CEILING FANS
   Non Lighted Ceiling Fans
   Integrated LED Ceiling Fan
   Standard Light Ceiling Fan

The Home Depot
STYLE SHEET FOR PRODUCT MARKETING CONTENT

CONTENTS

CHECKLIST FOR ONLINE SKU REQUIREMENTS

All items must be entered into the IDM Vendor Portal (or communicated to your digital content analyst) before the SKU will be moved out of Vendor Enrich.

CEILING FANS– ALL PRODUCTS
REQUIRED

Super SKUs

☐ {Super_SKUs_Required}

Swatch Images

☐ {Swatch_Images_Required}

Accessories

☐ Accessories are recommended for this category. Please limit the number of accessory items to 12 or fewer.

Collections

☐ Collections are recommended for this category. Please attempt to limit the number of items in the collection to 12 or fewer.

Coordinating Items

☐ Coordinating items are recommended for this category. Please attempt to limit the number of items in the coordinating group to 12 or fewer.

Images and Assets

☐ {Images_and_Assets_Required}

Video

☐ Product videos should be loaded for items in this category.

ANATOMY OF THE HOMEDEPOT.COM PRODUCT INFORMATION PAGE (PIP)

Helping our customers get more out of their home improvement projects is what The Home Depot is about. It's only natural to express that helpfulness with a genuine and friendly voice. We don't talk at customers. We talk to them. We strive to remain **Best in Class** and our wish is that your items uphold the same standards.

As you create the marketing components associated with your product information, use the perfect sku example below to ensure your products are picture-perfect, optimizing the customers shopping experience. For a more detailed explanation on the various components below, CLICK HERE

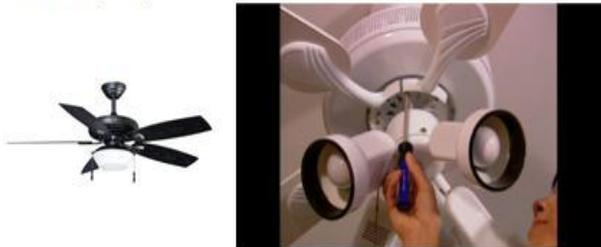- To get your own (already created) product videos online, use the Vendor Video Portal: http://itemvideo-prod.microsite.homedepot.com/
- To add items to existing videos or if you have questions about videos, email: vendor_video_request@homedepot.com
- Inquiries about linking to us from your site: vendorLinks@homedepot.com
- Receive more info related to your product reviews and be set up for automated reporting, respond to a customer issue, etc: UserGeneratedContent@homedepot.com
- Implement Q&A for all your products: UserGeneratedContent@homedepot.com

PERFECT SKU: CEILING FANS

MFG Brand Name/Product Name: Follows category specific standards, includes key search terms. DO NOT include MFG brand name in the product name, it must be entered in the MFG Brand Name attribute.

Primary Image: Clearly shows what the customer will receive. Image should be of the product only (no props) on a plain, white background and should be a minimum of 1000x1000 pixels to enable zoom.

Visual Assets: Video, lifestyle/scene shots, alternative images, close-up detail images of special features, etc.;

Cross Merchandising: Allows customers to see options within same collection of products and/or accessories to their primary purchase item.

Super SKU: Allows customers to see other color or finish options for the item

Assets: Documents such as assembly/installation instructions, warranty information, etc. (PDFs). Instructions / Assembly, Specification, and Warranty required

Product Description and Bullets: Follows category standards, includes features & benefits, product uses. 10 bullets required

Hampton Bay | Model # YG188-NI | Internet # 202528706 | Store SKU # 791647

Gazebo II 52 in. Indoor/Outdoor Natural Iron Ceiling Fan

★★★★★ (335) | Write a Review + | Customer Images (33) ˅ | Questions & Answers (38) +

$99.97 /each

FIXTURE COLOR/FINISH: Natural Iron

Ship to Home FREE
Estimated Arrival MAY 6 - MAY 8
See Shipping Options

Pick Up In Store FREE
Available for Pick Up Today

1 | ADD TO CART | SAVE TO MY LIST

OR Buy now with PayPal

Item cannot be shipped to the following state(s): AK,GU,HI,PR,VI

📍 IN STOCK AT YOUR SELECTED STORE

Jonesboro #123 ↗ | 12 In Stock

− ACCESSORIES (8)

