

Content and Image Guidelines

Contents

1. About these Guidelines: purpose; scope and application
2. Product description guidelines
3. General content guidelines and blacklisted words
4. Image guidelines
5. Third party rights
6. Further information

Appendix 1 – Screen shot of product page depicting product content guidelines

Appendix 2 – Required views for different product categories

1. About these Guidelines

1.1. Purpose

Jumia strives to continuously improve the consumer experience on the Jumia marketplace. The quality and standard of the content and images on the marketplace is key to the consumer experience.

These Guidelines aim to ensure that all product listings on the Jumia marketplace meet with the standards that our buyers deserve.

1.2. Scope

These Guidelines cover all content and images, including product descriptions and photographs on our marketplace. They cover:

- the information required to be provided in respect of all listed products;
- our rules on content, including blacklisted words that may not be included in any product pages; and
- our image requirements, including for specific product categories.

1.3. Application

These Guidelines apply to all content and images posted by sellers on the Jumia marketplace.

2. Product description guidelines

Every product page on the Jumia marketplace must contain clear, accurate and complete information regarding the listed product. We therefore require each product page to contain all of the following:

- **Brand name** e.g. Samsung
- **Product category and sub-categories** at every level as provided by the dropdown menus in Seller Center e.g.

Computing>Laptops>Laptop Accessories

Fashion>Womens fashion>Shoes

Home & Office>Small & Cooking Appliances>Small Appliances>Kettles

- **Product name** in the following format: item name/item feature or detail/spec or colour e.g.

Fashion:

Bodycon Dress with Ruched Sleeve - Red

BodyCon short Sleeve Mini Dress - Black

Phones:

iPhone XS Max - 64GB – Black

- **Product attributes** as provided by the dropdown menu in Seller Center e.g.

Colour; material; weight; gender

RAM, ROM, screen size, processor type etc.

- **Product descriptions** in paragraph form, and including a detailed description of all product features and attributes. A further list of specifications may be included for computers, phones and household appliances.

- **Product highlights** or unique selling points entered into the key feature text box.

- **List of all items included** with the main product e.g. manual, remote control, USB cable.

- **Price** in local currency.

- **Warranty information** for all appliances, electronics and mobile phones; and in respect of other products if available.

Appendix 1 contains a screenshot by way of example of a product page that meets with the above product description guidelines.

3. General content guidelines and blacklisted words

Jumia upholds the highest standards of good taste and decency. We therefore prohibit from our marketplace content that is:

- offensive, obscene, indecent, pornographic, lewd, suggestive or sexually explicit;

- depicts violence in an explicit, graphic or gratuitous manner;
- blasphemous or in breach of racial or religious hatred or discrimination legislation;
- deceptive, fraudulent, threatening, abusive, harassing, anti-social, menacing, hateful, discriminatory or inflammatory; or
- likely to cause annoyance, inconvenience or needless anxiety to any person.

This means that product names, descriptions or features that include words that offend these principles will be blocked.

4. Image guidelines

Every product page on the Jumia marketplace must contain clear, accurate and complete images of the listed product. We therefore require each product page to contain images that meet with the specifications below.

Images of products on the Jumia marketplace **MUST**:

- accurately depict the *actual* product listed;
- be clear and sharp and have a minimum resolution of 500 x 500 pixels and a maximum resolution of 2000 x 2000 pixels; and
- depict the product from different views/angles (a minimum of three different images) in order to convey all features of the product. Examples of the required views for different categories of products are included in **Appendix 1**.

Images of products on the Jumia marketplace **MUST NOT**:

- be stretched or squashed;
- be obscured by watermarks or text which, if included, must be kept to an absolute minimum; or
- be used without the authorization or licence of the copyright owner e.g. screenshots from third party websites.

5. Market specific guidelines

The following additional guidelines shall apply in certain markets in view of culturally specific content and image requirements:

- [Nigeria](#)
- [Kenya](#)
- [Egypt](#)
- [Ivory Coast](#)
- [Morocco](#)

6. Third-party rights



Jumia respects and upholds the intellectual property rights of third parties including brand owners and celebrities who may endorse products.

