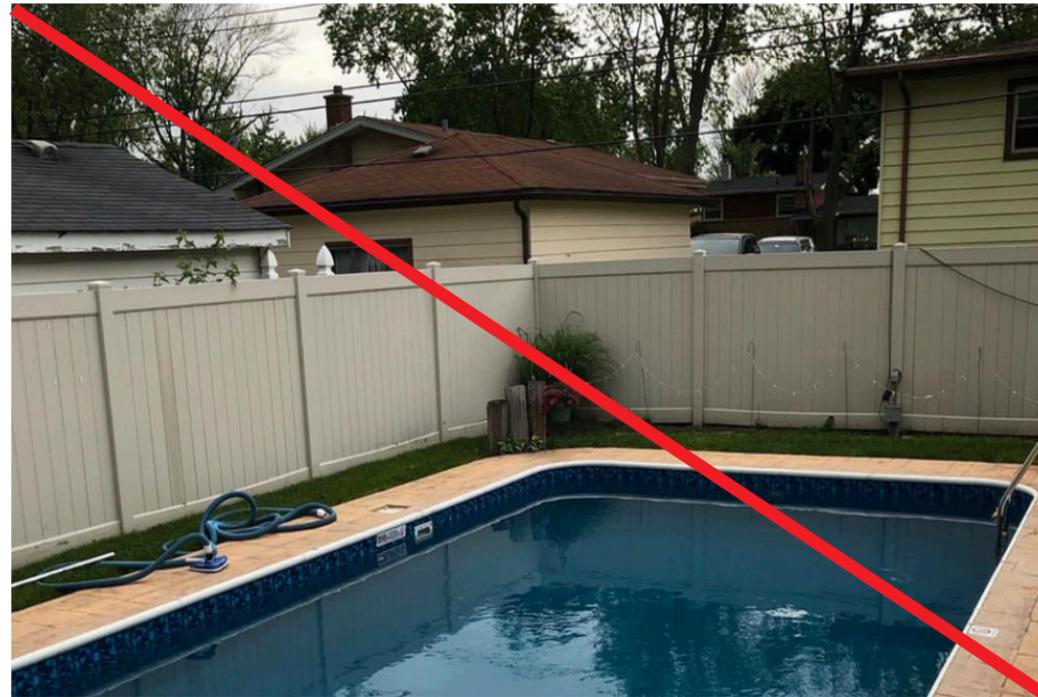
Let the pool, architecture, and the surrounding landscape be the expression of intent. Remove pool toys, accessories, cleaning equipment. Make sure the landscaping is maintained and groomed. Remove leaves, dead branches, and yard equipment. Ensure all the outdoor furniture is fully set up and clean. Umbrellas should be consistently open or closed, and seats should have their cushions. Check the windows of the home and ensure the blinds are closed and lights are consistent. If the pool has an auto or safety cover, get shots with it closed and partially opened. Avoid overly cluttered settings.



