

Amazon Display Advertising Style Guide

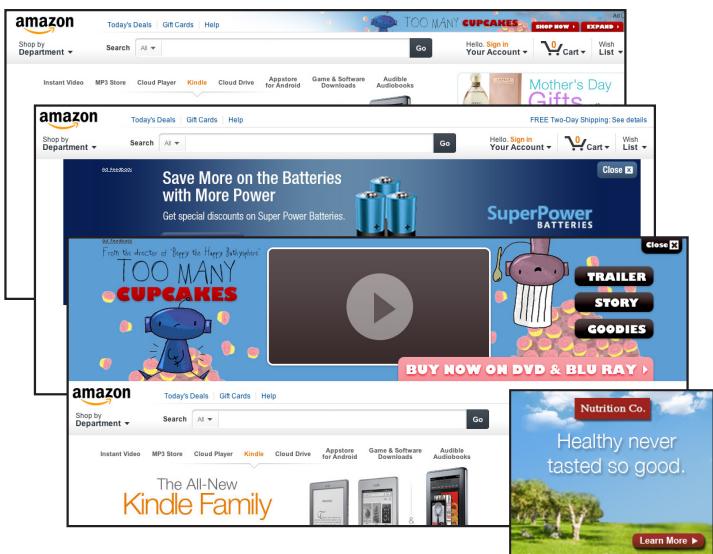
AMAZON BRAND USAGE GUIDELINES

1 Overview

Description

This document is intended to provide high-level best practices of display advertisements that link within Amazon.com with a focus on usage of the Amazon brand.

Using the Amazon.com name or branding elements can help you get results. However, the Amazon.com brand is one of our most valuable company assets, so we require advance review of creative materials. With written approval, we permit our advertisers to use Amazon branding elements within the requirements outlined in this document. All materials must be submitted to Amazon in advance for approval by Amazon in accordance with our advertising policies.



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Related Documents General display advertising content requirements, technical specs and ad units available can be found at: amazon.com/advertisingspecs

2 Call To Action & Messaging

2.1 – CTA Overview

The Call To Action (CTA) is the standard way to prompt customers to click on the promotion and should be kept as short as possible. CTA messages should be selected to clearly communicate the action the customer is taking and what they will experience on the landing page. Use the guidance provided below to select an appropriate CTA for your link in campaign.

CTAs are generally executed through text or use of buttons. If using a button, ensure that it matches the branding guidelines for your campaign or is in compliance with the examples below. It is recommended that buttons, like pointer text, should start with an action verb whenever possible, be sentence capped, and contain no ending punctuation.

2.2 – Recommended CTAs

	Recommended CTA	Destination or Action	Allowed Visuals (see also section 2.3)	
			Advertiser Branded	Amazon Branded
Shopping	Shop now at Amazon.com	Product, Destination, Category or Search page	Button or text	▶ Shop now at Amazon.
	Shop now			▶ Shop now
	Pre-order now			▶ Pre-order now
	Clip coupon	Product page or coupon landing page	Not allowed	Clip coupon
	Add to Cart	View Cart page	Not allowed	Add to Cart
Interaction	Learn more	Product, Destination, Category or Search page	Button or text	▶ See more
	See more			▶ Watch now
	Watch now			
	Expand ad	Open from collapsed to expanded	Button (see individual ad unit style guides for more info)	Not allowed
	Close	Close expanded ad unit back to collapsed		

See the following page for additional CTA guidelines as well as visual examples that are allowed and not allowed.

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2 Call To Action & Messaging (Continued)

2.3 – Amazon Text Link CTAs As displayed in the table of Allowed CTA visuals on the previous page in section 2.2, the following gives more detailed guidance on using Amazon style text links.

Allowed Amazon Text Link CTAs

(Digital assets are available for download)

► [Shop now at Amazon.com](#) ► [Shop now](#) ► [Pre-order now](#) ► [Learn more](#) ► [See details](#) ► [Watch now](#)

Amazon text links should conform to the following standards:

- **Typeface & Sizing:** Amazon Text Link CTAs should always be set at one of two sizes – Frutiger 57 Condensed at 11.5 point for small applications and Frutiger 67 Condensed at 14 point for large. Recommended small applications include small IAB ad units (Micro Bar, Button 1, Square Button, Half Banner, Full Banner) or custom units such as site stripes, mini marques, etc. Recommended large applications include large IAB ad units (Medium Rectangle, Wide Skyscraper, Skyscraper, Leaderboard), or custom units such as home page pushdowns, marquee pushdowns, etc.
- **Graphical Styling:** The underline should ‘break’ for descenders, that is to say there should be one pixel of clear space on either side of each descender.
- **CTA Length:** CTAs should not exceed 30 characters. The CTA text link length should be kept as short as possible. It must be on a single line and should never wrap to two (or multiple) lines.
- **Color:** The CTA can be any color as long as – 1) all elements within the CTA (arrow, text and underline) use the same base color, 2) the CTA complements the promotional graphic it is used in, and 3) it stands out enough to be seen. The opacity of the underline and arrow elements should be set to 70% of the text color.
- **Special Offers & Discounts:** The CTA should never be used to ‘message’ a promotion (see sections 2.4 and 2.5 for more details)
- **.com Usage:** Although “Amazon” is preferred, using “Amazon.com” for CTA text links is also acceptable. (this also applies to UK, DE, JP, etc.)

