AmazonLocal LCD Visual Spec

This document provides guidelines and best practices for creating ad package graphics for AmazonLocal deals. These production guidelines work for the Otter, Tate, and Jem devices.

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AmazonLocal LCD Visual Spec

1 Overview

1.1 Description

There are three image types that are part of the image production process that make up a deal's ad package: Vertical Lock Screen, Horizontal Lock Screen, and the Square VSO (View Special Offer). The final ad package should be 300k or smaller. All file templates, fonts, and other assets are available for download.
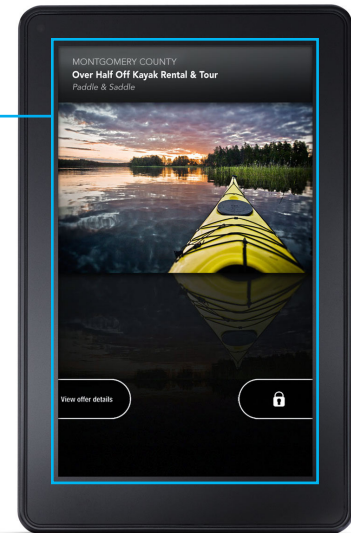
1.2 Placements
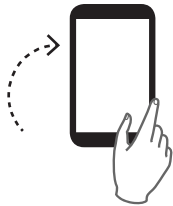
Vertical Lock Screens

Full screen advertisement that is visible when the device is brought out of "sleep" mode. This image is optimized for view when the device is held in a vertical position.

Horizontal Lock Screens

Full screen advertisement that is visible when the device is brought out of "sleep" mode. This image is optimized for view when the device is held in a horizontal position.

VSO Square

Advertisement for the homescreen carousel. This is a direct link to the featured deal page.

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2 Horizontal Lock Screen

2.1 Despcription

Full screen advertisement that is visible when the device is brought out of "sleep" mode. This image is optimized for view when the device is held in a horizontal position. This differ from specs for vertical positioning. See section 3 for Vertical

2.2 Dimensions

OT – Otter: 1024 X 600

TT – Tate: 1280 X 800

JM – Jem: 1920 X 1200

2.3 Type Guidelines

There are three font types/styles used in the LCD messaging. All are variations of the Avenir font family. Unless specified, these font styles and sizes should remain constant for visual consistency. The region and merchant names have an element of transparency to adopt some of the background color. This also allows the deal title to stand out. See section 2.4 for Type Specs for each LCD device.

Region Name
- Font: Avenir LT Std, 45 Book, All Caps
- Kerning: Optical with manual adjustments
- Remove region for multi-region deals.

Deal Title
- Font: Avenir LT Std, 95 Black
- Kerning: Optical with manual adjustments

Merchant Name
- Font: Avenir LT Std, 95 Book Oblique
- Kerning: Optical with manual adjustments

Border Spacing
- Keep text at least 20px from the edge of the device

Text Placment/Orientation
- Text will be justified-left if on the left side
- Text will be justified-right if on the right side
- Text should never be level with nor under the unlock switches

Other
- No asterisks or legal disclaimers.
- No trademark smudges allowed (includes copyright ©, trademark ™, and registered trademark ®).

REGION
Deal Title Example
Merchant Name

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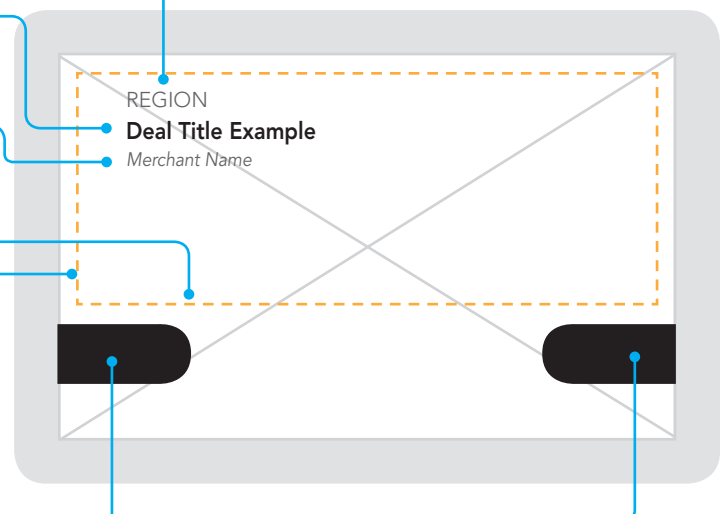
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2.4 Type Specs

