

# NE – Creative Guidelines

# Content

## 1. Technical guidelines

- Packages & sizes
- Must haves

## 2. Creatives Formats

- Static
- GIF
- Storyboard
- Cube ads
- Native ads – Brand card, Quad card & collections
- Hero fader
- Video ads

## 1A – Placement & sizes

1. Dimension, file size and font size for each placement is given below. JPEG files to be shared for all creatives.

Mobile Platform	Creative Dimension	Actual Dimension	Maximum Weight	Maximum Weight (Arial)		Special Note
				Main copy	Disclaimer	
Amazon Placements	828 x 300	414 x 150	<200 KB	30 pt	20 pt	Follow safe area guideline
	828 x 250	414 x 125	<200 KB	30 pt	20 pt	Follow safe area guideline
	640 x 100	320 x 50	50 KB	24 pt	12 pt	
	600 x 500	300 x 250	<200 KB	40 pt	20 pt	
3P Placements	500 x 500	250 x 250	<200 KB	40 pt	20 pt	
	672 x 560	336 x 280	<200 KB	40 pt	20 pt	
	640 x 960	320 x 480	<200 KB	40 pt	20 pt	
	600 x 1200	300 x 600	<200 KB	40 pt	20 pt	
	720 x 100	360 x 50	<200 KB	40 pt	20 pt	
	640 x 100	320 x 50	50 KB	24 pt	12 pt	
	600 x 500	300 x 250	<200 KB	40 pt	20 pt	
	640 x 200	320 x 100	<200 KB	40 pt	20 pt	

## 1B – Must haves

- **Visual:**

The creative must incorporate the brand logo and it should be **clear and prominent**

