



AWS Partner Network (APN) Marketing Toolkit

Updated April 2019

AWS Partner Network (APN) Marketing Toolkit

Guidelines for Creating Marketing Materials with Amazon Web Services (AWS)

This toolkit is intended as guidance for use by eligible APN Partners that are Select tier and above and AWS Marketplace Sellers. This booklet includes guidelines to help you build assets for your marketing campaigns. Each section contains principles to help you build engaging marketing collateral that follows AWS branding and messaging guidelines.

All marketing collateral produced by APN Partners or AWS Marketplace Sellers that refers to or references AWS must comply with these guidelines. Failure to comply with these guidelines will result in AWS requiring you to rectify the non-compliant use, or in AWS possibly revoking your rights to use AWS trademarks in your marketing collateral.



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Guiding Principles

Be Customer Obsessed. Invent and Simplify.

Use a clean, simple design on all your marketing collateral. Don't overwhelm the customer with unnecessary visuals or content. Ensure the content and presentation will resonate with your customer's needs.

Be Unique and Make it Yours

These are your marketing assets, not those of AWS. Make sure to highlight your company's brand and value-add in all your collateral.

Pay Attention to Detail

These guidelines apply to each individual element of marketing campaigns and assets, such as websites, emails, event collateral, print collateral, social media, and online ads.

AWS Logos, Icons, and Badges – Overview

When choosing an AWS Logo, Icon, or Badge for your marketing communications, please follow the instructions provided on the following three pages.



AWS Logo

The AWS Logo may be used by all Select tier and above APN Partners to communicate (1) that your solution supports AWS, or (2) AWS is a cloud services provider your organization works with, or (3) how your solution works with AWS, subject to certain restrictions. Follow the guidelines and examples on page 8.

Download the AWS Logo:

Log in to APN Partner Central, click on “Marketing” in the navigation, launch APN Marketing Central by clicking “launch” under “APN Marketing Central.” When that opens, click on “APN Marketing Toolkit,” click “AWS Logos & Icons,” and click “AWS Logo.” Specific use cases and requirements apply. Follow all guidelines noted in this toolkit.

<https://partnercentral.awspartner.com/SiteLogin>



Powered by AWS Logo

You can display the Powered by AWS Logo to let your customers know that your application is built on the same reliable, scalable infrastructure used to power Amazon.com's global web properties. Follow the guidelines and examples on page 17.

Download the Powered by AWS Logo:

Log in to APN Partner Central, click on “Marketing” in the navigation, launch APN Marketing Central by clicking “launch” under “APN Marketing Central.” When that opens, click on “APN Marketing Toolkit,” click “AWS Logos & Icons,” and click “AWS Powered by Logo.”

<https://partnercentral.awspartner.com/SiteLogin>



AWS Marketplace Logo

You can use the AWS Marketplace Logo to tell your customers that your software runs on AWS and is available in AWS Marketplace. Follow the design guidelines on page 19.

Download the AWS Marketplace Logo:

Click on the link below to download the .zip file immediately. This file contains multiple color treatments and file formats.

https://s3.amazonaws.com/awsmp-logos/AWS_Marketplace-Logos-AllFormats-171006.zip

Before using any AWS Marks*, please read and follow the AWS Trademark Guidelines: <https://aws.amazon.com/trademark-guidelines/>

*AWS Marks are defined in Section 2 of the AWS Trademark Guidelines.

AWS Logos, Icons, and Badges – Overview



AWS Competency Logo

The AWS Competency Program is designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas. Attaining an AWS Competency allows APN Partners to differentiate themselves to customers by showcasing expertise in a specific solution area. The AWS Competency Logo is an alternative option to the APN Badge. Follow the guidelines and examples on page [23](#).

Access the AWS Competency Logo:

Upon Competency attainment, AWS Competency Partners will receive direct access to the dark and light versions of the logo via the welcome kit. Existing AWS Competency Partners will receive access via a separate email. The alliance lead and marketing contacts will receive both communications.

Learn more:

<https://aws.amazon.com/partners/competencies/>



AWS Partner Network Badge

The APN Badge is available to all Select tier and above APN Partners via the APN Badge Manager tool located in APN Partner Central. The APN Badge allows you to showcase program designations such as AWS Public Sector Partner Program, AWS Managed Service Provider (MSP) Program, or specific AWS Competencies. Use the APN Badge to generally promote your designation in the AWS Partner Network Program and to substantiate your capabilities in relation to the solution offering that you're featuring. Follow the guidelines and examples on page [25](#).

Download the APN Badge:

Have your alliance lead log in to APN Partner Central and select the Badge Manager link on the left menu to get started:

<https://partnercentral.awspartner.com/SiteLogin>



APN Training Logo

As official members of the APN Training Partner program, APN Training Partners are entitled to the exclusive use of the APN Training Partner Logo. This logo is representative of the integral role that ATPs play within the AWS Partner Network (APN), while also enabling customers to recognize the exclusive community of APN Partners that are authorized to deliver AWS Training. Follow the guidelines and examples on page [28](#).

Download the APN Training Logo:

Log in to APN Partner Central and navigate to the "APN Training Partner Program" under the "Programs" tab. Logos are located in the "Internal Enablement Resources" Folder:
<https://partnercentral.awspartner.com/SiteLogin>

Before using any AWS Marks*, please read and follow the AWS Trademark Guidelines: <https://aws.amazon.com/trademark-guidelines/>

*AWS Marks are defined in Section 2 of the AWS Trademark Guidelines.

AWS Logos, Icons, and Badges – Overview



AWS Architecture Icon

The AWS Architecture Icon represents the AWS Cloud in solution diagrams. This icon, in a dark or light format, is available for you to use in your architecture diagrams. APN Partners should use either of these icons and the label to indicate their solution architecture with AWS. Icons were updated in Spring 2019. Follow the basic guidelines and examples on page [31](#).

Download the AWS Architecture Icon:

<https://aws.amazon.com/architecture/icons/>

APN Certification Distinction Badges

APN Certification Distinction Badges provide APN Partners the opportunity to showcase their customer obsession through AWS Certification achievement. If your organization has achieved 50+ AWS Certifications, please reach out to your AWS representative to learn more about the usage guidelines and to download the APN Certification Distinction Badges. Follow the guidelines and examples on page [44](#).

Learn more:

<https://aws.amazon.com/partners/apn-certification-distinction/>.

Before using any AWS Marks*, please read and follow the AWS Trademark Guidelines: <https://aws.amazon.com/trademark-guidelines/>

*AWS Marks are defined in Section 2 of the AWS Trademark Guidelines.

AWS Logo: Design & Usage Guidelines

The AWS Logo may be used by all Select tier and above APN Partners to communicate

- (1) that your solution supports AWS, or (2) AWS is a cloud services provider your organization works with, or (3) how your solution works with AWS, subject to certain restrictions.

Please reference the usage matrix on page [11](#) to view restrictions on where you can and can't use the AWS Logo within your marketing material.



Color

Use the AWS Logo in one of the provided color combinations. The two-color versions are preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.

Squid ink is our primary dark color. Black versions of the AWS Logo are also available. The black AWS Logo should only be used in cases where maximum contrast is needed or the use is primarily black and white.

Clear Space

The clear space is based on the letter "a" in the AWS Logo. Horizontal and vertical space requires the full height and width of the "a" on either side, as shown.



Download the AWS Logo: Please reference page [5](#).

AWS Logo: Design & Usage Guidelines



DON'T use unapproved colors



DON'T outline the AWS Logo



DON'T disproportionately
resize the AWS Logo



DON'T remove any part of the
AWS Logo and don't use the smile
part of the logo on its own



DON'T use a registered
trademark symbol



DON'T change the font of
the AWS Logo



DON'T use the AWS Logo in a
sentence or within text



DON'T add visual effects to
the AWS Logo, like a drop shadow



DON'T modify any part
of the AWS Logo



DON'T use the AWS Logo to suggest co-branding or co-development
unless approved separately in writing by AWS



Ut wisi enim ad
minim veniam,
quis nostrude
xercitation ullam
corper suscipit
lobortis nisl
#seddianonu



Lore ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat.



DON'T distort, skew, or put the
AWS Logo on an angle



DON'T layer content over
the AWS Logo



DON'T use the AWS Logo inside
a shape or illustration of any kind
without the proper white space
around the logo.