## Details

### Background is important

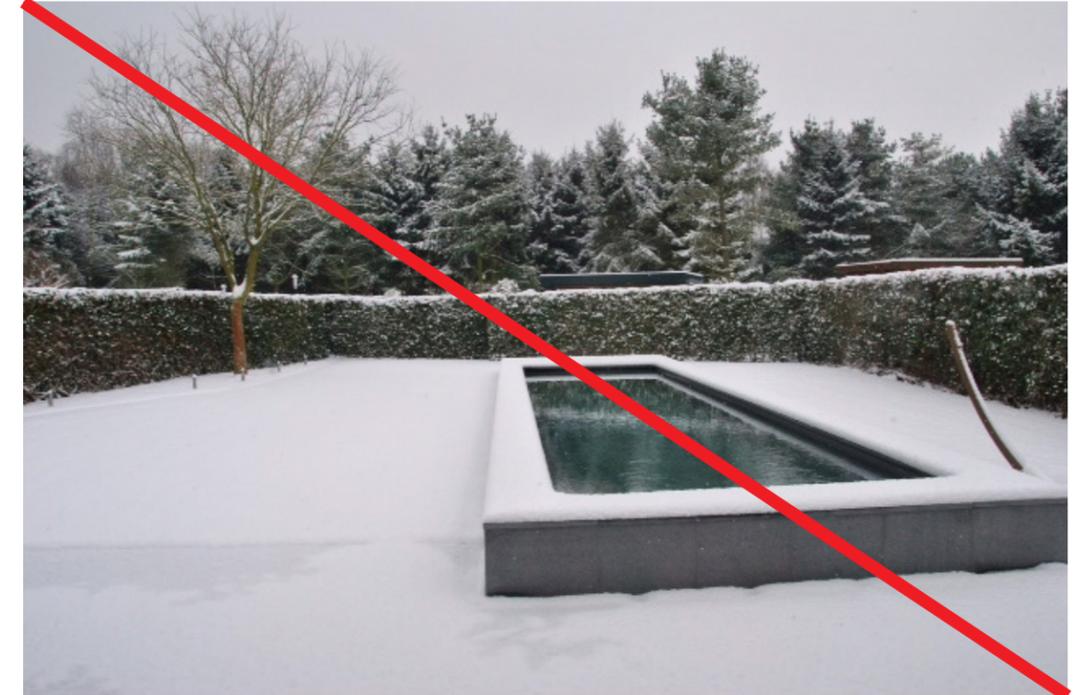
Consider what's in the background of the photos. Avoid including AC equipment, telephone poles, powerlines, cars, the neighbor's house, chainlink fences, yard signs, frisbees on the roof etc.



## Time of Day

### Lighting matters

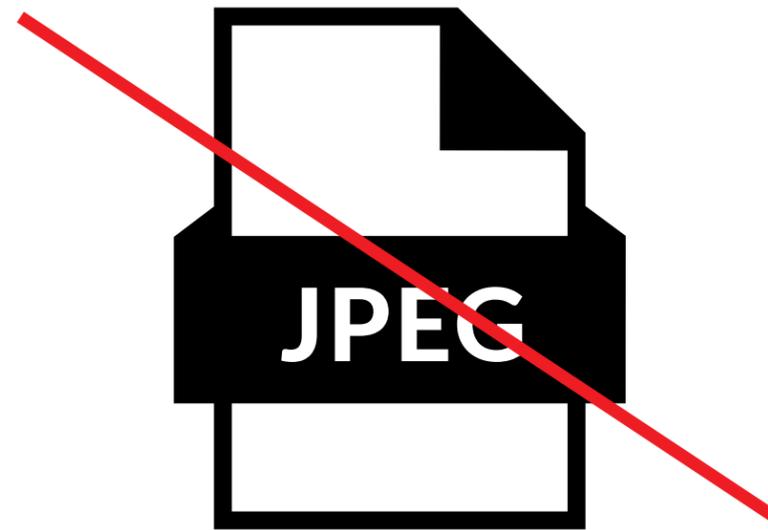
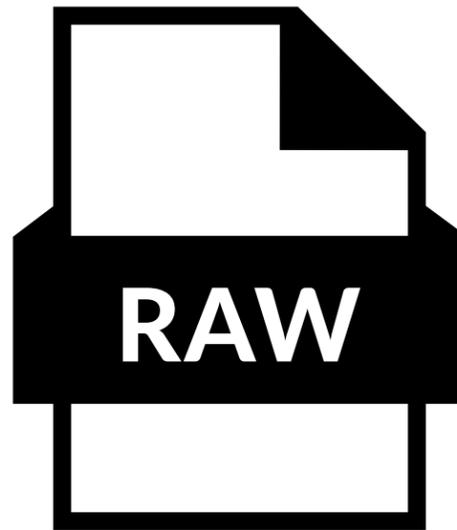
Plan to shoot early morning, late afternoon and even at dusk—the photos are more atmospheric. Avoid shooting mid-day when the sun is directly overhead. Don't shoot on days that are overcast or rainy and gloomy.



## How Many

### More is better

Let us do the editing. Shoot a lot and send us everything you shoot. If in doubt, send it. If possible, shoot using RAW format.



**Thank you!**