



brand guidelines

Last Updated—02/22/2017

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Thank you for reviewing our brand guidelines. These guides were last update on 02/22/2017. Please check back regularly for the most up to date guides and resources.

What is the one thing?

We enable the triumph
of the everyday hero.

When are we at our best?

When we're at our best—when we're working backwards from the customer and embodying our Peculiar Ways—we create experiences that invite customers to see our finest qualities: We're welcoming, authentic, optimistic, empowering, and delightful.

This document expands on these qualities (unless you know better ones) and helps us to focus on who we are, so that we consistently present ourselves to the customer in our finest light.

AMAZON BRAND GUIDELINES

Key Brand Traits—Who We Are

Welcoming—

We make every customer, everywhere, feel like we create Amazon just for them. We speak to the customer casually and directly as if we were having a conversation in person. We're a good listener, looking for ways to be helpful and reassuring, but recognizing when it's better to remain quiet. We're compassionate and remember that the customer is sometimes shopping in a second language, is sometimes sight impaired, and always has a different perspective than we do. We keep it simple and don't ask the customer to understand how Amazon works or to learn our terminology, because everything we do is about putting the customer at ease.

Authentic—

We amplify the truth and let it speak for itself. We work backwards from real customer problems, so we don't need to make exaggerated claims. We look for opportunities to relay genuine customer stories and to show people as they really are—our customers don't live in a stock photo world, and we shouldn't portray them as such. We don't talk about ourselves. We stay focused on the customer, and on the things our creations help the customer to achieve.

Optimistic—

We emphasize expansion and possibility, rather than limitations and prohibitions. We're excited about the future we're helping to create, and we express this optimism to the customer in everything from our color palettes and language choices, to our photography and TV commercials. We're bright and open, not cool and sleek. We don't tell the customer what they can't do, we offer solutions and help the customer discover new options. This sense of boundless possibility makes the customer feel like Amazon is always the right place to start, whatever their needs.

Empowering—

We transform the impossible into the expected. We're constantly inventing on behalf of the customer to reduce friction and make life more simple. From eReaders to Echo, from Dash Buttons to Drones, sometimes we're at our best when we raise the bar so high that the customer isn't even sure it's for real. But often our greatest innovations feel like they've been there all along, like a 1-Click button or free same-day shipping. It's nice when the customer admires our inventions, but we're most happy when our inventions disappear into the everyday.

Delightful—

In everything we create, we find memorable ways to make the customer smile. We create experiences that are fun, frictionless, and beautiful. We believe that simplicity is the greatest delighter of all, but simplicity alone isn't enough. We're always looking for one more way to make each experience a little less ordinary, whether that be a quirky image in a gateway ad or a hint of unexpected humor in a UI message. It's about making that extra little effort every time, because we aren't just building a series of online transactions—we're creating a place for amusement, entertainment, and human connection.

AMAZON BRAND GUIDELINES

Primary Logo

This is the primary Amazon logo.
The primary logo should be your
first choice for all marketing needs.

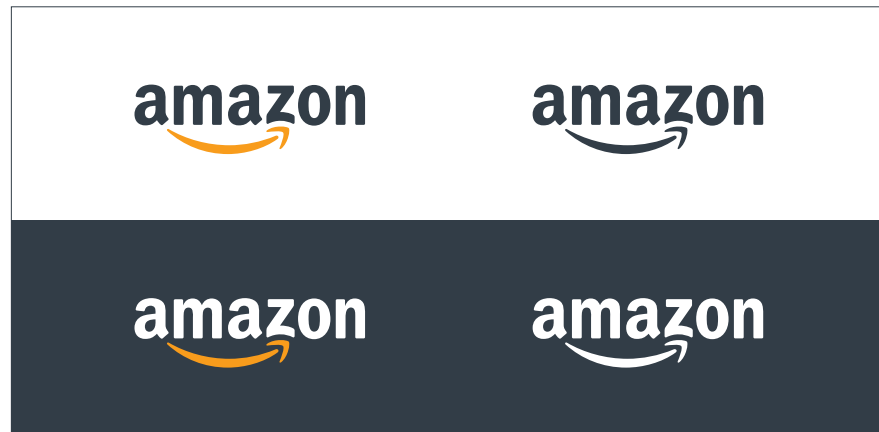


AMAZON BRAND GUIDELINES

Primary Logo—Summary

Logo Color

The logo should appear in one of the color combinations below. The two-color versions are preferred. In cases where color needs to be restricted, these one-color logos are acceptable alternates. Choose the color option with the highest contrast.



Clear Space

The clear space is based on the letter “o” in the logo. Horizontal space requires the full width of the “o” on either side. Vertical space requires half the height of the “o” above and below.



Size

The logo must be no smaller than 0.75 inches wide for print, 100 pixels for 1x resolution screens or 200 pixels for 2x resolution screens.