We, therefore, prohibit the use of images of, or references to, celebrities or brands who have not endorsed the relevant products and provided the appropriate authorisations.

Products may not be shot with other branded props or images of celebrities, which may mislead the buyer into thinking they are purchasing a different brand or that the product has been endorsed.

7. **Further information**

If you are a seller and you have any questions about these Guidelines, please contact our seller support Team.

Last updated 1 April 2020

Appendix 1

Screen shot of product page depicting product content guidelines

3 Home > Phones & Tablets > Mobile Phones > Smartphones > Android Phones > POP 2F (B1F) -5.5", Android 8.1,(16GB ROM+1GB RAM),8MP+5MP Camera With Flash, Battery 2400mAh- Champagne Gold

2 POP 2F (B1F) -5.5", Android 8.1,(16GB ROM+1GB RAM),8MP+5MP Camera With Flash, Battery 2400mAh- Champagne Gold

1 Tecno

5 ₦ 19,000

6 ₦ 10,000 -37%

7 ADD TO CART

8 PROMOTIONS

9

SHARE THIS PRODUCT

4 Warranty
One year warranty

5 Seller Information

6 Fast Connect
Seller Score: 86%

7 Have one to sell?
Click here to list your product

8 Product details

9 Specifications

Product details

Display: 5.5-inch

Appendix 2**Required views for different product categories****FASHION****SHOES**

Shoes are required to have 5 views:

- ❖ Hero view (of the right shoe),
- ❖ Front-facing profile view (of the right shoe),
- ❖ Back facing profile view (of the right shoe),
- ❖ Rearview (of the right shoe) and
- ❖ An aerial shot (of the pair).

The views should show both sides of the shoes and capture logo or finishing details.
The aerial shot of the shoe should display the shoe inner (which may include logo and sizing details)

See an example of what shoe images should look like below:

EXAMPLE:











CLOTHING

Clothing products may be shot on a model or on a mannequin. If you shoot on a mannequin, you should edit using the ghost-mannequin technique.

There are 3 main product views for mannequin shots:

- ❖ **Front View:** This shows how the product looks from the front
- ❖ **Back View:** This shows how the product looks from the back
- ❖ **Detail shot:** This captures details of the product like embellishment, print, fabric etc

SAMPLE MANNEQUIN SHOT:

APPAREL TYPE: SKIRT & TOP CO-ORDINATES SET



FRONT VIEW



BACK VIEW



DETAIL SHOT

APPAREL TYPE: WOMEN'S T-SHIRT



FRONT VIEW



BACK VIEW



DETAIL SHOT

APPAREL TYPE: MEN'S JEANS



FRONT VIEW: SHOWING POCKETS, ZIPPER AND BAND DETAILS



BACK VIEW: SHOWING BACK POCKETS AND BAND DETAILS



DETAIL SHOT

APPAREL TYPE: MEN'S FORMAL SUIT



FRONT VIEW



BACK VIEW



DETAIL SHOT

SAMPLE MODEL SHOOT: SWEATSHIRT



FRONT VIEW



BACK VIEW



STYLE SHOT

SAMPLE MODEL SHOOT: Dress

FRONT VIEW





SIDE VIEW



BACK VIEW



DETAIL SHOT

BRIEFS, LINGERIE, SWIMWEAR AND UNDERGARMENTS

Briefs, Undergarments, lingerie, Bras and Babydolls may be shot using the ghost mannequin technique or may be modelled.

MANNEQUIN SHOT

There must be at least 2 pictures which show both front and back views of the product

BRA FRONT VIEW



BRA FRONT VIEW SHOWING DETAILS (LACE DETAILS, CUP DETAILS)



BACK VIEW SHOWING STRAP and CLASP DETAILS

PANTIES



FRONT VIEW



BACK VIEW

MEN'S BRIEFS



FRONT VIEW

**BACK VIEW****MODEL IMAGES**

When shooting lingerie and undergarments on Models, it's important to keep the following in mind:

- ❖ Models must not pose in a way that is sexually suggestive
- ❖ If lingerie is lace, please ensure you blur out the parts of the images that are suggestive or put a decency patch - nipples, butt, crotch etc



BEST PRACTICE:



FRONT VIEW

**BACK VIEW****SUNGASSES**

Images for Sunglasses should show multiple views of the product so that the consumer can get a full picture.



