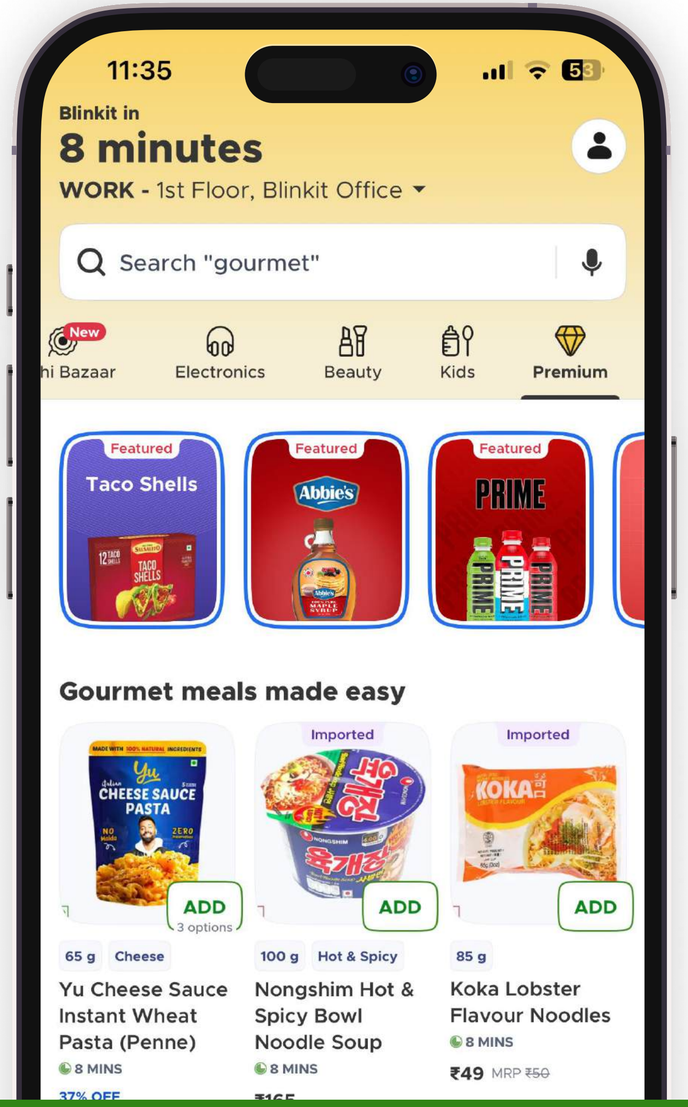
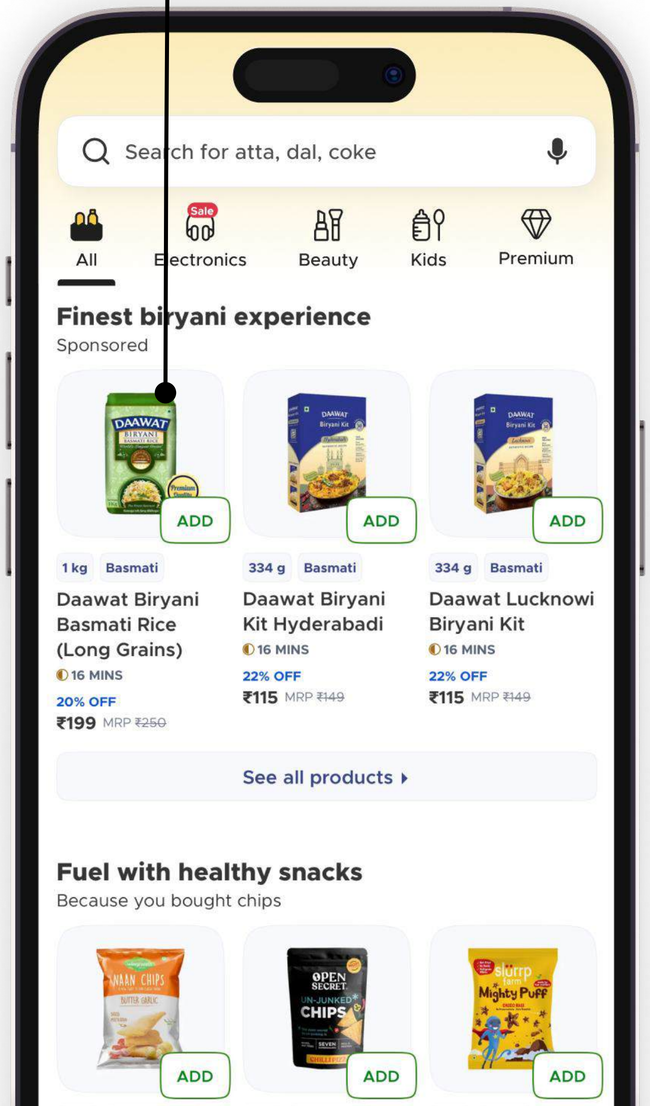
blinkit

