



PrimePantry

BRAND GUIDELINES

JANUARY 2015 | V2

WHAT ARE BRAND GUIDELINES?

For customers to purchase Prime Pantry goods they need to be able to find them quickly and easily.

Consistent use of the palette, fonts, logos and images create the brand and differentiate the Pantry items from general grocery items. The brand creates the visual flags that get the customer from the Gateway, to Prime Pantry, to the cart, to confirmation.

These brand guidelines articulate the Prime Pantry brand to help our organization, vendors and partners understand and convey the brand. We want to ensure a defined, consistent voice to deliver the best experience for customers.

Here is everything you need to know about the look, feel, and voice of Prime Pantry.



TABLE OF CONTENTS

BRAND & PERSONALITY

- What is Prime Pantry?..... 5
- Our Personality 6

IDENTITY STANDARDS

- Logo Specifications..... 8
- Color Palette 10
- Typography 11
- Lifestyle Photography..... 12
- Product Photography 16

PANTRY PAGE OVERVIEWS

- Storefront 20
- Categories 21
- Subcategories 22
- Detail Page..... 23
- First-Item HUC..... 24
- Second-Item HUC..... 25

PANTRY GRAPHICS

- Associate Graphics 27
- Billboard 28
- Bunk Beds 29
- Category Tile..... 30
- Category Showcase 31
- Coupon Graphic 32
- Double-Promo Billboard 33
- Foil Graphic 34
- GNO Flyout..... 35
- HQP Graphic 37
- Medium Rectangle 38
- Multi-Link Category Tiles 39
- Page Header & Storefront Banner..... 40
- Roto..... 41
- Sparkle 42
- Stripe Banner..... 43
- Wayfinder Navigation..... 44





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BRAND & PERSONALITY

WHAT IS PRIME PANTRY?

Prime Pantry enables Prime members to purchase household staples and have them delivered to the door. Members fill a box with goods from Prime Pantry and have them delivered for a \$5.99 fee.

CORE ATTRIBUTES

- **Save on Essentials:** Value pricing at or below that of Walmart or Costco with an exclusive list of non-perishable household staples.
- **Everyday Sizes:** Smaller quantities typically not available elsewhere on Amazon or at warehouse chains
- **Convenienced Delivered:** A box is delivered in 2-3 shipping days for a \$5.99 delivery fee
- **Plus:** We'll save the shopping lists, so reordering is a breeze.

IT'S ALL ABOUT EASE & CONVENIENCE



OUR PERSONALITY

As a child of Amazon.com, Pantry's brand is a lot like the Amazon's global brand.

HONEST

Prime Pantry takes a proactive approach to service. If customers see a problem, we address the issue and honestly address the matter.

FLEXIBLE

We have thousands of customers and not everyone shops the same way. We have tools to adapt to different shopping styles.

INNOVATIVE

Prime Pantry continues to develop tools to match the right products with many lifestyles in a relevant and convenient manner.

RELIABLE

Prime Pantry has a network of fulfillment centers that deliver thousands of household staples to customers all over the country. Backed by Amazon, we deliver consistently and reliably.

PASSIONATE

We love what we do and are constantly finding ways to be even better. When we see a great deal, we share that with our customers.

CONVENIENT

We go the extra mile to deliver products to the door—literally.





PrimePantry

IDENTITY STANDARDS

LOGO SPECIFICATIONS

Never redraw, recolor or alter the logo, including the placement and size relationship of its letter or spark symbol. Doing so weakens our identity. Please request authorized artwork from the Prime Pantry team.

LOGO ARRANGEMENT

The primary logo arrangement for Prime Pantry is the horizontal format. For select instances, you may use a stacked version to conserve space.

The logo is displayed in a horizontal arrangement. The word "Prime" is in a blue, italicized sans-serif font, and the word "Pantry" is in an orange, italicized sans-serif font. Both words are slanted to the right.

LOGO COLOR

When the logo appears on a white background, use our primary, authorized Amazon Prime blue and Amazon Orange (more information on page 10).

The logo is displayed in a stacked arrangement. The word "Prime" is in a blue, italicized sans-serif font, and the word "Pantry" is in an orange, italicized sans-serif font. Both words are slanted to the right.

LOGO SPECIFICATIONS (continued)

CLEAR SPACE

- Always maintain clear space around the Prime Pantry signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the “e” in Prime for vertical space, and the width of the “e” for horizontal.
- Never allow typography or other elements to “invade” the signature or the symbol.



MINIMUM SIZE

The Prime Pantry signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity - and effectiveness.

Please never reproduce the signature smaller than 1" wide. That is 72 pixels wide at the resolution of 72 dpi.



1"

PrimePantry

COLOR PALETTE

Prime Pantry has two primary colors: orange and blue. These specific colors should also be used for key communication elements, such as headlines and the logo.

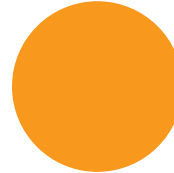
SECONDARY COLORS

Secondary colors can be used as accents and to help with hierarchy on design collateral. If necessary these colors can stand in for the primary colors in headline text on hero slideshows and showcase graphics. These colors can be selected from the artwork used. Please use these colors sparingly.

LINK COLOR

For single-link and multi-link category tiles use the color in the template provided by the Pantry team, #333333.

PRIMARY COLORS



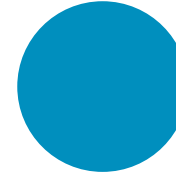
ORANGE

SPOT
PMS 130C/129U

CMYK
0 / 47 / 100 / 0

RGB
255 / 153 / 0

HEX
#FF9900



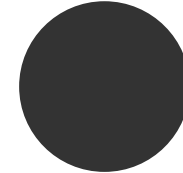
BLUE

SPOT
PMS 313C/313U

CMYK
68 / 20 / 13 / 0

RGB
72 / 163 / 198

HEX
#48A36C



GREY LINK COLOR

SPOT
PMS 447C/NEUTRAL
BLACKU

CMYK
0 / 0 / 0 / 90

RGB
51 / 51 / 51

HEX
#333333

TYPOGRAPHY

Typography is an expression of the Prime Pantry brand personality. We use Gotham as our primary brand typeface. This modern and approachable typeface helps communicate ideas simply and cleanly.

GOTHAM: OUR GRAPHIC FONT

For maximum flexibility across applications, Gotham is available in eight font weights. The display to the right shows the three preferred weights.