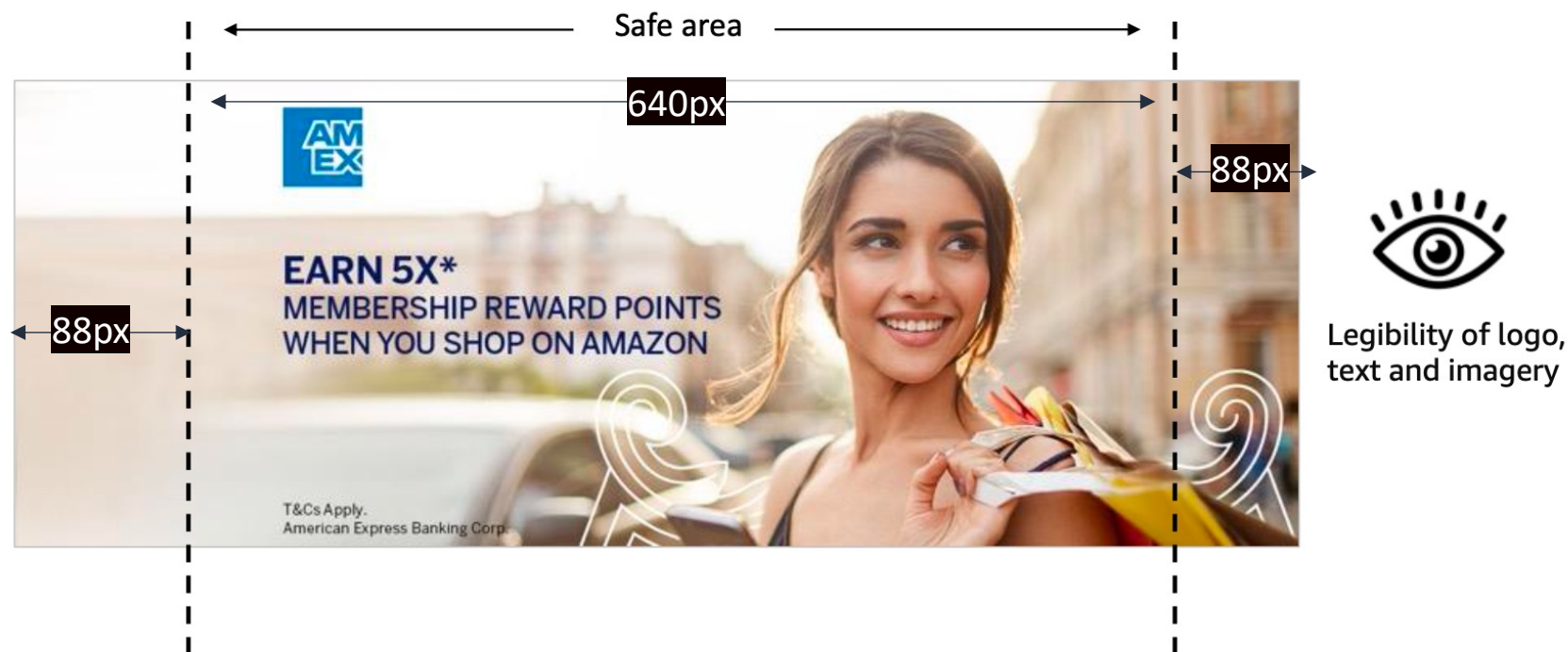
- **Color:**

For the *mobile homepage ATF & BTF* and *desktop homepage billboard*, these colors are not allowed as full bleed background colors as they distract from the native experience.



## Safe area:

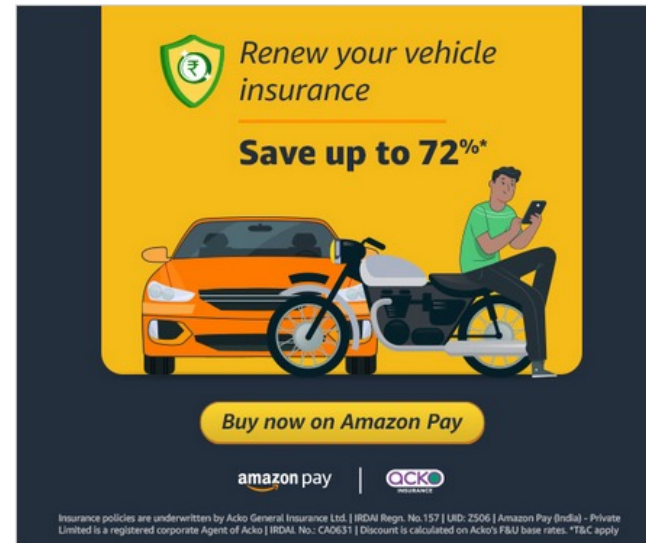
on mobile placements (applicable for sizes 828 x 250 and 828 x 300) – Only content in the center 640 pixels will be visible on majority phones. In smaller phones edges outside this will get cut off.



## Copy:

Creatives need to have minimal copy. Maximum of 50 characters

- This is excluding any disclaimers, legal requirements and brand logos
- Any secondary logo will be considered as part of the text.



- Legal or disclaimer text is restricted to one line, refer table on page 1 for font size. Tip: if there is a lot of disclaimer copy, use a \*T&C apply on the banner and have the complete disclaimer on the landing page.

- Claims in ads should have adequate substantiation. The source should be from a verifiable third party data. The data cannot be more than 18 months old.



- Copy must be in English. For any other language there will be an Amazon approval process. In exception cases also the script will remain in English i.e. words are phonetically written out in English, not in the script of the local language.

## Logo guidelines:

'Amazon' & 'Amazon partner' logos should not be used within a sentence. Below are the Do's & Don'ts to follow while using Amazon logos

### 1. Amazon Pay Gift Card logo

This logo can be used for specific scenarios where we intend to establish the context of Amazon Pay Gift Cards, on both on-site and external communications.



- Amazon Pay Gift Card must be represented in Title Case or in ALL-CAPS in all text communications.

get **Amazon Pay Gift Card** worth  
GET **AMAZON PAY GIFT CARD** WORTH

get **amazon pay gift card** worth  
get **Amazon Pay gift card** worth  
get **Amazon pay Gift card** worth

- A line break (if needed) should only be inserted after Amazon Pay.

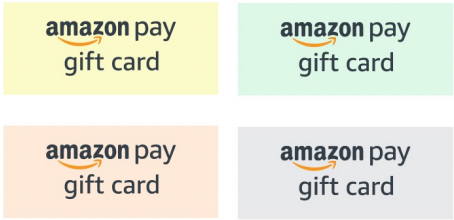
get **Amazon Pay**  
**Gift Card** worth  
GET **AMAZON PAY**  
**GIFT CARD** WORTH

Get **Amazon**  
**Pay Gift Card** worth  
Get **Amazon Pay Gift**  
**Card** worth



Amazon Pay Gift Card Logo Application on background color.