Blinkit Product Visual Guidelines

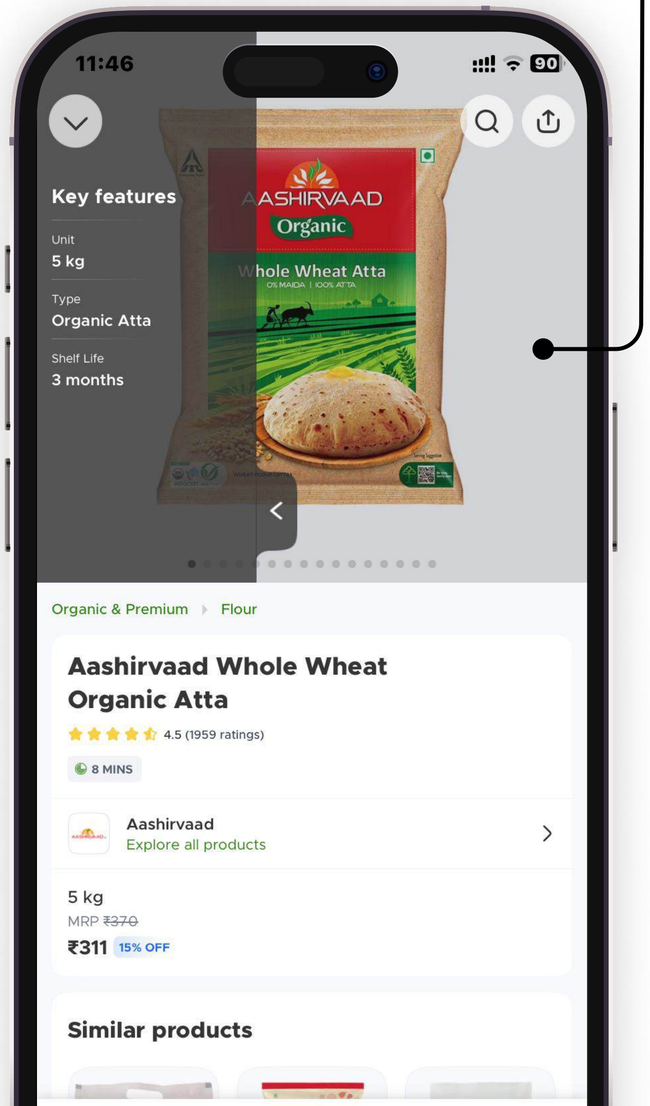


Asset Types

Product Listing Page (PLP) Preview



Product Description Page (PDP) Preview



PRODUCT LISTING

Visual asset types

IMPORTANT NOTE

Hero images, Compliance images and packed product images are mandatory

A minimum 2 white background images should be shared, if there are no lifestyle images

Sliding images have few category specific nuances, check them carefully

TECHNICAL REQUIREMENTS

PRODUCT IMAGES

Image Dimensions (W x H)
1500 x 1500px

Images Size
Under 10 MB

Resolution
300 DPI

Accepted Formats
JPG & PNG

PRODUCT VIDEO

Video Dimensions (W x H)
1:1 ratio

Video Size
Under 4 MB

Time
< 30 secs

Accepted Formats
.MP4

BRAND LOGO

Image Dimensions (W x H)
576 x 576px

Images Size
Under 2 MB

Resolution
300 DPI

Accepted Formats
JPG & PNG

1 HERO IMAGES MANDATORY



Transparent BG Image



Front of product (FOP)

