

Image Quality Checklist

What to send us before an Amazon UK photography or infographic project

Why this matters

Clean, high-resolution originals are the foundation of every Amazon image we build. Phone snaps, screenshots and downloaded web images don't hold up at Amazon's 1,600px zoom spec — and they can't be rescued in post. Use this checklist before you upload.

File specification

Resolution	1,600 px on the longest side (2,000 px+ preferred)
Format	JPEG or PNG (TIFF or RAW also welcome)
Colour profile	sRGB
Background	Pure white (RGB 255/255/255) for main shots
File size	Under 10 MB per image is ideal
Naming	ASIN or SKU + angle, e.g. B0XXXXX_front.jpg

Angles & coverage to send

- Front, back, both sides and top — straight-on, level eye-line
- 45° hero angle showing depth
- Top-down (flat lay) where relevant
- Close-ups of every label, badge, certification or seal
- Packaging open and closed — including unboxed contents
- Every variation: colour, size, scent, flavour, pack-count
- Any accessories or what's-in-the-box components, individually

Please don't send

- Mobile phone snaps taken in mixed indoor lighting
- Screenshots, social media exports or messenger-compressed images
- Images downloaded from the internet, supplier sites or competitors
- Watermarked, branded-overlay or stock-library files you don't own
- Heavily filtered, AI-upscaled or already-retouched files
- PDFs, Word docs or PowerPoint slides containing embedded images

How to send

- WeTransfer, Google Drive, Dropbox or OneDrive link — one folder per ASIN
- Include a short note: ASIN, product name, key selling points, target buyer
- Flag any compliance copy already approved (FDA, CE/UKCA, allergen, age-rating)