🚫 Not Allowed (Amazon Text Link)



✓ Allowed (Amazon Text Link)



Why

- ❶ Amazon text links should not stray from the allowed CTAs and should not mention special offers or discounts
- ❷ “Shop at Amazon” should always be used vs. “Shop on Amazon”

2.4 – Amazon Branded Button CTAs

Because the look and feel of buttons on Amazon.com is an integral aspect of the overall brand they are not allowed for use as advertisement CTA statements. The exception to this is the use of Amazon branded buttons in [eCommerce ads](#) like ‘Add to Cart’, ‘Add to Wish List’, ‘Shop now and ‘Clip coupon’.

Not Allowed



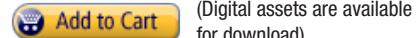
🚫 Not Allowed (Amazon Branded Button)



✓ Allowed (Advertiser Branded Button)



Allowed



Why

- ❶ In order to prevent customer confusion between what is the site and what is an advertisement, branded buttons are not allowed (Advertiser branded buttons or Amazon text links only)
- ❷ Non-specific or inaccurate CTAs are not allowed.

2.5 – Amazon Capitalization & Punctuation

🚫 Not Allowed (Capitalization)

- ❶ ► [Shop now at AMAZON.COM](#)
- ❶ ► [Shop now at amazon.com](#)

✓ Allowed (Capitalization)

Why

- ❶ Amazon should always be in title case (all capitals or lowercase not allowed).

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2 Call To Action & Messaging (Continued)

2.6 – Brand Phrases

The use of Amazon proprietary words, phrases, products, etc. that directly tie into Amazon functionality or features is allowed (e.g. "Gold Box Deal Of The Day"), but requires approval from Amazon. Outside of this context, use of Amazon branded terms or similar statements are not allowed unless expressly approved.

This includes but is not limited to:

- Gold Box
- 1-Click
- Deal of the Day
- Seller Central
- Super Saver Shipping
- Wish List (or Wishlist)
- Today's Deals
- Subscribe & Save
- Kindle
- Amazon Mom
- Look Inside the Book
- Similar phrases (e.g. "One Click Install")

Not Allowed (Similar Phrases)



Allowed (Similar Phrases)



Why

- ① The "Look Inside" statement could easily be confused with Amazon.com "Click to Look Inside" book functionality

2.7 – Special Offers & Discounts

Campaigns that promote discounts are restricted based on the following and require Amazon legal review:

- **Free Offers & Sweepstakes:** Advertising promoting sweepstakes may or may not be allowed, subject to Amazon's prior written approval. Advertising "free" goods or services must indicate that terms and conditions apply.
- **Special Offers:** The landing page must prominently present the offer being advertised.
- **Shipping Discounts:** Display of shipping discounts requires approval from Amazon.
- **Displaying Prices:** Listing prices is strongly discouraged given potential mismatch between the price displayed in an ad unit and the prices displayed on a product details and requires approval from Amazon.

Not Allowed (Sweepstakes)



Allowed (Sweepstakes)



Why

- ① In the event that a Free Offer or Sweepstakes is approved by Amazon, the messaging should not be deceptive and must clearly state if restrictions may apply (see section 2.5 details above)

Requires Approval (Shipping Discounts)



Allowed (Subscribe & Save)



Requires Approval (Displaying Prices)



2.8 – Restricted & Unacceptable Ad Content

- No deceptive, false or misleading content allowed
- No usage of Amazon proprietary words, phrases or products are allowed unless expressly approved by Amazon (see *brand phrases* in section 2.2)
- The complete guidelines of restricted and unacceptable ad content can be found at: amazon.com/advertisingspecs

AMAZON BRAND USAGE GUIDELINES

3 Logos & Imagery

3.1 – Amazon.com Logo Guidelines Use of the Amazon logo must be approved in all cases. In the event the logo is used in a co-branded campaign, usage must be in accordance to the standards set forth below. For details on the rest of the family of Amazon logos, see Additional Logo Usage on page 3. Please send requests for approval along with examples of usage to your account team.

Size The Amazon logo must be no smaller than 1" wide for print or 72 pixels on screen.

1" / 72 pixels



Clear Space Clear space is based upon the bold letter 'o' in the logo. Horizontal space required is the full width of the 'o' on either side. Vertical space required is half the height of the 'o' above and below...