2 SLIDING IMAGES



Same product Different Packaging image



Lifestyle image



Lifestyle image

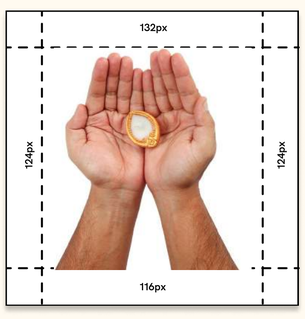


Lifestyle image

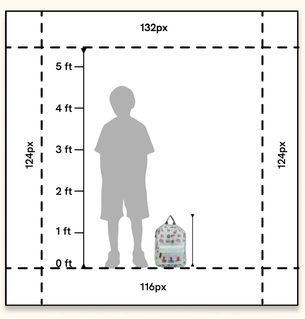


Lifestyle image

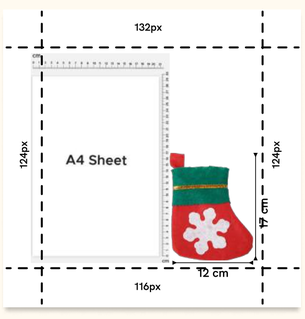
3 SIZE REF IMAGES



Hand Reference

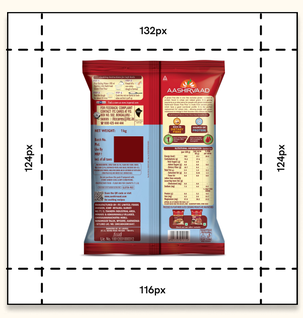


Human Scale / Dimension in image (W x H x L)

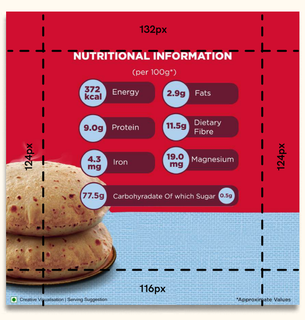


Scale Reference (W x H x L)

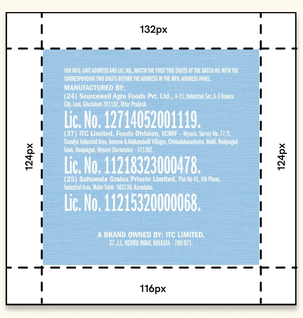
4 COMPLIANCE IMAGES MANDATORY



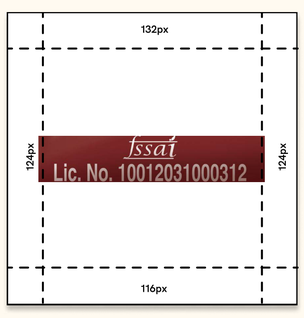
Back of product (BOP)



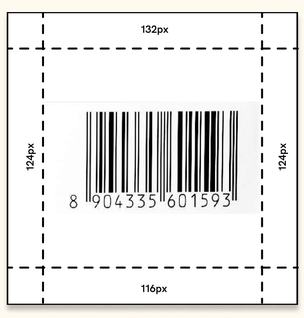
Nutritional info



Marketing and Mfg entities



FSSAI licence

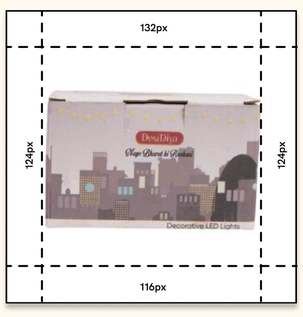


UPC/ EAN

5 PACKED PRODUCT IMAGE MANDATORY



Packed Product image



Packed Product image



Packed Product image



Packed Product image

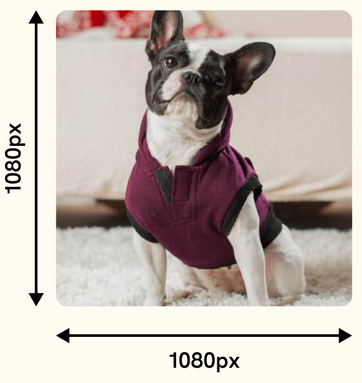


Packed Product image

6 PRODUCT VIDEO & THUMBNAIL



Video Thumbnail image



Video Thumbnail image



Product Video



Product Video

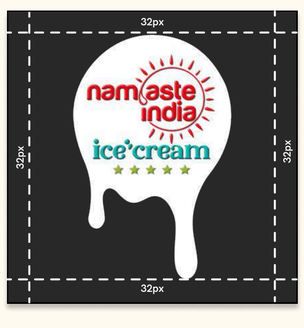
7 BRAND LOGO MANDATORY - WHILE LISTING FIRST PRODUCT