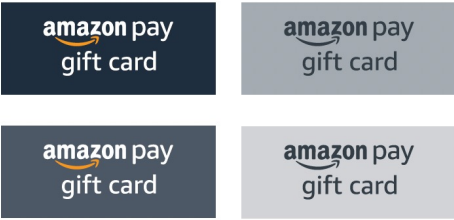
On lighter tints



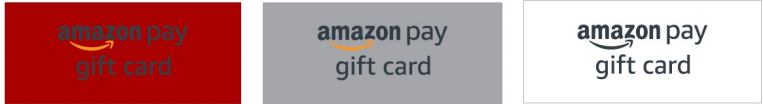
On brighter













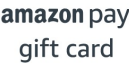







On grey scale



Incorrect usage of logo

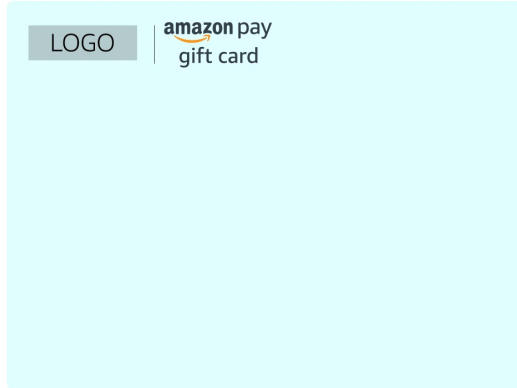


Don'ts.

 <p>Do not change the color of the logo (refer to the color variants provided in the guideline)</p> 	 <p>Do not create outlines for the logo</p> 	 <p>Do not distort or rotate the logo</p> 	 <p>Do not place the logo over a background that does not provide enough contrast</p> 	 <p>Do not add icons to the logo</p> 
 <p>Do not remove elements from the logo</p> 	<p>Get  worth ₹1000</p> <p>Do not use the logo in a sentence</p> 	 <p>Do not modify or re-create the provided artwork.</p> 	 <p>Do not place the logo over a photo background that is too busy</p> 	

- Partnership branding: in case the partner brands want to use Amazon Pay Gift Card logo in their artwork.

Use Partner logo with Amazon Pay Gift Card logo alongside each other separated by a “|”

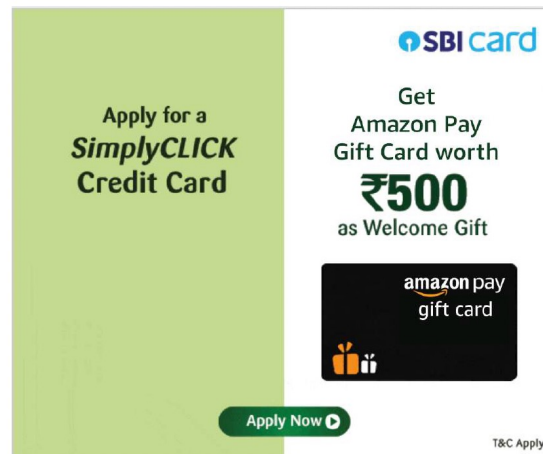


Use Partner logo and Amazon Pay Gift Card logo separately on the artworks. Place the logos on opposite corners



- Don'ts.

Correct



Incorrect



Error 1  
Do not use logo in a sentence

Error 2  
Incorrect logo of Amazon Pay Gift Card in the card image

Correct



Incorrect

- 
- Error 1  
Do not use logo  
in a sentence
- Error 2  
Do not use "voucher" for  
Amazon Pay Gift Card



Correct



Incorrect

- 
- Error 1  
Do not use logo  
in a sentence
- Error 2  
Do not use Amazon Pay logo  
for Amazon Pay Gift Card



## 2. Amazon Shopping Voucher

This logo can be used for specific scenarios where we intend to establish the context of Amazon Shopping Voucher, on both on-site and external communications.



- Logo Application o background color.

### On lighter tints



### On brighter





















### On grey scale



### ✗ Incorrect usage of logo

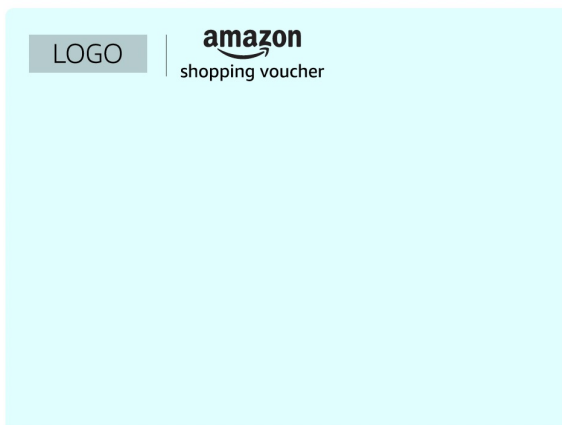


- Don'ts.

