



## GET TO KNOW US:

You want to learn more about our recommendations for your product images? Contact us to talk about our approach:

+49 221 17733710  
[info@factor-a.com](mailto:info@factor-a.com)

## VISUAL BRANDING: USING PRODUCT IMAGES TO BUILD YOUR BRAND ON AMAZON

A picture is worth a thousand words – and on Amazon, it is worth even more. As our world shifts to digital, the importance of visual content is increasing exponentially. However, it can be difficult to achieve the sweet spot of images that are appealing, informative and representative of your brand.

As product images are how shoppers interact with your brand, it is possible to build even more trust in your product and brand by increasing the quality of your images. Contact us now to learn more about your possibilities to optimize your product images.

## WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.





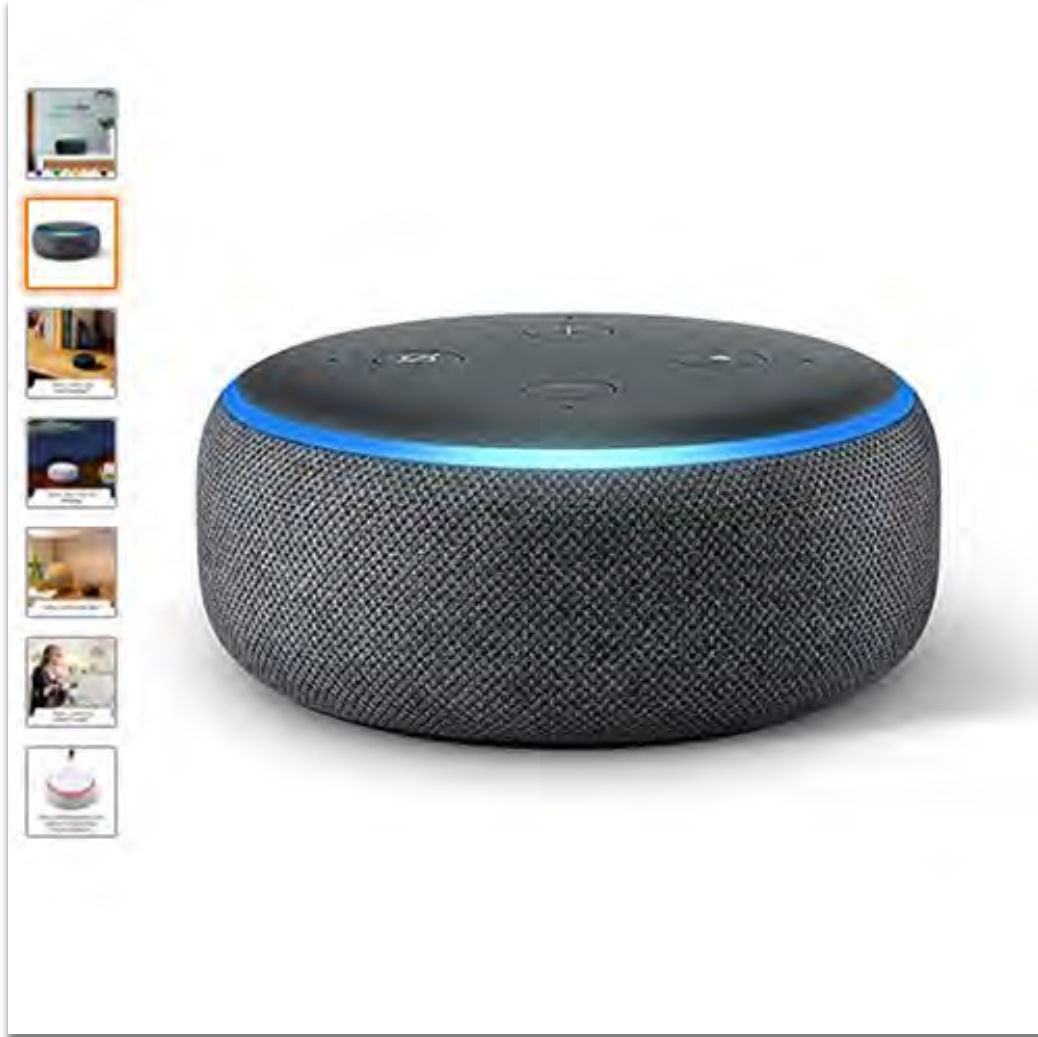
# VISUAL BRANDING: USING PRODUCT IMAGES TO BUILD YOUR BRAND ON AMAZON

April 15th, 2021

# AGENDA

1. Introduction
2. Types of images
3. Amazon Guidelines
4. Good and bad examples
5. Brand identity
6. Brand guidelines
7. Building brand trust
8. Best seller examples

# Introduction to product images



**Product images are how shoppers interact with your brand on Amazon.**

**The higher the quality of the images, the more trust in your product and your brand the customer will feel.**

**Due to this, it pays to make sure your product images are the best they can be.**

“

*66% of Amazon users start their product research process by searching for a product on Amazon – compared to 20% using a search engine, and 3% on another marketplace.* ”

Standard Product Image

Product infographic

Mood / lifestyle

Copy infographic



*Chicken & Turkey Casserole*

*This is a nutritionally complete pet food for adult dogs 4 months +*

**Composition** Fresh Chicken 45%, Freshly Prepared Turkey 15%, Carrots (2%), Squash (2%), Pearl Barley (1%), Brown Rice, Apples, Broccoli, Peas, Blueberries (1%), Flaxseed, Vitamins & Chelated Minerals. **Botanicals & Herbs:** Golden Rod, Nettle, Aniseed, Celery Seed, Rosehips, Marigold Petals, Cleavers, Seaweed, Alfalfa, Milk Thistle, Dandelion Root, Burdock Root.