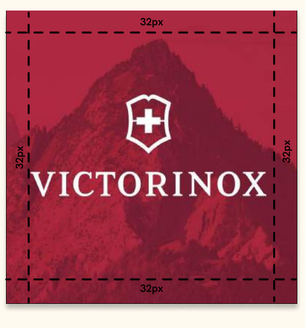
Brand logo



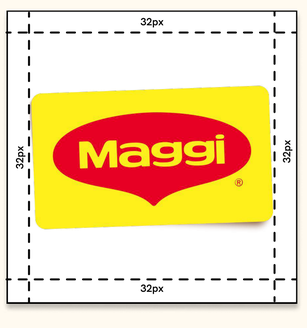
Brand logo



Brand logo



Brand logo



Brand logo

GUIDELINES

1 Hero Images

These are the main display products of the products and displayed first.

1. TRANSPARENT IMAGE MANDATORY



2. LIFESTYLE IMAGE

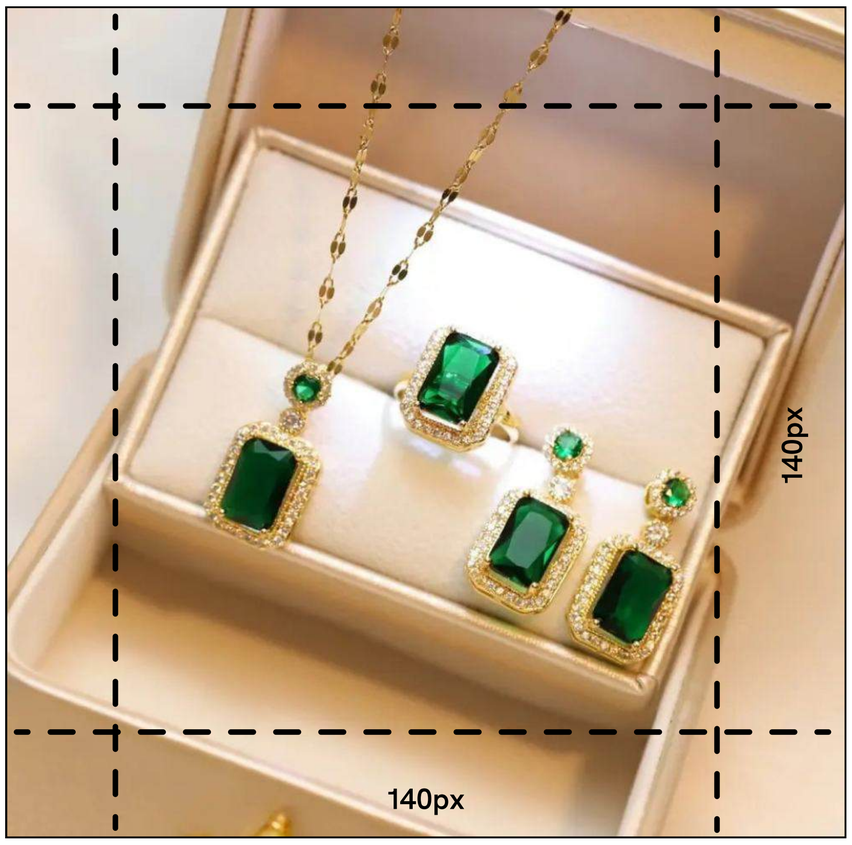


IMAGE GUIDELINES

1. One transparent image is mandatory
2. The product should be placed at centre of the image with minimum 140 px margin from each side
3. The product should be clearly visible and the text on the product should be readable
4. No additional tags, strip logo etc. should be added to this image
5. Hero image must be a single product, not stacks of images containing multiple products (except multipacks/sets)

FAQS

What can be considered as a Hero Image?