 <p>Do not change the color of the logo (refer to the color variants provided in the guideline)</p> 	 <p>Do not create outlines for the logo</p> 	 <p>Do not distort or rotate the logo</p> 	 <p>Do not place the logo over a background that does not provide enough contrast</p> 	 <p>Do not add icons to the logo</p> 
 <p>Do not remove elements from the logo</p> 	<p>Get  worth ₹1000</p> <p>Do not use the logo in a sentence</p> 	 <p>Do not modify or re-create the provided artwork.</p> 	 <p>Do not place the logo over a photo background that is too busy</p> 	

- Partnership branding

Use Partner logo with Amazon Shopping Voucher logo alongside each other separated by a “|”



Use Partner logo and Amazon Shopping Voucher logo separately on the artworks. Place the logos on opposite corners



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## Creative Formats

- a. Static
- b. GIF
- c. Storyboard
- d. Cube ads
- e. Native ads – Brand card, Quad card & collections
- f. Herofader
- g. Video ads

## 2a. Static:

1. The creative must incorporate the brand logo and it should be clear and prominent
2. Creatives need to have minimal copy. Maximum of 50 characters.
  - This is excluding any disclaimers, legal requirements and brand logos
  - Any secondary logo will be considered as part of the text
  - CTA button is strongly recommended





## 2b. GIF

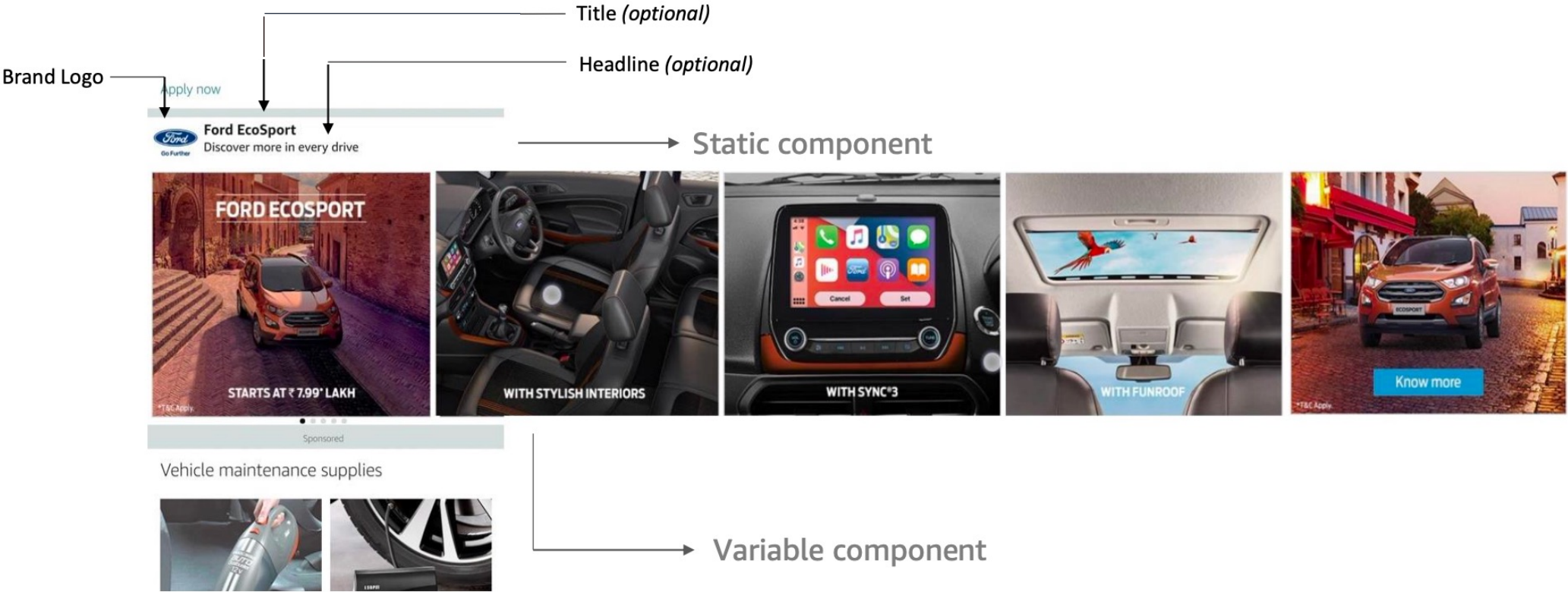
- Word limit – 20 words maximum/frame
- Distracting animation such as text animation or price/discount callout animation is not allowed
- File size to be less than 200kb for mobile placements and less than 50kb for desktop slots
- Duration of the animation  $\leq 10$  seconds and animation can loop a maximum of 3 times
- Minimum frame rate required is 0.5 Second per frame