**Additives (per kg)** **Vitamins:** Vitamin D3 200 IU, Vitamin E 20mg. **Trace Elements:** Zinc (as Zinc Chelate of Amino Acids Hydrate) 25mg, Copper (as Copper (II) Chelate of Amino Acids Hydrate) 1mg, Manganese (as Manganese Chelate of Amino Acids Hydrate) 1.4mg, Iodine (as Calcium Iodate) 0.75mg. **Technological Additives:** Locust Bean Gum 1g.

Analytical Constituents		Energy 92kcal/100g	
Crude Protein	10.5%	Crude Fat	5.4%
Crude Fibre	0.5%	Crude Ash	2.5%
		Moisture	80%



# Standard Product Image

Required for all products by Amazon.

Must have a white background and only feature the product on its own.





**Can be used to showcase key USPs and important technical information.**

**Used to inform and convince  
Amazon customers.**



## Mood / Lifestyle Image

# Build customer trust in the product quality.

**Showcases the product in use  
and attracts target audience.**

**Allows customers to see the product in familiar surroundings.**



Copy infographics

Clearly describe technical details.

Explain advantages compared to competitor products.

Opportunity to introduce good reviews.

# Chicken & Turkey Casserole

*This is a nutritionally complete pet food for adult dogs 4 months +*

**Composition** Fresh Chicken 45%, Freshly Prepared Turkey 15%, Carrots (2%), Squash (2%), Pearl Barley (1%), Brown Rice, Apples, Broccoli, Peas, Blueberries (1%), Flaxseed, Vitamins & Chelated Minerals. **Botanicals & Herbs:** Golden Rod, Nettle, Aniseed, Celery Seed, Rosehips, Marigold Petals, Cleavers, Seaweed, Alfalfa, Milk Thistle, Dandelion Root, Burdock Root.

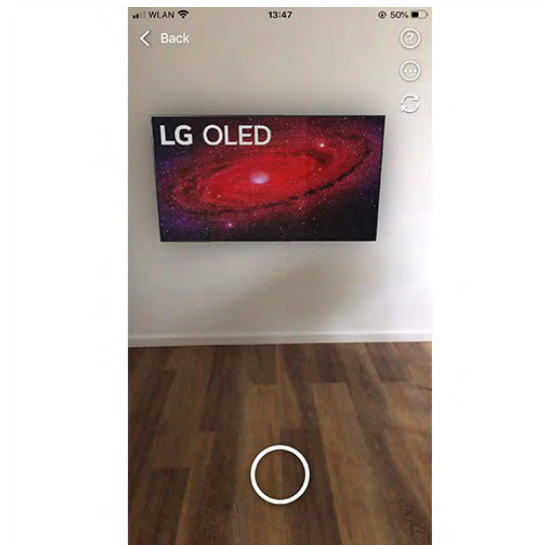
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---

Analytical Constituents		Energy 92kcal/100g	
Crude Protein	10.5%	Crude Fat	5.4%
Crude Fibre	0.5%	Moisture	80%
		Crude Ash	2.5%





Video

360 degree images

Augmented reality



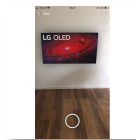


## Video

Showcases the product in use.

Emphasises specific USPs.

Builds customer trust in the product.