1. Product Image with transparent background
2. Lifestyle Image

(See reference on the left)

GUIDELINES

Hero Images

ACCEPTABLE PRODUCT IMAGES:



















NOT ACCEPTABLE PRODUCT IMAGES:



























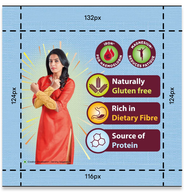


GUIDELINES

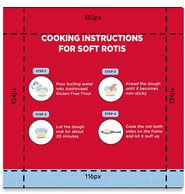
2 Sliding Images

These images are used to highlight key features & customer propositions of a product.

1. Text and logo should be within the margin requirements.







2. For Multi-product packs/ Gift sets

- **Separate/individual Product** images of all the products in the set/pack should be shared.
- One image of Box Content is mandatory
- **Compliance image of each product** should be shared separately
- We also recommend to share an image of box as for gift sets, customers prefer outside packaging





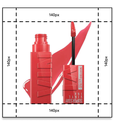






3. For Cosmetics, we will require 2 additional images:

- Swatch images are needed of the products
- One image with skin application with different skin complexions on all shades





















4. For Jewellery, we recommend to have:

- Table top Shot
- Feature shot
- Metal purity certificate (if relevant)
- Lifestyle shot
- Model shot
- Box shot



Transparent bg shot



Table Top Shot



Lifestyle shot



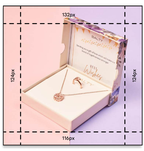
Model shot



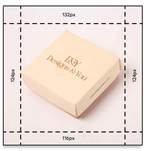
Model shot



Feature shot



Box shot



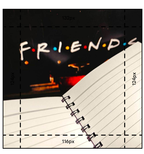
Packed image shot

5. For diaries, notebooks, we recommend to have

- Visual reference of size with respect to hand or a pen
- Have a shot of inside pages (ruled/ unruled) on the first image itself
- Display type of binding properly



Main image
(with size and inside shot)



Detailed inside shot with binding

6. For Apparel, we recommend to have:

- Model shot - Front, side and back
- Zoom shot of (collar, cuff, design pattern/ texture, button
- Product set of images (Set of 3, 2)



Model front shot



Side angle shot



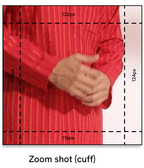
Back angle shot



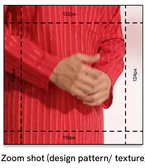
Model shot (full - in case of sets)



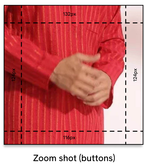
Zoom shot (collar)



Zoom shot (cuff)



Zoom shot (design pattern/ texture)



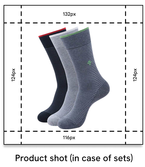
Zoom shot (buttons)



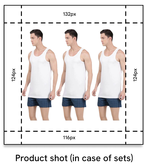
Product shot (in case of sets)



Product shot (in case of sets)



Product shot (in case of sets)



Product shot (in case of sets)

GUIDELINES

3 Size Reference Images

These images help a customer understand the size of the product and reduce customer complaints. We recommend to have both vector and lifestyle images