YOUR CURRENT PRODUCT			
$99.97 /each	$39.97 /each	$29.98 /each	$29.98 /each
Hampton Bay Gazebo II 52 in. Indoor/Outdoor...	Wool Shop Ceiling Fan Duster	Hampton Bay Ceiling Fan Remote Control	Hampton Bay Ceiling Fan Wall Control
★★★★★ (334)	★★★★★ (5)	★★★★★ (163)	★★★★★ (90)
✓ Item Selected	Select This Item	Select This Item	Select This Item

1 Item(s) Selected | ADD ITEMS TO CART

PRODUCT OVERVIEW Model # YG188-NI | Internet # 202528706 | Store SKU # 791647

The Hampton Bay Gazebo II Natural Iron Ceiling Fan features 5 reversible weather-resistant black/walnut blades and a natural iron finish that looks great in either an indoor or outdoor setting. A dome-style light kit with frosted glass completes the overall design. The Gazebo has an optional 3-speed control with reverse setting and a wet-rated housing for outdoor use. Uses two 13-watt CFL bulbs (included). California residents: see Proposition 65 information.»

- 5 reversible weather-resistant black/walnut blades for an interchangeable look
- Dome-style light kit with frosted glass
- The item has an optional 3-speed control with reverse setting and a wet-rated housing for outdoor use
- Decorative canopy ring and coupling cover are used to conceal any exposed screws
- Weather-resistant blades and wet-rated housing allows for outdoor use
- Large room: room size from 12 ft. x 12 ft. to 18 ft. x 18 ft.
- 4-1/2 in. extension downrod in natural iron finish with 3/4 in. diameter
- 172mm x 14mm motor offers superior air movement
- Airflow rate of up to 5,448 CFM
- Outdoor coverage of up to 20 ft. x 20 ft.

Info & Guides

📄 Instructions / Assembly
📄 MSDS
📄 Specification
📄 Use and Care Manual
📄 Warranty

You will need Adobe® Acrobat® Reader to view PDF documents. Download a free copy from the Adobe Web site.

PRODUCT NAME AND MARKETING COPY

PRODUCT NAME

The product name formula supports the best experience by allowing customers to quickly locate specific products of interest at the category page view without having to load the product detail page to confirm type of CEILING FANS. **DO NOT include the manufacturer brand name in the product name.** The manufacturer brand name must be entered in the MFG Brand Name attribute during data collection and will be automatically added to the Product Name when the information is displayed on homedepot.com.

Product Name Legend
- Items in brackets [ ] are considered required elements of the product name
- Items in parentheses { } are considered desired and may only be supplied if it is applicable to that product
- Items in quotations " " are to be added as listed

Non Lighted Ceiling Fans:
Product Naming Formula
{Series} + [Width in.] + {"Outdoor" or "Indoor/Outdoor"} + [Color/Finish] + {Mounting Style} + ["Ceiling Fan"] + {"with/and Remote Control" or "with/and Wall Control"}

Product Naming Example
Argenta 54 in. Bronze Ceiling Fan
Five Minute 52 in. Outdoor White Ceiling Fan
AirPro 52 in. Indoor/Outdoor Brushed Nickel Ceiling Fan

Integrated LED Ceiling Fan:
Product Naming Formula
{Series} + [Width in.] + ["LED" or "Integrated LED"] + {"Outdoor" or "Indoor/Outdoor"} + [Color/Finish] + {Mounting Style} + ["Ceiling Fan"] + ["with Light" or "with Light Kit"] + {"with/and Remote Control" or "with/and Wall Control"}

Product Naming Example
14 in. LED Tan Ceiling Fan With Light
20 in. Integrated LED Ceiling Fan With Light Kit

Standard Light Ceiling Fan:
Product Naming Formula
{Series} + [Width in.] + {"Outdoor" or "Indoor/Outdoor"} + [Color/Finish] + {Mounting Style} + ["Ceiling Fan"] + ["with Light" or "with Light Kit"] + {"with/and Remote Control" or "with/and Wall Control"}

Product Naming Example
15 in. Brown Ceiling Fan With Light Kit
12 in. Blue Ceiling Fan With Light

PRODUCT NAME NOTES
{Product_Name_Notes}

MARKETING COPY

What you type in the description field will appear to our customers. You are creating a product description that appears on HomeDepot.com, not your manufacturing company website. This means that your descriptions must stand on their own without the use of asterisks to qualify a statement. Further, from a Search Engine Optimization (SEO) perspective, your description should focus on the key terms that make your product unique. **DO NOT use any special characters** such as the © Copyright Symbol, ®Registered Symbol or Trademark Symbol when inserting your product information in Item Data Management.