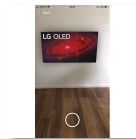


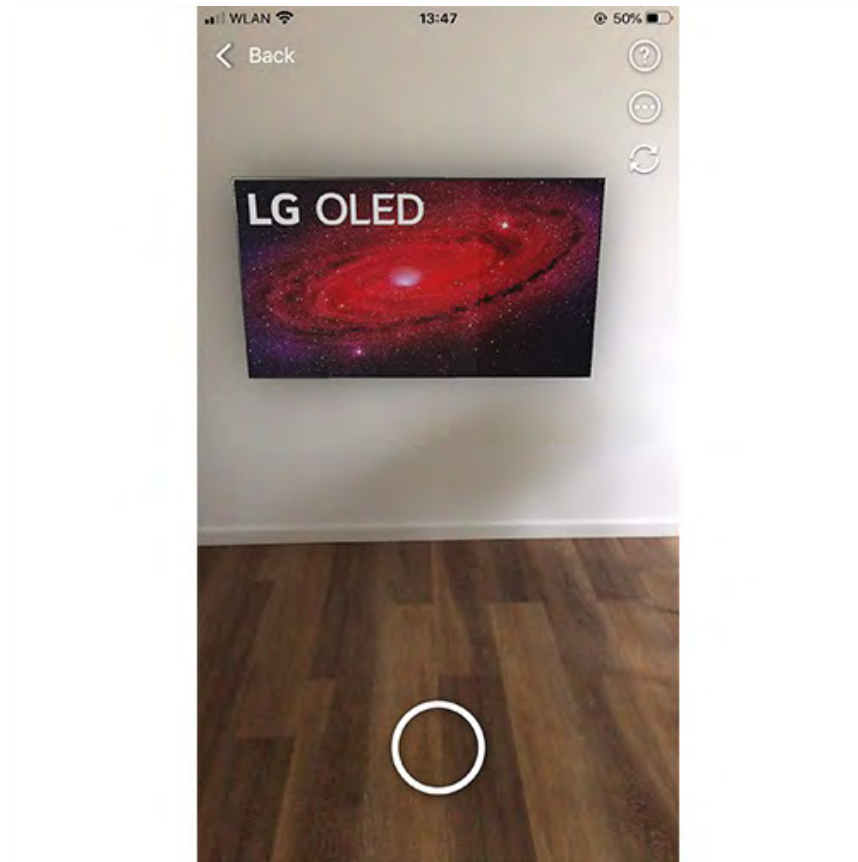


## 360 degree image

Shows customers all sides of the product.

Helps to build trust in the product quality.





## Augmented Reality

Showcases the product in a customer room

Designed for mobile use.



“

*53% of online shoppers say images  
inspire them to purchase.*

”



Amazon Image Requirements	DO'S	DONT'S
Image Size	Preferred 1000px or larger	Less than 500px
Image Frame	Fill out 85%	100% or 50 %
Background Colour	Pure White	Colour Background Image
File Format	JPEG, PNG, GIF or TIFF	AI, PSD, PDF or EPS
Image Type	Professional Photograph or Covert Art	Text, Borders, Logos, Mannequins or Watermarks
Image Colour Mode	RGB or CMYK	Grayscale, Lab, Indexed or Multichannel

**Our recommendation**

Main Image

What is the product  
for?

USP

USP

USP

Awards / certificate /  
reviews  
or an infographic free  
Mood Image

What comes with the  
product?

+ Product  
Video

“

*67% of consumers say that the  
quality of a product image is  
“very important” in selecting  
and purchasing a product.* ”



# Good and bad examples















## Turnmeric

Copyright © 1998

To request an initial appointment, call our toll-free office or visit our Web site at [www.merck.com](http://www.merck.com). We'll schedule the appointment and send you the necessary forms. Please bring the forms to your local physician or other healthcare provider.

Name: Date: Period: Teacher: School:	Page: Date: Time:	Page: Date: Time:
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2019年12月31日

Copyright © 2004 by John Wiley & Sons, Inc.

Leistungsbewertung: 20 Prozentpunkte (20 Punkte) (Bewertungsskala: 1-5 Punkte)

[illegible]

Medical professionals have used a 10-point rating system to assess patients' ability to perform activities for six consecutive days. The scale ranges from 1 (unable to perform) to 10 (able to perform).

### Statistical Analysis

On 2/28/80, the FBI received information from a confidential source that a group of individuals was planning to travel to Washington, D.C., in the near future. The source stated that the group was composed of individuals who were active in the civil rights movement and were planning to travel to Washington, D.C., to participate in a demonstration. The source also stated that the group was planning to travel to Washington, D.C., in the near future.

ප්‍රකාශනයේ අන්තර්ගතය සම්බන්ධයෙන් මාගේ විශේෂ අවධානය යොමු කළේය. ප්‍රකාශනයේ අන්තර්ගතය සම්බන්ධයෙන් මාගේ විශේෂ අවධානය යොමු කළේය.

Stellen Sie sich folgende Situation vor: Sie sind ein Mitglied einer Gruppe, die eine Aufgabe zu bewältigen hat. Die Aufgabe ist so komplex, dass Sie sich nicht selbstständig bewältigen können. Sie brauchen die Hilfe anderer. Wie gehen Sie vor?

It is important to note that the results of this study are based on a cross-sectional design. Therefore, the causal relationships between the variables cannot be definitively established. Future research should consider longitudinal studies to explore the temporal dynamics of these relationships.



# Turmeric

## Suggested Use:

To be used as a food supplement; take 1-4 tablets daily or as directed by your GP or healthcare practitioner. Do not exceed the recommended dose. Suitable for vegans. Please check ingredients if you have allergies or dietary requirements.

Contains:	Per 1 Tablet Serving *	%NRV
Turmeric Extract (from 50mg of a 28:1 extract, providing 45mg Curcuminoids)	1400mg	N/E

\*100% Nutritional Reference Value on recommended daily amount.  
N/E: Not yet established

## Ingredients:

Turmeric extract, Microcrystalline Cellulose, Magnesium Stearate, Dicalcium Phosphate and Silicon Dioxide

No Gelatin, No Artificial Colours, No Flavours or Sweeteners, No Preservatives, No added Sugar or Salt, No Lactose, No Soya, No Gluten, No Wheat, No Yeast

Natural Foundation believes in an honest approach to supplements; aiming for the highest quality for our consumers. We source our products from trusted suppliers, so we know everything you find in our store is created in a safe and ethical environment.

## Product Advice:

To be used as a food supplement, not as a substitute for a balanced diet and healthy living. This product is not intended to diagnose, treat, cure or prevent any disease.

If pregnant, are under supervision or are taking any medication, consult your doctor before use.