FRONT VIEW



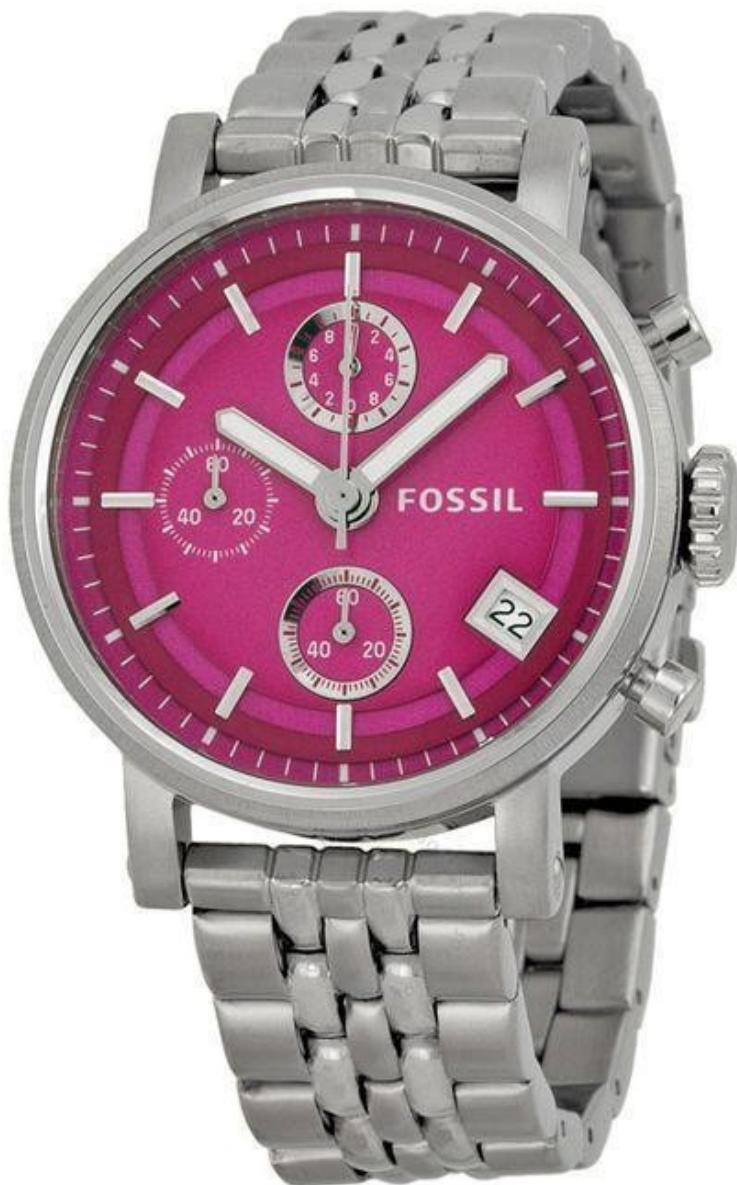
SIDE VIEW

**INSIDE OUT VIEW**

WATCHES

Wristwatches should have multiple views:

- ❖ A front view that shows the dial, (sub-dials), case, hour marker and hand and part of the band
- ❖ A side view which shows the lug, crown, stopper
- ❖ A back view which shows the clasp/ buckle of the watch and the band/strap



FRONT VIEW



SIDE VIEW

**BACK VIEW****JEWELLERY**

Jewellery can be shot on stands or shot on a flat surface. However, please ensure the following:

- ❖ The buyer has a good view of the product
- ❖ You include a picture of the package if it will come in a sealed package



IMAGE 1: FRONT VIEW OF THE PRODUCT



IMAGE 2: VIEW OF THE PRODUCT IN PACKAGE

EARRINGS

**HANDBAGS & BACKPACKS****HANDBAGS**

For handbags, please ensure you show multiple views of the bag and capture all important details. You can also include an image that shows that the measurements of the bag or include a style shot:



Front view



Side view



Back view



Detail Shot

BACKPACKS



FRONT VIEW





BACK VIEW



STYLE SHOT

PHONES, MOBILES & LANDLINES

SMARTPHONES & TABLETS



Guide for smartphones & tablets images:

- Ensure that the phone or tablet screen is not blank/dark
- Ensure that the images show both the front view and back view of the phone
- Ensure that the images show the thickness (width) of the phone.