Gotham is used for typographic elements such as promotional graphics, category tiles, banners, etc. These graphics are raster-based or vector-based because Gotham is not a screen font.

We use two other fonts; Helvetica Neue and Arial. Helvetica Neue is used as a display font throughout Amazon and Arial is our screen font.

Gotham Thin (use sparingly)

Gotham Extra Light (use sparingly)

Gotham Light

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 w x y z
0 1 2 3 4 5 6 7 8 9

Gotham Book

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 w x y z
0 1 2 3 4 5 6 7 8 9

Gotham Medium

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 w x y z
0 1 2 3 4 5 6 7 8 9

Gotham Bold (use sparingly)

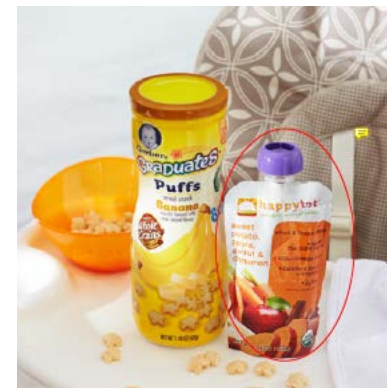
Gotham Black (use sparingly)

Gotham Ultra (use sparingly)

LIFESTYLE PHOTOGRAPHY

Pantry lifestyle photography focuses on products in light and clean environments; places where you would want to cook, eat, and live. We focus on the results of the smart shopping; an organized pantry rather than dirty dishes in a sink. This type of photography can be either from an Amazon photo shoot or a stock image. • Even though it is “lifestyle photography” in an environment, the products are still the stars. They are supported by a warm, clean, bright background.

- Avoid dark or busy backgrounds. Overlaying text should be seen clearly and easily. If a colored background is used, it should be light enough to fade to white.
- The products and styling should align with the focus of the message; a photo for “Country Scent Lysol” should feel clean.
- We can’t focus on products we don’t sell: fruit, veggies, eggs, milk, meat, plates, silverware, ...
- Keep styling and propping clean, well-organized and bright (especially with household supplies)
- Try to keep focus; we don’t want an overwhelming number of products, many textures, bright colored backgrounds, etc...
- When selecting stock imagery, the imagery should exclude people.



LIFESTYLE PHOTOGRAPHY (continued)



GOOD

This is successful for a storefront or larger sized image; it shows the asins as the stars of the show, but it also shows a bit of the background to give some context and make it feel clean, comfortable and homey.

Note that this probably has too many ASINs to appear in a slideshow or banner.



NOT AS SUCCESSFUL

Background is dark. The focus of the photograph is diffused by the placement and number of ASINs. The edges fade out.

LIFESTYLE PHOTOGRAPHY (continued)



GOOD

Subdued colors, clean background and "friendly" looking.



NOT AS SUCCESSFUL

Too many colors and shapes. The shot is crowded and overwhelming.



GOOD

Clear focus on products that we sell in an interesting environment.



NOT AS SUCCESSFUL

Too generic--it implies "bathroom" but we don't sell any of these items in Pantry.

LIFESTYLE PHOTOGRAPHY (continued)



GOOD

The product is nicely presented in a clean and organized environment.

If you have to show the fruit we don't sell—make it a secondary element



NOT AS SUCCESSFUL

The fruit is too prominent and customers might think that we sell the fruit as well as the baby food.



GOOD

Nice setting, gives a holiday feeling with non-specific holiday decor or food



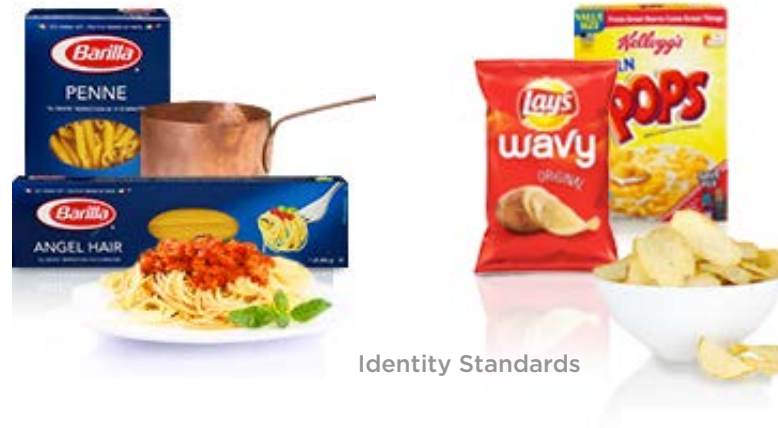
NOT AS SUCCESSFUL

Too many identifiable products that we don't sell.

PRODUCT PHOTOGRAPHY

The focus of product photography is **products**; props are secondary. Avoid “busy” props or too many ASINs; it clutters the image impact. Product photography can be ASIN collage, stock image, or a studio shot.

- ASIN images have a reflection that appears in the front. This is important to include in ASIN collages.
- When compiling an ASIN collage, match the perspective, scale, lighting, reflections, highlights and shadows of grouped products as much (and as realistically) as possible. These guidelines apply to props used as well.
- Choose or arrange for photography that is on white or light colored surfaces and allows messaging text to be seen clearly and easily. If a colored background is used it should be light enough to fade to white.
- Still-life photos can include pictures from vendors featuring a grouping of products, or stock photography of generic product imagery, as well as props to add to ASIN collages
- Ensure the products and styling aligns with the focus of the message in the graphic (e.g. A graphic with a message for “Country Scent Lysol” should feel clean)
- Avoid dark or busy backgrounds. Overlaying text should be seen clearly and easily. If a colored background is used, it should be light enough to fade to white.
- The products and styling should align with the focus of the message; a photo for “Country Scent Lysol” should feel clean.
- We can’t focus on products we don’t sell: fruit, veggies, milk, meat...
- When selecting stock imagery, the imagery should exclude people.



PRODUCT PHOTOGRAPHY (continued)



ASIN COLLAGE

Generally these graphics are made out of individual ASINs in Photoshop.

Consistency of perspective, scale, lighting, reflection, highlight and shadow is key. Try not to obscure the product name or logo.

ASINs IN A BOX

If possible, maintain the brand identity of the products by keeping the name or logo visible and visually intact.

The box to the far right is from a photo shoot. The box to the near right is available as a photoshop template so that the ASINs, shadows, reflections and highlights can all be changed.