If you do use the AWS Logo in a
shape, make sure you follow all the
"Clear Space" requirements noted
on page 8.



DON'T put the AWS Logo next to your own logo or name
and use ampersands, pluses, X signs, equal signs, or any other
design elements to denote a relationship



Download the AWS Logo: Please reference page 5.

AWS Logo: Design & Usage Guidelines



DON'T place the AWS Logo on a background that makes any part of the AWS Logo disappear



DON'T put the AWS Logo or Icons on top of other images (such as pictures that are visually busy, patterns or textures, etc.)



DON'T put the AWS Logo on a background that has low contrast

AWS Logo Restrictions

Keep backgrounds simple, clutter free, and as neutral as possible. Ensure a high degree of contrast to maintain separation from the background. Additionally, the area surrounding the AWS Logo needs to be clear, without any visual distraction.



DO use the preferred two-color AWS Logo on appropriate contrasted backgrounds



DO ensure that there's appropriate contrast when using a background image



DO choose the light AWS Logo to ensure high contrast on a dark background



DO choose the two-color AWS Logo to ensure high contrast on a light background



DO choose the appropriate dark or light AWS Logo to ensure high contrast on a medium background



DO choose the appropriate dark or light AWS Logo to ensure high contrast on a medium background



Download the AWS Logo: Please reference page 5.

AWS Logo Usage Matrix

The AWS Logo may be used by all Select tier and above APN Partners to communicate

- (1) that your solution supports AWS, or (2) AWS is a cloud services provider your organization works with, or (3) how your solution works with AWS, subject to certain restrictions.

Use of the AWS Logo		Guidelines and Examples for Use of the AWS Logo
Websites & Landing Pages	Permitted. The AWS Logo may be used by all Select tier and above APN Partners to communicate (1) that your solution supports AWS, or (2) AWS is a cloud services provider your organization works with, or (3) how your solution works with AWS, subject to certain restrictions.	See page 14.
Email Marketing		See page 14.
Marketing Assets		See page 14.
Event Assets		See page 14.
Online Ads	Not permitted. The AWS Logo may not be used in any online ads.	
Social Media	Not permitted. The AWS Logo may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Not permitted. The AWS Logo may not be used in any promotional items.	



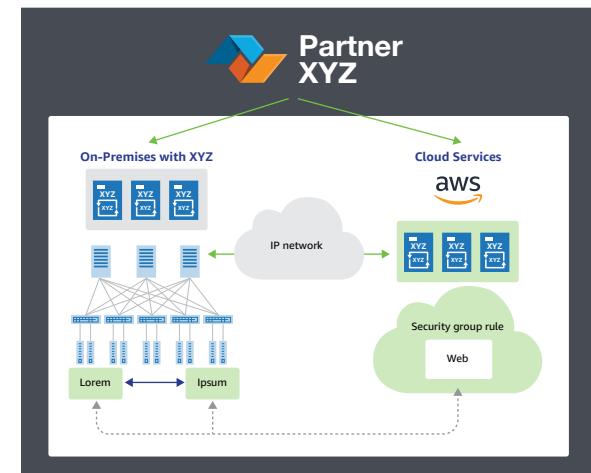
Download the AWS Logo: Please reference page 5.

AWS Logo Use Case Examples

The images below demonstrate several ways the use cases can be applied. Make sure the AWS Logo is used in one of the “permitted” assets or mediums noted in the matrix on page 11, and that it’s included in a visual representation that falls within one of the use cases below. Using the AWS Logo in your custom assets outside of the approved use cases below could be interpreted as a co-branded asset and is **not permitted**.

If you’re participating in an approved joint marketing campaign, reach out to your AWS representative for usage guidance.

Communicates (1) that your solution supports AWS, or (2) that AWS is a cloud services provider your organization works with.

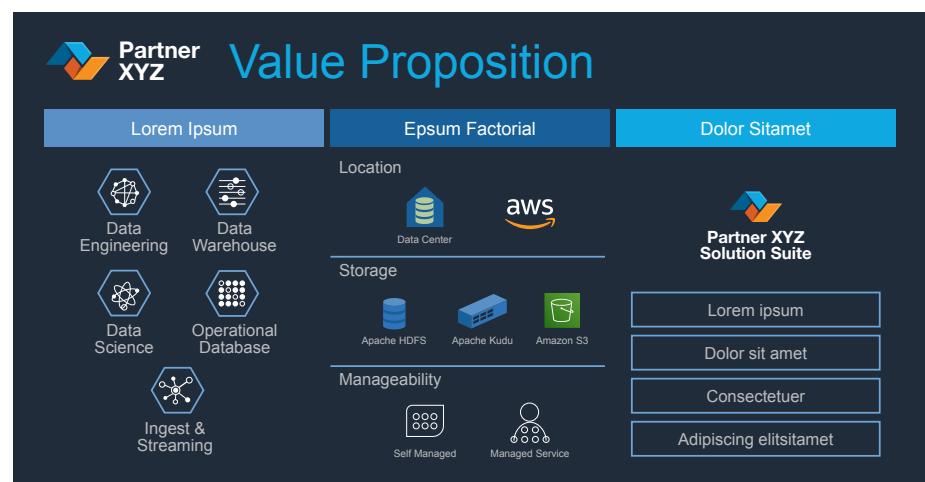
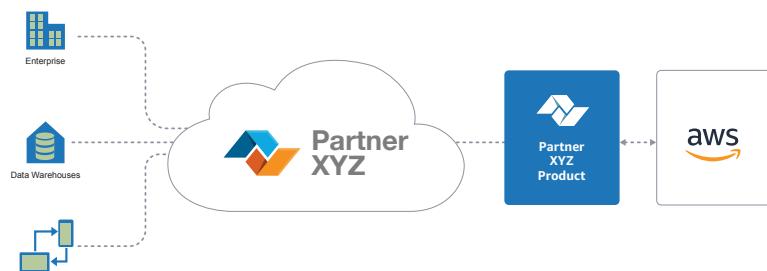
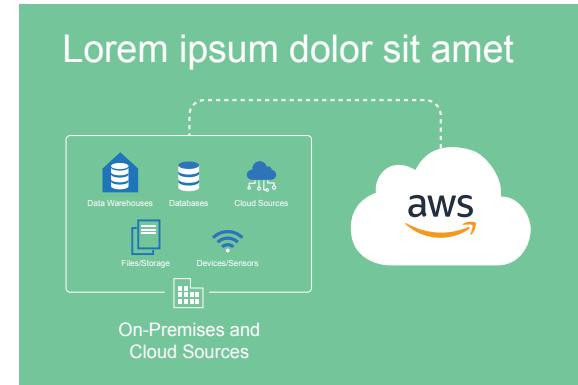
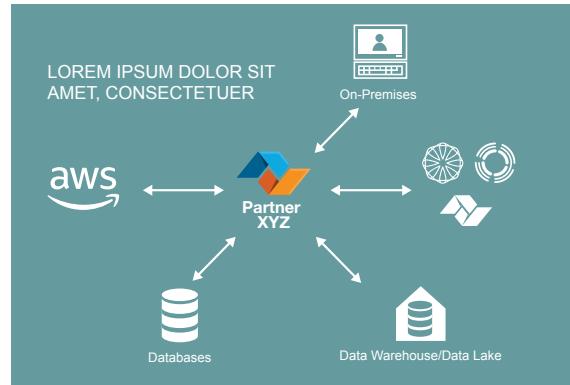
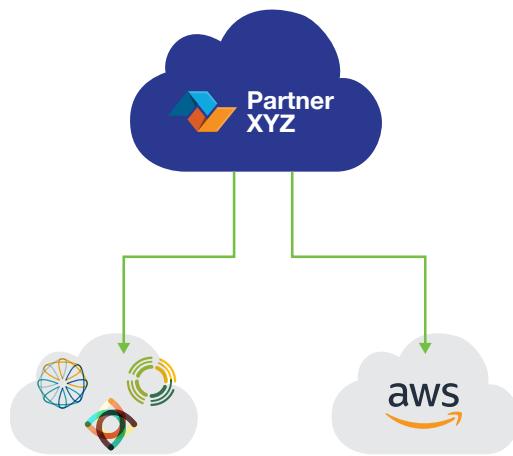


Download the AWS Logo: Please reference page 5.