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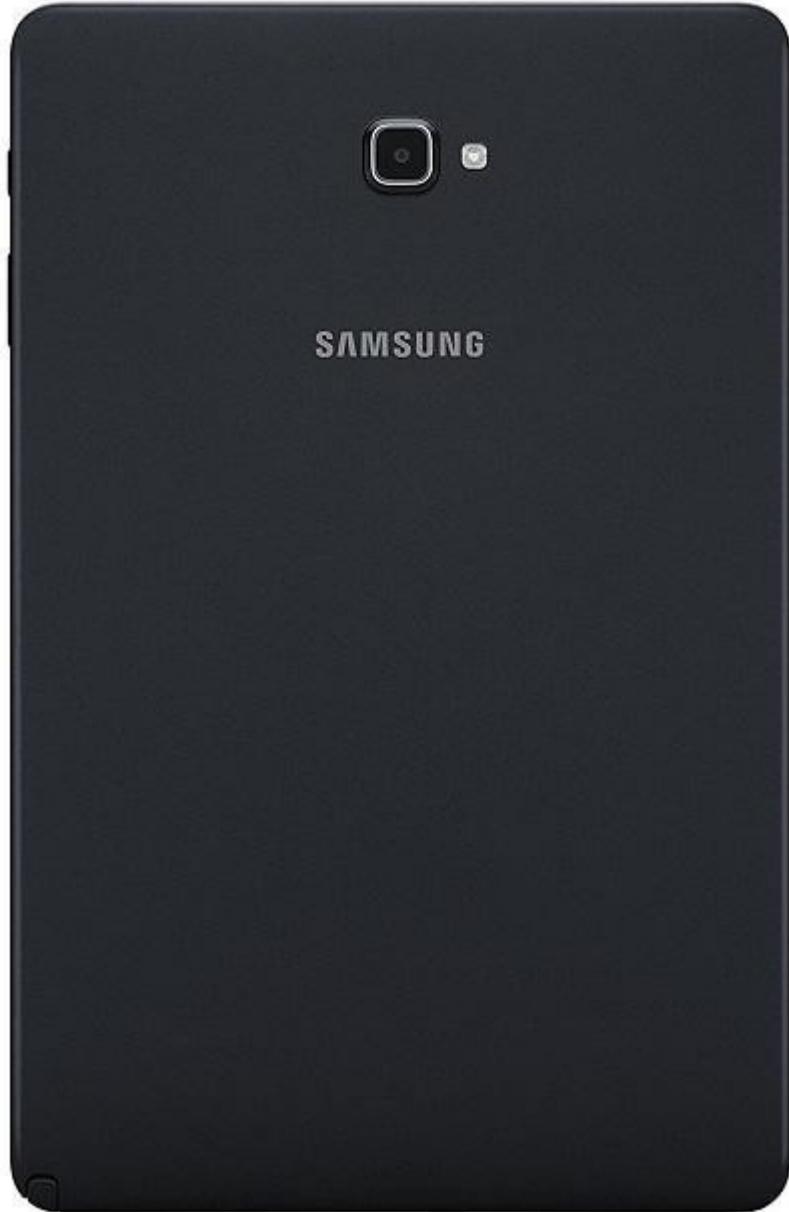
TABLETS

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FRONT VIEW

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BACK VIEW



SIDE VIEW

**SIDE VIEW****ELECTRONICS****TELEVISIONS**

Images of TVs should not have blank screens.

The image should also be a true reflection of the product and it's angles.