Each device has different specifications for font attributes. All horizontal type is set to black or white. Unless otherwise specified, these specs should be used in every case for Horizontal LCD Lock Screens.

OT

Region Name
· Font: Avenir LT Std, 45 Book, 5.5pt, All Caps
· Kerning: Optical with manual adjustments as needed
· Leading: n/a (should never be on two lines)
· Tracking: 25
· Horizontal Scale: 100%
· Layer Opacity: 80%

Deal Title
· Font: Avenir LT Std, 95 Black, 6pt (5.75pt if lengthy)
· Kerning: Optical with manual adjustments as needed.
· Leading: 7pt
· Tracking: 5
· Horizontal Scale: 90%
· Layer Opacity: 100%

Merchant Name
· Font: Avenir LT Std, 95 Book Oblique, 5pt (4.75pt if lengthy)
· Kerning: Optical with manual adjustments as needed.
· Leading: 7pt
· Tracking: 0
· Horizontal Scale: 100%
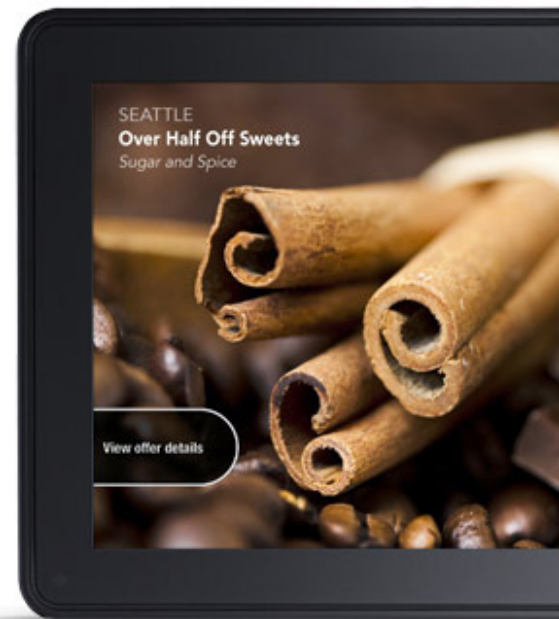· Layer Opacity: 85%

TT

Region Name
· Font: Avenir LT Std, 45 Book, 7pt, All Caps
· Kerning: Optical with manual adjustments as needed
· Leading: n/a (should never be on two lines)
· Tracking: 25
· Horizontal Scale: 100%
· Layer Opacity: 75%
· Color: #FFF or #000

Deal Title
· Font: Avenir LT Std, 95 Black, 7.5pt (7.25pt if lengthy)
· Kerning: Optical with manual adjustments as needed.
· Leading: 9.5pt
· Tracking: 5
· Horizontal Scale: 90%
· Layer Opacity: 100%

Merchant Name
· Font: Avenir LT Std, 55 Oblique, 6pt (5.75pt if lengthy)
· Kerning: Optical with manual adjustments as needed.
· Leading: 8pt
· Tracking: 0
· Horizontal Scale: 100%
· Layer Opacity: 85%

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2.4 Type Specs
(cont.)