AWS Logo Use Case Examples

Please note that using the AWS Logo in architectural diagrams is not permitted. Please reference page 32 for usage guidance on the AWS Architecture Icon within architectural diagrams.

Depicts a basic visual representation or schematic of how your solution works with AWS



Download the AWS Logo: Please reference page 5.

The AWS Logo in: Websites, Landing Pages, Email Marketing, and Marketing and Event Assets

The following pages provide examples of how to apply the guidelines to your custom websites, landing pages, email marketing campaigns, and marketing and event assets.

Marketing assets include, but are not limited to: Brochures, leaflets, data/sales sheets, whitespapers, case studies, or event promotions (such as event invites).

Event assets include, but are not limited to: Booth graphics, session presentations, demos, or in any printed or digital marketing assets. Please reference examples on this and the [next page](#).

DO place your logo above the AWS Logo, and do make your branding elements more prominent than AWS. For email, use your name in the subject line to make it clear the email is from your company.

DO be creative with your own design. Create your own icons to represent your company, products, and events.

DO consider putting your icons and logos on a plain background.

DO reference the APN and AWS Marketplace Seller Messaging Guidelines on page [46](#) before writing copy.

DON'T put the AWS Logo next to your own logo. If you need to put AWS branding next to yours, use one of the other logos, icons, or badges noted in this toolkit, and allow sufficient white space around it. If you do use one of these other logos, icons, or badges, don't use ampersands, pluses, X signs, equal signs, or any other design elements to denote the APN relationship.

DON'T put the AWS Logo or Icons on top of other images (such as pictures that are visually busy, patterns or textures, etc.). Do not use AWS Icons as decoration, or alter their shape.

DON'T put the AWS Logo or Icons on a colored background unless there is a high contrast and don't add them more than once in your design.

DON'T put the AWS Logo at the top of your email, or page, or above your own logo.

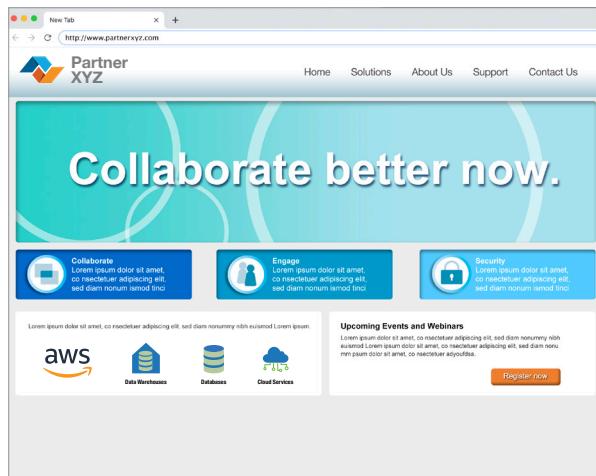
DON'T design call-to-action buttons to look like they came from AWS.



Download the AWS Logo: Please reference page 5.

The AWS Logo — Websites, Landing Pages, Email Marketing, and Marketing Assets: Approvable Examples

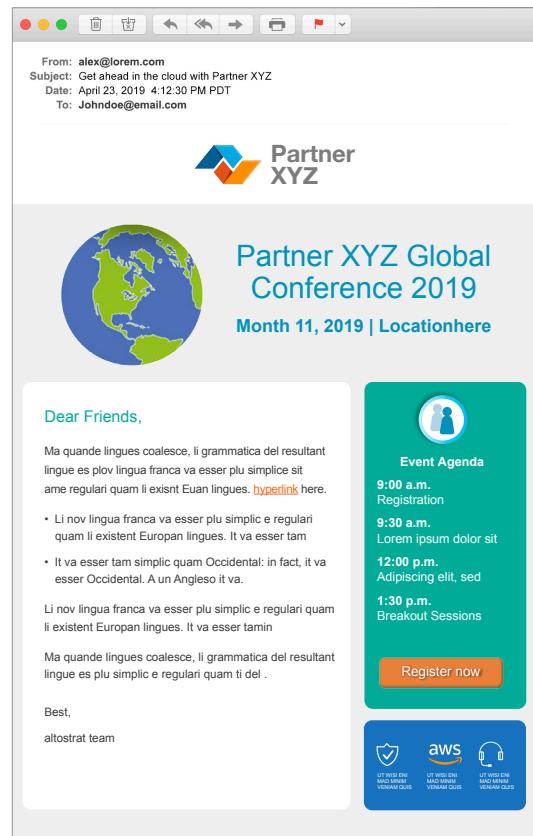
Websites and Landing Pages



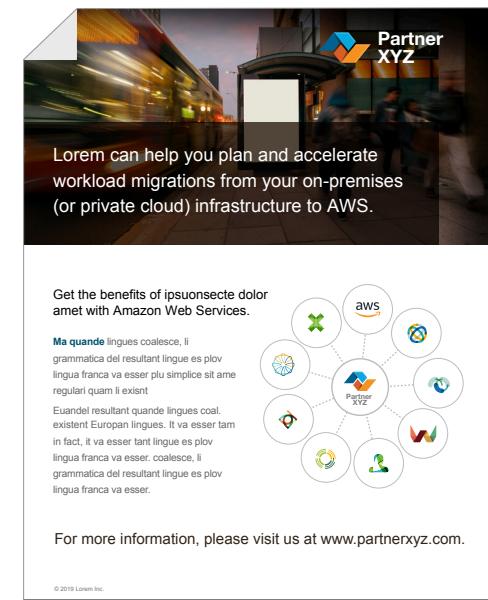
Invites



Email Marketing



Flyers



Download the AWS Logo: Please reference page 5.

The AWS Logo — Event Assets: Approvable Examples

Booth Graphics



Demos



Session Presentations at AWS Events



Download the AWS Logo: Please reference page 5.

Powered by AWS Logo: Design & Usage Guidelines

The Powered by AWS Logo is intended for use by customers to promote their product, application, or service within the growing AWS community and leverage the AWS brand to impart a sense of dependability and reliability to the solutions. APN Partners that are AWS customers (e.g., APN Partners running their SaaS offering on AWS) may use the "Powered by AWS" Logo in accordance with the Co-Marketing Guidelines.



Two-color Version



Squid Ink Version



Black Version



Color

Use the Powered by AWS Logo in one of these color combinations. The two-color versions are preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.



Download the Powered by AWS Logo: Please reference page 5.

The Powered by AWS Logo: Usage Matrix

Reference the usage matrix below to view restrictions on where you can and can't use the Powered by AWS Logo within your marketing material.

Use of the Powered by AWS Logo		Guidelines and Examples for Use of the Powered by AWS Logo
Websites & Landing Pages	Permitted. APN Partners can use the Powered by AWS Logo to showcase that their solution or application is built on AWS.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The Powered by AWS Logo may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. APN Partners can use the Powered by AWS Logo in promotional items to showcase that their solution or application is built on AWS.	See page 34.



Download the Powered by AWS Logo: Please reference page 5.

AWS Marketplace Logo: Design & Usage Guidelines

You can use the AWS Marketplace Logo to tell your customers that your software runs on AWS and is available in AWS Marketplace.



Color

Use the AWS Marketplace Logo in one of the provided color combinations. The multi-color versions are preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.

Squid ink is our primary dark color. Black versions of the logo are available but should only be used in cases where maximum contrast is needed or the use is primarily black and white.

AWS Marketplace Logo: Design & Usage Guidelines



DON'T use unapproved colors



DON'T outline the logo



DON'T disproportionately resize the logo

AWS Marketplace Logo Restrictions

To maintain brand integrity, do not alter the AWS Marketplace Logo. There are versions of the AWS Marketplace Logo available that will work for most scenarios. If you still have questions, or encounter a scenario not covered in these guidelines, contact your AWS Marketplace representative for assistance.



DON'T remove any part of the logo



DON'T use a registered trademark symbol



DON'T re-typeset the logo



DON'T use the logo in a sentence or within text



DON'T add visual effects to the logo, like a drop shadow



DON'T modify any part of the logo



DON'T distort, skew, or put the logo on an angle



DON'T layer content over the logo



Download the AWS Marketplace Logo: Please reference page 5.

AWS Marketplace Logo: Design & Usage Guidelines



DON'T place the logo on a background that makes any part of the logo disappear



DON'T put the logo over imagery that is visually busy and makes the logo difficult to read



DON'T put the logo on a background that has low contrast

AWS Marketplace Logo Restrictions

Keep backgrounds simple, clutter free, and as neutral as possible. Ensure a high degree of contrast to maintain separation from the background. Additionally, the area surrounding the AWS Marketplace Logo needs to be clear, without any visual distraction.