Store in a cool, dark place - out of reach of children.

If you experience adverse reactions, discontinue use and consult your doctor. There may be variations in colour throughout this product; these do not affect the quality of the product.



# Turmeric

## Suggested Use:

To be used as a food supplement; take 1-4 tablets daily or as directed by your GP or healthcare practitioner. Do not exceed the recommended dose. Suitable for vegans. Please check ingredients if you have allergies or dietary requirements.

Turmeric ( <i>Curcuma longa</i> ) (from 50mg of a 28:1 extract, providing 45mg Curcuminoids)	Per 1 Tablet Serving :	%NRV
	1400mg	N/E

% NRV: Nutritional Reference Value on recommended daily amount.  
N/E: Not yet established

## Ingredients:

Turmeric extract, Microcrystalline Cellulose, Magnesium Stearate, Dicalcium Phosphate and Silicon Dioxide.

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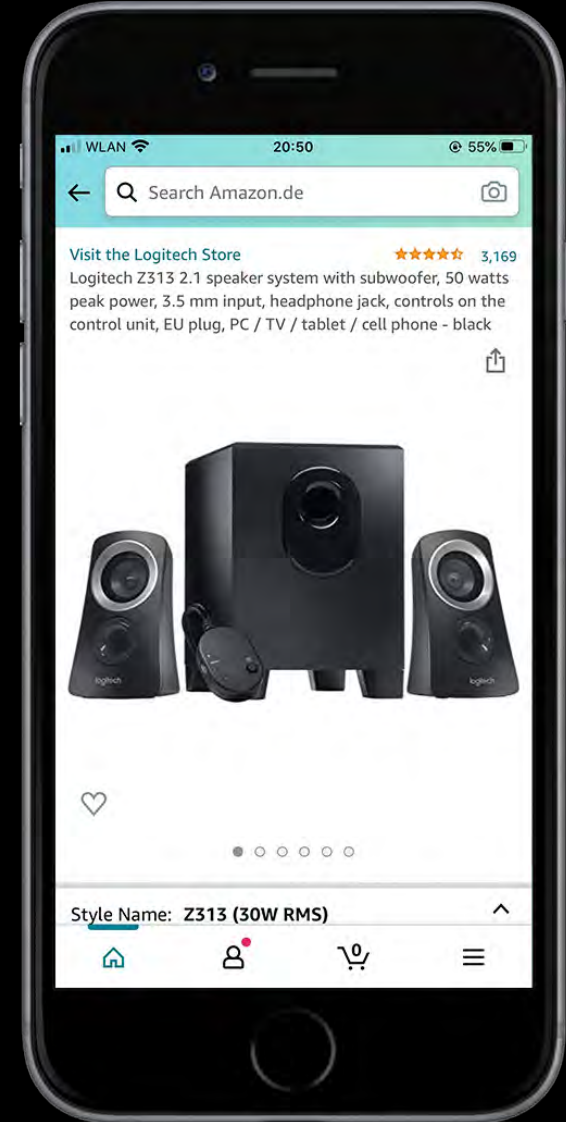
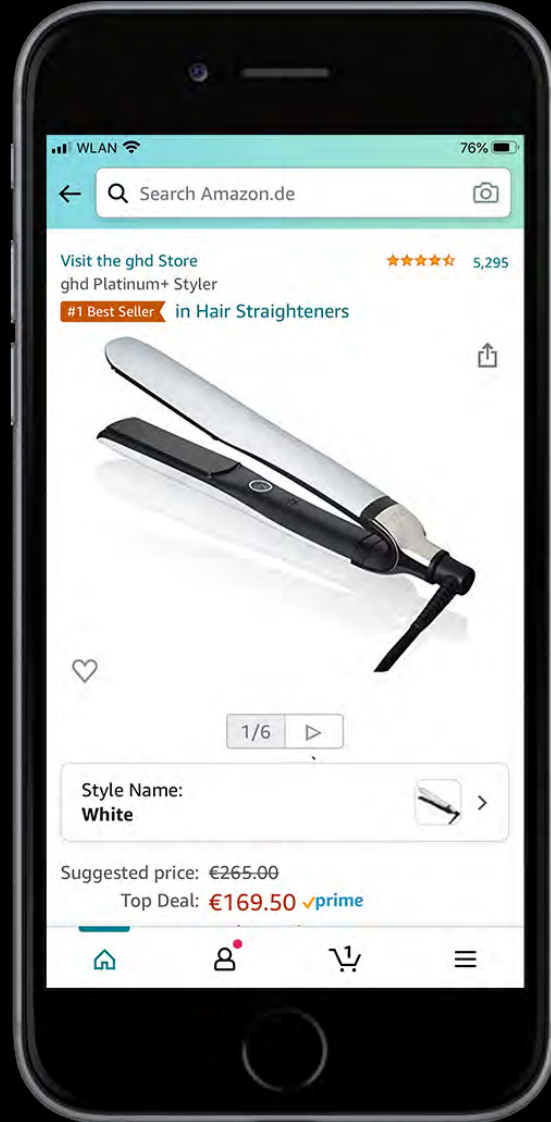


“

*Amazon is the most popular shopping app in the  
United States. With over 150.6 million mobile users.*

