



# Amazon Home Selection Image Guide

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This document is intended to give you the guidance you need to create effective, accurate images of your product and maximize your business in the Home category.

Your images have a direct impact on a customer's purchasing decisions. They inspire customer confidence and boost sales. Amazon Home Selection has specific requirements for your imagery that are designed to help you communicate effectively with your customers.



# Ideal Image Set

- **MAIN:** Primary image of the product shot against white background
  - B072FVHRZ5.MAIN.jpg



- **PT01 - PTXX:** Variant images showcasing different product sides/features
  - B072FVHRZ5.PT02.jpg



- **PT12:** Scale image illustrating product's size
  - B072FVHRZ5.PT12.jpg



- **PT88:** Variant displaying product's texture/color in Image Block
  - B072FVHRZ5.PT88.jpg



- **SWCH:** Variant displaying product's texture/color in Color Twister
  - B072FVHRZ5.SWCH.jpg

- **EV01 – EVXX:** Stylized environmental images of product
  - B072FVHRZ5.EV01.jpg



# Ideal Image Set – Detail Page Display



Image Block

Amazon Brand – Rivet Bayard  
Contemporary Sofa Couch with Curved  
Armrests, 76"W, Dark Grey

[Visit the Rivet Store](#)

★★★★☆ 4 ratings

Color: **Dark Grey**



SWCH

Color Twister

Style: **Sofa**

Chair **Sofa**

**Material** Fabric  
**Color** Dark Grey  
**Brand** Rivet  
**Frame Material** Wood  
**Seat Height** 17.7 Inches

Roll over image to zoom in



MAIN PT01 PT02 PT12 PT88 EV01

Variant thumbnails as displayed on the Detail Page

## About this item

- Tidy tight back and bench seat cushions, tapered legs, curved armrests and chic charcoal grey upholstery give this couch a

# Image Requirements

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## General Image Requirements

- Use a pure white background of 255 RGB
- Product should fill at least 85% of the frame
- Do not crop the product
- Only show what is for sale in the product images; no props
- Do not include multiple views of the same product in a single image. Upload additional single images for these views
- Images cannot include text, logos, or graphics
- Images must be of the actual product. Cannot be designs or sketches of the item
- Color must accurately represent the product with a neutral white balance overall
- Compliance is enforced through regular image auditing. Failure to adhere to these guidelines may result in your product listing being removed from search

## File Requirements

- Images must be in JPEG, TIFF, PNG, or GIF file format
  - JPEG is preferred
- Color palette must be sRGB
- Image size must be a minimum of 2000 pixels and a maximum of 10,000 pixels per-side

## Specific Image Type Requirements

- MAIN: All components included, set up in the configuration of primary use, positioned at a 30 degree angle facing right
- PT01: All components included, set up in the configuration of primary use, positioned straight at camera
- PT02: Product configured to show function, interior view, or alternate use. (cont.)

# Image Requirements (cont.)

## Specific Image Type Requirements

- PT02 (cont.): If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera
- PT88: A detail image of the fabric or material taken from the product itself or from a fabric swatch with a minimum resolution of 500x500 pixels. If your product has more than one texture of material, the PT88 variant can depict a combination of swatches
- PT12: A product image, typically the MAIN or PT01, illustrating product dimensions through added rulers and measurements
- SWCH: Known as a swatch; this image is a flat representation of a product's color and/or texture. SWCH images are square with a minimum resolution of 50x50 pixels
- EV: A stylized image of the product in-use or occupying its intended environment



*Example EV (environmental) image*

# Image Examples



Background not pure white

Product not filling frame

Product is cropped

Do not show props in MAIN

Do not include text or graphics

Product is not color balanced

Colors in image different than item

Written dimensions Must be visible in PT12

# Appendix 1

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## Lighting Image Specifications

- Provide **at least 3 – 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, light(s) on, and positioned either straight to camera or at a roughly 30 degree angle facing right whichever shows the features fully
  - For Chandeliers and Pendants, shoot cropped in, not showing ceiling mount
- **PT01** All components included, light(s) off, and positioned the same as the MAIN
- **PT02** Only image if MAIN & PT01 are shown at the 30 degree angle. All components included, light(s) on or off, and positioned straight to camera.
  - For Chandeliers and Pendants, shoot at the same angle as MAIN show ceiling mount
- **PT88** A detail image of the fabric or material taken from the product itself or from a material swatch.