DO use the preferred multi-color logo on appropriate contrasted backgrounds



DO ensure that there's appropriate contrast when using a background image



DO choose the light logo to ensure high contrast on a dark background



DO choose the multi-color logo to ensure high contrast on a light background



DO choose the appropriate dark or light AWS Logo to ensure high contrast on a medium background



DO choose the appropriate dark or light logo to ensure high contrast on a medium background



Download the AWS Marketplace Logo: Please reference page 5.

The AWS Marketplace Logo Usage Matrix

Reference the usage matrix below to view restrictions on where you can and can't use the AWS Marketplace Logo within your marketing material.

Use of the AWS Marketplace Logo		Guidelines and Examples for Use of the AWS Marketplace Logo
Websites & Landing Pages	Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The AWS Marketplace Logo may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.	See page 34.



Download the AWS Marketplace Logo: Please reference page 5.

AWS Competency Logo: Design & Usage Guidelines

The AWS Competency Program is designed to highlight APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas. Attaining an AWS Competency allows APN Partners to differentiate themselves to customers by showcasing expertise in a specific solution area.

If you want to list multiple AWS Competency designations, you should use the APN Badge. Please reference page [25](#). You can use either the logo or the badge, but not both at the same time.



DO use the logo as is.



DO use the logo as is.



DON'T manipulate the color saturation, tone, or resolution

DON'T put the logo on a low contrast background



DON'T add competencies to the logo



DON'T combine the program badge with the program logo.
Use of the program logo is not permissible.



Download the AWS Competency Logo: Please reference page [6](#).

The AWS Competency Logo: Usage Matrix

Reference the usage matrix below to view restrictions on where you can and can't use the AWS Competency Logo within your marketing material.

Use of the AWS Competency Logo		Guidelines and Examples for Use of the AWS Competency Logo
Websites & Landing Pages	Permitted. APN Partners can use the AWS Competency Logo to differentiate themselves to customers by showcasing expertise in a specific solution area. The AWS Competency Logo is an alternative to the APN Badge. You can use either the AWS Competency Logo or the APN Badge, but not both at the same time.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The AWS Competency Logo may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. APN Partners can use the AWS Competency Logo to differentiate themselves to customers by showcasing expertise in a specific solution area. The AWS Competency Logo is an alternative to the APN Badge. You can use either the AWS Competency Logo or the APN Badge, but not both at the same time.	See page 34.

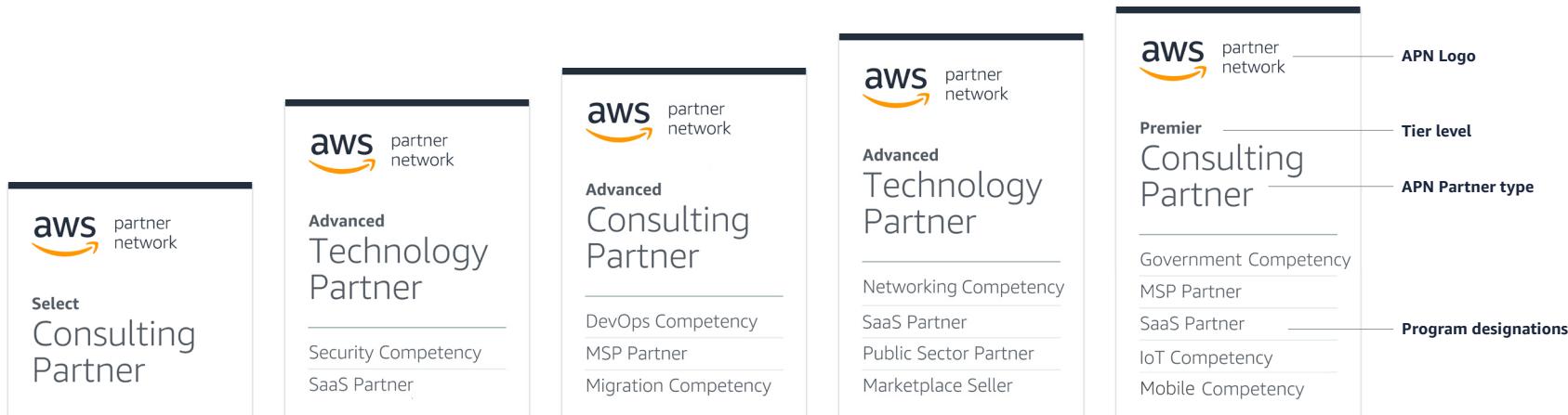
AWS Partner Network Badge: Design & Usage Guidelines

The APN Badge is for APN Partners that are Select tier and above. The APN Badge allows you to showcase the program designations and the AWS Competencies that your company holds. Use the APN Badge to generally promote your designation in the AWS Partner Network Program and to substantiate your capabilities in relation to the solution offering that you're featuring.

New tier name: The "Select tier" APN Badge was launched in Spring 2019.

The "Standard tier" is now called "Select tier" on the APN Badges.

Please replace legacy APN Badges that say "Standard tier" throughout all assets.



For additional information regarding the APN Badge Manager, visit the following:
<https://aws.amazon.com/blogs/apn/how-to-use-the-new-apn-badge-manager/>



Download the APN Badge: Please reference page 6.

AWS Partner Network Badge: Design & Usage Guidelines



DO use the badge as is



DO create an APN Badge that contains the program designations that your company holds, and are most applicable to the customers you're trying to reach.



DON'T alter the design in any way (shape, orientation, color, shading, etc.) or redesign the badge on your own



Download the APN Badge: Please reference page 6.

AWS Partner Network Badge Usage Matrix

Reference the usage matrix below to view where you can and can't use the APN Badge within your marketing material.

Use of the APN Badge		Guidelines and Examples for Use of the APN Badge
Websites & Landing Pages	Permitted. APN Partners can use the APN Badge to generally promote their designation in the AWS Partner Network Program, and to substantiate their capabilities in relation to the solution offering that they're featuring.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The APN Badge may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. APN Partners can use the APN Badge in promotional items to generally promote their designation in the AWS Partner Network Program, and to substantiate their capabilities in relation to the solution offering that they're featuring.	See page 34.



Download the APN Badge: Please reference page 6.

APN Training Logo: Design & Usage Guidelines

As official members of the APN Training Partner program, APN Training Partners are entitled to the exclusive use of the APN Training Partner Logo. This logo is representative of the integral role that ATPs play within the AWS Partner Network (APN), while also enabling customers to recognize the exclusive community of APN Partners that are authorized to deliver AWS Training.



DO use the logo to demonstrate your APN Training Partner status if applicable for your audience/customers

DO use the logo as is

Logo Colors

RGB: 35, 47, 62
HEX: #232F3E

RGB: 255, 153, 0
HEX: #FF9900

RGB: 35, 47, 62
HEX: #545B64



Download the APN Training Logo: Please reference page 6.

APN Training Logo: Design & Usage Guidelines

As official members of the APN Training Partner program, APN Training Partners are entitled to the exclusive use of the APN Training Partner Logo. This logo is representative of the integral role that ATPs play within the AWS Partner Network (APN), while also enabling customers to recognize the exclusive community of APN Partners that are authorized to deliver AWS Training.

The AWS Training Logo is an alternative to the APN Badge on page [25](#).

APN Training Partners can use either the logo or the badge, but not both at the same time.



DON'T remove any part of the logo and don't use the smile part of the logo on its own



DON'T put the logo on a background with low contrast



DON'T distort, skew, or put the logo on an angle



DON'T apply a fade effect and/or layer content over the logo



DON'T outline the logo



DON'T modify any part of the logo or design in any way (shape, orientation, color, shading, etc.)



DON'T add visual effects, like a drop shadow, to the logo



DON'T redesign the logo on your own



Download the APN Training Logo: Please reference page [6](#).

APN Training Logo Usage Matrix

Reference the usage matrix below to view restrictions on where you can and can't use the APN Training Logo within your marketing material.