# 2c. Storyboard

Interactive format | Multi-image experience in one ad slot | Link scrolls to one/multiple pages



## 2c. Storyboard

- Scrollable template: 1 brand logo of size 110x110 px, 1 title to go along with brand logo – 24 character max (space included), 1 headline to go along with title – 28 characters max (space included)
- Scrollable units: 5-6 cards of size 420x350 px.
  - Text on each card can be up to 4 words max
  - For a clean look/if there are related images, place text at the bottom of the card as a strip. Please note – there is no strip for the individual cards on the template, this must be incorporated in the creative design.
  - Minimum font size – 11pt Arial. Please note – card will be reduced to ½ the dimension in which creative is made. Hence legibility is important.
- Scrollable landing pages
  - 1 landing page URL – for the CTA in the header & at the end of all cards
  - 5 landing pages for each of the 5 cards. Landing page for the 1<sup>st</sup> card should ideally be same as the one used for CTA (above)

## 2d. Cube ads

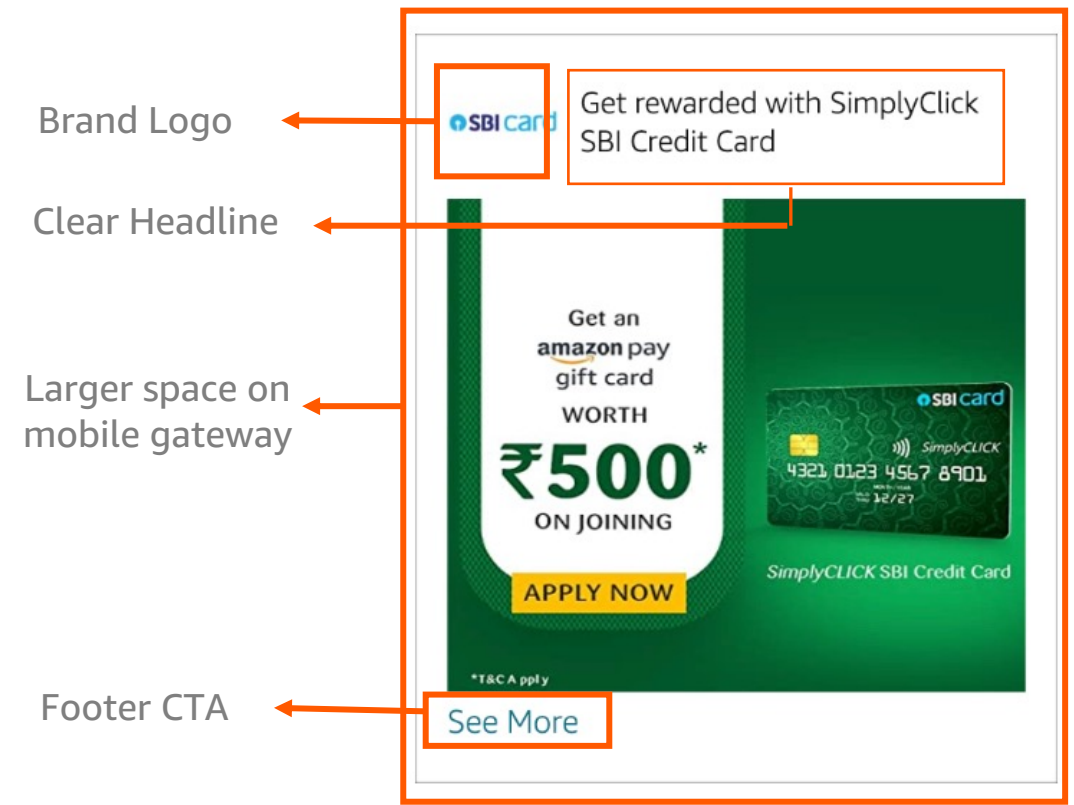
Each face to be treated as a separate static creative

- Creative guidelines same as for static creatives
- Max 40 characters on each face
- Acceptable dimensions: 630X525 px
- Max size: 200kb (for each creative)
- Avoid writing T&C at the bottom right due to presence of 'rotation icon'
- The landing page for each of the 4 faces can be same or different, as required