JM

Region Name
- Font: Avenir LT Std, 45 Book, 10.5pt, All Caps
- Kerning: Optical with manual adjustments as needed
- Leading: n/a (should never be on two lines)
- Tracking: 25
- Horizontal Scale: 100%
- Layer Opacity: 75%

Deal Title
- Font: Avenir LT Std, 95 Black, 11.5pt (11pt or 11.25pt if lengthy)
- Kerning: Optical with manual adjustments as needed.
- Leading: 13.5pt
- Tracking: 0
- Horizontal Scale: 90%
- Layer Opacity: 100%

Merchant Name
- Font: Avenir LT Std, 55 Oblique, 9.5pt (4.75pt if lengthy)
- Kerning: Optical with manual adjustments as needed.
- Leading: 11.5pt
- Tracking: -10
- Horizontal Scale: 100%
- Layer Opacity: 85%

2.5 Working With Long Text

In ideal situations, the three text elements (location, deal title, merchant name) will fit on three separate lines. However, there will be cases where the deal title and/or the merchant name will need to be placed onto two lines due to their length and the limited available copy space. The below examples outline spacing recommendations for the three elements in these instances.

Long Deal Title (Before)

CHICAGO
Half Off Digital Photography Class & Retouching Workshop
Online PhotoLab

A Deal specific info will have equal visual line spacing

Long Deal Title (After)

CHICAGO
Half Off Digital Photography Class & Retouching Workshop **A**
Online PhotoLab

Long Merchant (Before)

SAN FRANCISCO
Over Half Off Yoga Classes
Peaceful State of Mind Yoga Studio & Meditation Center

B Deal specific info will have equal visual line spacing

Long Merchant (After)

SAN FRANCISCO
Over Half Off Yoga Classes
*Peaceful State of Mind Yoga Studio & Mediation Center* **B**

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2.6 Image Guidelines

1. Images must be beautiful
2. Images must be colorful. No black and white images.
3. Images must be full-bleed. No white borders or edges.
4. Images should not contain branding elements (logos, marks, etc).
5. The main concentration of the image should be above the unlock switches.
6. Images for regional deals should not contain logos or other branding elements. (National deals handled on a case-by-case basis
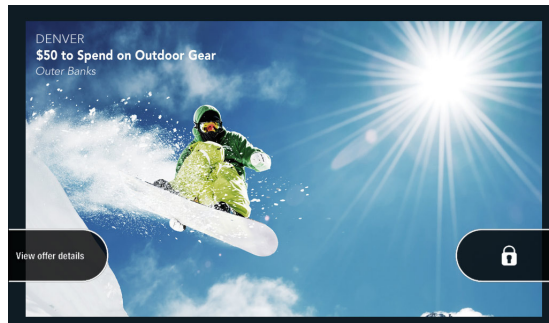
2.7 Approved & Not Approved
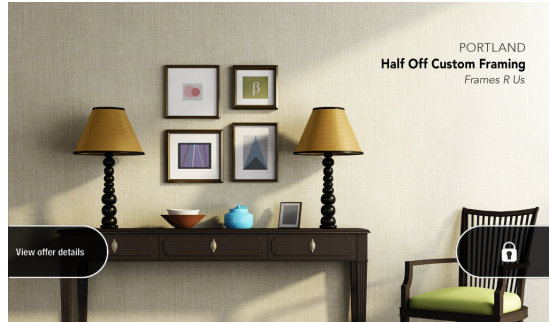
🚫 Not approved: Focus of image is too low on the screen. Key elements blocked by unlock switches.

🚫 Not approved: Image is Black/White. Text color has been altered.

🚫 Not approved: Image is not full bleed.

🚫 Not approved: No room for text. Type is hard to read over busy area.