HOME THEATRE



COMPUTING

As with Mobile Phones, Tablets & TVs, there are a few rules guiding desktop images

- ❖ Laptop & Desktop screens must not be blank

- ❖ You must upload multiple images which show the important details of the device







DESKTOP





COMPUTING ACCESSORIES

Computing Accessories should have at least 1 image showing as much detail of the product as possible. With additional Back/Side Views Were available.

MICE



KEYBOARDS

	<p>Type Conveniently for Hours Type for hours with minimal fatigue on a full-size keyboard with tilt legs</p>	<p>Plug & Play Simply insert the USB plug into your device and you'll be up and running</p>
	<p>Compatible with Mac OS® WINDOWS®</p>	<p>Ergonomic Shape Compact, Ergonomic design that is comfortable to use</p>

GAMES & CONSOLES



HOME & OFFICE

Best Practice: Display product in use or without packaging. If a product has food/other props used to demonstrate the product, please include a caveat in the content to state that only the actual product will be shipped.



BLENDER

REFRIGERATOR



**BEDDINGS**

STYLE 1: Bedsheets may be styled and shot i.e Bedsheet is laid on an actual bed and shot. This gives the buyer a better view of the product. However, please include a notice that only the bedding set will be delivered.



BEDDING STYLE 2

**DIAPERING**

Disposable / Single Use Diaper images must

- ❖ Be clear enough to display the brand, size and count of the diapers
- ❖ Come with a sticker that displays the size of the diaper, suggested weight of infant and the total count of diapers

- ❖ If the diaper is bundled, the number of packs in the bundle should be indicated on the yellow sticker as seen below

Reusable Diapers must

- ❖ Show multiple views of the actual product
- ❖ Indicate the number of diapers to be shipped (if more than one unit)









TOYS & KIDS

Kids Fashion

Kids clothing

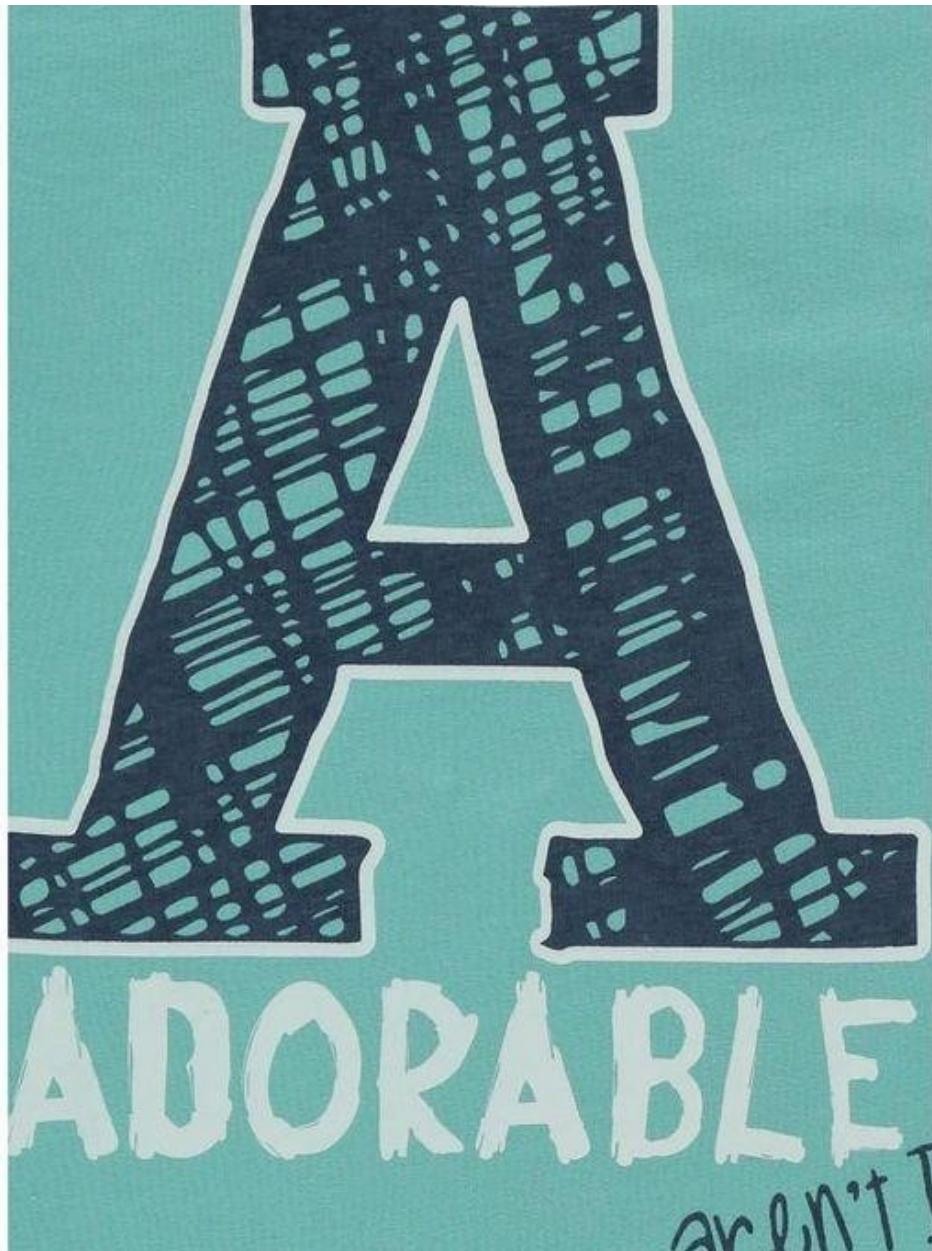
- ❖ May be shot using either **flat lay style** or **ghost mannequin technique**
- ❖ May also be modelled