Use of the APN Training Logo		Guidelines and Examples for Use of the APN Training Logo
Websites & Landing Pages	Permitted. APN Partners can use the APN Training Logo to differentiate themselves to customers by showcasing that they are authorized to deliver AWS Training. The AWS Training Logo is an alternative to the APN Badge. APN Training Partners can use either the APN Training Logo or the APN Badge, but not both at the same time.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The APN Training Logo may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. APN Partners can use the APN Training Logo to differentiate themselves to customers by showcasing that they are authorized to deliver AWS Training. The AWS Training Logo is an alternative to the APN Badge. APN Training Partners can use either the APN Training Logo or the APN Badge, but not both at the same time.	See page 34.



Download the APN Training Logo: Please reference page 6.

The AWS Architecture Icon: Design & Usage Guidelines

The AWS Architecture Icon represents the AWS Cloud in solution diagrams. This icon, in a dark or light format, is available for you to use in your architecture diagrams. APN Partners should use either of these icons and the label to indicate their solution architecture with AWS.

Current Versions



For light backgrounds



For dark backgrounds

The AWS Architecture Icon

This icon was updated in Spring 2019. Please replace the legacy version of the icon pictured to the right.

Legacy Versions



DON'T continue to use the legacy AWS Architecture Icon (replaced in 2019) in any marketing materials.

Please phase out this logo as quickly as possible.



DON'T use the previous cloud-shaped AWS Architecture Icon in any marketing materials.



Download the AWS Architecture Icon: Please reference page [7](#).

The AWS Architecture Icon: Usage Matrix

Reference the usage matrix below to view restrictions on where you can and can't use the AWS Architecture Icon within your marketing material.

Use of the AWS Architecture Icon		Guidelines and Examples for Use of the AWS Architecture Icon
Websites & Landing Pages	Permitted. You can use the AWS Architecture Icon to represent the AWS Cloud in solution diagrams. You can use the AWS Architecture product and service icons in your architecture diagrams, illustrations, or infographics.	See page 34.
Email Marketing		See page 34.
Marketing Assets		See page 34.
Event Assets		See page 34.
Online Ads		See page 34.
Social Media	Not permitted. The AWS Architecture Icon may not be used in social media account images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the design guidelines.	
Promotional Items	Permitted. You can use the AWS Architecture Icon in promotional items that include architecture diagrams, illustrations, or infographics.	See page 34.



Download the AWS Architecture Icon: Please reference page 7.

AWS Product and Service Icons: Design & Usage Guidelines

Customers and APN Partners are permitted by AWS to use these icons to create architecture diagrams.

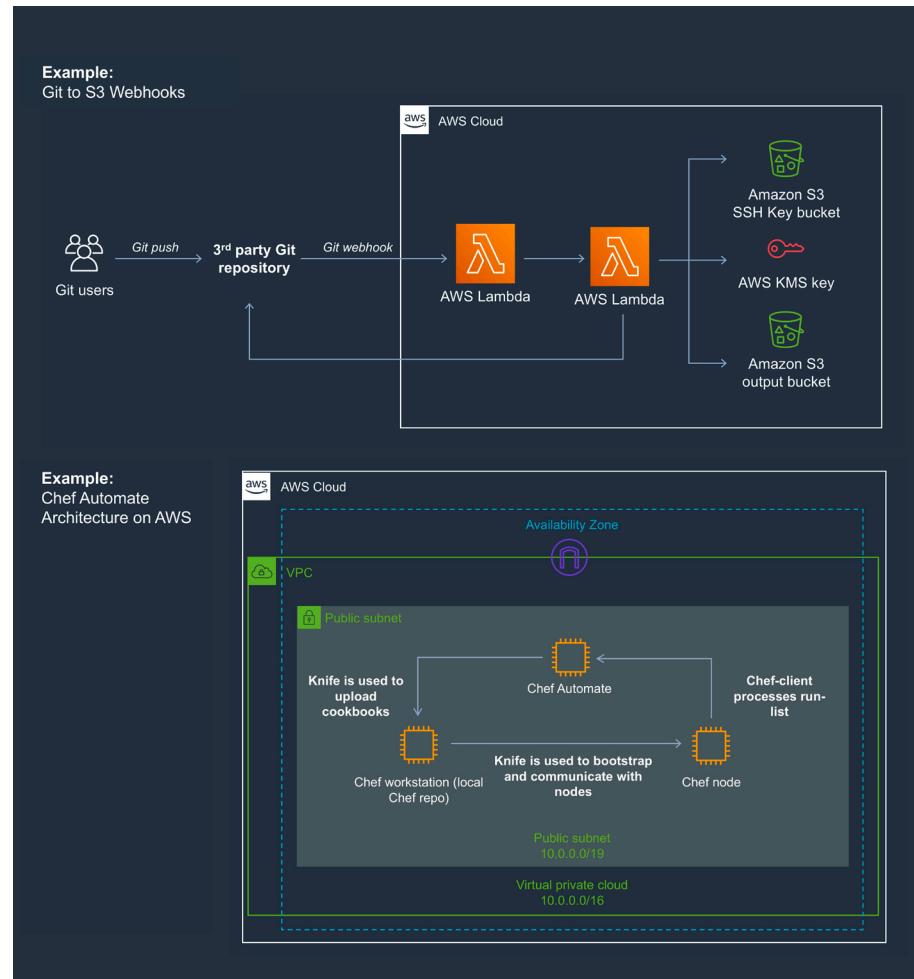
The icons are designed to be simple so that you can easily incorporate them in your diagrams and put them in your whitepapers, presentations, datasheets, posters or any technical material.

AWS Product and Service Icons

By utilizing the official AWS Icon set for building architectural diagrams, you will find an the most up-to-date collection of AWS product icons, resources, and other tools to help you build customer-focused and consistent AWS Architecture diagrams. Access the icon set—in both light and dark backgrounds—on the AWS website: <https://aws.amazon.com/architecture/icons/>

Design update: The AWS Architecture Icons were redesigned in early 2019. Please replace legacy icons with the most up-to-date icons as quickly as possible.

Read the guidelines: To learn how to build architectural diagrams utilizing AWS product and service icons, refer to the most up-to-date resources on the AWS Architecture Icons page: <https://aws.amazon.com/architecture/icons/>



Download the AWS Architecture Icon and AWS Product and Service Icons: Please reference page 7.

Websites, Landing Pages, and Marketing & Event Assets

You're permitted to use the Powered by AWS Logo, AWS Marketplace Logo, the AWS Competency Logo, the APN Badge, the APN Training Logo, or the AWS Architecture Icon in websites, landing pages, and marketing assets.

Marketing assets include, but are not limited to: Brochures, leaflets, data/sales sheets, whitepapers, case studies, or event promotions (such as event invites).

Event assets include, but are not limited to: Booth graphics, session presentations, demos, or in any printed or digital marketing assets. Please reference examples on the next few pages.

DO place your logo above AWS Icons, and do make your branding elements more prominent than AWS. For email, use your name in the subject line to make it clear the email is from your company.

DO consider using a white or plain background to let your message, graphics, and logos stand out.

DO be creative with your own design. Create your own icons to represent your company, products, and events.

DO reference the APN and AWS Marketplace Seller Messaging Guidelines on page [46](#) before writing copy.

DO refer to "AWS" as text in copy to describe your solution in relation to AWS.

DON'T put any AWS Icons next to your own logo, or use ampersands, pluses, x signs, equal signs, or any other design elements to denote the APN relationship.

DON'T use both the AWS Competency Badge and the APN Badge at the same time on any assets. You can use one or the other, but not both. In addition, don't use the APN Training Logo and the APN Badge at the same time on any assets. You can use one or the other, but not both.

DON'T put the AWS Icons on top of other images (such as patterns or textures).

DON'T put the AWS Icons on a colored background unless there is a high contrast and don't add them more than once in your design.

DON'T put the AWS Icons at the top of your email, or page, or above your own logo.

DON'T design call-to-action buttons to look like they came from AWS.

DON'T include any AWS Icons as text or in the middle of text.