PRODUCT PHOTOGRAPHY (continued)



ASIN COLLAGE ON COLORED OR TEXTURED BACKGROUND

White backgrounds are best, but a background with a light color or texture could be added.

When there is a background texture, shadow or color there should be a box around the image unless the background fades to white.

PROPPING AN ASIN COLLAGE

The props should be to the same scale as the ASINs. The cast shadows, highlights and reflections should match on ASINs and props.





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PANTRY PAGE OVERVIEWS

PRIME PANTRY STOREFRONT

The Prime Pantry “storefront” features a variety of merchandising slots.

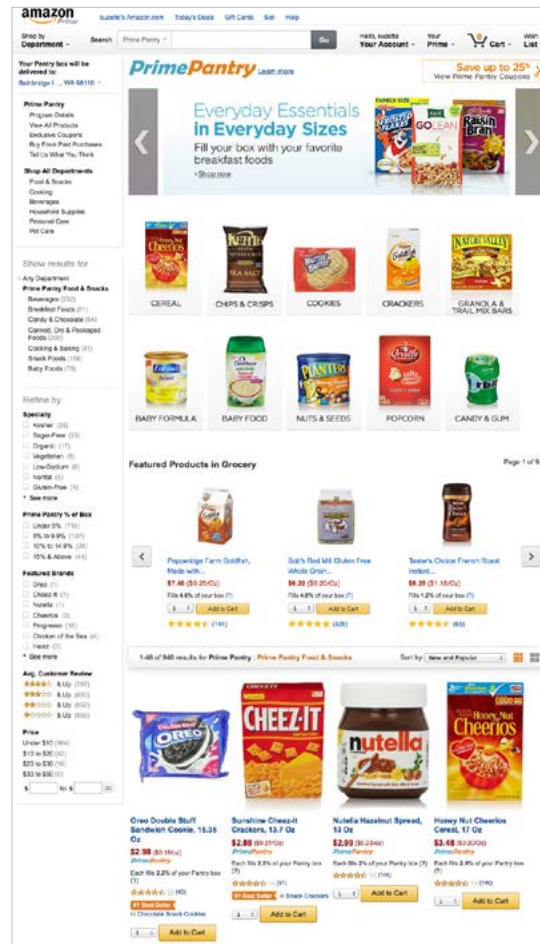
The screenshot shows the Amazon Prime Pantry storefront with several key elements annotated:

- Coupon:** A banner at the top right offering a "Save up to 25%" discount.
- Video introduction to Prime Pantry:** A video player on the left side of the page.
- Prime Pantry information links:** A list of links on the left side, including "Program Details", "View All Products", "Exclusive Coupons", "Buy From Past Purchases", and "Tell Us What You Think".
- Billboard:** A large central banner titled "It's Easy, Fill Your Pantry" with a grid of product images.
- Storefront banner:** A banner below the billboard titled "Shop from your past purchases" with a box icon.
- Multilink category tile:** A grid of product categories including "FOOD & SNACKS", "COOKING", "BEVERAGES", "PERSONAL CARE", "HOUSEHOLD SUPPLIES", and "PETS".
- Featured products from categories:** A section at the bottom titled "Featured Products in Personal Care and Health Care" and "Featured Products in Household Supplies", showing individual product listings with prices and ratings.

PRIME PANTRY CATEGORIES

The category pages and storefront show the coupon page banner. The category page has the showcase at the top.

Prime Pantry information links
 Program Details
 View All Products
 Exclusive Coupons
 Buy From Past Purchases
 Tell Us What You Think



Coupon page link

Showcase
 650w x 200h or
 650w x 3h0h

Subcategory tile
 graphic & links;
 individual tile
 140w x 200h

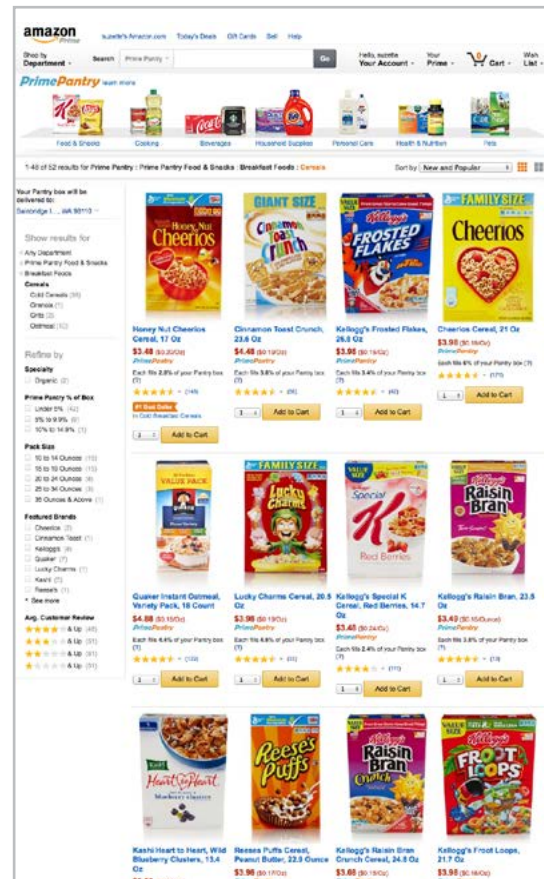
Featured
 products

Representative
 ASINs from the
 category

PRIME PANTRY SUBCATEGORIES

The “Wayfinder” is unique to Prime Pantry and it leverages the customers understanding of the physical metaphor of grocery store aisles in an online environment. Wayfinders are on subcategory and detail pages

- Breadcrumbs
- Navigation Links
 - Any Department
 - Food & Snacks
 - Breakfast Foods
 - Cereals (not a link)
 - Cold Cereals (26)
 - Grits (1)
 - Oatmeal (7)



Wayfinder
770 x 350
Individual tiles
80w x 80h

Subcategory
ASINs

PRIME PANTRY DETAIL PAGE

The detail page is not unique to Prime Pantry but has added elements that remind customers that they are in the Pantry “store”

Logo →

Wayfinder
770 x 350
Individual tiles
80w x 80h

Explanation of box fill →

Buy box with exclusivity notice and Prime Pantry logo

Explanation of Prime Pantry →

PRIME PANTRY HUC – FIRST ITEM HUC

The HUC page is partially managed by the Prime Pantry team. The first item HUC and the second item HUC show different information.