Color Amazon corporate colors are Black and Amazon Orange (see colors below). No screens of either color are allowed. If the logo moves to one-color, the smile will be black or white—never gray. The logo must appear in one of the following color combinations.

Hex #FF9900 RGB 255/153/0

Amazon Orange

Hex #000000 RGB 0/0/0

Black



Preferred two-color



Preferred one-color



Reversed two-color



Reversed one-color



On dark background



On light background

Not Allowed Do not alter the logo artwork in proportion or color. Below are some examples of logo presentations which are not allowed.



Do not use unapproved colors



Do not outline the logo



Do not modify or recreate the provided artwork



Do not use the logo as part of a sentence



Use of arrow as standalone graphic must be approved by the Amazon brand team



Do not layer other content on top or below



Do not use the logo without the smile



Do not place the logo on a patterned background



Do not place a drop shadow behind the logo

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3 Logos & Imagery (Continued)

3.2 – Additional Logo Guidelines

The Amazon family of logos are only allowed in ads when expressly requested by Amazon. For approvals, send requests along with examples of usage to your account representative.

This includes but is not limited to:



3.3 – Icons & Site Elements

The Amazon family of icons and site elements should not be used in advertisements unless expressly approved by Amazon. (logo examples shown in sections 3.1-3.5)

This includes but is not limited to:



Shopping Cart



Gold Box



Click to Look Inside (books)



Amazon Student



Amazon Mom



Amazon Subscribe & Save



Customer Star Ratings

3.4 – Product Imagery

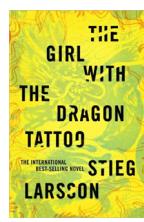
- All imagery used must be owned by the advertiser or cleared for use in the ad unit prior to campaign launch. Any Amazon.com product imagery including Amazon products such as the Kindle must be approved by Amazon and non-Amazon vendor products not owned by the advertiser must also be cleared by the company who holds the rights.
- Product imagery provided should not be downloaded from Google or any other search engine site
- Product imagery shown in advertisements must be an exact representation of that being offered for sale, promotions, etc.
- All advertisement imagery is subject to approval by Amazon (additional imagery guidelines can be found at: amazon.com/advertisingspecs)



© Amazon.com



© Apple



© Vintage Books



© Weber

4 Colors

4.1 – Amazon.com Brand Colors

Amazon brand colors should be expressly approved by Amazon. In the event that the advertisement campaign branding has similar colors, there should be clear visual separation to make it stand apart from the Amazon.com page (defined border, faded edges, etc.)

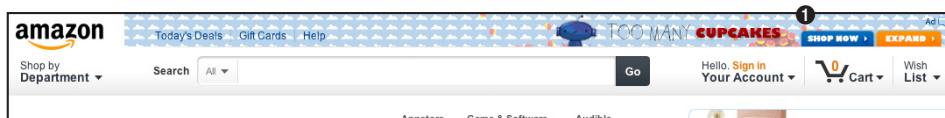
Hex #FF9900 RGB 255/153/0

Amazon Orange

Hex #146EB4 RGB 20/110/180

Amazon Blue

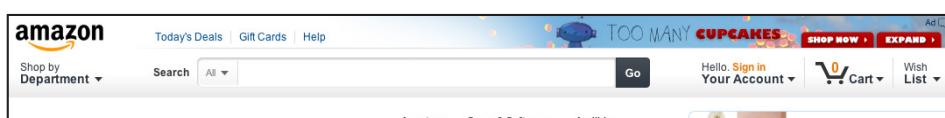
Not Allowed (Collapsed Marquee)



Why

Any graphical treatment using the brand colors for the express purpose of emulating the Amazon brand is not allowed. The blue and orange CTA buttons shown in "Not Allowed" could easily be confused with site functionality.

Allowed



5 Technical Specs & More

5.1 – Find Out More

Additional guidelines regarding technical specs, eligible ad units, advertiser types and more can be found at: amazon.com/advertisingspecs

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6 Co-Branding

6.1 – Branding on and off Amazon Advertisements should be branded appropriately, when used on and off Amazon.com. For placements on site, usage of the Amazon logo is strongly discouraged. Ad placements intended for the Amazon Advertising Platform (AAP) should feature the Amazon logo or the appropriate text link CTA, as noted in section 2.

On Amazon:



Not Allowed (Amazon logo)



Allowed (Amazon logo removed)



Why

- ① The Amazon logo is strongly discouraged when advertising placement is on the Amazon site.

Off Amazon:



Not Allowed (CTA/logo placement)



Allowed (CTA/logo placement)



Why

- ① Verbiage under the Shop Now button is incorrect. “at Amazon.com” should always be used vs. “on Amazon.com.” Additionally, this format is not allowed. All offsite advertisements should clearly display the Amazon logo or the appropriate text link CTA. See section 2 for more details.

- ② “Shop now at Amazon.com” is not contained within the CTA button.



Allowed (CTA/logo placement)



Allowed (CTA/logo placement)