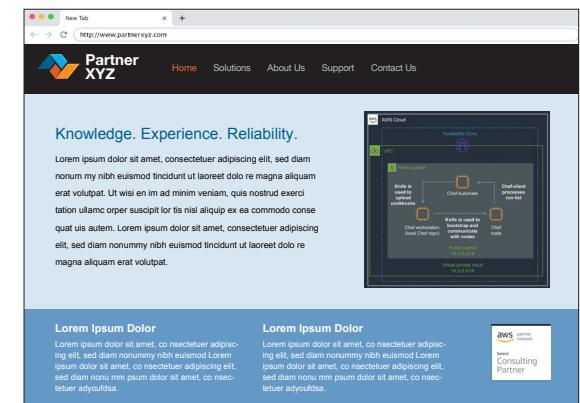
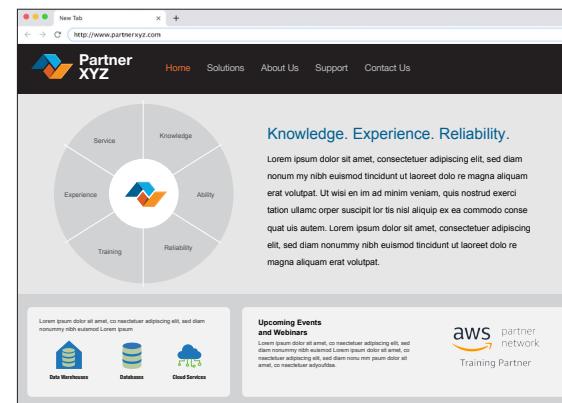
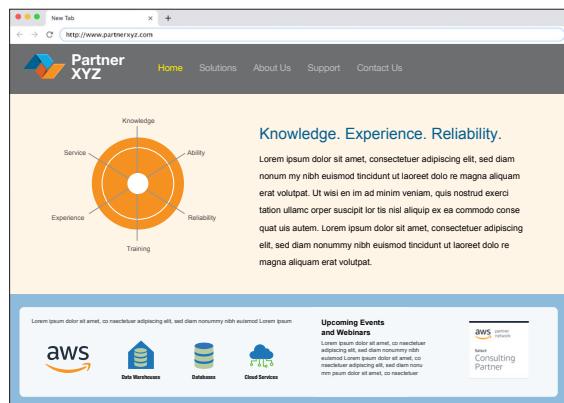
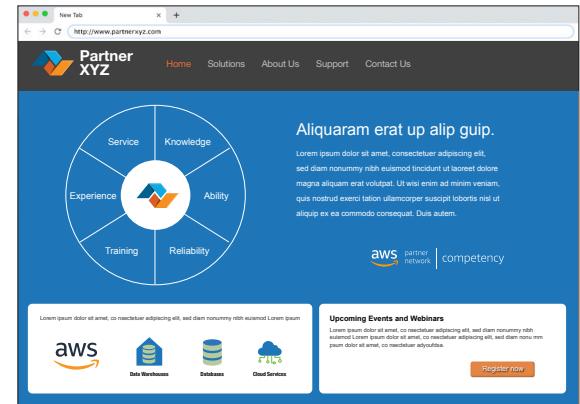
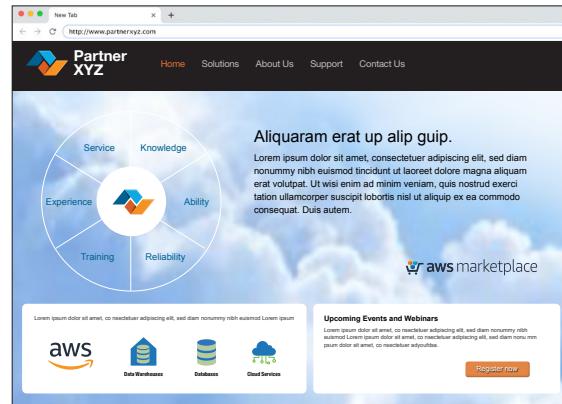
DON'T create an illustration using AWS products or service icons, and do not alter their shape or design in any way.

DON'T include the names or logos of other public clouds in promotional items at AWS-hosted events.

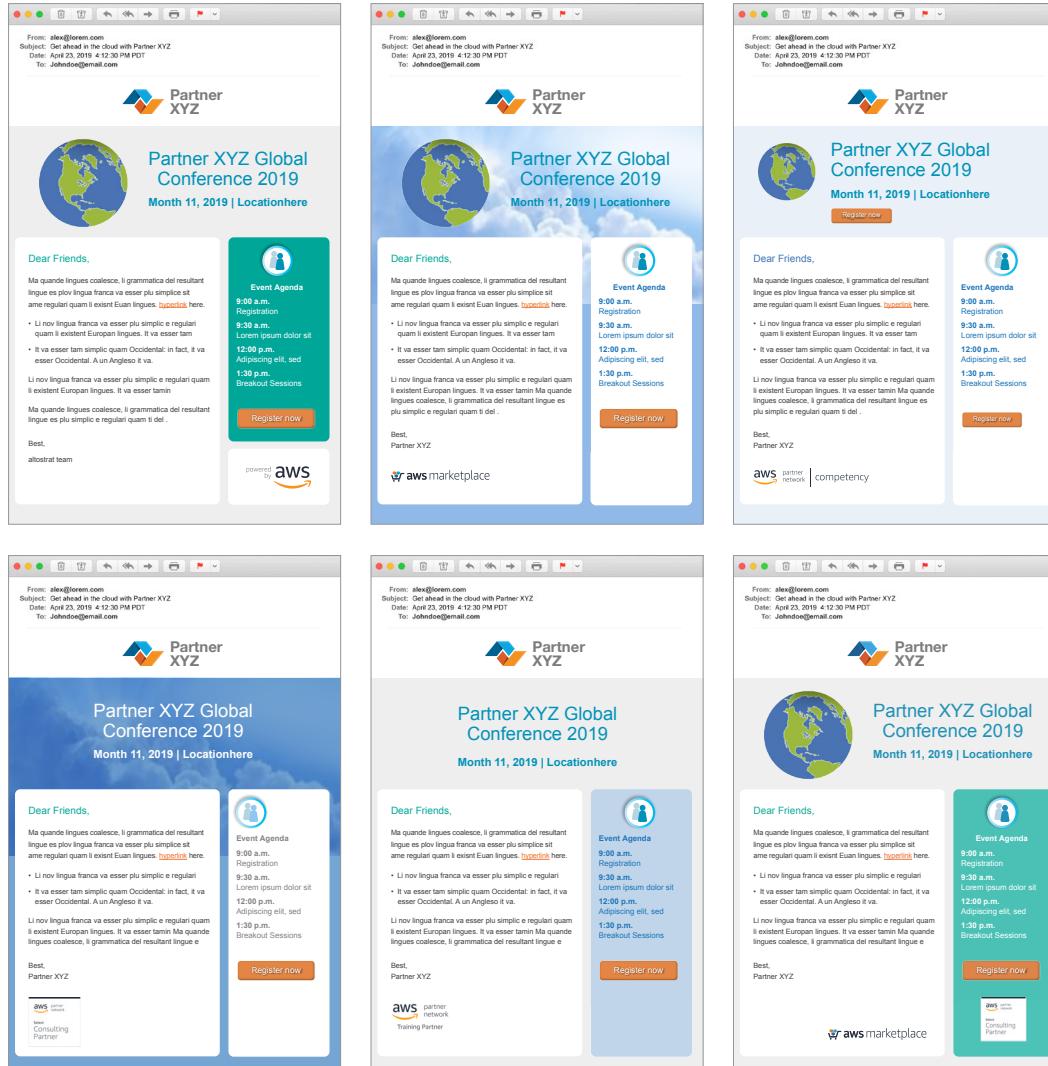


Download the Logos, Icons, and Badges: Please reference pages 5, 6, and 7.

Websites & Landing Pages: Approvable Examples



Email Marketing: Approvable Examples



Marketing Assets: Approvable Examples

Flyers



Download the Logos, Icons, and Badges: Please reference pages 5, 6, and 7.