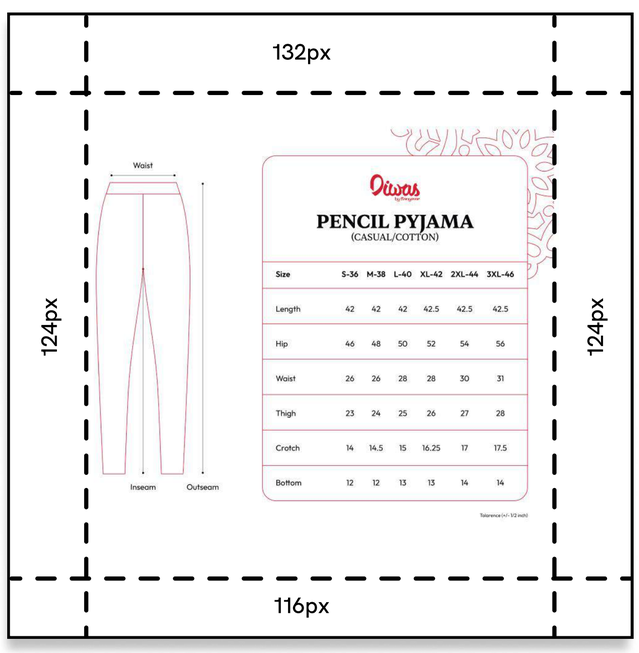
1. Vector Images

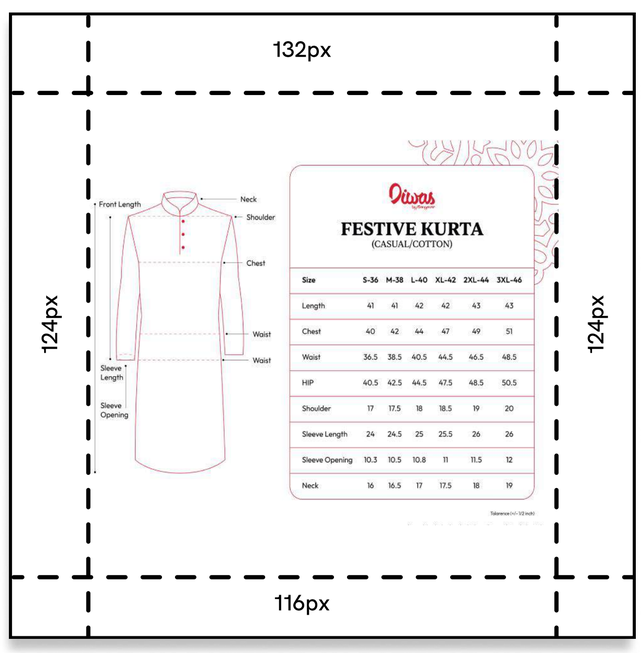


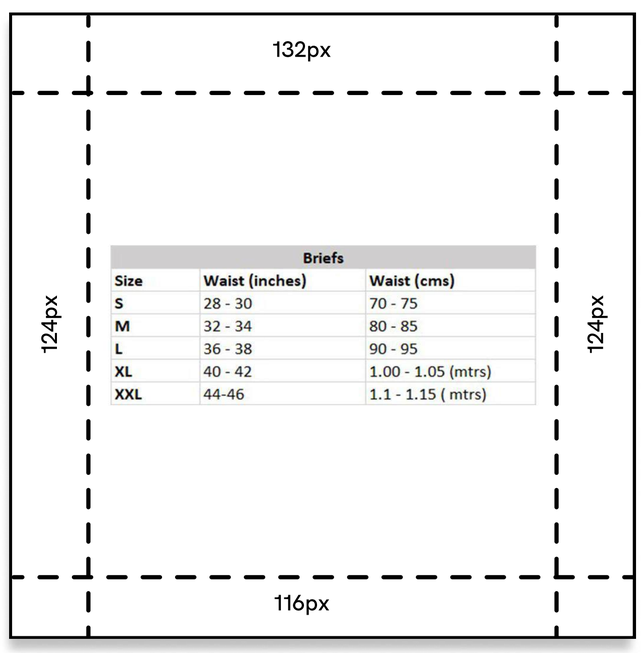
2. Lifestyle images showcasing product size references



3. For apparels in particular, an image with **size chart is mandatory.**





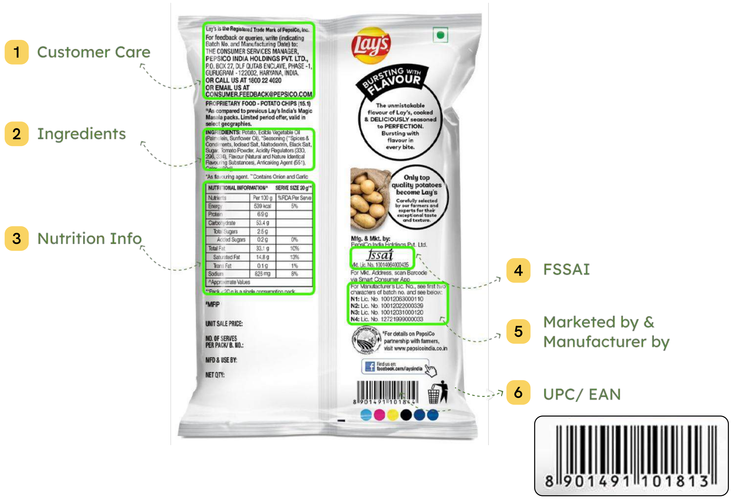


GUIDELINES

4 Compliance Images

These images are required to have all compliance related details of a product.