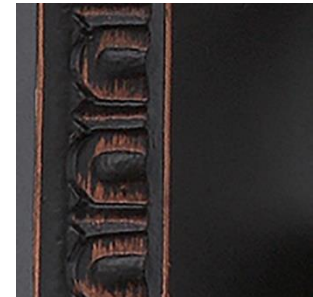
MAIN



PT01



PT02



PT88



# Appendix 1

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## Lighting Examples



MAIN



PT01



PT88



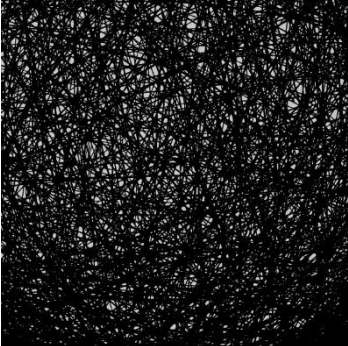
MAIN



PT01



PT02



PT88

# Appendix 1 (cont.)

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## Rugs

- Provide **at least 3 – 5** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** Positioned straight to camera, shot overhead, showing entire product.
- **PT01** Positioned at a roughly 30 degree angle facing right, cropped into a corner of the rug
- **PT02** of the rug rolled/folded to display thickness/pile height
- **EV01** Showing the item in an environment when available.
- **PT88** A detail image of the fabric or material taken from the product itself or from a fabric swatch.



MAIN



PT01



PT02



EV01



PT88

# Appendix 1 (cont.)

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## Kitchenware

- Provide **at least 4 – 5** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right
- **PT01** All components included, set up in the configuration of primary use, positioned straight to camera.
- **PT** variants of the product's sides, positioned straight to camera
- **EV01** Showing the item in an environment when available.
- **PT11** A cropped detail image displaying the product's texture/pattern/color



MAIN



PT01



PT02



EV01



PT11

# Appendix 1 (cont.)

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## Bedroom Furniture

- Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.
- **PT01** All components included, set up in the configuration of primary use, positioned straight to camera.
- **PT02** Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.
- **PT88** A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

# Appendix 1 (cont.)

## Bedroom Furniture Examples



MAIN



PT01



PT02



PT88



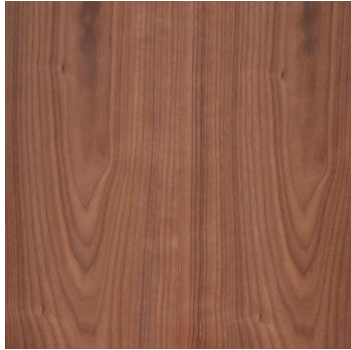
MAIN



PT01



PT02



PT88

# Appendix 1 (cont.)

## Bedroom Furniture Examples



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

# Appendix 1 (cont.)

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## Tables

- Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.
- **PT01** All components included, set up in the configuration of primary use, positioned straight to camera.
- **PT02** Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.
  - **Exception:** If width of item is more beneficial to customer than the back, show of the side of the item in the PT02 (Example: Console Table)
- **PT88** A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

# Appendix 1 (cont.)

## Table Examples



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88



# Appendix 1 (cont.)

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## Artwork

- Provide **at least 2** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned straight to camera .
- **PT01** All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.
- **EV01** Showing the item in an environment when available.



MAIN



PT01



EV01

# Appendix 1 (cont.)

## Artwork Examples



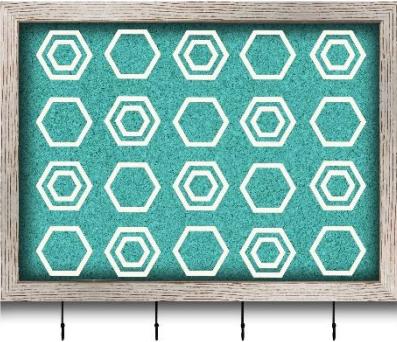
MAIN



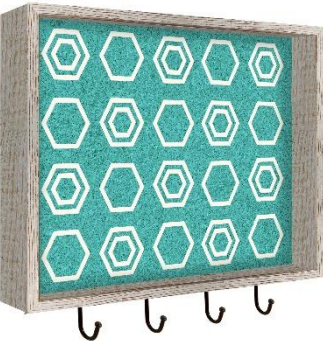
PT01



EV01



MAIN



PT01



EV01

# Appendix 1 (cont.)

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## Mirrors

- Provide **at least 3** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned straight to camera with gradient on mirrored surface(s).
- **PT01** All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right with gradient on mirrored surface(s).
- **EV01** Showing the item in an environment when available.
- **PT88** A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