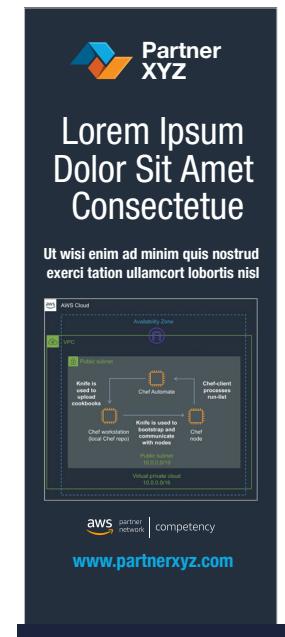
Marketing Assets: Approvable Examples

Invites



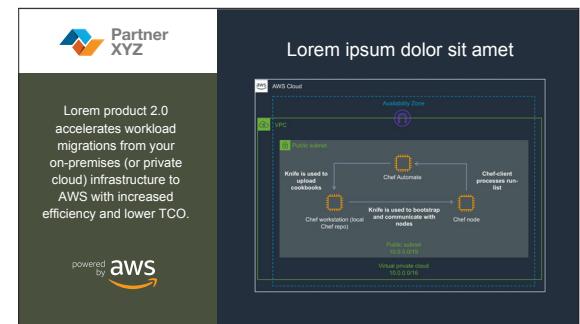
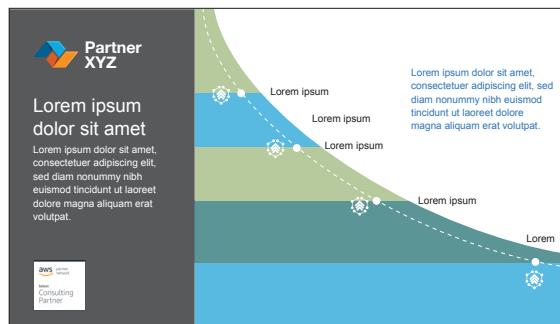
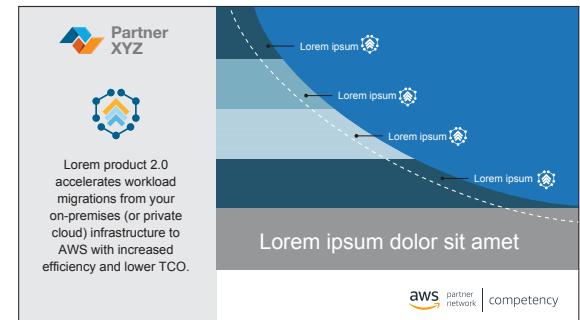
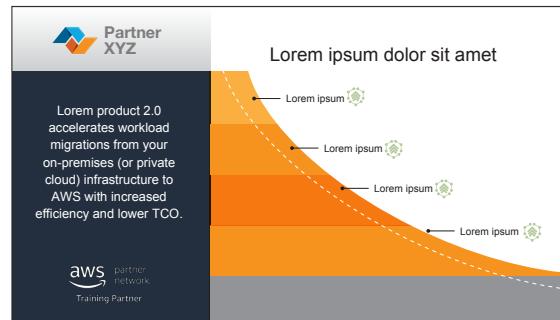
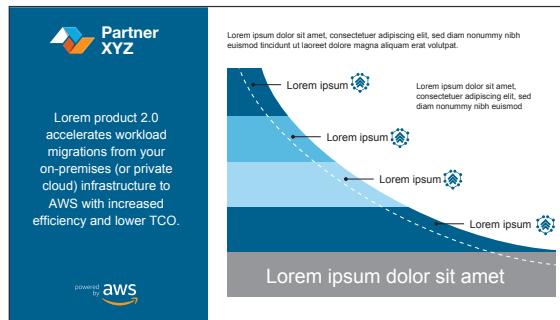
Event Assets: Approvable Examples

Booth Graphics



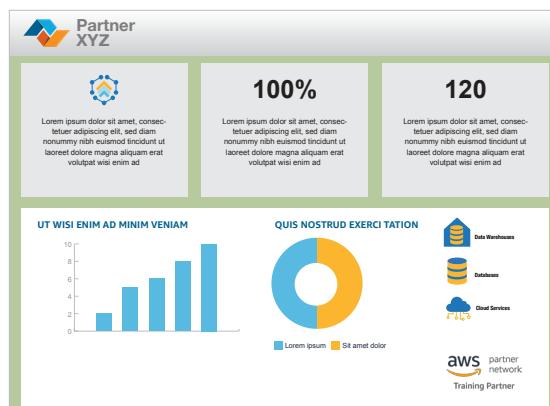
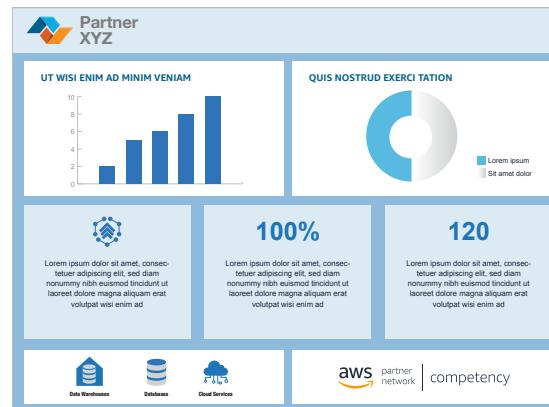
Event Assets: Approvable Examples

Session Presentations at AWS Events



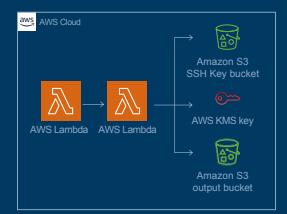
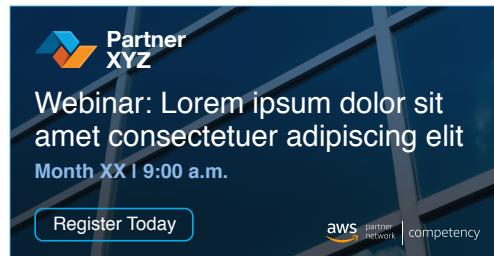
Event Assets: Approvable Examples

Demos



Online Ads: Approvable Examples

Social/SEM Banners



Download the Logos, Icons, and Badges: Please reference pages 5, 6, and 7.

Promotional Items: Approvable Examples



APN Certification Distinction Badges

APN Certification Distinction Badges provide APN Partners the opportunity to showcase their customer obsession through AWS Certification achievement. APN Partners can show how many active AWS Certifications their company has collectively achieved and highlight the value AWS Certification brings to their customers. APN Partners are recognized for achieving 50, 100, 200, 300, 400, and 500 AWS Certifications within their organization.

Please note that APN Certification Distinction Badges are specifically for an organization, and AWS Certification credentials are awarded to AWS Certified individuals separately. If your organization has achieved 50+ AWS Certifications, please reach out to your AWS representative to learn more about the usage guidelines and to download the APN Certification Distinction Badges.



Download the APN Certification Distinction Badges: Please reference page [7](#).

APN Certification Distinction Badges Usage Matrix

Use of the APN Certification Distinction Badges		Guidelines and Examples for Use of the APN Certification Distinction Badges
Websites & Landing Pages	Permitted. You can use the APN Certification Distinction Badge to show how many active AWS Certifications your company has collectively achieved.	Please reach out to your AWS representative for usage guidelines.
Email Marketing		
Marketing Assets	Permitted. You can use the APN Certification Distinction Badge to show how many active AWS Certifications your company has collectively achieved. You can use these icons in marketing assets. This includes but is not limited to: Brochures, leaflets, data/sales sheets, whitepapers, case studies, or event promotions.	
Event Assets	Permitted. You can use the APN Certification Distinction Badge to show how many active AWS Certifications your company has collectively achieved. You can use these icons in event assets. This includes, but is not limited to: Booth graphics, promotional items, session presentations, demos, architectural diagrams, or in any printed or digital marketing assets (as noted above).	
Online Ads	Not permitted.	
Social Media	Not permitted.	
Promotional Items	Not permitted.	



Download the APN Certification Distinction Badges: Please reference page [7](#).

APN Partner and AWS Marketplace Seller Messaging Guidelines

Amazon Web Services is particular about our messaging and how we, our APN Partners, and AWS Marketplace Sellers communicate with customers. Following these guidelines for all assets and press releases will help ensure content or collateral is approved as quickly as possible.

Referencing How You Work with AWS

1. Make sure it does not sound like a solution runs "in" AWS. It is more appropriate to reference that it runs "on" AWS. Stating that something runs "in" AWS makes it sound more integrated than it actually is. Similarly, please don't use the word "integrated" or "integrates" to describe how your technical solution works with AWS services. You can, however, use "integrated" or "integrates" if referencing your own services and offerings from a general marketing perspective.

Approved Language:

- XYZ application is designed for enterprise workloads and runs on AWS.
- Approved for using "Integration:" XYZ Application integrates a number of different features that help keep your business and data secure.