The screenshot shows the Amazon Prime Pantry interface. At the top, it says 'amazon Prime' and 'You've started a Prime Pantry Box'. Below this, there are several sections: 'Everyday essentials in everyday sizes', 'Fill your Pantry box', and 'It's easy to add more to your Pantry box'. The 'It's easy to add more to your Pantry box' section features a row of category links: FOOD & SNACKS, COOKING, BEVERAGES, HOUSEHOLD, PERSONAL CARE, HEALTH & NUTRITION, BABY CARE, and PET CARE. Below this is a section for 'Shop Popular Categories in Prime Pantry' with sub-sections for 'Food & Snacks in Prime Pantry', 'Beverages in Prime Pantry', and 'Household Supplies & Personal Care in Prime Pantry'. Each sub-section displays a grid of product images.

Annotations on the left side:

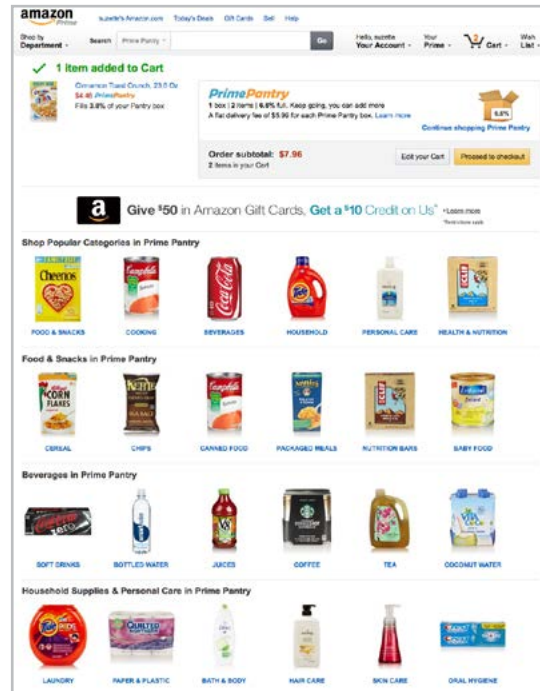
- Logo added to confirmation
- Links to categories

Annotations on the right side:

- Explanation of box fill
- Special explanation of the Prime Pantry process
- Links allow customers to go to categories and subcategories within Prime Pantry

PRIME PANTRY HUC – SECOND ITEM HUC

The second item HUC shows less explanation and more categories in Prime Pantry.



Explanation of box fill and link to keep customers in Prime Pantry

Links allow customers to go to categories and subcategories within Prime Pantry



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PANTRY GRAPHICS

ASSOCIATE GRAPHICS

These graphics do NOT appear on the Amazon.com site. They are distributed to our Associates to post on their sites in order to drive traffic to Amazon.com.

For more information on associate graphics consult the wiki pages on the associates program.

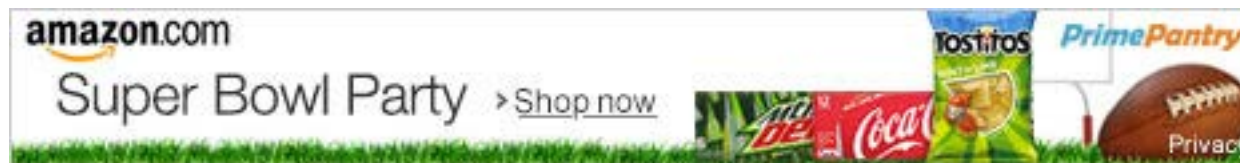
Button 1: 120w x 90h



Half Banner: 234w x 60h



Full Banner: 468w x 60h



Leaderboard: 728w x 90h



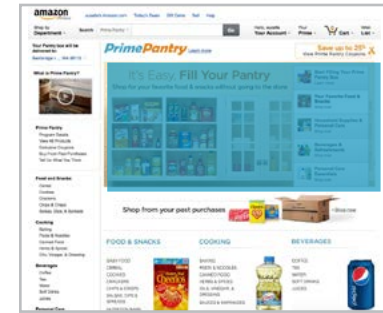
BILLBOARD

The Billboard has rotating graphics on the top-center of the PANTRY storefront.

- Each slide is accompanied by a small 40x40 thumbnail used in the right panel. It's unnecessary to include a pixel border around the thumbnails and billboards.

Main Billboard Image Dimensions: 1200w x 360h

Billboard Thumbnail Dimensions: 40w x 40h



Billboard storefront page placement in Pantry

Main Slide
360
pixels tall

Free Shipping for Your Super Bowl Party
Purchase 5 Eligible PepsiCo Pantry Items and Receive 2 Free Super Bowl XLIX Tumblers and Free Shipping
> [Shop now](#)

Active Headline
This is what active copy looks like

Inactive Headline
This is what inactive copy looks like

Inactive Headline
This is what inactive copy looks like

Inactive Headline
This is what inactive copy looks like

Inactive Headline
This is what inactive copy looks like

Main Slide 1200 pixels wide

Thumbnail
40 x 40 pixels

BUNK BEDS

The Amazon GATEWAY hosts the “bunk beds” in the center space.

Check the wiki to make sure that these graphics have NOT been deprecated with the new gateway design.

Bunk Bed Dimensions: 660w x 180h



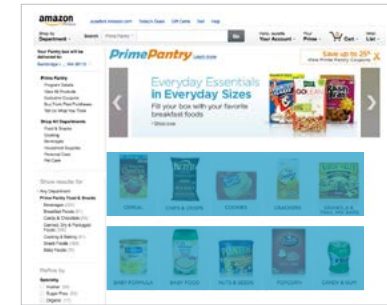
Bunk bed page placement is on the gateway page



CATEGORY TILE

This unique category tile PANTRY hosts on the category pages.

- 5 tiles per row (for use on two-column pages)
- Letter Count: Up to 21 characters (recommended 13). 2 lines of text, maximum
- Product count: 1 maximum
- 10% gray gradient from bottom of tile, 50% of height.