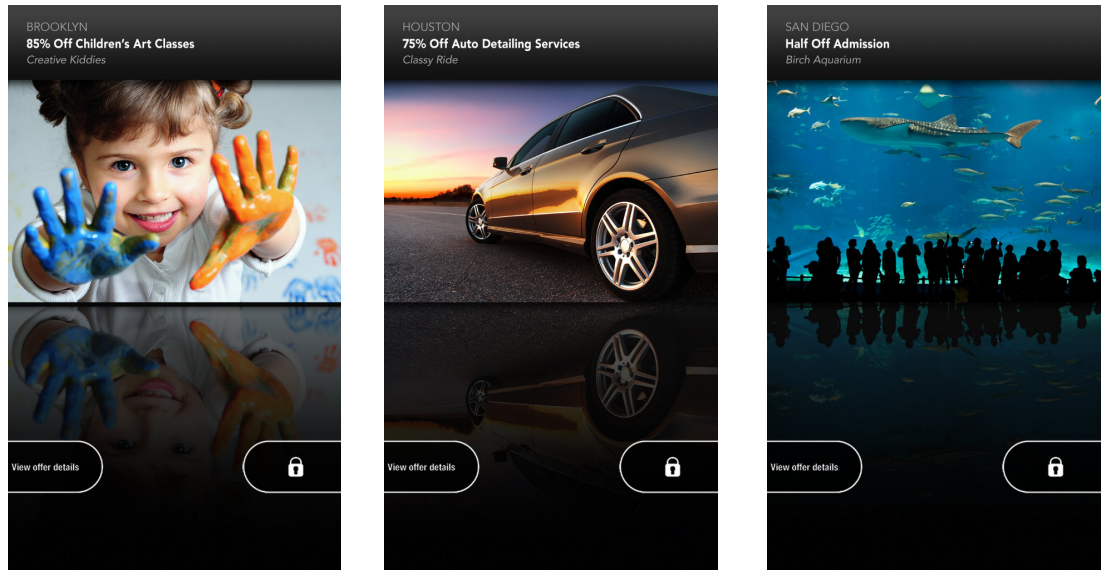🚫 Not approved: Branding element is visible. text is also a bit crammed.

✅ Approved

3 Vertical Lock Screen

3.1 Description

Full screen advertisement that is visible when the device is brought out of "sleep" mode. This image is optimized for view when the device is held in a vertical position.

3.2 Dimensions

OT – Otter: 600 X 1024

TT – Tate: 800 X 1280

JM – Jem: 1200 X 1920

3.3 Type Guidelines

There are three font types/styles used in the screensaver messaging. Unless specified, these font styles and sizes should remain constant for visual consistency.

Region Name
- Font: Avenir LT Std, 45 Book, All Caps
- Kerning: Optical with manual adjustments as needed
- Remove region for multi-region deals.

Deal Title
- Font: Avenir LT Std, 95 Black
- Kerning: Optical with manual adjustments as needed
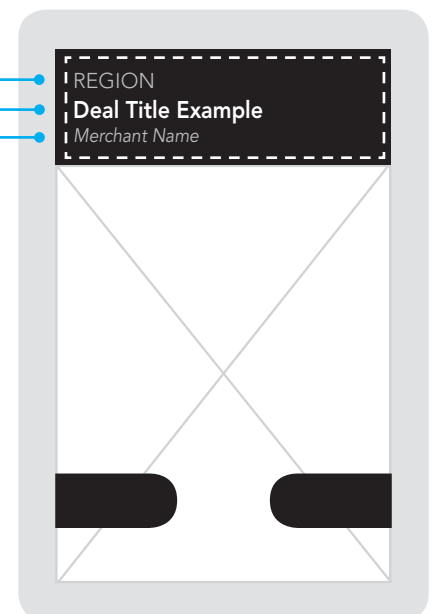
Merchant Name
- Font: Avenir LT Std, 95 Book Oblique
- Kerning: Optical with manual adjustments as needed

Border Spacing
- Keep text at least 20px from the edge of the device

Text Placment/Orientation
- Text will always be justified-left
- Text should never be outside of the black bar

REGION
Deal Title Example
Merchant Name

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3.4 Type Specs

The folowing specifications are for type treatments on each LCD device. The region and the merchant name are a shade of grey while the deal title is white. This is to call more attention to the deal title and to add depth on a high resolution device. Unless otherwise specified, these type treatments should be used in all cases for Vertical Lock Screens.