”







Logo



Colour

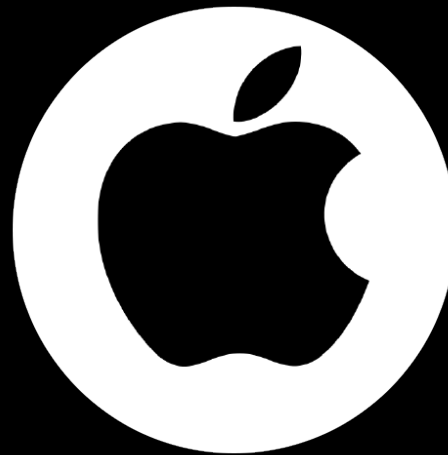
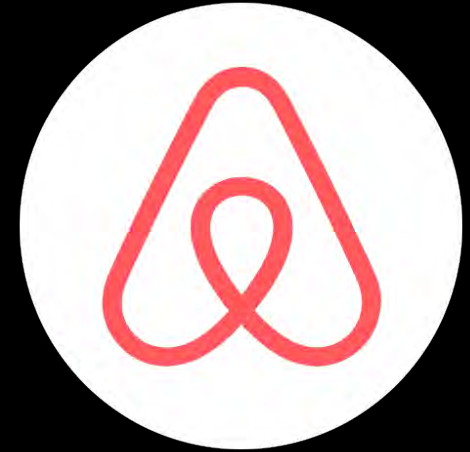


Fonts



Visuals

# Visual branding: Logos



# Visual branding: Colours

“

Repetition of the same colour  
can strengthen brand awareness.

”

Blue

Green

Yellow

Red

“ Colour improves brand  
recognition by up to 80%. ”

Blue

Green

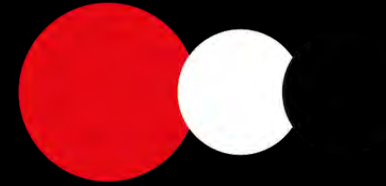
Yellow

Red

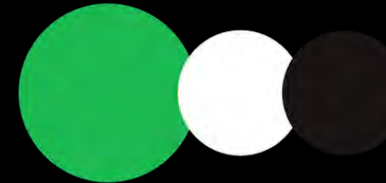


Colours become part of a brand. You should encourage this association by using your brand colours consistently. Across all platforms.

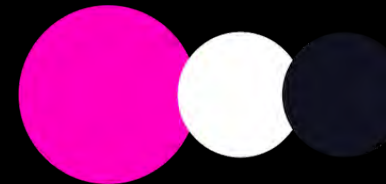
NETFLIX



#E50914 #FFFFFF #000000



#1DB954 #FFFFFF #191414



#FF00BF #FFFFFF #11111F

# Visual branding: **Fonts**



MAIN LOGO

**A B C D**  
**E F G H**  
**I J K L**  
**M N O P**  
**Q R S**  
**T U V W**  
**X Y Z**

**A B C D E F G H I J K L M**  
**N O P Q R S T U V X Y Z**

abcdefghijklmnopqrstuvwxyz

***Futura STD Extra Bold***  
***Condensed Oblique (Modified)***

HEADLINE TYPOGRAPHY

**Trade Gothic Bold**

SECONDARY TYPEFACE



COLOR PALETTE

**Visual branding: Visuals**

“ 90% of the information  
sent to our brains is  
visual. ”





# **Visual branding: Brand guidelines**



Brand guidelines should really be used as a tool to keep your brand consistent. Whether your business is large or small, brand guidelines are critical for helping your brand work effectively.

## **1–5** **Barbican Identity** **Core Elements**

- 1**  
**Logo** pp.7–15
- 2**  
**Lock-up** pp.17–25
- 3**  
**Grid** pp.27–37
- 4**  
**Typeface** pp.39–51
- 5**  
**Typography** pp.53–69

## **6–11** **Barbican Identity** **Art Forms**

- 6**  
**Theatre** pp.72–77
- 7**  
**Art** pp.79–87
- 8**  
**Film** pp.89–95
- 9**  
**Music** pp.97–101
- 10**  
**Barbican** pp.102–111
- 11**  
**Design**  
**examples** pp.113–127

Every time you communicate with customers, suppliers, employees, investors, journalists and the community, it is essential to build and reinforce a consistent perception of your company.

<b>Futura</b>	108pt
<b>Futura</b>	96pt
<b>Futura</b>	84pt
<b>Futura</b>	72pt
<b>Futura</b>	60pt
<b>Futura</b>	48pt
<b>Futura</b>	36pt
<b>Futura</b>	30pt
<b>Futura</b>	24pt
<b>Futura</b>	18pt
<b>Futura</b>	14pt
<b>Futura</b>	12pt
<b>Futura</b>	10pt

The Barbican typeface is Futura. It is at the heart of the Barbican identity and is the foundation for all Barbican branding. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and classical qualities.

The Barbican always uses a version of Futura that belongs to the Scangraphic font library. It is widely available and can be purchased directly from [www.scangraphic-fonts.com](http://www.scangraphic-fonts.com). Scangraphic Futura fonts (light, medium, bold etc.) are shown in detail on the following pages.

By implementing brand guidelines, you make it easier to maintain the quality and integrity of your brand's image.