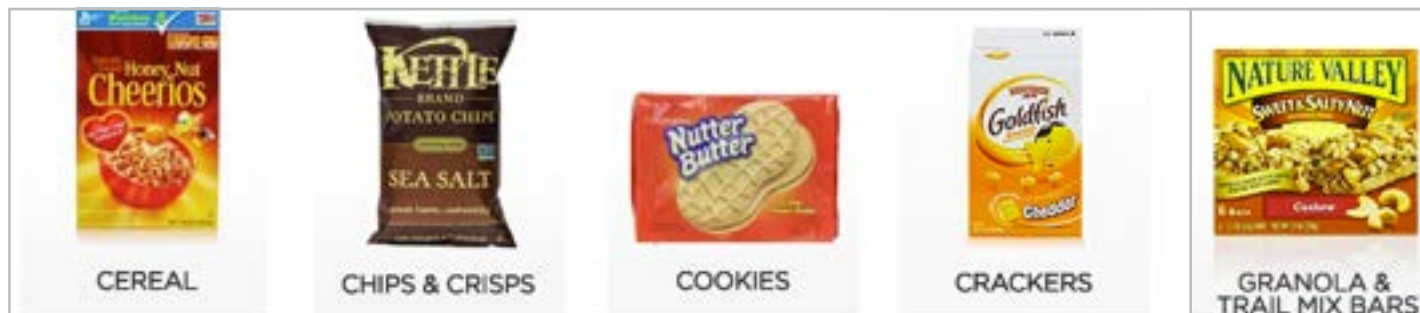


2 rows of 5 category tiles on the category pages

Category Row Dimensions: 750w x 200h for row of tiles

Category Tile Dimensions: 140w x 200h for individual tiles

Category rows
750w x 200h

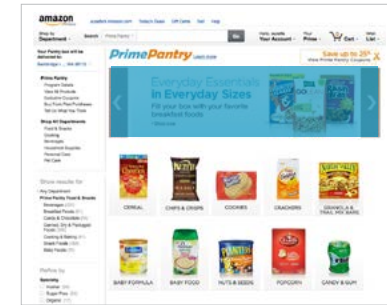


Category tile
140w x 200h

CATEGORY SHOWCASE

PANTRY hosts the “category showcase” at the top of the category pages.

- Word Count: 10 words, 3 lines of text max
- ONLY for use on 2-column pages
- Do NOT use a white background
- Please refer to the showcase wiki for more information



Category page with showcase placement in blue

Category Showcase Dimensions: 650w x 200h

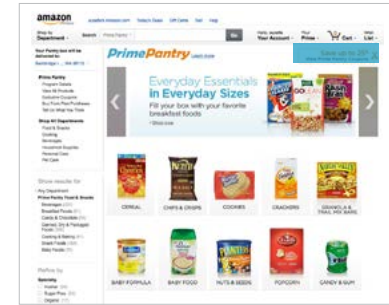


COUPON GRAPHIC

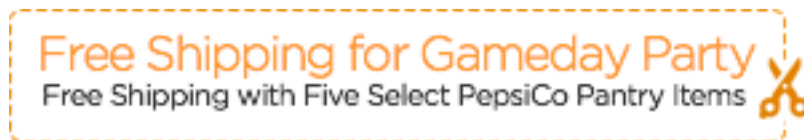
The coupon graphic is unique to PANTRY. It is at the top of the Pantry storefront and category pages.

- Word Count: 10 words, 3 lines of text max
- ONLY for use on 2-column pages

Coupon Graphic: 300w x 50h



Category page with coupon placement in blue

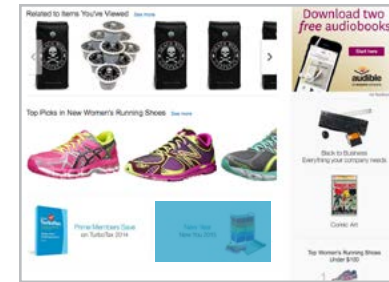


DOUBLE-PROMO BILLBOARD

Amazon.com GATEWAY hosts the double-promo billboards.

- This placement should have minimal, straight-to-the-point copy
- Billboards should be built to white with NO CTA.
- Letter Count: 30-50 characters (Including Spaces)
- Check the wiki for guidelines and templates to build these graphics.

Double-Promo Dimensions: 1320w x 600h for responsive design
(image not shown to size)



The double-promo billboard is built for the Amazon Gateway page



Double-promo billboard 1320 x 600

FOIL GRAPHIC

Foil graphics are used all over Amazon.com. PANTRY uses them for the title graphic for collections of products and shopping list headers.

- Word Count: 12 words, 3 lines of text max
- ONLY for use on 2-column pages
- Check the wiki for guidelines for building the foil graphic.



The foil graphic, in blue, at the top of a pantry list page for the Superbowl.

Foil Graphic: 900w x 120h

A promotional banner for Super Bowl party items. On the left, there are images of Tostitos Original, Doritos, and PepsiCo products, along with a purple Super Bowl XLIX tumbler. To the right, the text reads: "Free Shipping For Your Super Bowl Party" in large red font, followed by "Purchase 5 Eligible PepsiCo Pantry Items and Receive 2 Free Super Bowl XLIX Tumblers and Free Shipping" in blue font. Below that, in smaller black font, it says: "For a limited time add 5 eligible items and 2 tumblers to your Pantry Box and receive the tumblers for free and free shipping. Discount applied at checkout."

GNO FLYOUT

The Amazon NAVIGATION hosts the Pantry GNO Flyout once a quarter. Check the wiki for specifics of the design and possible templates.

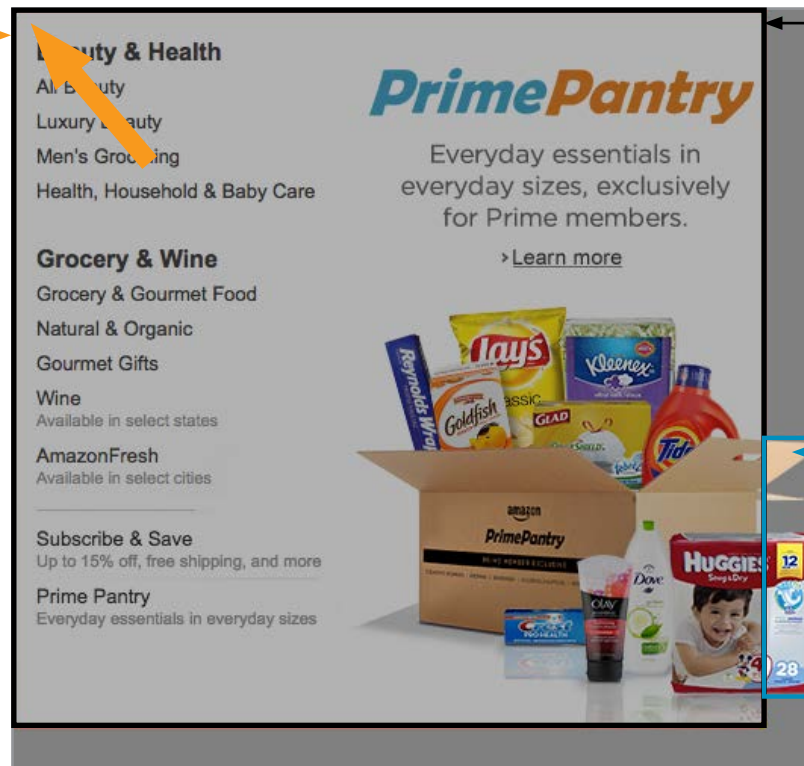
- Flyout promo is 500w x 475h without “pop-out” and 540w x 515h pixels with pop-out.
- The entire promo image, including the white background (where the links appear in code), aligns with the top/left of the flyout panel.