OT

Region Name
• Font: Avenir LT Std, 45 Book, 5pt, All Caps
• Kerning: Optical with manual adjustments as needed
• Leading: n/a (should never be on two lines)
• Tracking: 10
• Horizontal Scale: 100%
• Color: #aaa

Deal Title
• Font: Avenir LT Std, 95 Black, 6.5pt (6.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 6.5pt
• Tracking: 5
• Horizontal Scale: 90%
• Color: #fff

Merchant Name
• Font: Avenir LT Std, 45 Book Oblique, 4.75pt (4.5pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 7pt
• Tracking: 0
• Horizontal Scale: 100%
• Color: #aaa

TT

Region Name
• Font: Avenir LT Std, 45 Book, 6pt, All Caps
• Kerning: Optical with manual adjustments as needed
• Leading: n/a (should never be on two lines)
• Tracking: 10
• Horizontal Scale: 100%
• Color: #aaa

Deal Title
• Font: Avenir LT Std, 95 Black, 6.5pt (6.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 8pt
• Tracking: 10
• Horizontal Scale: 90%
• Color: #fff

Merchant Name
• Font: Avenir LT Std, 55 Oblique, 5.5pt (5.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 7.75pt
• Tracking: 0
• Horizontal Scale: 100%
• Layer Opacity: 85%

MONTGOMERY COUNTY
Over Half Off Kayak Rental & Tour
Paddle & Saddle

View offer details

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3.4 Type Specs (cont.)

JM

Region Name
• Font: Avenir LT Std, 45 Book, 9.5pt, All Caps
• Kerning: Optical with manual adjustments as needed
• Leading: n/a (should never be on two lines)
• Tracking: 10
• Horizontal Scale: 100%
• Color: #aaa

Deal Title
• Font: Avenir LT Std, 95 Black, 10pt (9.5pt or 9.75pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 12pt
• Tracking: 10
• Horizontal Scale: 90%
• Color: #fff

Merchant Name
• Font: Avenir LT Std, 55 Oblique, 8.5pt (8.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 10.5pt
• Tracking: -10
• Horizontal Scale: 100%
• Color: #aaa

3.5 Working With Long Text

In the VLS, there is generally plenty of room for text. However, there will be cases where the deal title will need to be placed onto two lines or the region needs to be removed. The below examples outline spacing recommendations and placements for the three elements in these instances.
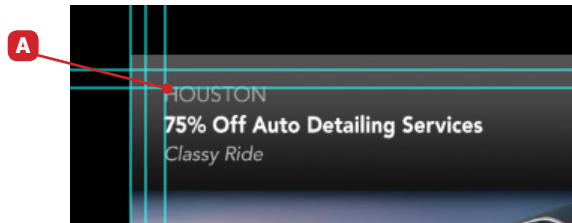
A
Normal text:
The default placement of text in Photoshop is the lower-right guide-point.

B
Text with no region:
For multi-region deals, hide the region layer and manually move the text to the lower-right guide-point.

C
Altered text:
When deal title or merchant needs to be on two lines, manually place text on the upper-right guide-point. It will be very rare for the merchant to be on two lines.