EV01



PT88

# Appendix 1 (cont.)

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## Mirror Examples



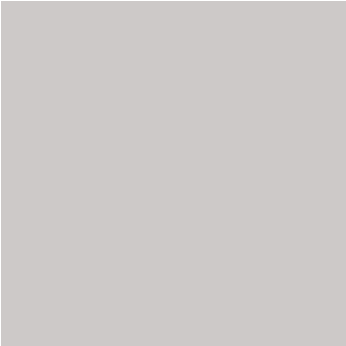
MAIN



PT01



EV01



PT88



MAIN



PT01



EV01



PT88

# Appendix 1 (cont.)

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## Décor

- Provide **at least 3** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.
- **MAIN** All components included, set up in the configuration of primary use, positioned either straight to camera or at a roughly 30 degree angle facing right whichever shows the features fully.
- **PT01** All components included, set up in the configuration of primary use, positioned either straight to camera or at a roughly 30 degree angle facing right whichever was not shown in the MAIN image.
- **EV01** Showing the item in an environment when available.
- **PT88** A detail image of the fabric or material taken from the product itself or from a material swatch.



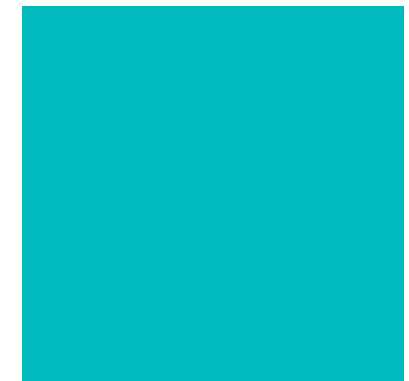
MAIN



PT01



EV01



PT88

# Appendix 1 (cont.)

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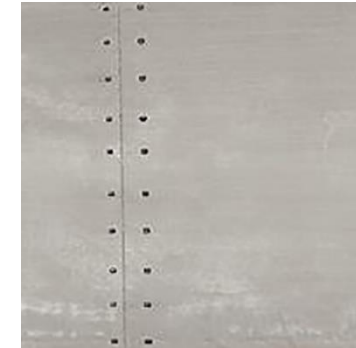
## Décor Examples



MAIN



PT01



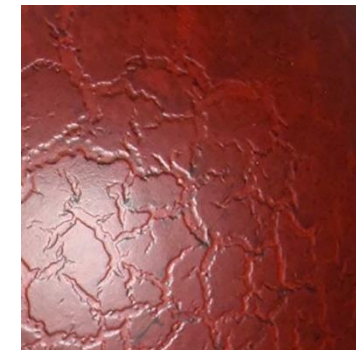
PT88



MAIN



PT01



PT88

# Appendix 2

## Basic Studio Setup for Furniture Photography

### Stage

A cove with a width of about 10m (32' 10") painted white.

### Lighting

A large **overhead light** or sail should provide soft top lighting. Illustration shows one of 4m x 1.5m (13' 1.5" x 4' 11").

Some **background lights** to create a clean white (RGB255) behind the furniture.

The **front lighting** is determined by the type of furniture. Light can come from soft boxes, large diffusion scrims or direct lighting of fresnel type. Or even in a combination of all those.

### Camera Stand

Use studio stand for camera to adjust height quickly and consistently.

### Camera and Lens

A DSLR is sufficient. A focal length of 90mm or longer is preferred.



# Appendix 2 (cont.)

## Distance and Perspective

### Distance

In order to keep a natural perspective on the furniture, use a slight telephoto lens of about 90mm. This will force a distance of approximately 5-6m (16-20') on a small sofa.

