

# Creative SOP: Design on Amazon - Best Practices

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## Who is this for:

- This SOP is intended for designers, copywriters, and POCs (Point of Contact) who are responsible for creating and managing Amazon Brand Store, A+ Content, and Image Stack Improvements for products sold on Amazon.
- It is also useful for anyone involved in the Amazon listing creation process, including account managers and marketing teams.



## Objective:

- The objective of this SOP is to outline the design best practices for Amazon Brand Store, A+ Content, and Image Stack Improvements.
- It provides guidelines on how to create visually appealing, accurate, and informative designs that meet Amazon's requirements and policies.

## • Brand Store

- Always design with mobile in mind; keep font sizes large in images.
  - In brand stores, you can use 2 versions of an image; one with small font for desktop and one with large font for mobile using the mobile/desktop section. So on the desktop, the desktop version (small font size, etc) will be visible, and on mobile, there will be the mobile version (large font size) of that image in the same place/module. (Not possible in A+ content)
- Must have 4 or more pages, each with 1 or more unique products to qualify for Sponsored Brand Ads.
- Each page of the store has a Meta-description that should include SEO data. The store is indexed by Google but not by Amazon. Use the same process as alt-text for now until the standard is updated.

## • A+ Content

- Always design with mobile in mind; keep font sizes large if in images, copy over 100-150 characters should go in the Body Text blocks of modules.
- If no copy is available or you are unable to come up with a draft for it, you can use "Lorem Ipsum" placeholder text. However, to enhance the overall quality of your content, it is recommended to enlist the expertise of a skilled copywriter who can create an exceptional A+ copy to replace the temporary placeholder.
- Avoid plain white or light-colored backgrounds unless necessary for branding purposes (since many people use computers and phones in "Dark Mode").
- Each image in A+ content must have SEO included. The designer will add at creation, but POC is responsible for confirming the accuracy and managing updates of alt-text.

- Most important product features should always go in the top half of A+ content. Save comparison charts, brand stories, and anything not specific to the product for the last modules.
- Aim to deliver the first A+ design within 48 hours.
- **Main Image improvements**
  - Must have a pure white background (pure white blends in with the Amazon search and product detail pages—RGB color values of 255, 255, 255).
  - MAIN images must be professional photographs of the actual product (graphics, illustrations, mockups, or placeholders are not allowed). They must not show excluded accessories or props that might confuse the customer.
  - MAIN images must not include text, logos, borders, color blocks, watermarks, or other graphics over the top of a product or in the background.
  - MAIN images must not include multiple views of a single product.
  - MAIN images must show the entire product that is for sale. Images must not touch or be cut off by the edge of the image frame, with exception of Jewelry (e.g. necklaces).
  - MAIN images must show products outside of their packaging. Boxes, bags, or cases should not appear in the image unless they are an important product feature.
  - MAIN images must not show a human model that is sitting, kneeling, leaning or lying down; however, expressing various physical mobilities with assistive technology is encouraged (wheelchairs, prosthetics, etc.).
  - MAIN images of multi-pack apparel items and accessories must be photographed flat (off-model).
  - MAIN images of clothing accessories must not show any part of a mannequin, regardless of the mannequin's appearance (clear, solid-color, flesh-toned, framework or hanger).
  - MAIN images for Women's and Men's clothing must show the product on a human model.
  - All images of Kids & Baby clothing must be photographed flat (off-model).
  - MAIN images of shoes must show a single shoe, facing left at a 45-degree angle.
- **Image Stack Improvements (including infographics) on top 5 sellers**
  - Images must accurately represent the product that is for sale.
  - Images must match the product title.
  - The product must fill at least 85% of the image.
  - Keep images at 2000x2000 px to keep the quality great and activate the zoom-in function for Amazon.
  - Images must not exceed 10,000px on the longest side.
  - Images must be JPEG (.jpg or .jpeg), TIFF (.tif), PNG(.png), or GIF (.gif) file formats. JPEG is preferred. Our servers do not support animated .gifs.

- Images must not be blurry, pixelated, or have jagged edges.
- Images must not contain nudity or be sexually suggestive. Leotards, underwear, and swimwear for kids and babies must not be shown on a human model.
- Images must not include any Amazon logos or trademarks, variations, modifications, or anything confusingly similar to Amazon's logos and trademarks. This includes but is not limited to, any words or logos with the terms AMAZON, PRIME, ALEXA, or the Amazon Smile design.
- Images must not include any badges used on Amazon, variations, modifications, or anything confusingly similar to such badges. This includes, but is not limited to, "Amazon's Choice," "Premium Choice," "Amazon Alexa," "Works with Amazon Alexa," "Best Seller," or "Top Seller". Refer to trademark usage guidelines for more details.
- **Every Image stack needs the following:**
  - Main Image (required) - product only on white background, 2000x2000px. If there are multiple items in the packaging, best to include all pieces that are shipped. The product should take up the majority of the image.
  - Alternate Angles of product or ingredient list if in the supplements or cosmetics category or size chart for clothing or dimensions for large items or any product where size is a major consideration.
  - Lifestyle image with Model (at least 2 for most items, 1 if more important info like sizing or dimensions are needed)- product in use by a model.
  - Lifestyle image in Context - product in a context where it is normally stored or used. For example: on a table, dresser, toolbox, car, etc.
  - Product infographic - Infographic pointing out major product features.
    - Include 3-5 lines of copy for designers to build infographics. Each line should be around 100 characters.
  - Brand Infographic (optional) - Infographic point out major benefits of the brand or short brand story/bio.
- Video Ad
  - 30-45 seconds.
  - Must include captions that explain product features (100-150 characters, provided by POC at task creation).
  - Avoid voiceover, but if you need to have it, it must be subtitled/closed-captioned.
  - Video specs
    - 16:9 aspect ratio
    - 1280 x 720px, 1920 x 1080px or 3840 x 2160px

- 23.976, 24, 25, 29.97, 29.98, or 30 fps
  - 1 Mbps or higher bit rate
  - H.264 or H.265 codec
  - 6-45 sec long
  - 500 MB or smaller
  - MP4 or MOV file
  - Main or baseline profile
  - Progressive scan type
  - 1 video stream only
  - Audio specs
    - 44.1 kHz or higher sample rate
    - PCM, AAC or MP3 codec
    - 96 kbps or higher bit rate
    - Stereo or mono format
    - Not more than 1 audio stream
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