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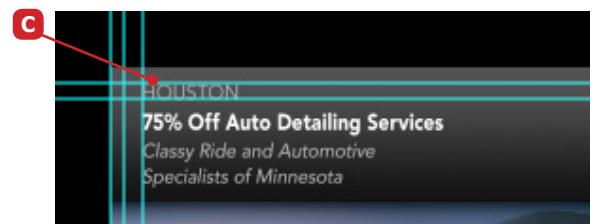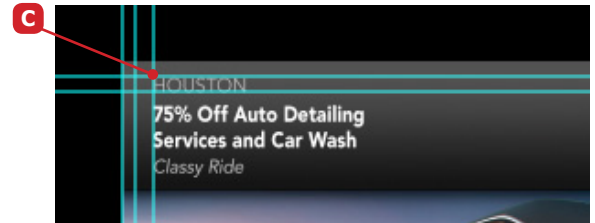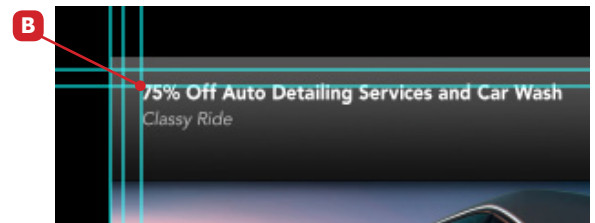
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3.6 Image / Reflection Specs

Borrowing from the template creation process, the image and reflection automatically populate with the selected image for this deal. The aspect ratios vary based on the device for which images are being produced. This vertical spec allows for the use of the same image as in the Horizontal Lock Screen.

Text Block:
All text should remain in this area. The layer has a slight graident to give spearation from the black background
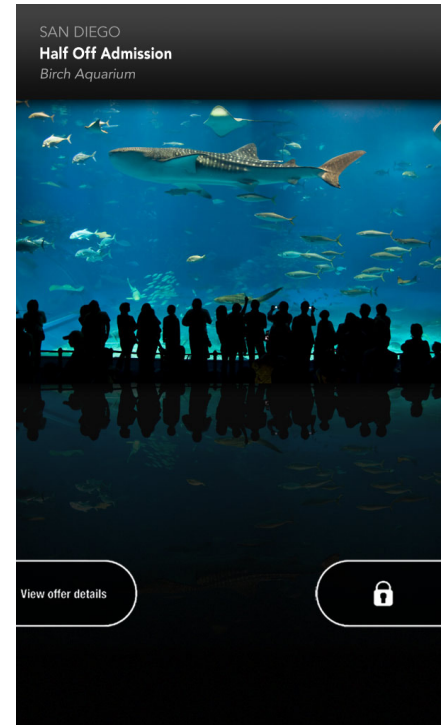
Main Image:
Has the same aspect ratio as the Horizontal Lock Screen. Full bleed to left and right. This layer has a drop shadow to separate from the reflection.
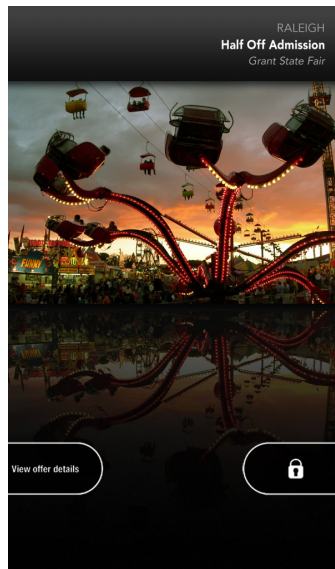
Reflection:
Main Image flipped vertically with a 35% opacity. A gradient layer lies over the top. Should be clear separation in opacity between image and reflection. Adjust 5% as needed.
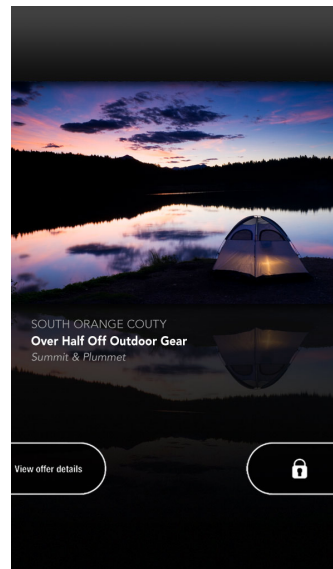
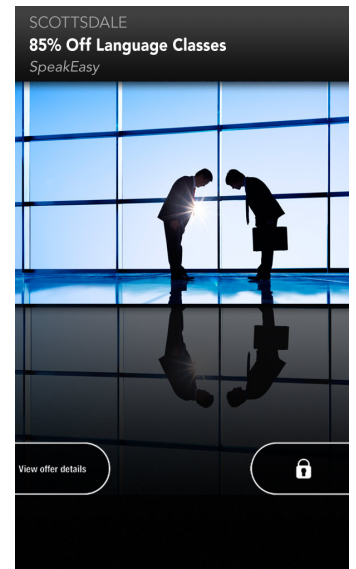**Black Space:**
The base layer is black.

