

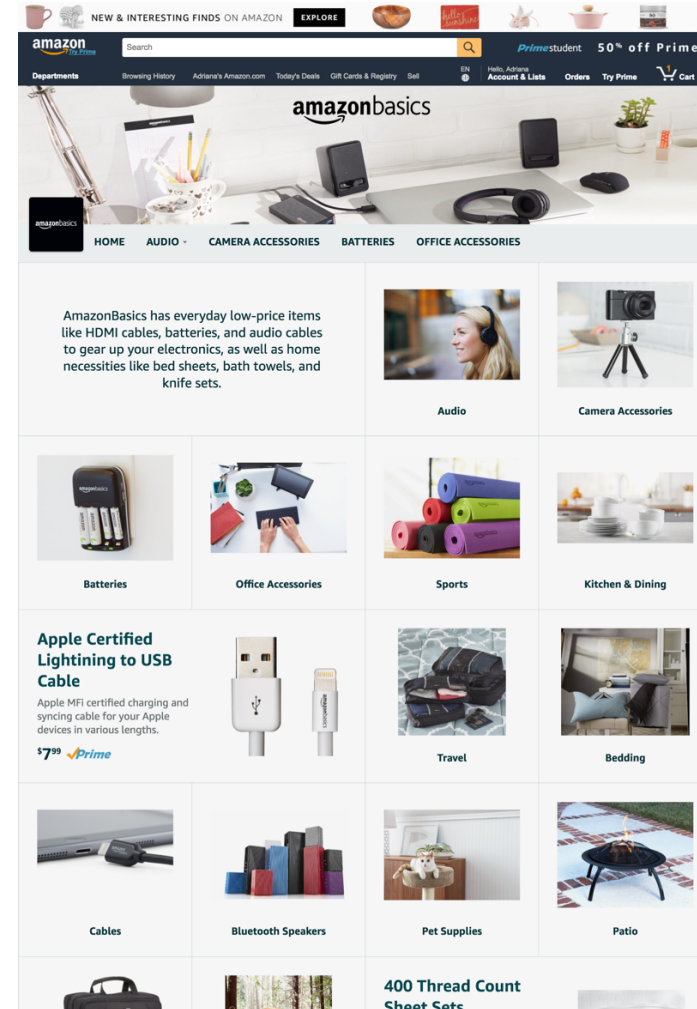
Introduction

Amazon Stores is a free, self-service product that allows brand owners to design and create multipage stores to showcase their brands, products and value proposition on Amazon.com.

This document provides a technical guide for creative assets used in Amazon Stores.

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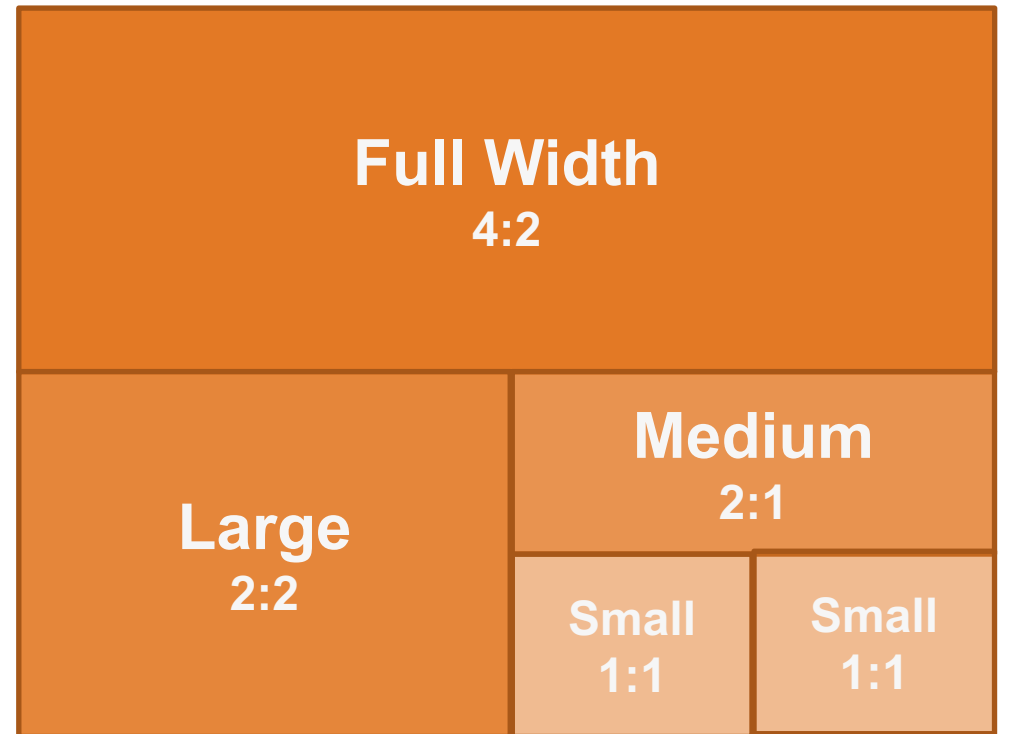
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Tile Sizes