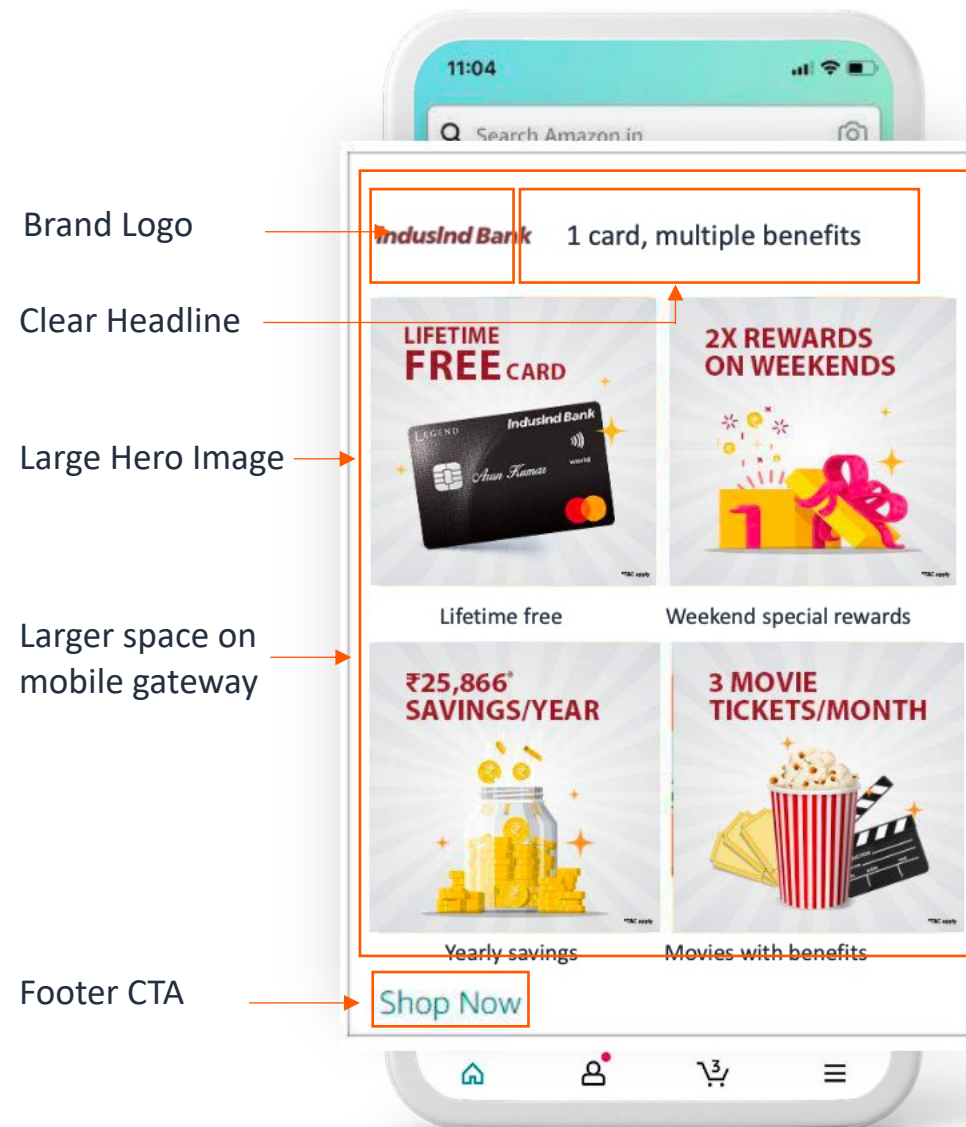
## 2e. Native ads – Brands card

- Brand logo (size: 110X110px, max. 200kb, PNG).
- Image (size: 600x600 px, max. 200kb, JPEG). Max. 4-5 words on image.
- Headline – max. 52 characters (including spaces)
- Landing page URL - Logo can have a different LP from image & CTA
- CTA – choose from See More, Shop Now, Learn More, See Details, Pre-order Now, Go Now



## 2e. Native ads – Quad card

- Brand logo (size: 110X110px, less than 100kb, PNG).
- 4 Images (size: 260x260 px, less than 100kb, JPEG). No text on image.
- Headline –max. 52 characters (including spaces)
- 4 Sub Headlines –max 20 characters (including spaces)
- Landing page URLs -Logo can have a different LP from each of the image tiles, sub-headers & CTA
- Footer CTA - choose from See More, Shop Now, Learn More, See Details, Pre-order Now, Go Now