---

## **It has taken years to build Barbican's leadership in the arts. Our reputation is founded on diversity**

**Futura Bold 30pt/30pt (Tracking value -25)**

---

## **It has taken years to build Barbican's leadership in the arts. Our reputation is founded on diversity and excellence on an international scale.**

**Futura Bold 24pt/24pt (Tracking value -25)**

---

## **It has taken years to build the Barbican's leadership in the arts. Our reputation is founded on diversity and excellence on an international scale. Our ambition is to maintain our reputation and grow it for the future. Our brand identity guidelines helps us achieve**

**Futura Bold 17.5pt/18pt (Tracking value -25)**

---

### **5 Typography**

### **Barbican Identity Core Elements**

It has taken years to build the Barbican's leadership in the arts. Our reputation is founded on diversity and excellence on an international scale. Our ambition is to maintain our reputation and grow it for the future. Our brand identity guidelines helps us achieve this goal. Our identity is not just a logo; it is a design scheme composed of several elements. It's bold, refreshing, simple to use, and its implementation has already boosted attendance figures.

**Futura Book 12pt/13pt (Tracking value -15)**

It has taken years to build the Barbican's leadership in the arts. Our reputation is founded on diversity and excellence on an international scale. Our ambition is to maintain our reputation and grow it for the future. Our brand identity guidelines helps us achieve this goal. Our identity is not just a logo; it is a design scheme composed of several elements. It's bold, refreshing, simple to use, and its implementation has already boosted attendance figures.

**Futura Bold 10pt/11pt (Tracking value -15)**

It has taken years to build the Barbican's leadership in the arts. Our reputation is founded on diversity and excellence on an international scale. Our ambition is to maintain our reputation and grow it for the future. Our brand identity helps us achieve this goal. Our identity is not just a logo; it is a design scheme composed of several elements. It's bold, refreshing, simple to use, and simple implementation has already boosted attendance figures.

**Futura Book 8pt/9pt (Tracking value -5)**

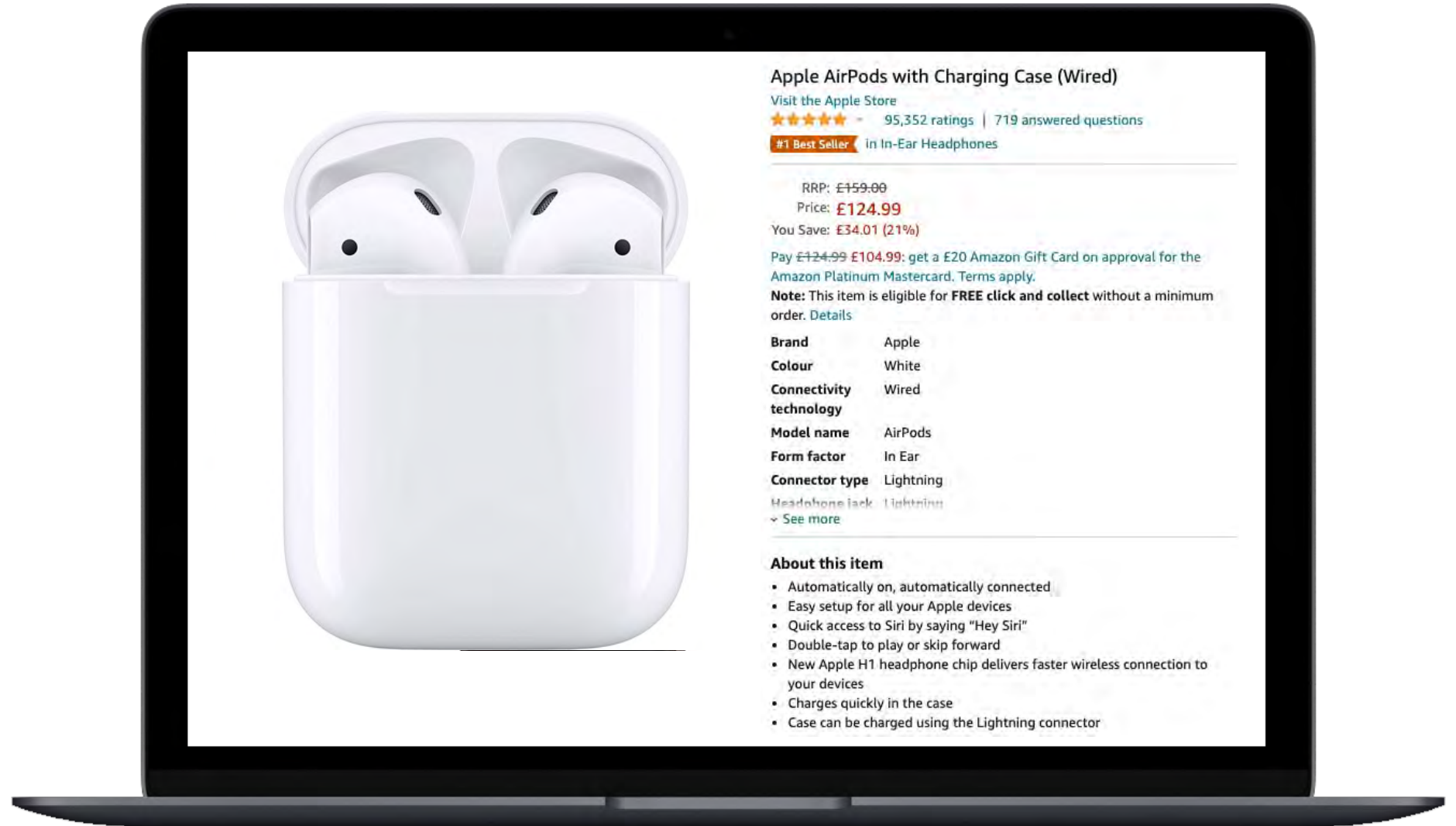
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“ In order for any brand to be  
effective, it needs to be consistent. ”

