

## Stylus Pen - Image Guidelines

### Competitor Links:

<https://www.amazon.com/dp/B0CZ8NKRM5>  
<https://www.amazon.com/dp/B0CN331SFV?th=1>  
<https://www.amazon.com/dp/B0CQ2WS7VR?th=1>  
<https://www.amazon.com/dp/B0CL99LP8T>

### Specific Image Guidelines:

#### 1. Main Image:

- **Content:**
  - A clear, front-facing, angled shot of the stylus pen.
  - Show the pen's sleek design and key visual features.
  - Ensure the pen is the primary focus and occupies a significant portion of the frame.
  - No other items should be in the main image.
- **Infographics/Text:** None on the main image.
- **Background:** Pure white (RGB 255, 255, 255).
- **Technical:** High-resolution, well-lit, sharp focus.
- **Purpose:** To create a strong first impression and attract clicks.

#### 2. Product Technical Specifications:

- **Content:**
  - A detailed graphic showcasing the pen's specifications.
  - Include clear icons and text to highlight:
    - Battery life (e.g., "XX Hours of Use").
    - Charging time (e.g., "Fast USB-C Charging").
    - Tilt sensitivity levels.
    - Palm rejection technology.
    - Magnetic Adsorption
    - Compatibility list with device icons.
  - Use a clean, modern design with consistent typography.
- **Infographics/Text:**
  - "Technical Specifications" as the main heading.
  - Clear labels for each specification.
  - Use icons to visually represent features.

- **Background:** Light, neutral background that complements the pen's design.
- **Technical:** Clear, legible text and high-resolution graphics.
- **Purpose:** To provide essential product information and address potential customer questions.

### 3. Product Feature Image:

- **Content:**
  - Focus on a specific key feature, such as tilt sensitivity or palm rejection.
  - Use close-up shots and visual cues (e.g., lines, arrows) to demonstrate the feature's functionality.
  - Show a hand using the tilt feature to create varying line thickness.
  - Show a hand resting on a tablet while using the pen to highlight palm rejection.
- **Infographics/Text:**
  - "Tilt Sensitivity" or "Palm Rejection" as the heading.
  - Brief, descriptive text explaining the feature's benefits.
  - Use arrows and highlights to show the feature in action.
- **Background:** A clean, uncluttered background that highlights the feature.
- **Technical:** Sharp focus on the feature, clear visual demonstration.
- **Purpose:** To highlight key selling points and differentiate the product.

### 4. How to Use Image:

- **Content:**
  - A step-by-step visual guide on how to use the stylus pen.
  - Include images showing:
    - Charging the pen.
    - Turning the pen on/off.
    - Using the pen on a tablet/touchscreen.
    - Showing the magnetic adsorption to the tablet.
  - Use numbered steps or clear visual cues to guide the user.
- **Infographics/Text:**
  - "How to Use Your Stylus Pen" as the heading.
  - Numbered steps or clear instructions.
  - Use icons to represent actions (e.g., charging, power).
- **Background:** A clean, neutral background that doesn't distract from the instructions.
- **Technical:** Clear, easy-to-follow visuals and text.
- **Purpose:** To provide practical guidance and enhance user confidence.

### 5. Lifestyle Image Showcasing Product Usage:

- **Content:**

- A lifestyle shot showing the stylus pen being used in a creative context.
- Show a person drawing or writing on a tablet with the pen.
- Capture the user's hand and the tablet screen, focusing on the pen's interaction.
- Show a person creating digital art, or taking notes during a meeting.
- **Infographics/Text:** Minimal text, perhaps a subtle tagline like "Unleash Your Creativity."
- **Background:** A realistic, well-lit setting that complements the product.
- **Technical:** High-quality photography with a focus on the user experience.
- **Purpose:** To inspire customers and demonstrate the product's benefits in a real-world scenario.

## 6. Lifestyle Image Where Product Can Be Used:

- **Content:**
  - Show the stylus pen being used in various settings, such as:
    - A student taking notes in a classroom or library.
    - A professional using the pen in a meeting or office.
    - A person using the pen in a cafe.
    - A person using the pen while relaxing at home.
  - Emphasize the pen's versatility and portability.
- **Infographics/Text:**
  - "Where Will You Create?" as the heading.
  - Subtle icons or text representing different environments.
- **Background:** Realistic and diverse settings that showcase the product's versatility.
- **Technical:** High-quality photography with a focus on capturing different usage scenarios.
- **Purpose:** To broaden the product's appeal and show its relevance to various lifestyles.

## 7. What's in the Package Image:

- **Content:**
  - A clear, organized shot of all the items included in the package.
  - Show the stylus pen, charging cable, replacement tips, and any other accessories.
  - Arrange the items neatly and clearly.
  - Use a clear background.
- **Infographics/Text:**
  - "What's Included" or "Package Contents" as the heading.
  - Labels for each item.
  - Use icons or bullet points for clarity.
- **Background:** A clean, contrasting background that highlights the package contents.
- **Technical:** Sharp focus on all items, clear and legible text.
- **Purpose:** To inform customers about the package contents and manage expectations.