## 2e. Native ads – Collections

- Brand logo (size: 110X110px, less than 100kb, PNG)
- Hero Image (size: 550X300px, less than 100kb, PNG). Max. 10-15 characters copy to be included
- 3 Tile Images (size: 260x260px, less than 100kb, JPEG) No text on the image.
- Headline – max 52 characters (including spaces)
- Hero Card Sub Headline – max 40 characters (including spaces)
- 3 Image Tile's Sub Headlines – max 12 characters (including spaces)
- Landing page URLs - Logo can have a different LP from each of the image tiles, sub-headers & CTA
- Footer CTA – choose from See More, Shop Now, Learn More

Brand Logo

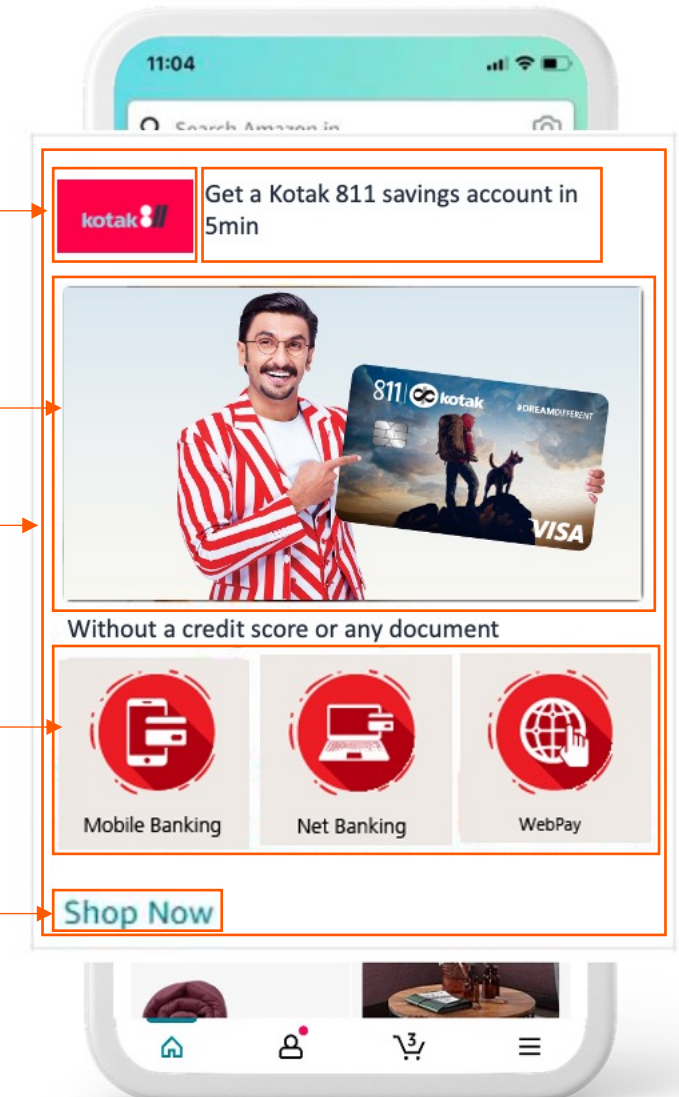
Clear Headline

Large Hero Image

Larger space on mobile gateway

3 Image Tiles

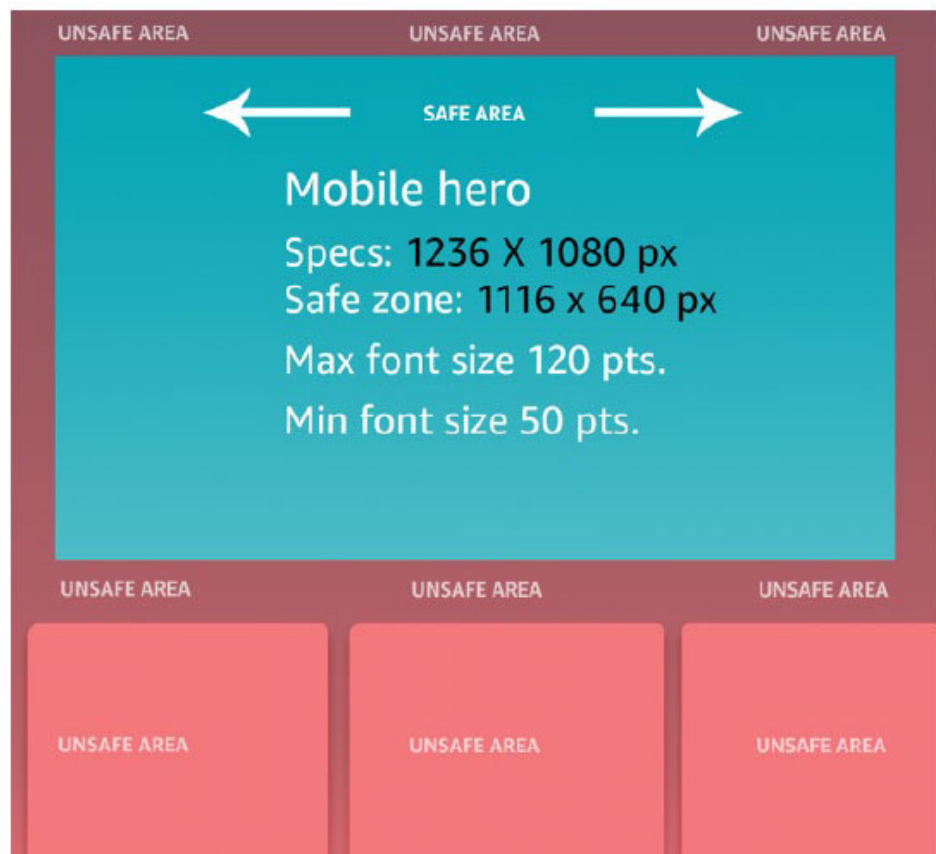
Footer CTA





## 2f. Herofader

Technical details & safe area :



Mobile	
Dimensions	1236px x 1080px
Character Count	<b>45 Characters</b> *Includes characters and punctuation. Does not include spaces or characters in logo.
Font Size	<b>Header &amp; Subhead   50pts min - 120 pts</b> Legal or disclaimer copy   <b>30 pts</b> *please note the point sizes are based on the mobile hero template at 72 DPI. Text must have at least 3:1 color contrast ratio.
File Size	<b>200kb</b>
Disclaimer Copy	We recommend T&C apply on the banner and have the complete disclaimer on the landing page. *Legal or disclaimer copy does not count towards final character count.
Amazon Ember Font	Use only <b>Amazon Ember font</b> for all non-branded marketing copy.
Copy Alignment	All text should be vertically center aligned. Use sentence case for copy.
Logo	Please use logo that is clearly visible, we suggest to use monotone shades for logo

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## **Guidelines:**

Text must have:

- Do not use logos as part of the sentence
- Do not use word “Amazon” in the headline
- Copy should be in sentence case
- Do not use intellectual property symbols
- Only ‘Notify Me’ & ‘Pre-book Now’ CTA text is allowed
- Use superscripts
- Do not use redundant copy

Image must have:

- Do not use radio buttons
- Do not use button or button style treatment