Every Amazon Store page is divided into tiles. Amazon Store content tiles have 4 sizes: Full Width, Large, Medium, and Small. The following tile types are supported for each size:

Tile Type	Full Width	Large	Medium	Small
Hero	Y	N	N	N
Image	Y	Y	Y	Y
Text	Y	Y	Y	Y
Video	Y	Y	Y	N
Gallery	Y	N	N	N
Product	Y	Y	Y	Y
Product Grid	Y	N	N	N
Recommended	Y	N	N	N
Best Sellers	Y	N	N	N



Header

Every Amazon Store page has a header section at the top of the page. The header section will include the components described in the diagram below:



Brand Logo

Hero Image

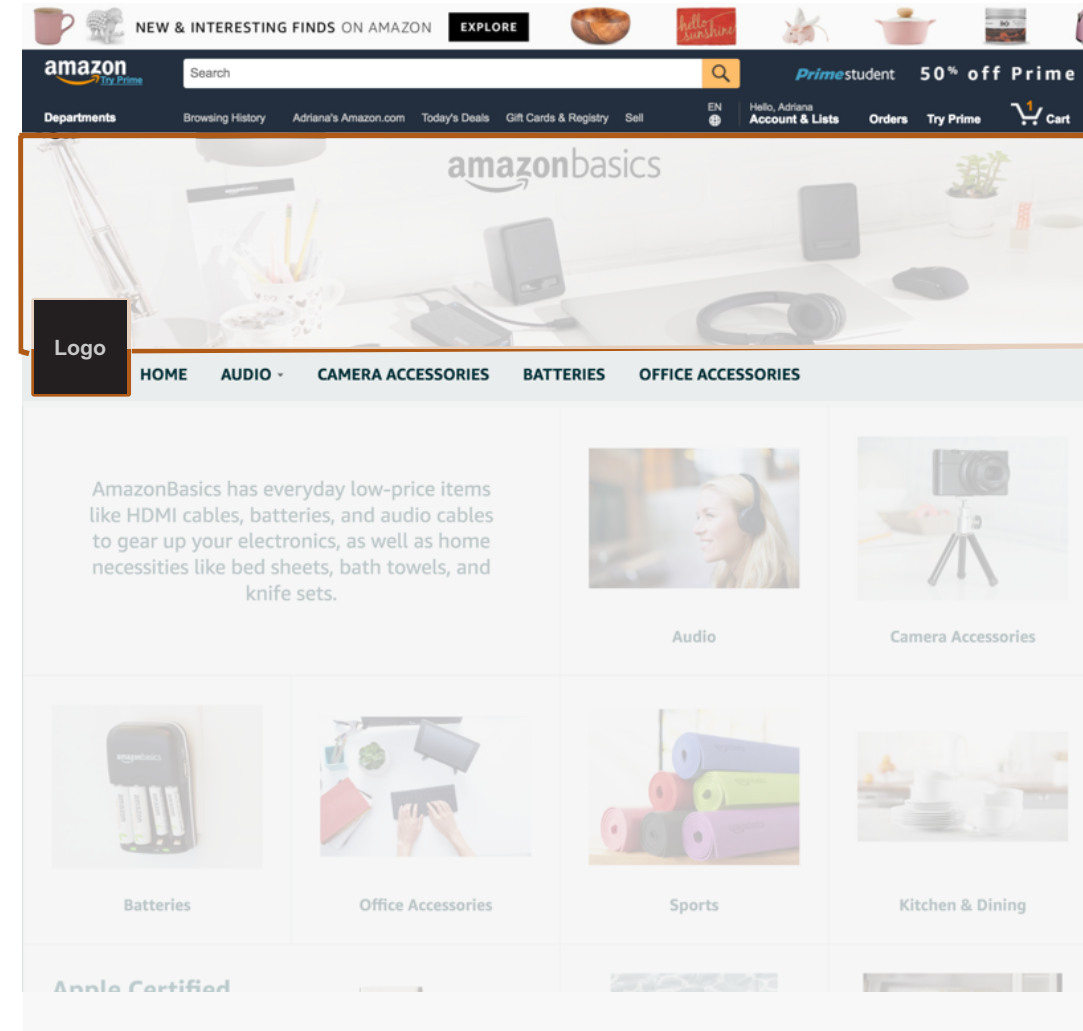
Navigation Bar

Hero Image

- The brand logo acts as a home button and is displayed on all pages in the center of the navigation.
- At resolutions below 1500px, up to 16% of the left and right sides will be cropped. The brand logo will cover up and additional 18% of the left side of the hero image on small screens.

Header and Logo Requirements

Tile Type	Min Resolution	Max Resolution	Hero Image Safe Area
Hero Image	3000x600	3000x1200	50% width



Hero Image Cropping

To support various screen resolutions, the image will be cropped on resolutions below 1500px wide. Up to 16% of the left and right sides will be cropped on small screens. The brand logo will cover up and additional 18% of the left side of the hero image on small screens. Any Logos or text in the hero image must be in the safe area to prevent cropping.

Example of hero image cropping on a small screen



The diagram illustrates hero image cropping on a small screen. It shows a desktop scene with Amazon Basics products (speakers, headphones, mouse) and a navigation bar. The brand logo is positioned in the top left. The navigation bar includes links for HOME, AUDIO, CAMERA ACCESSORIES, BATTERIES, and OFFICE ACCESSORIES. The safe area is defined as the portion of the image that remains visible on small screens, which is 2100 pixels (70%) of the original width. The remaining 900 pixels (30%) are cropped on small screens.

Brand Logo
400x400

HOME **AUDIO** ▾ **CAMERA ACCESSORIES** **BATTERIES** **OFFICE ACCESSORIES**

Only Visible Widescreen Resolutions
900 Pixels (30%)