MARKETING COPY EXAMPLE
The Thomasville Lighting West Palm 58 in. Ceiling Fan offers a relaxed island feel to your home with its Riviera Crackle finish and etched antique mist glass shades. The 3 included candelabra light bulbs add the finishing touch. The AirPro motor features 3 speeds with an integral reverse function. The handy remote control provides independent uplight and downlight operation and speed control.

PRODUCT FEATURE / BENEFIT BULLET STATEMENTS

FEATURE BULLET RANKING AND EXAMPLES

- A minimum of 10 bullets is required for products in this category. You may add more features if they are relevant to the product
- If you come across features that are not listed below but you feel they are important to the customer, please first try to combine it with an existing feature below or you may add it separately
- Do not include punctuation at the end of the bullet (no periods or semi-colons)
- Do not spell out numbers even when beginning a bullet. The only exception to this rule is when two numbers follow each other; always spell out the first number

Note: Only use the following feature bullets (that are applicable) listed in the sequence orders below:

1. Blades feature and benefit
4 reversible dark teak/walnut blades

14-degree blade pitch provides greater air movement

2. Lights feature and benefit
3-light kit with light amber glass

3-light halogen spot light with adjustable shades for increased light control

Light kit with power plug clicks into fan housing for fast and easy installation and maintenance

3. Controls feature and benefit
3-speed reversible control

Handheld remote control with independent uplight/downlight control

Wall control offers 4-speed fan control and light dimmer for easy access

Must be used with either a remote or wall control, no pull chain control

4. Design/Appearance feature and benefit
Space-saving design is ideal for small rooms

Decorative canopy ring and coupling cover to conceal any exposed screws

Tuscany crackle finish adds a unique style to your home

5. Compatibility/Use feature and benefit
Designed for indoor use only

Weather-resistant blades and wet-rated housing allows for outdoor use

6. Room Designation
Great room: room size over 20 ft. x 20 ft. with blade size of 56 in.

7. Light Bulb QTY/Type and Included/Not Included
Uses (3) 13W CFL bulbs, included

8. Extension Downrod Length

9. Motor feature and benefit
153 mm x 15 mm motor offers superior air movement

High performance motor assures powerful, whisper-quiet operation

10. Included feature and benefit
Two 14-watt compact fluorescent light bulbs included

11. Compatibility feature and benefit
For all ceiling fans that utilize a 3/4 in. ceiling fan extension downrod

12. Installation feature and benefit
Twist-and-lock installation method makes it easier to install and conceal hardware

13. Energy Information at High Speed
Airflow (cu. ft./minute), Electricity Use (watts), Airflow Efficiency (cu. ft./minute/watt)

14. Energy Star feature and benefit
Energy Star qualified for improved energy efficiency

15. Required for LEDs: Lumen Output
Brightness: 800 Lumens

16. Required for LEDs: Light Color Temperature
3000K (Bright White)
5000K (Daylight)

PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

To ensure an optimum customer experience on homedepot.com, the following product image requirements have been established.

SIZE
- All images must be at least a minimum of 1000 pixels x 1000 pixels

PHOTOGRAPHY:
- All products must be digitally photographed out of the package with the exception of products that are typically represented in the package, such as extension cords, fasteners, etc. If an image is shot in the packaging, both the front and the back of the package should be shot to include any marketing copy or disclaimer included on the packaging. *This is to be assessed on an as need basis by the vendor, merchant and homedepot.com.*
- Main product images should only feature the product. No props or additional products (assortment groupings) are allowed within the primary image area. Alternate images of the product are encouraged to convey "lifestyle" images, and alternate views of important product features.
- People and pets must not appear in any product image.
- Images must represent the correct color of the product.

{Guideline_Background_Borders}
HTML COLOR TABLES

HTML Color Table

Name	Sample	Hex Triplet	RGB	CMYK
White		#FFFFFF	R-255 G-255 B-255	C-0 M- 0 Y- 0 K- 0
DarkGray		#A9A9A9	R-169 G-169 B-169	C-0 M- 0 Y- 0 K- 34

PRODUCT FILE FORMAT AND REQUIRED ASSETS

FILE FORMAT and NAME
- Image files MUST be in JPEG format.
- The format for naming your asset should enable users to quickly associate an asset to an item.
- Example: yourModel#_productimage.jpg, your UPC_productimage.jpg, yourModel#_lifestyle.jpg

REQUIRED ASSETS
- Instructions / Assembly
- Product Image
- Lifestyle/Alternate Image
- Warranty
- Specification
- Energy Guide