All information required in compliance images



UPC (or EAN) is the most important information and is used to track the product in supply chain. Getting this right the first time is very important.

IMAGE GUIDELINES

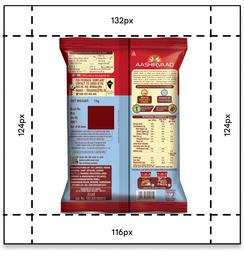
1. **A back of the product image** is mandatory with key information clearly displayed
2. **Provide images of key information separately**
3. **Manufacturing Date, Expiry Date & MRP** on the product images should be removed
4. **Note :** If there is any information available on side and top edges of the products, please share those as well

- We need **front, back, top, bottom, and side views** of the product
- Include perspective shots to give a three-dimensional understanding
- If applicable, show the inside of the product or packaging

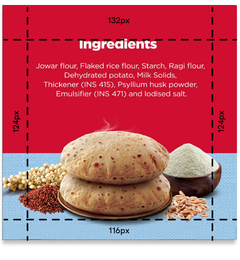
Mandatory requirements basis product category

Details	Food	Non-Food
Ingredients	✔	✘
Nutrition Info	✔	✘
FSSAI	✔	✘
Manufacturer by & Marketed by	✔	✔
Customer Care	✔	✔
UPC/ EAN	✔	✔

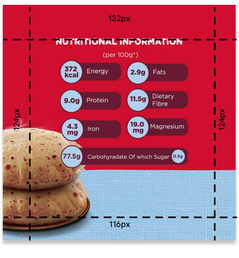
5. **Separate images** should also be provided for each information



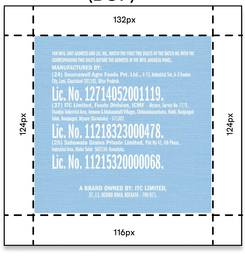
Back of product (BOP)



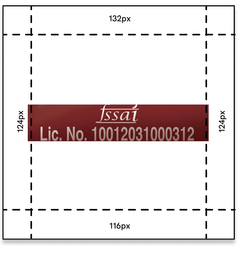
Nutritional info



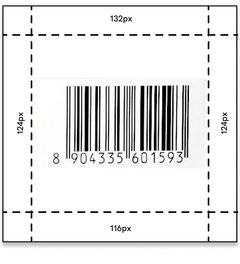
Ingredients



Marketing and Mfg entities



FSSAI licence



UPC/ EAN

GUIDELINES

5 Packed Product images

An actual packed product image showcases the product in its sealed, retail-ready packaging as it will be delivered to the customer.



Packed product image



Product image



Packed product image



Product image



Packed product image



Product image



Packed product image



Product image



Packed product image



Product image



Packed product image



Product image

GUIDELINES

6 Product Video Guidelines

Ensure the video is optimised for square format (1:1 aspect ratio), making it suitable for blinkit app where square videos provide maximum visibility and consistent user experience.

VIDEO DIMENSION REQUIREMENTS

1. Video dimensions : **1080px X 1080px, File format PIDa.mp4**
2. Video duration : **Less than 30 seconds**
3. Video size less than : **up to 4 MB**
4. Thumbnail dimensions : **1000px X 1000px**
5. Thumbnail size less than : **300kb, file format PIDa.jpg**
6. Audio support : **Yes**

Product Video



Video Thumbnail Image



To be followed -

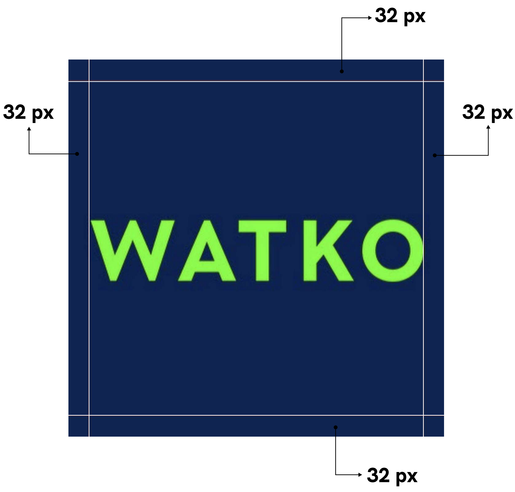
- Clear and focussed video
- Any logo/ text should be within the same margin requirements as product images.
- Primary focus should be on product and not models/ celebrities (except beauty and fashion)
- There should be no mention of price and competition

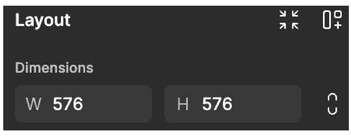
GUIDELINES

7 Brand logo guideline

- The logo should have a resolution of 576 x 576 pixels.
- Maintain a clear margin of 32 pixels on all sides to ensure proper spacing and visual balance.