**Building brand trust**

**High quality images**

“81% of consumers said that they need to be able to trust the brand to buy from them.”





**On-brand graphics**

“ Consistent presentation of a brand has proven to increase revenue by 33 percent. ”



This recipe comes in these  
**PACK SIZES**

1kg (2.2lb)  
2.5kg (5.5lb)  
7kg (15.4lb)  
12kg (26.4lb)



Dog Dry  
**PACK SIZES**



12kg

The average miniature dachshund measures 13cm to 15cm tall

### Shepherd's Pie

This is a nutritionally complete pet food  
for adult dogs 4 months +

#### Composition

32% Freshly Prepared Lamb, Potato, Sweet Potatoes, Lentils, Linseed, Peas 3%,  
Pea Protein 3%, Potato Protein, Lamb Gravy, Lamb Fat, Pea Fibre, Calcium  
Carbonate, Vitamins & Chelated Minerals, Fructooligosaccharides 2.5g/kg,  
Mannan Oligosaccharides 2.5g/kg, Apples, Carrots, Spinach, Cranberries,  
Glucosamine 175mg/kg, Methylsulphonylmethane 175mg/kg, Chondroitin  
Sulphate 125mg/kg, Parsley 100mg/kg.

Botanicals & Herbs: Alfalfa, Rosehips, Chickweed, Cleavers, Golden Rod,  
Nettles, Kelp, Celery Seeds, Milk Thistle, Dandelion Root, Burdock Root,  
Marigold Petals, Chicory Root.

#### NUTRITIONAL ADDITIVES (per kg)

Vitamin A 15,000 IU  
Vitamin D 2,250 IU  
Vitamin E 100 IU  
L-carnitine 40mg

#### TRACE ELEMENTS

Zinc Chelate of Amino Acids Hydrate 333mg  
Ferrous Chelate of Amino Acids Hydrate 333mg  
Manganous Chelate of Amino Acids Hydrate 223mg  
Cupric Chelate of Amino Acids Hydrate 150mg  
Organic Selenium Selenite/CINCH 1-3060 130mg  
Calcium Iodate Anhydrous 1.64mg

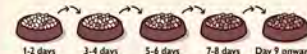
#### ANALYTICAL CONSTITUENTS

Crude Protein 22%  
Crude Fats & Oils 6.5%  
Crude Fibres 3%  
Crude Ash 5%  
Omega 6 1.5%  
Omega 3 1.1%  
Calcium 1.1%  
Phosphorous 1%

### Making changes TO THEIR DIET

If you're serving up our food for the first time,  
it's best to introduce it into your dog's diet bit  
by bit over about a week.

Start with a mix of  $\frac{4}{5}$ s of your current food to  $\frac{1}{5}$  of  
Lily's Kitchen. Day by day, increase the proportions  
until you're feeding only Lily's Kitchen.



### KEY INGREDIENTS

FRESH LAMB  
for  
EASY DIGESTION

LENTILS & PEAS  
for  
DIETARY  
FIBRE



APPLE  
for  
FRUITY  
FLAVOUR

TASTY PARSLEY  
for  
DIGESTIVE  
SUPPORT

SEE PRODUCT DESCRIPTION FOR A FULL LIST OF INGREDIENTS



Lovely & LUSCIOUS





**Know your target audience**

**Handheld vacuum cleaners**



Established brands  
don't always use  
infographics.





Lesser-known brands  
use more infographics  
and rely heavily on  
information-rich  
imagery.



**Match existing branding**



“ 90% of consumers expect that their experience with a brand will be similar across all platforms and devices. ”





MILK CHOCOLATE

600 g



You choose the moment,  
we'll provide the bliss



From the Lindt Master Chocolatiers



Experience bliss  
in a variety of flavours



#### NUTRITION INFORMATION per 100 g

Energy	2587 kJ / 623 kcal
Fat	47 g
- of which saturates	35 g
Carbohydrate	44 g
- of which sugars	43 g
Protein	4.9 g
Salt	0.23 g

“

**Presenting a brand consistently across all  
platforms can increase revenue by up to 23%.**

”

You are £50.00 away from Free Shipping

[Find Us](#) [Corporate Gifts](#) [Careers](#) [UK Website](#) ▾



Lindt LINDOR Milk Truffles 200g

£4.99

2 FOR £8.00  
3 FOR £11.50  
4 FOR £14.50

− 1 +

ADD TO BAG

200g net - £2.50 / 100g  
incl. 20% VAT

SHARE

# Best Seller Examples



**Best Seller in Home Cinema, TV & Video**



**fire tv stick**  
Simplify your streaming with convenient TV controls.

**BBC iPlayer** **prime video** **itv HUB** **YouTube**  
**NETFLIX** **Disney+** **NOW**

Hundreds of thousands of films and TV episodes.  
Subscription fees may apply.