3/4" or 100px@1x or 200px@2x



The “.com” logo is not necessary for use in North America.



Incorrect Uses

To maintain brand integrity, do not alter the logo artwork, proportion or color. Below are examples of incorrect uses.



DO NOT use unapproved colors.



DO NOT outline the logo.



DO NOT remove elements of the logo.



DO NOT use a registered trademark symbol



DO NOT modify or recreate the provide artwork.



DO NOT use the logo in a sentence.



DO NOT layer content on top or below.

AMAZON BRAND GUIDELINES

Primary Logo—Background Usage

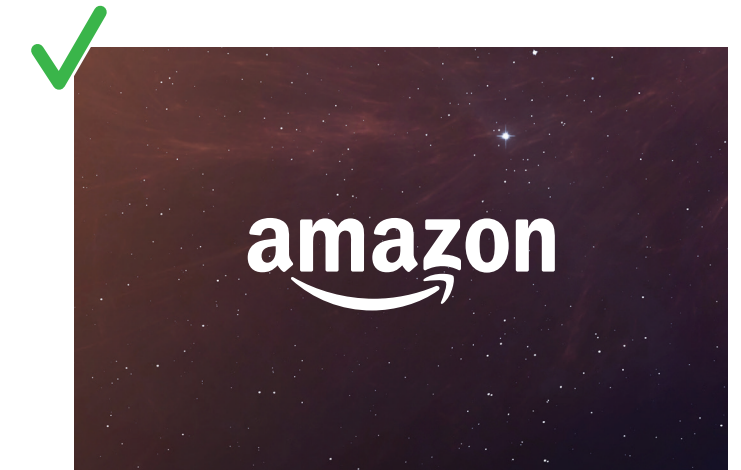
Make sure there is enough contrast to visually separate the logo from the background. Keep the area surrounding the logo free of clutter.



The Smile is disappearing into the background.



The Smile and wordmark are clearly defined.



The logo is clearly defined against the background.



The Smile's contrast is low against the background.



The logo is clearly defined against the background.



The logo is clearly defined against the background.

AMAZON BRAND GUIDELINES

Primary Symbol—The Smile

This is Amazon's primary symbol. The Smile is our most valuable visual identity element. It represents the experiences we work hard to create for our customers.

The Smile can be used independently within an Amazon context. When in doubt, use the full Amazon logo.

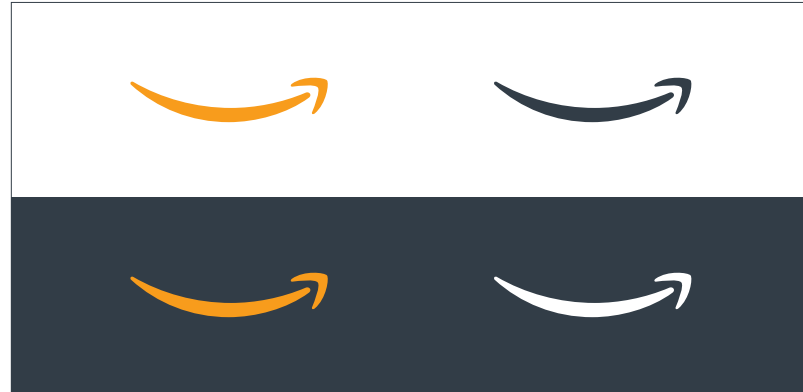


AMAZON BRAND GUIDELINES

Primary Symbol—The Smile

Smile Color

The Amazon corporate colors are Amazon Orange, Squid Ink and white, (see page 6 for details). Choose the color option with the highest contrast.



Size

The Smile must be no smaller than 0.5 inches wide for print, 50 pixels for 1x resolution screens or 100 pixels for 2x resolution screens.

0.5" or 50px@1x or 100px@2x



The "A" Smile is no longer allowed for use.



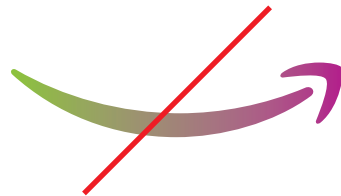
Clear Space

Horizontal clear space requires the half the height of the Smile (X) on either side. Vertical space requires the height of the dimple above and below. When the Smile is the only element used, make sure it aligns just below the visual center point.

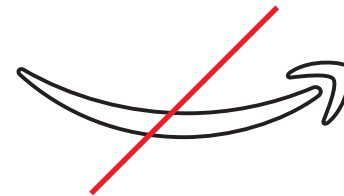


Incorrect Uses

To maintain brand integrity, do not alter the Smile artwork proportion or color. Below are examples of incorrect uses.



DO NOT use unapproved colors.



DO NOT outline the Smile.



DO NOT remove elements of the Smile.