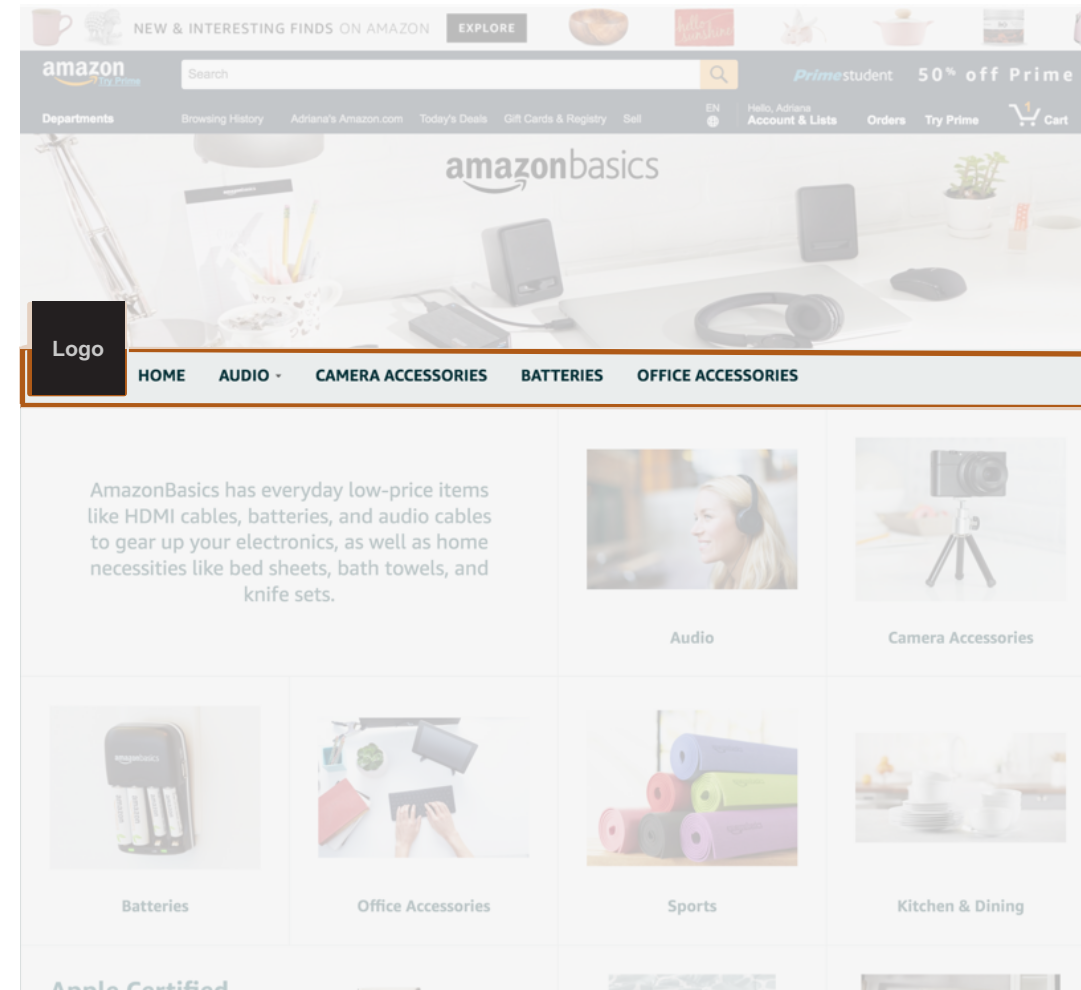
Safe Area Always Visible
2100 Pixels (70%)

Brand Logo and Navigation Bar

- The brand logo acts as a home button and is displayed on all pages in the center of the navigation.
- The brand logo is configured in the Amazon Store settings.
- The navigation bar is automatically generated as the Amazon Store is built. The arrangement of items in the menu can be controlled by reorganizing your Amazon Store using the page navigator tool in the Store builder.

Header and Logo Requirements

Tile Type	Min Resolution
Logo	400x400



Text Tiles

- Text tiles contain free form text.
- Text tiles can link to a store or detail page.
- Text can be positioned left, right, center or justified.

Text Tile Requirements

Tile Type	Tile Size	Max Text
Text	Extra Large	20 lines
Text	Large	9 lines
Text	Medium	5 lines
Text	Small	8 lines