GNO lives in the header navigation. Here is an example of the GNO flyout on the Amazon gateway

Align image to upper left corner of the panel.

The Inks appear overlaying the white background of your image.



500w x 475 h with no pop-out

540w x 515 h with pop=out

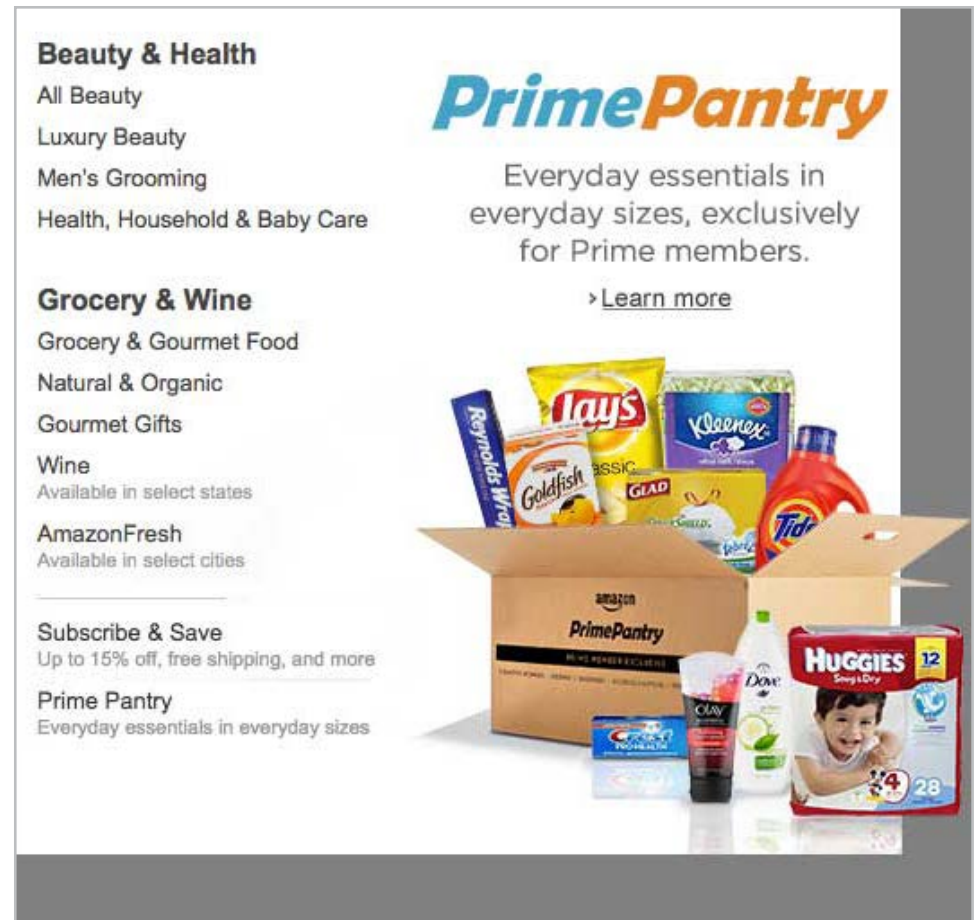
This is a pop-out

GNO FLYOUT — POP-OUT FEATURE

- Flyout allows the photo to break the frame by up to 39 pixels on the right side, and 39 pixels on the bottom,
- “Pop-out” content must have a crisp edge. Anything breaking the frame must be opaque and clear.
- It is not required that photos use this feature; Photos can instead be cropped against on top/bottom and left side.

If your promo image has a background other than white:

- Extend the background one extra pixel to 501w x 476h so it covers the border coded into the flyout.
- Bottom-right corner is reduced to a 1 px radius.



Beauty & Health
All Beauty
Luxury Beauty
Men's Grooming
Health, Household & Baby Care

Grocery & Wine
Grocery & Gourmet Food
Natural & Organic
Gourmet Gifts
Wine
Available in select states

AmazonFresh
Available in select cities

Subscribe & Save
Up to 15% off, free shipping, and more

Prime Pantry
Everyday essentials in everyday sizes

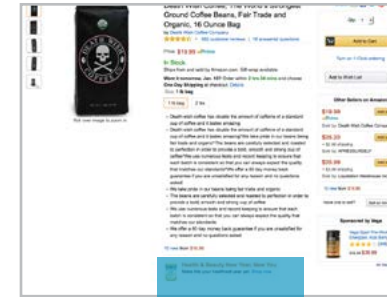
PrimePantry
Everyday essentials in everyday sizes, exclusively for Prime members.
[> Learn more](#)

The image shows a cardboard box labeled 'amazon PrimePantry' overflowing with various household products. Visible items include a box of Reynolds Wrap, a bag of Lay's Classic potato chips, a box of Goldfish crackers, a box of Glad trash bags, a box of Kleenex tissues, a bottle of Tide laundry detergent, a box of Huggies Simply Clean baby wipes, a bottle of Dove body wash, and a box of Clorox disinfecting wipes. The products are arranged in a way that they appear to be popping out of the box.

HQP GRAPHIC

HQP graphics exist all over Amazon.com. PANTRY hosts the “large HQP” graphics on the detail pages. For more information see the VXD Wiki Image Glossary.