SAN DIEGO
Half Off Admission
Birch Aquarium

View offer details

3.7 Approved & Not Approved

RALEIGH
Half Off Admission
Grant State Fair

View offer details

🚫 Not approved: Text is justified right.

SOUTH ORANGE COUTY
Over Half Off Outdoor Gear
Summit & Plummet

View offer details

🚫 Not approved: Text is over image and/or reflection.

SCOTTSDALE
85% Off Language Classes
SpeakEasy

View offer details

🚫 Not approved: Text size is dramatically altered.

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3.7 Approved & Not Approved
   (cont.)

BELLEVUE / EASTSIDE
Half Off American Fare
Chili Bowl

View offer details

COLORADO SPRINGS
76% Off Snow Sports Package
Breckenridge Ski Resort

View offer details

OAKLAND COUNTY
Half Off Admission & Guided Tour
Natural History Museum

View offer details
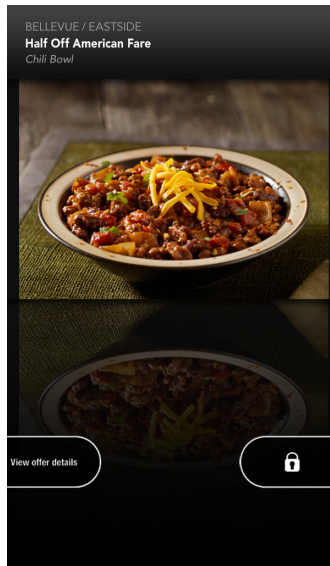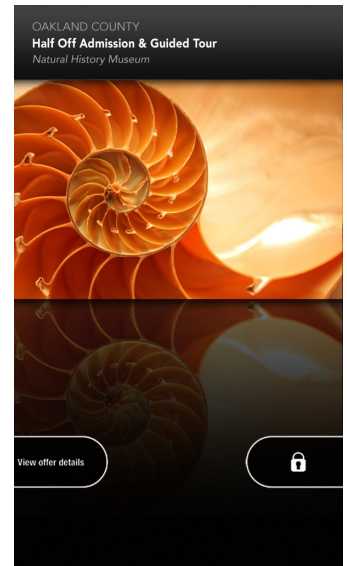
🚫 Not approved: Image and/or reflection are not full bleed.
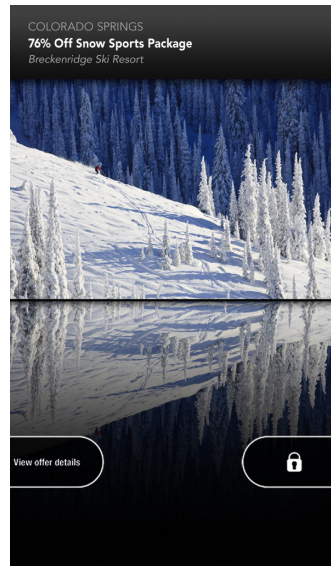
🚫 Not approved: Reflection is same/similar opacity as main image.

✓ Approved

4 VSO Square

4.1 Description

Full screen advertisement that is visible when the device is brought out of "sleep" mode. This image is optimized for view when the device is held in a horizontal position.