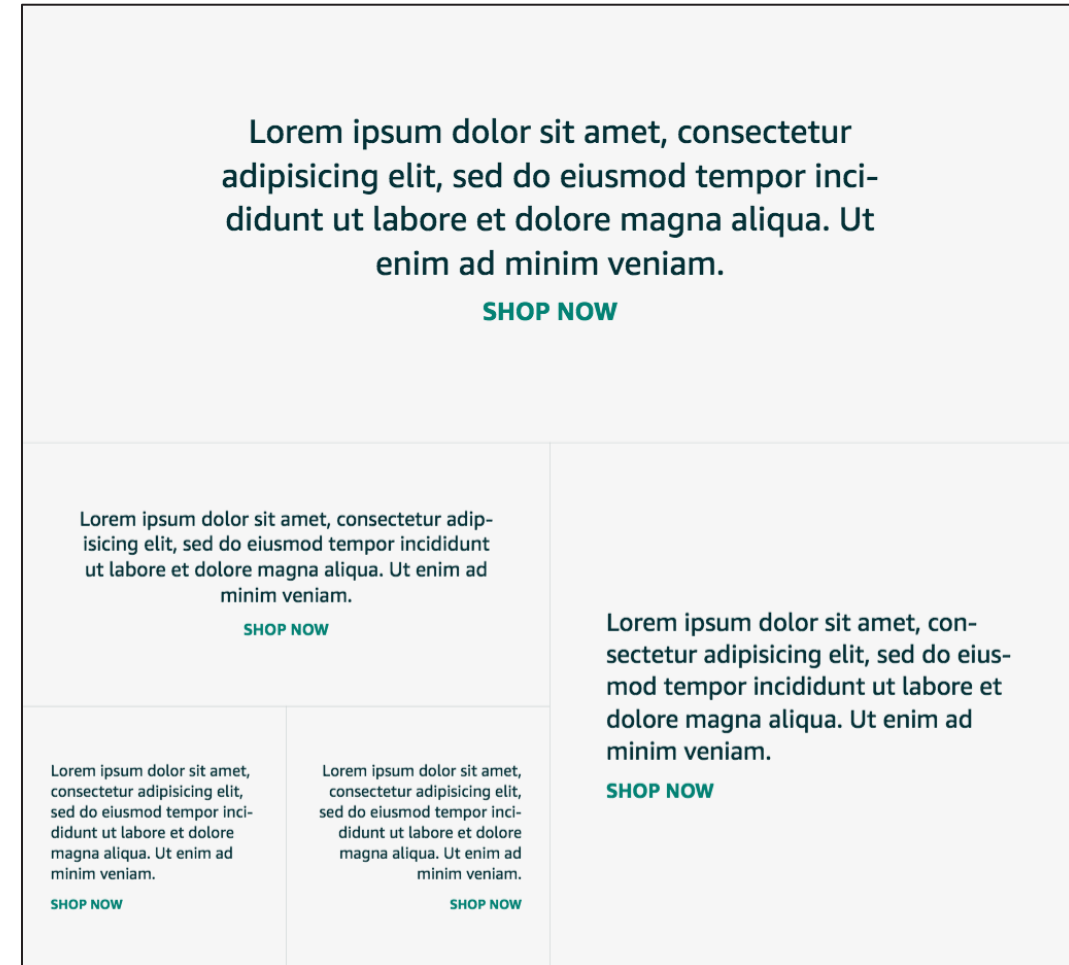


Image Tiles

- Image tiles can link to an Amazon Store subpage or product detail page.
- If the image includes text, it must be 32 pixel high when used in full width tile size and 16 pixel high in any other tile size.

Image Tile Requirements

Tile Type	Tile Size	Min Image Resolution
Image	Full Width	3000x1500
Image	Large	1500x1500
Image	Medium	1500x750
Image	Small	750x750