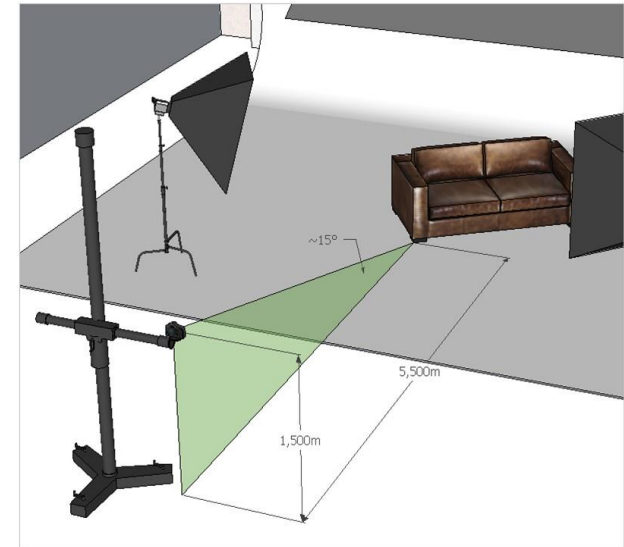
### Height of Camera

The height of the camera will vary on the type of furniture that is being imaged. A rough guidance would be to reach an angle of approximately 15° within the lines from camera to bottom edge of furniture and the floor.

### Perspective

With the 15° rule the perspective on the seating plane can be consistent whether it is a sofa or a chair.

If you keep your position but zoom in for smaller items you will also be able to uphold consistent angles at the bottom.





# Appendix 3

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## Basic Studio Setup for Mirror Photography

### Background

Depending on design of mirror either mounted on a wall or freely suspended would be the best approach. If suspended, create a clean white background. Standing mirrors should be on a white floor.

### Lighting

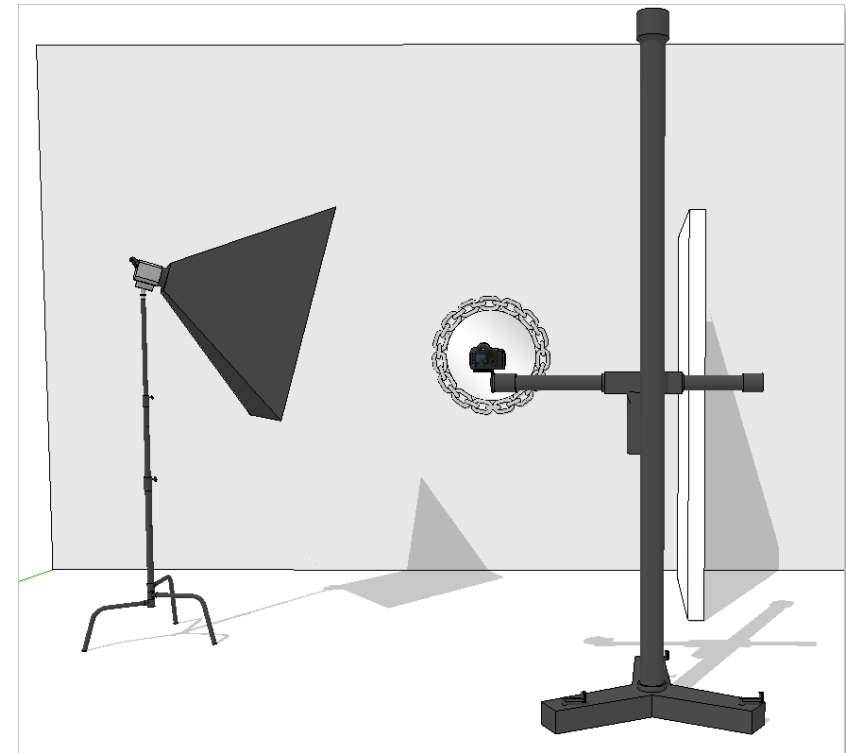
No specifics other than to bring out all detail of the product.

### Camera Stand

Use studio stand for camera to adjust height quickly and consistently.

### Camera and Lens

A DSLR is sufficient. A focal length of 90mm or longer is preferred. Best would be a tilt/shift lens.



# Appendix 3 (cont.)

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## Basic Studio Setup: Mirror Perspectives

### Straight on Main Variant

The main variant would require a straight-on view of the mirror. Consequently it carries the dilemma that the camera or other parts of the studio are visible in the mirror. Retouch work will be needed for all mirrors.

### Angled Variant

The angled view would allow to create a gradient reflection in the mirror by placing a translucent surface next to it and lighting it from behind.

### Additional Considerations

Mirrors can have intricate designs, sometimes consisting of a multitude of smaller mirrors. Therefore the more light you bring into those the easier it will be to retouch.

