Cover Image Best Practices

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Your cover image is the banner image at the top of your brand page and brand card. This image is the largest element on your brand page and always seen by buyers. It should be eye-catching and convey your brand's aesthetic while also promoting your selling points. Suppliers with strong cover images receive more positive responses and conversions from buyers, so let's help you make it the best it can be with these helpful tips.

1 Size

Make sure your cover image is 1600 pixels wide by 400 pixels tall. This ensures it will fit perfectly on your profile with no stretching or cropping once uploaded.

2 Message

Think about your unique value proposition and what you want a buyer to know about your brand in one quick glance. A brand tagline, awards, certifications, and selling points are all great items to highlight.

3 Imagery

Use professionally photographed product or lifestyle images. You can use one or multiple images, but make sure it does not feature too many items or else it will appear cluttered.

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Your cover image is a representation of your brand so have fun with it! If you need design help, you can always visit RangeMe Service Providers and browse marketing and design agencies that can be hired to help you create one. Here's a look at some other great supplier cover images on RangeMe for reference.