View live camera feeds, check the weather and stream millions of songs.

*"Alexa, play 'The Boys' on Prime Video."*

Dedicated power, volume and mute buttons to control your TV and receiver.

Plugs directly into an HDMI port, can tuck neatly behind your TV.

What's in the box:

- 2 AAA batteries
- HDMI extender
- USB cable
- Fire TV Stick
- Power adaptor
- Alexa Voice Remote

Includes Alexa Voice Remote with power and volume buttons.

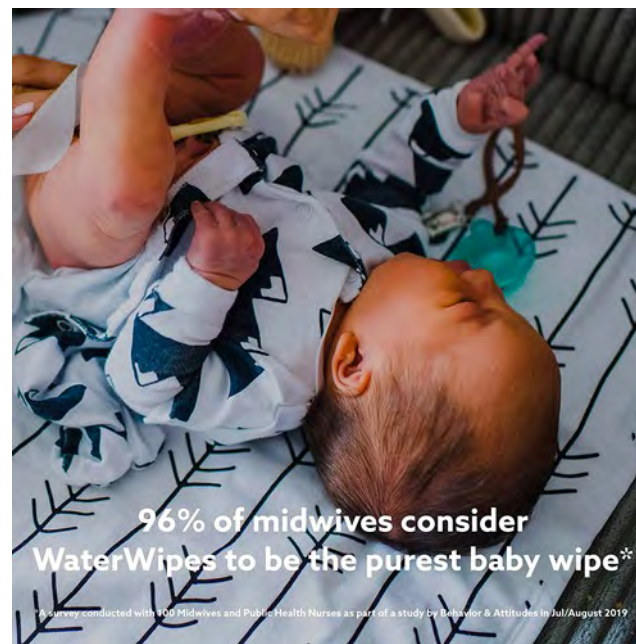
**Best Seller in Baby Products**





**WaterWipes**  
THE WORLD'S PUREST BABY WIPES

- Purer than cotton wool & water**
- 100% plant-based wipes**
- 99.9% water with a drop of fruit extract**
- 0% artificial fragrance & colours**
- Suitable for newborn & sensitive skin**



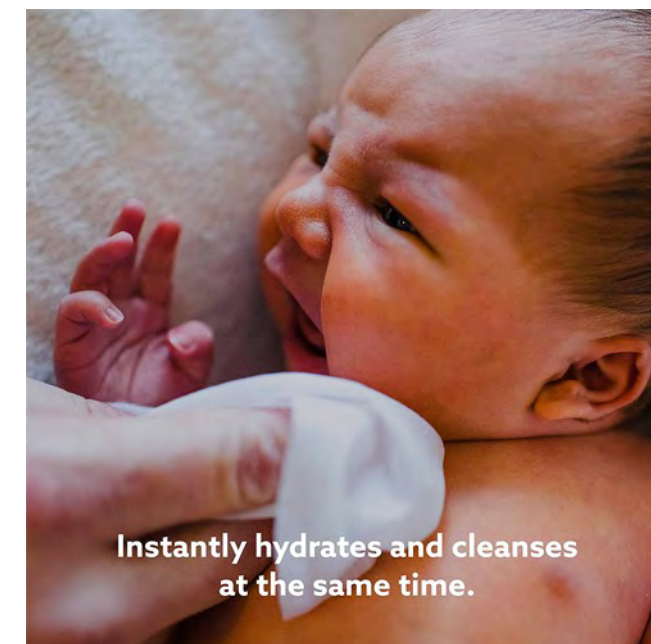
**WaterWipes**  
THE WORLD'S PUREST BABY WIPES

A globally accredited brand

**WaterWipes**      Standard wipes

**Our wipes contain only 2 ingredients, standard wipes contain an average of 17 ingredients\***

\*Calculation based on the average number of ingredients included within mainstream baby wipes



**Best Seller in Power & Hand Tools Products**



## CAN FEATURES



SMART STRAW



360° VALVE



WIDE SPRAY



NARROW SPRAY



## PRODUCT FEATURES



PROTECTS



CLEANS



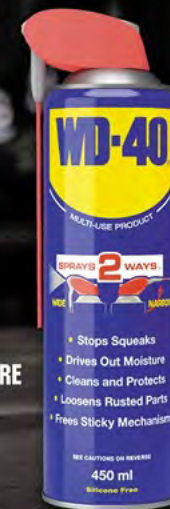
LUBRICATES



DISPLACES MOISTURE



PENETRATES



# **Best Sellers in Small Kitchen Appliances**







**ANY QUESTIONS?**  
**FIRE AWAY.**

# AMAZON ROUNDTABLE

NETWORKING, DISCUSSING PROBLEMS  
AND LEARNING FROM EACH OTHER.



**Amazon Experience &  
insider knowledge**



**Wide Amazon  
Vendor and Seller  
Network**



**Interactive**



**Personal**



**SCAN ME**



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SCAN ME