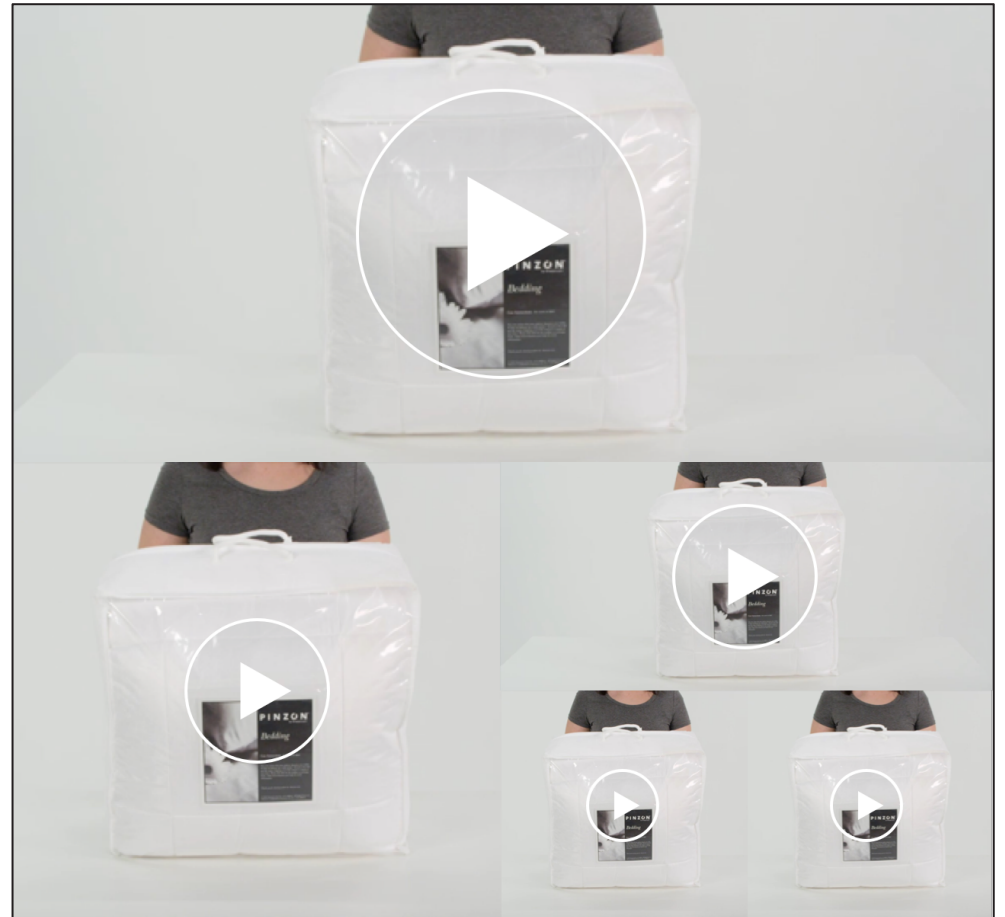


Video Tiles

- Video tiles require image and video file
- Plays full screen on mobile.
- Plays inline on desktop with option to expand to full screen.
- Links to an Amazon Store page or product detail page.

Product Tile Requirements

Tile Type	Tile Size	Min Image Resolution	Min Video Resolution	Min/Max Aspect Ratio
Video	Full Width	3000x1500	1280x640	6:4 – 8:3
Video	Large	1500x1500	640x640	3:4 – 4:3
Video	Medium	1500x750	450x320	6:4 – 8:3



Product Tiles

- Highlights a single product
- Displays price and prime status
- Links to the product detail page
- Product tiles can include a custom product title and description.

Product Tile Custom Text Requirements

Tile Type	Tile Size	Max Title Text	Max Description Text
Product (+Text)	Full Width	2 lines	3 Lines
Product (+Text)	Large	No title	No description
Product (+Text)	Medium	2 Lines	3 Lines
Product	Small	No title	No description

Egyptian Cotton 6-Piece Towel Set

Considered best in class when it comes to high-quality cotton, Egyptian cotton offers a sought-after combination of superior strength and luxurious softness. It makes a great choice for bath towels.

\$21⁹⁹

Sateen Hotel Stitch Sham

Sateen fabric has a soft, satin-like finish resulting from a four-over-one thread weave.

\$12⁹⁹

\$54⁹⁹

\$23⁰²

\$109⁹⁹

Gallery

- Gallery will display up to 8 images

Gallery Requirements:

Tile Type	Max Text Size
Heading	1 Lines
Description	2 Lines

Asset Type	Min Image Resolution
Image	1500x750



Best Seller and Recommended Products Tiles

Best Seller Tile

- Displays the top selling products in the brand.
- Displays 5 products at a time.
- Will not be shown if brand does not have best seller products.
- No setting required.



Recommended Products Tile

- Displays products from the brand that are recommended to the shopper based on previous shopping history.
- Displays 5 products at a time.
- Will not be shown if brand does not have recommended products for shopper.
- No setting required.



amazon.com

Amazon Stores

Creative Asset Requirements