- ❖ Should have at least 3 images displaying **front view, back view and detail/ style shot**







BABY GEAR

Baby Gear should have at least 2 images displaying different angles of the product. A demonstration image may also be included







HEALTH & BEAUTY

Wigs & Extensions



- ❖ Wigs should be modeled or shot on a wig stand and show multiple angles of the product
- ❖ Hair extensions may be shot flat
- ❖ If hair extensions come pre-packed, an image of the packaging must be included







HAIR EXTENSIONS





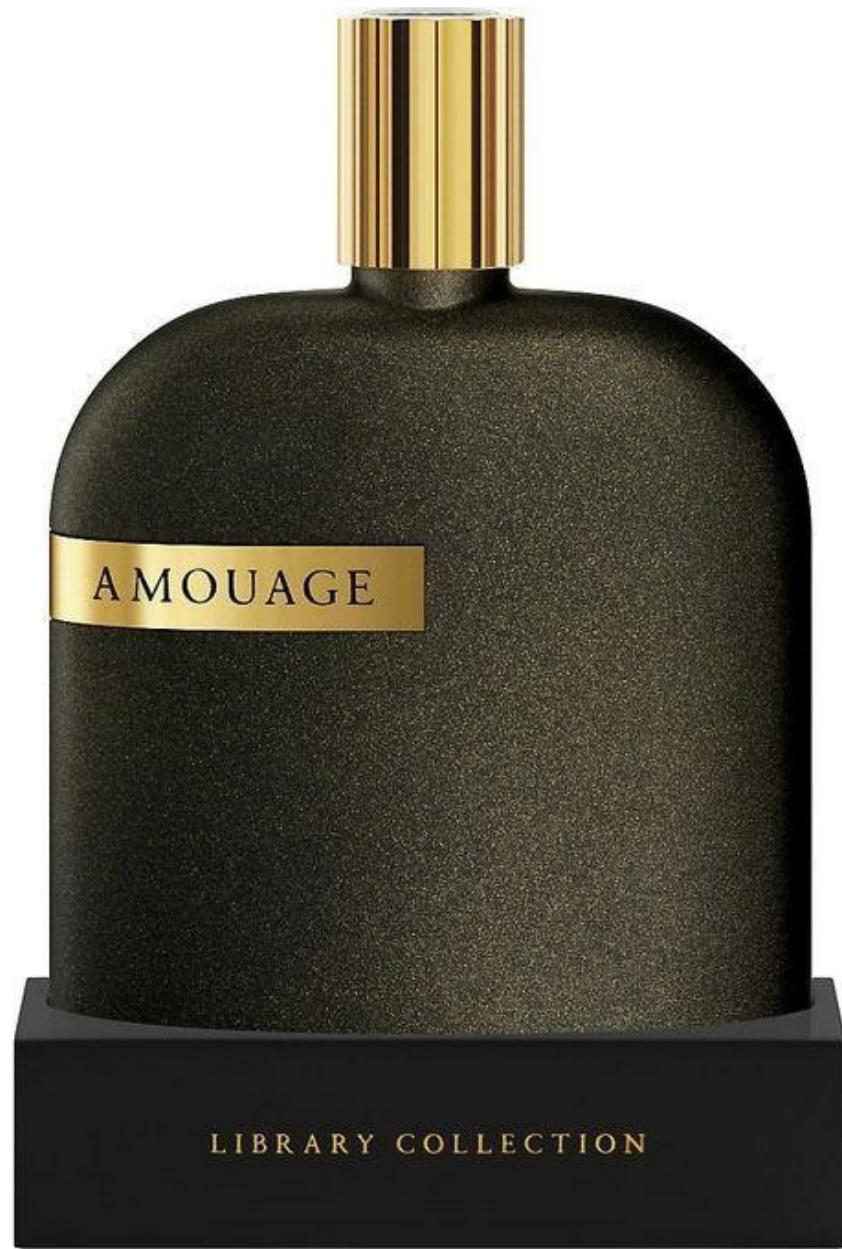


BEAUTY PRODUCTS

- ❖ Beauty products & tools must display multiple images showing product with package (if included) and without package