- Follow instructions mentioned in the guidelines document for sub brand logo usage
- Do not use vertical edged dividing lines in creatives



## 2g. Video

### Must have:

Frame rate	At least 24 FPS
Audio	128 kbps / 44 khz
File size	Less than 300 MB
Video duration	Up to 45 seconds on both desktop & mobile
Letterboxing	Videos should not have black bars on any side of the video content

### Good to have:

- Video length of 10-15 seconds, clearly featuring the product.
- Introduce the brand logo in the first 5 seconds of the video.
- Soundless: Our videos are muted auto play. Use videos that can be understood even without sound. Consider text overlay/ using subtitles.
- Add a relevant CTA - using a CTA button on video improves the click through rate.
- Other specifications

Video dimensions	1920 x 1080 px (16:9) recommended
Bit rate	2 Mbps recommended
Preferred codec	Video: H.264, MPEG2, or MPEG 4; Audio: MP3 or AAC

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# Restricted Content

Amazon permits advertising for certain categories with the specific limitations outlined below. These are created considering industry best practices, local laws and regulations, product features, and business objectives that are specific to Amazon.

1. Content that is emotionally exploitative, negative in tone or controversial, or content that uses negative depictions of humans or animals or images of actual or implied abuse or mistreatment.
2. Bare skin and nudity - partial nudity is not necessarily a reason for declining an ad, provided the partial nudity is contextually appropriate and not sexual in nature.
3. Images of tobacco use.
4. Health and beauty advertisements must not use unsupported or exaggerated claims or set unrealistic expectations of the effectiveness of the product.
5. Sexual wellness and adult diaper products are prohibited on the mobile homepage ATF.
6. Weight loss supplements and products are prohibited on the homepage.
7. We prohibit ads advocating or demeaning a religion or political party.

Refer below link for more on restricted ad content: <https://advertising.amazon.com/ad-specs/en/policy/creative-acceptance#3-restricted-ad-content>

# Thank you