- Word Count: 9 words, 11 characters per word max.
- Product count: 1 or 2 maximum
- No Border
- Use a small CTA



2 rows of 3 multi-link category tile on the storefront page of Pantry

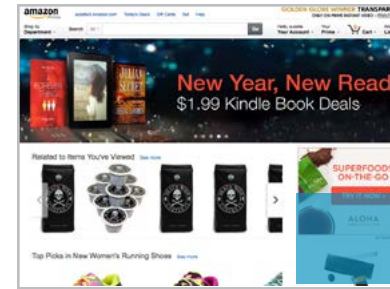
HQP Graphic Dimensions: 355w x 70h



MEDIUM RECTANGLE

The medium rectangle graphic can be created for either the associates program or to promote PANTRY on the Amazon.com GATEWAY page. Check the wiki for specifics on the design and possible templates

Medium Rectangle Dimensions: 300w x 250h



Page placement on the Amazon.com gateway in blue

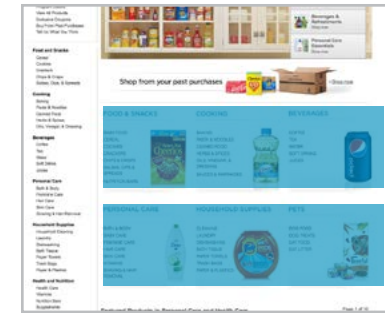


MULTI-LINK CATEGORY TILES

This multi-link tile is unique to PANTRY and it is hosted on the category pages.

- 3 tiles per row (for use on two-column pages)
- Letter Count: Up to 21 characters (recommended 13). 1 line of text maximum
- Product count: 1 or 2 maximum
- No Border--background gradient built in to template

Dimensions: 240w x 240h for individual tiles



2 rows of 3 multi-link category tile on the storefront page of Pantry

FOOD & SNACKS

BABY FOOD
CEREAL
COOKIES
CRACKERS
CHIPS & CRISPS
SALSAS, DIPS &
SPREADS



COOKING

BAKING
PASTA AND NOODLES
CANNED FOOD
HERBS & SPICES
OILS, VINEGAR, &
DRESSING
SAUCES & MARINADES



BEVERAGES

COFFEE
TEA
WATER
SOFT DRINKS
JUICES

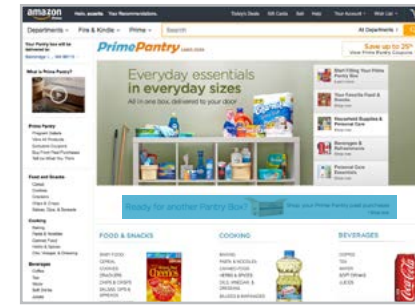


Multi-link category tile 240w x 240h

PAGE HEADERS & STOREFRONT BANNERS

Page header and so are used on PANTRY for the lists page titles. Storefront banners show up under the billboard on the storefront under specific circumstances (the customer has already shopped at Pantry, etc...). The size is unique to Pantry.

- It is important NOT to make these wider than 770 pixels because they break the tablet pages.
- Best option is to build to white background because the graphic must fade to white on both sides of the banner.
- Word Count: Recommended 6, maximum 12 words. 2 lines text maximum. Try to use 1 whenever possible
- Products: Ensure the “recognizable” portion of the product is visible e.g., logo, design vs. bottle cap



Page placement, in blue, under the billboard on the Pantry storefront.

Both Dimensions: Maximum width 770w x 85h (height variable)

Shop from your past purchases



ROTO

Rotos are used for cross-merchandising placements on the Amazon GATEWAY page. Please check the wiki for new specs and possible templates.

- Must be built to white. These banners also require a 1-pixel 6-pixel rounded corner frame in #C9E1F4 to match the other gateway placements.
- Product count: 3 - 5
- Word Count: 8 words. 2 lines text maximum



Roto page placement on the Gateway page

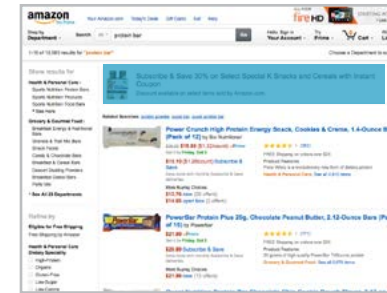
Roto Dimensions: 300w x 120h or 300w x 75h



SPARKLE


Sparkles are used for cross-merchandising placements from Amazon.com search. Please check the wiki for new designs and templates.

- Word Count: Recommended 6, maximum 12 words. 2 lines text maximum. Try to use 1 whenever possible
- Products: Ensure the “recognizable” portion of the product is visible e.g., logo, design vs. bottle cap
- A sparkle displays on a search or subcategory page . They are used to expand a search around a keyword (first example, Tide) or categories (second example, household supplies)



Sparkle are on search or sub-category pages outside of Pantry


Sparkle Dimensions: 900w x 135h



Shop Prime Pantry's Tide Selection

Looking for Tide? Check out the links below to browse our store and popular tide products

Shop Prime Pantry
Liquid Detergent
Pods
Powder Detergent
HE



Introducing Prime Pantry

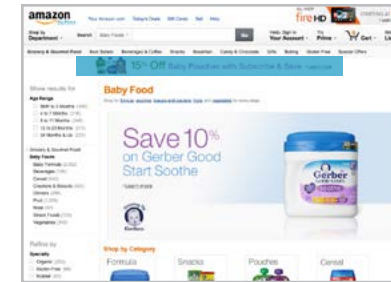
Low-priced household essentials in everyday sizes.

Shop Prime Pantry
Liquid Detergent
Paper & Plastic
Bath Tissue
Paper Towels

STRIPE BANNER

Sparkles are used for cross-merchandising placements from Amazon.com search. Please check the wiki for new designs and templates.

- Option to build to white or dark background but must fade to white on both sides of the banner.
- Word Count: Recommended 6, maximum 12 words. 2 lines text maximum. Try to use 1 whenever possible
- Products: Ensure the “recognizable” portion of the product is visible e.g., logo, design vs. bottle cap



Stripe page placement is usually in another category outside of Pantry

Stripe Dimensions: 650w x 45h

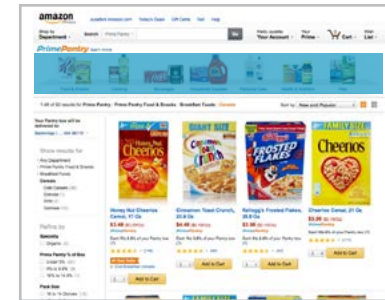
Skin care essentials in everyday sizes **PrimePantry**  > [Shop now](#)

WAYFINDER NAVIGATION

The wayfinder is unique to PANTRY; It replicates the aisles of a grocery store. We have just added flyouts to the bottom of the wayfinder.