- ❖ Beauty tools must be displayed with and without the package, showing multiple views of the product
- ❖ Makeup and hair dye images may include swatches of the actual shade



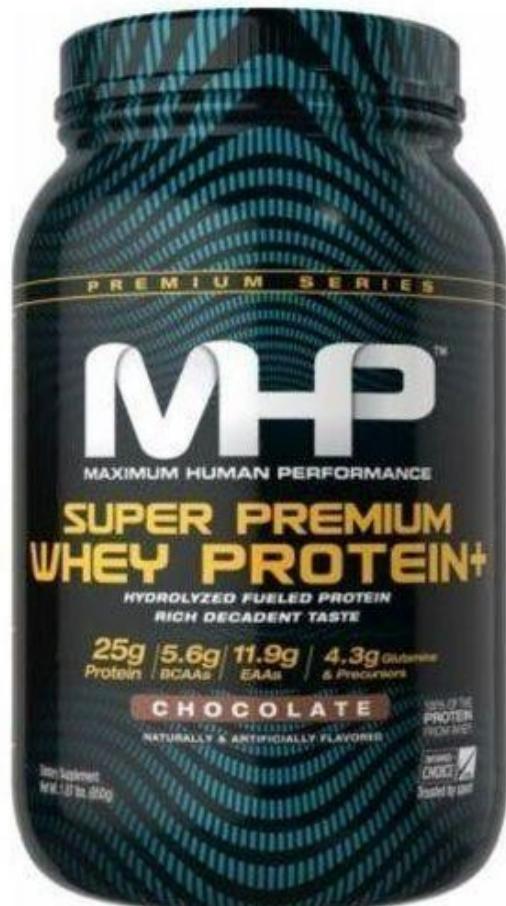
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Picture of Lipstain with a swatch included



**GROCERIES**

- Grocery images should display the product packaging and weight/volume of the product
- If multiple units of the product will be delivered, please include a sticker to show the number of units to be delivered
- If product is a hamper or bundle, make sure that the image captures all products to be delivered