Half Off
Hot Air Balloon Tour

Over Half Off
Photography Classes

83% Off
Sailing Lessons

Over Half Off
Chocolate Covered
Strawberries

4.2 Dimensions

OT – Otter: 153 X 153

TT – Tate: 205 X 205

JM – Jem: 308 X 308

4.3 Type Guidelines

There is extremely limited space for text in the VSO. For this reason, the region and merchant have been removed. The deal title should be between 2 and 3 lines. If the title exceeds 3 lines the font size should be altered according to the specs in 4.4. The text should be bold and clear, drawing attention to the deal and communicating the value.

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Region Name
• n/a region name not used

Deal Title
• Font: Avenir LT Std, 95 Black
• Kerning: Optical with manual adjustments as needed

Merchant Name
• n/a merchant name not used

Border Spacing
• Manually adjust the position of the deal title to best fit within the text block. Should be a minimum of 5px-10px of padding around all sides.

Text Placment/Orientation
• Text will be justified-left
• Text should remain in the black text block

Deal Title Example

4.4 Type Specs

The following specs are for type treatments for VSOs on every LCD device. Unless otherwise noted, these specs should be used in every case.

OT

Deal Title
• Font: Avenir LT Std, 95 Black, 3.5pt (3.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 4pt
• Tracking: 0
• Horizontal Scale: 90%

TT

Deal Title
• Font: Avenir LT Std, 95 Black, 4.25pt (4pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 5.5pt
• Tracking: 0
• Horizontal Scale: 90%

JM

Deal Title
• Font: Avenir LT Std, 95 Black, 6.5pt (6.25pt if lengthy)
• Kerning: Optical with manual adjustments as needed.
• Leading: 7.75pt
• Tracking: 10
• Horizontal Scale: 90%

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4.5 Image Specs

They layout for the VSO is very simple, sonsisting of two parts; text and image.

Text Block:
All text should remain in this area. Has a slight graident to give spearation from the black background. This should remain at the top of the image.

Drop Shadow:
Shadow layer to separate image and text block.

Main Image:
Has the same aspect ratio as the Horizontal Lock Screen. Full bleed to left and right.

Deal Title Example

4.6 Working With Short / Long Text

Due to the limited space availeble for text in the VSO, the merchant and the region have been removed. In ideal situations, the entire deal title will fit into the text block. In some cases the deal title may need to shortened. The leading is set to allow for 3 lines of text. Make small adjustments to the positioning of the deal title as needed to fit best visually within the text block. In best case scenarios the discount (75% Off, Half Off, Over Half Off) will be on it's own line to draw attention to the value of this deal.
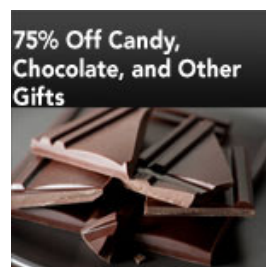
Short Deal Title

**Half Off
Zoo Admission**

Value is on it's own line

Average Deal Title

**Half Off Admission for
Four to the Zoo**

Long Deal Title

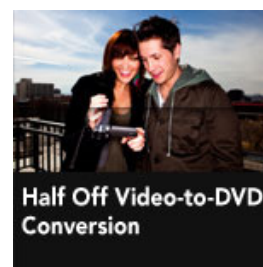**Half Off Admission for
Four to the Zoo and
Amusement Park**

4.7 Approved & Not Approved

75% Off Candy, Chocolate, and Other Gifts

Not approved:
Not enough text padding

Over Half Off Flowers and Gifts
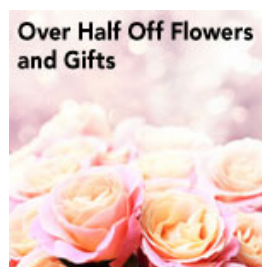
Not approved:
No text block

Half Off Video-to-DVD Conversion

Not approved:
Type on bottom

Over Half Off Wedding Photoshoot

Approved

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