The wayfinder enables customers to navigate within Pantry to the categories from the detail pages and sub-category pages.

The wayfinder flyouts include the main categories in pantry (for example: cooking) and a flyout that lists the subcategories as well (for example: baking, pasta & noodles, canned food, ...)

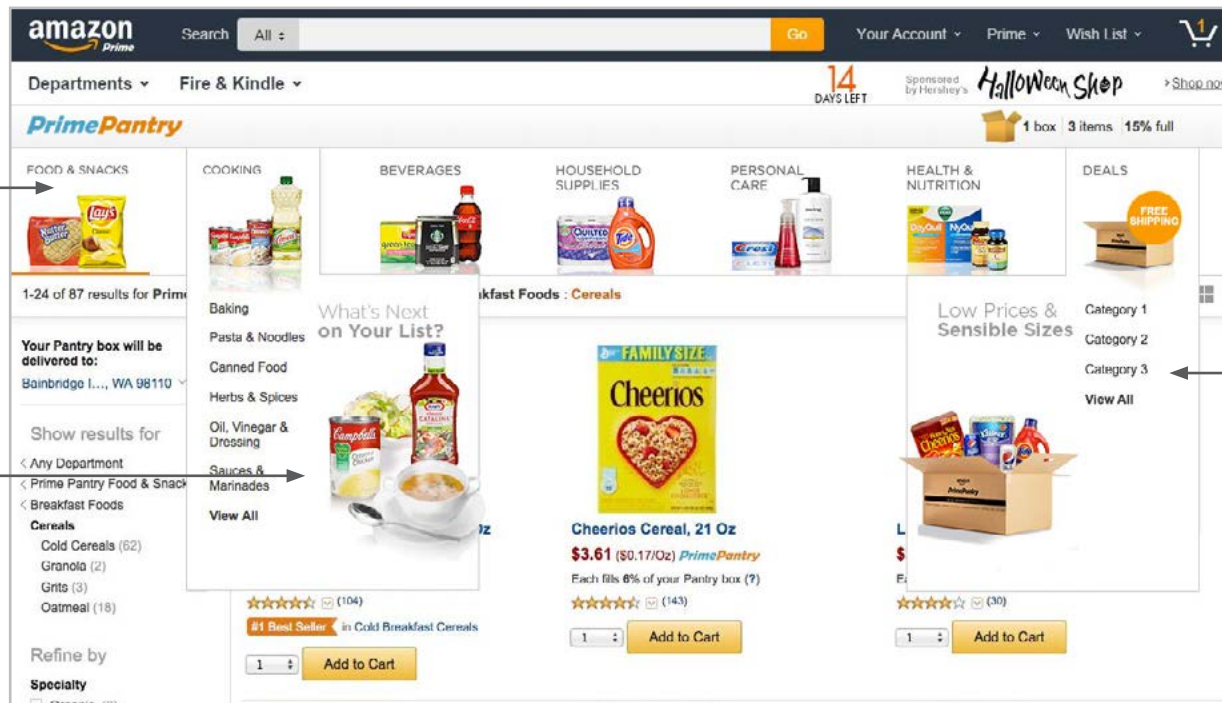


Wayfinder with subcategory page placement in Pantry

This is the wayfinder

Flyout for the Cooking category

Flyout for the Deals category



WAYFINDER NAVIGATION (continued)

The wayfinder tile is built using one photoshop document that is divided in to two sprites. The flyout is from one photoshop document but is saved as many individual graphics for each category flyout. With both the tiles and the flyout graphics it is important to save both a hi resolution image (png24) and a lower resolution image (png8) in order to avoid latency issues while the wayfinder is loading.

The first sprite has the ASINs and text for the main categories:

Dimensions Sprite1: tiles_hilo_cat_date.psd 842w x 115h



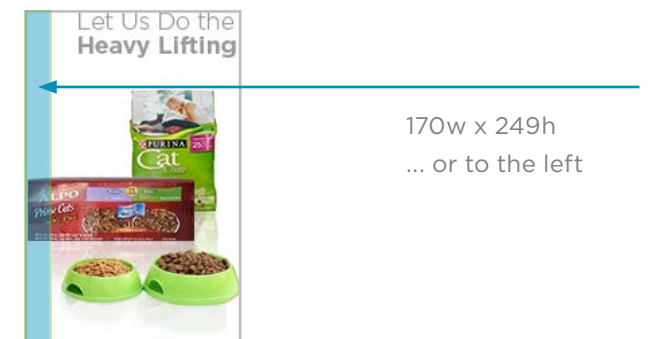
The second sprite (but same photoshop document) has the reflection of the ASINs--this part of the reflection only shows in the flyout

Dimensions Sprite2: tiles_hilo_cat_date.psd 842w x 20h



There is one flyout photoshop document. The flyout direction changes; facing left or right. The far right flyout is oriented to the left.

Dimensions Flyouts: flyouts_hilo_cat_date.psd
170w x 249h



WAYFINDER NAVIGATION (continued)

This is how it comes together...

The screenshot displays the Prime Pantry website interface with several annotations:

- Sprite 1: the wayfinder tiles** - Points to the top navigation bar containing categories: FOOD & SNACKS, COOKING, BEVERAGES, HOUSEHOLD SUPPLIES, PERSONAL CARE, HEALTH & NUTRITION, and DEALS. A status bar shows "1 box 3 items 15% full".
- Sprite 2: the reflection** - Points to the reflection of the navigation bar and the "View All" button.
- Flyout to the right** - Points to the left sidebar navigation menu, which includes:
 - 1-24 of 87 results for Prime
 - Your Pantry box will be delivered to: Bainbridge I..., WA 98110
 - Show results for:
 - < Any Department
 - < Prime Pantry Food & Snack
 - < Breakfast Foods
 - Cereals
 - Cold Cereals (62)
 - Granola (2)
 - Grits (3)

The main content area shows a "Breakfast Foods : Cereals" section with a "What's Next on Your List?" recommendation for Campbell's soup and a featured product: "Cheerios Cereal, 21 Oz" for \$3.61 (\$0.17/Oz) with Prime Pantry. A "Low Prices & Sensible Sizes" callout points to a product box.