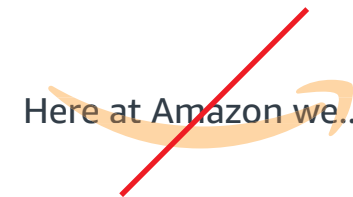
DO NOT crop the Smile.



DO NOT modify or recreate the provided artwork.



DO NOT use the Smile in a sentence.



DO NOT layer content on top or below.

Social Media Icon – Smile Placement

Below are Smile size and placements within profile pictures for social media. Please use the EPS files from the Brand Wiki and make sure to optimize for the dimensions of the social media platform. Below are examples of colors that can be used.



AMAZON BRAND GUIDELINES

Primary Symbol—The Smile

Make sure there is enough contrast to visually separate the Smile from the background. Keep the area surrounding the logo free of clutter. The Smile can be used independently within an Amazon context. When in doubt, use the full Amazon logo.



The Smile is clearly defined.



The Smile is clearly defined.



The Smile is clearly defined.



The Smile is disappearing into the background.



The contrast is low and the colors vibrate.



The background competes with the Smile.

AMAZON BRAND GUIDELINES

Primary Brand Colors

Amazon Orange

This is Amazon's primary brand color.

HEX: #FF9900

RGB: 255—153—0

CMYK: 0—45—95—0

**PMS: COATED 1375 C
UNCOATED 137 U**

Squid Ink

This is the primary neutral brand color for Amazon. This is the darkest color used for brand elements. Use it like you would use black.

HEX: #333E48

RGB: 51—62—72

CMYK: 78—64—53—44

PMS: COATED 432 C

White

The use of white, and white space, is essential to the brand color palate. White space allows our customer to understand what we're telling them easily and without challenge.

HEX: #FFFFFF

RGB: 255—255—255

CMYK: 0—0—0—0

AMAZON BRAND GUIDELINES

Typography—Amazon Ember Display

Amazon Ember Display is slightly rounded to soften the letterforms and make messages more visually approachable.

It comes in 5 weights: Light, Regular, Medium, Bold, & Heavy. Italic versions are not available at this time.

This typeface is intended for display copy, headlines & logos.

Amazon
Ember
Display

We enable the triumph
of the everyday hero.

A to Z

A to Z

A to Z

A to Z

A to Z

AMAZON BRAND GUIDELINES

Typography—Amazon Ember Display

All customer facing materials should use either Ember or Ember display as it's primary typeface.

LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

HEAVY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

AMAZON BRAND GUIDELINES

Typography—Amazon Ember

Amazon Ember is a custom-designed typeface commissioned by Amazon for use on screen UI and Amazon brand applications. Ember was designed and hand-crafted for optimal readability on a broad range of digital devices, including mobile, web and 10-foot UI. Ember is a Humanist-inspired face that comes in Thin, Light, Regular, Medium, Bold, Heavy and their Italic counterparts.

This typeface is intended for body copy and small text.

THIN

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis eget quam neque. Aliquam malesuada vitae eros id facilisis. Quisque a risus non lorem egestas tempor et eget felis. Nulla fermentum neque et lorem ultrices, nec hendrerit elit efficitur. Etiam nunc lorem, lacinia at auctor ac, blandit tempor orci. Pellentesque tristique fringilla dolor, sit amet finibus malesuada vitae eros mauris pretium.

MEDIUM

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REGULAR ITALIC

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LIGHT

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BOLD

Vivamus blandit sodales imperdiet. Etiam vitae varius velit. Duis tempor semper augue nec vulputate. Pellentesque augue turpis, egestas vel tristique in, rutrum eget risus. Praesent in quam ac nisi dictum feugiat. Integer ac velit tincidunt, interdum urna in, faucibus ipsum. Pellentesque ultrices lacinia nunc eget pellentesque. Morbi tempor sem eget gravida egestas vel tristique in suscipit.

MEDIUM ITALIC

Vivamus blandit sodales imperdiet. Etiam vitae varius velit. Duis tempor semper augue nec vulputate. Pellentesque augue turpis, egestas vel tristique in, rutrum eget risus. Praesent in quam ac nisi dictum feugiat. Integer ac velit tincidunt, interdum urna in, faucibus ipsum. Pellentesque ultrices lacinia nunc eget pellentesque. Morbi tempor sem eget gravida suscipit ac velit dictum tincidunt.

REGULAR

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis eget quam neque. Aliquam malesuada vitae eros id facilisis. Quisque a risus non lorem egestas tempor et eget felis. Nulla fermentum neque et lorem ultrices, nec hendrerit elit efficitur. Etiam nunc lorem, lacinia at auctor ac, blandit tempor orci. Pellentesque tristique fringilla dolor, amet.

HEAVY

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HEAVY ITALIC

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For any questions or further information,
please email—brand@amazon.com

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