SPECIFICATIONS





Logo Frame will be
Width - 576 px
Height - 576 px
Margin from all sides will be **32 px** as mentioned.

Logo Theme:

We have three themes for logos:

1. Logo in **COLOR** theme
2. Logo in **DARK** theme, placed on same background.
3. Logo in **LIGHT** theme, placed on same background.

Rename using the **brand ID.**

1. If your brand has one colour logo. Eg. Maggi



RENAME AS:

3765

2. If your brand has 3 logo variations, Eg. Hocco







RENAME AS:

17104_light

17104_dark

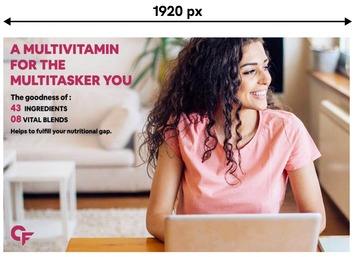
17104_color

8 GUIDELINES

A+ Content Images Guideline

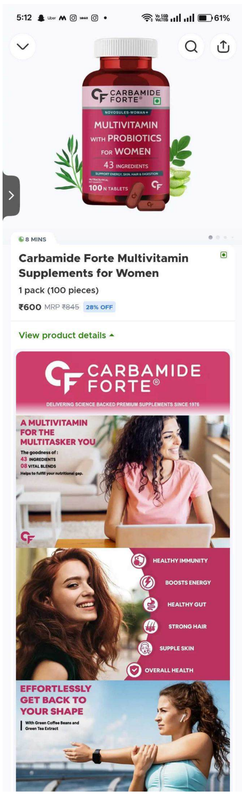
Image Requirements

1. File Format: .jpg
2. Image size : Minimum **2mb**
3. Image Dimensions Width will be fix **1920 px** but height can be vary like **1080 px, 900 px , 300px or so on...**
4. Resolution: At least **150 DPI** (higher resolution preferred for clarity).4.
5. Image Count: Minimum of **4 images, maximum of 12 images** for A+ content.
6. The order of images is important here. Make sure they are shared with the naming convention of a, b, c, d and so on





A+ Content Product Images Preview

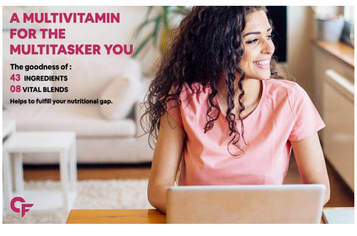


A+content image example

a



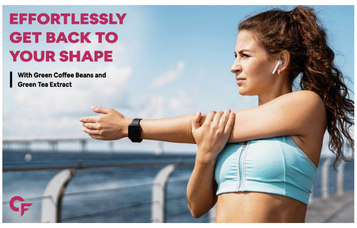
b



c



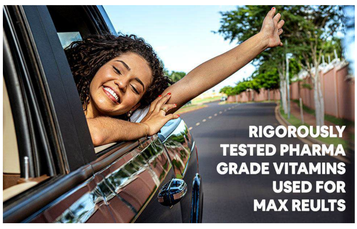
d



e



f



GUIDELINES

9 Product Highlight Video Guidelines

VIDEO DIMENSION REQUIREMENTS

1. Video dimensions : **1920px X 1080px, File format PIDa.mp4**
2. Video duration : **Less than 30 seconds**
3. Video size less than : **up to 4 MB**
4. Thumbnail dimensions : **1920px X 1080px**
5. Thumbnail size less than : **400kb, file format PIDa.jpg**
6. Audio support : **Yes**

Product Highlight Video



Product Highlight Thumbnail



To be followed -

- Clear and focussed video
- Any logo/ text should be within the same margin requirements as product images.
- Primary focus should be on product and not models/ celebrities (except beauty and fashion)
- There should be no mention of price and competition