

AMAZOWL TRAINING

Amazon Core Content

A Summary to the Technical Side to Images

Cheat Sheet

- **Standard Image Requirements**

- Images must be high-resolution.
- Images cannot be stretched or distorted.
- Images must have accurate colors.

- **360 spin images**

- Only available to selected Vendors on Amazon.
- Must be in a TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format;
- have preferred dimensions of at least 1000×1000 pixels or larger;
- be in CMYK or sRGB color mode; and,
- have file names that consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension (Example: B000123456.jpg or 0237425673485.tif).

- **Main Image Requirements**

- The Background for the main image must be pure white (RGB 255,255,255).
- The full product must be in frame.
- The main image must not contain additional text, graphics, or inset images.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- All other products should fill 85% or more of the image frame.
- The image must be of, or pertain to, the product being sold.
- The image must not contain gratuitous or confusing additional objects.
- The image must be the cover art or a professional photograph of the product being sold. Drawings or illustrations of the product are not allowed.

- Books, Music, and Video/DVD images should be the front cover art, and fill 100% of the image frame. Jewel cases, promotional stickers, and cellophane are not allowed.
- Pornographic and offensive materials are not allowed.
- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format.
- Image pixel dimensions of at least 1000 or larger in either height or width preferred.
- sRGB or CMYK color mode.
- File names must consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension (Example: B000123456.jpg or 0237425673485.tif).

- Supporting Image Requirements

- Other products or objects are allowed to help demonstrate the use or scale of product.
- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format.
- Image pixel dimensions of at least 1000 or larger in either height or width preferred.
- sRGB or CMYK color mode.
- The product and props should fill 85% or more of the image frame.
- Cropped or close-up images are allowed.
- Backgrounds and environments are allowed.
- Text and demonstrative graphics are allowed.
- The image must be in focus, professionally lit and photographed or scanned, with realistic color, and smooth edges.
- Pornographic and offensive materials are not allowed.

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