This sticker indicates that 20 units of pasta will be delivered



All products displayed in the basket will be delivered in this hamper

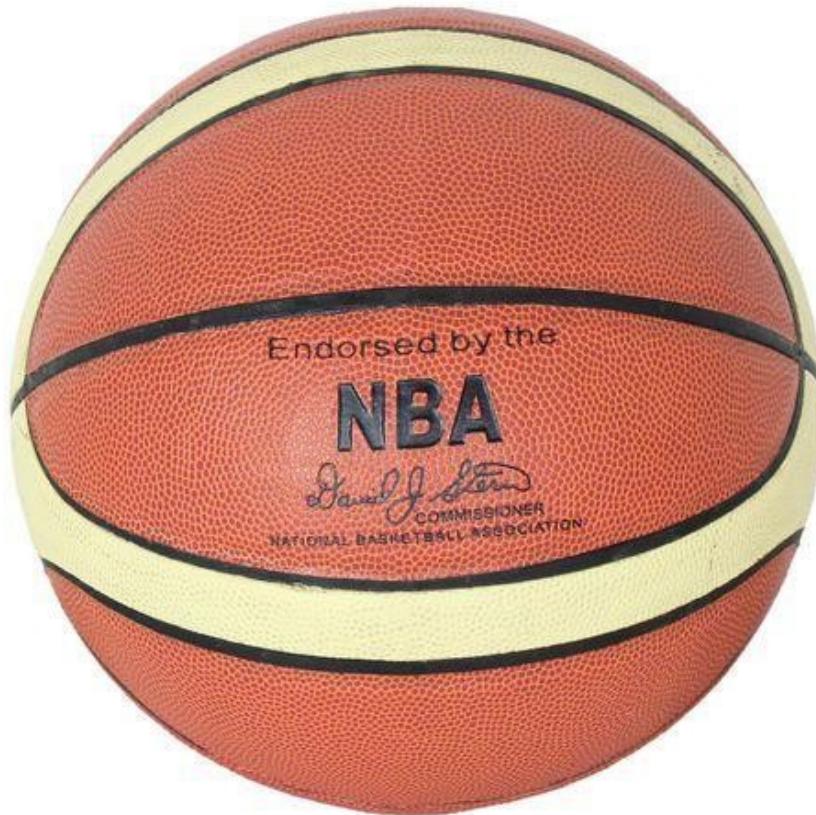
SPORTS & FITNESS

- ❖ Images of sporting good should show important details of the products
- ❖ Where possible, multiple images should be uploaded

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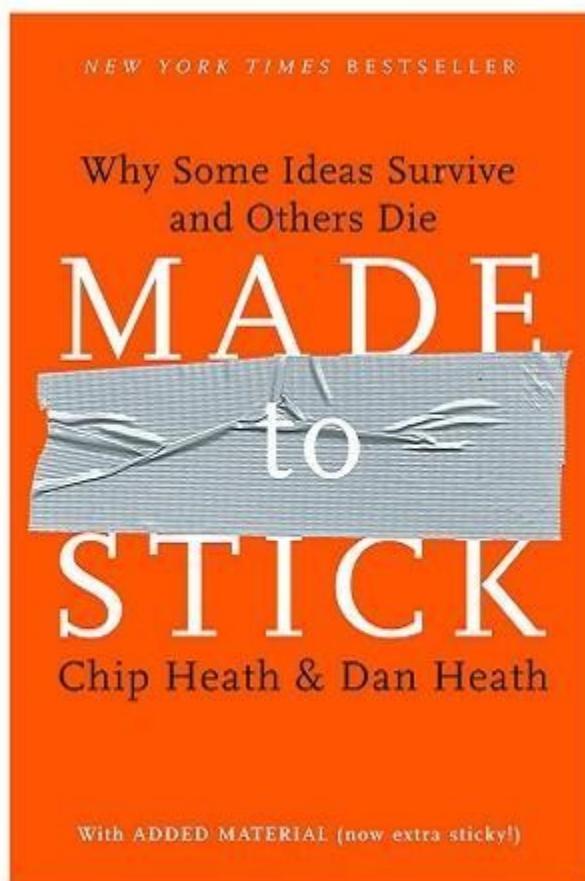




BOOKS, MOVIES & MUSIC

*1 Clear Front Cover Image Allowed for Books

SAMPLE BOOK COVER



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DVD COVER