Not Approved Language:

- XYZ application is designed for enterprise workloads and runs in the AWS Cloud.
 - Not Approved for using "Integration:" Anything that describes the connection between your solution technology and AWS technologies: XYZ application is designed for enterprise workloads and integrates with AWS.
2. AWS will not approve use of the terms "partners," "partnering," "partnership," or "alliance" to describe the AWS relationship within the context of joint engineering or co-development. Alternative language such as "agreement," "teamed," "in cooperation with," "working with," or "relationship" is approvable.

Approved Language:

- Partner XYZ is collaborating with AWS to deliver XYZ solution for customers...
- XYZ and Amazon Web Services are working together to....
- The engagement with Amazon Web Services (AWS) builds on an existing relationship. Together, the companies are providing a complete cloud services and cloud management portfolio that will give enterprise customers fast, flexible access to the cloud.

Not Approved Language:

- Partner XYZ announces a strategic partnership with Amazon Web Services.
- The Amazon Web Services alliance with XYZ significantly extends what is already a clear and dramatic leadership position for both companies. No other company currently can match the flexibility and power of this offering.

Referencing Private Cloud, Public Cloud, Hybrid Cloud, or Multi-Cloud

3. AWS does not allow or approve use of the terms "multi-cloud," "cross cloud," "any cloud," "every cloud," or any other language that implies designing or supporting more than one cloud provider. Multi-cloud is an approach that splits workloads in the cloud among two or more cloud providers. If you prefer not to refer to AWS specifically, you may reference "the cloud" or "your cloud." Note that architecture diagrams or graphics showing multiple cloud providers (by name, logo, or generically) will also not be approved.

Approved Language:

- Visualize and report on cost and usage data in the cloud.
- Partner XYZ provides security integration for the cloud.
- Visualize and report on your own cost and usage data in the cloud.
- Partner XYZ's solution enables management for your cloud environment.

Not Approved Language:

- Partner XYZ provides security integration across multiple clouds.
- Visualize and report on multi-cloud cost and usage data.
- Partner XYZ provides portability to easily move your application across clouds.
- Partner XYZ's solution enables management across your multi-cloud environment.
- Partner XYZ empowers you with a consistent multi-cloud architectural and operational approach.
- Solution XYZ delivers a simple approach for multi-cloud connectivity.
- No matter the platform, Partner XYZ can provide cost usage data and security integration.

APN Partner and AWS Marketplace Seller Messaging Guidelines

4. The terms "hybrid," "hybrid architecture," and "hybrid cloud" may be approved, but those terms should not be used to describe AWS. Hybrid cloud architecture is the integration of on-premises resources with cloud resources. When describing your solution related to a hybrid cloud architecture, please describe it as extending or connecting an on-premises environment to AWS. AWS does not approve the use of the terms "AWS hybrid" or "AWS hybrid cloud."

Approved Language:

- XYZ makes it easier to manage security in hybrid cloud environments.
- XYZ delivers end-to-end visibility for hybrid architectures.
- XYZ enables consistent management for your on-premises and AWS environment.
- XYZ solution is designed to work in private, public, and hybrid cloud environments.

Not Approved Language:

- XYZ application enables you to build an AWS hybrid cloud.
- XYZ makes it easier to manage security across AWS hybrid cloud environments.

5. The terms "public cloud," "private cloud," or "on-premises environment" may be approved. When using the term public cloud, it is OK to refer to AWS as a public cloud provider, but do not label AWS specifically with the term public cloud, such as "AWS public cloud." When referring to AWS, you should use "AWS" or "AWS Cloud."

Approved Language:

- Working with Partner XYZ means you'll add additional security to your AWS Cloud solution.
- XYZ enables enterprises to extend their on-premises environment to AWS.
- XYZ delivers management visibility across your on-premises (or private cloud) infrastructure and AWS.
- Partner XYZ works together with AWS to help customers migrate workloads to the public cloud.
- Partner XYZ works with public cloud provider, AWS, to deliver...
- XYZ solution is designed to work in private, public, and hybrid cloud environments.

Not Approved Language:

- XYZ application enables you to build an AWS public cloud...
- Partner XYZ helps you migrate to the AWS public cloud.
- XYZ brings additional security to your AWS public cloud environment...

Referencing AWS

6. AWS itself as a business must not be referred to specifically as a "platform," "gateway," or "ecosystem" on its own, so do not use the terms in your messaging like: "AWS platform," "AWS gateway," or "AWS ecosystem." AWS is a collection of services and appropriate terms include: solution, architecture, environment, infrastructure, service, product, offering, community, cloud, experience, and business.

Approved Language:

- Working with Partner XYZ means you'll add additional security to your AWS Cloud solution.
- Working with Partner XYZ means you'll add additional security to your AWS Cloud architecture.
- Working with Partner XYZ means you'll add additional security to your AWS infrastructure.

Not Approved Language:

- Working with Partner XYZ means you'll add additional security to your/the AWS platform.
- Working with Partner XYZ means you'll add additional security to your/the AWS ecosystem.
- Working with Partner XYZ means you'll add additional security to your/the AWS gateway.

APN Partner and AWS Marketplace Seller Messaging Guidelines

Referencing the AWS Partner Network (APN)

7. The APN is a global partner program for AWS. When referencing partnerships, please note that “AWS Partner” is not an approved term. Please review the guidelines below for approved usage of the APN or partner program designations in your marketing content:

A) APN Partner Designations

APN Partner Designations represent the different ways APN Partners can refer to themselves. APN Partners can refer to themselves, or be referenced as, an APN Partner or member of the APN, but the first reference—depending on whether Amazon Web Services (AWS) has already been introduced in the copy—should say “AWS Partner Network (APN).” After the first use, APN or AWS Partner Network are acceptable terms.

For marketing materials that are tight on space—like slides or text in graphics—“APN Program,” “AWS Partner Network,” or “APN Partner” are acceptable terms.

Approved Language:

- As an AWS Partner Network (APN) Partner, Partner XYZ can help you do XYZ.
- As an APN Partner, Partner XYZ can help you do XYZ.
- As an APN Select Consulting Partner, Partner XYZ can help you do XYZ.

Not Approved Language:

- As an AWS Partner, Partner XYZ can help you do XYZ.

B) APN Partner Program Designation

APN Partner Program Designations refer to the ways APN Partners can refer to themselves after achieving a differentiating APN Program Designation (e.g. AWS Competency, AWS Service Delivery, or AWS Managed Service Provider designation). Note that you should not use APN in certain circumstances, such as when partner programs are referred to directly.

Approved Language:

- Partner XYZ is an AWS Storage Competency Partner.
- Partner XYZ is an AWS Service Delivery Partner.
- As an AWS Managed Service Provider, Partner XYZ can help you do XYZ.

Not Approved Language:

- As an APN Managed Service Provider, Partner XYZ can help you do XYZ.
- As an APN Service Delivery Partner, Partner XYZ can help you do XYZ.
- As an APN Big Data Competency Partner, Partner XYZ can help you do XYZ.

C) APN Partner Type and Tier Designations

Partner Types represent the types of APN Partners you can become: Consulting or Technology. APN tier designations highlight the partners level of investment and engagement with AWS. Select and above APN Partners can leverage tier designations. When leveraging tier designations, you must also refer to your Partner Type.

Registered members on APN are not able to reference that they are an APN Partner. Registered means your company has access to APN Partner Central.

Use of “APN” is required when APN type and tier designation is referenced, e.g., APN Advanced Consulting Partner, or APN Premier Consulting Partner.

Approved Language:

- Partner XYZ is an APN Select Consulting Partner.
- Partner XYZ is an APN Premier Consulting Partner.

Not Approved Language:

- Partner XYZ is an APN Consulting Partner.
- Partner XYZ is a Premier Consulting Partner.
- Partner XYZ is a Registered APN Partner.
- Partner XYZ is an AWS Select Consulting Partner.

APN Partner and AWS Marketplace Seller Messaging Guidelines

Referencing the AWS Well-Architected Partner Program, Training

8. APN Consulting Partners can qualify for the AWS Well-Architected Partner Program by having a strong overall AWS practice, dedicating Certified Solutions Architects (Professional Level) to training to demonstrate technical readiness, and integrating Well-Architected best practices into their business. Please review the approved guidelines below for your messaging content:

Approved Language:

- AWS Well-Architected Partner

Not Approved Language:

- APN Well-Architected Partner

Referencing Competitors, Proprietary Information, and Making Claims

9. AWS appreciates that APN Partners and AWS Marketplace Sellers also collaborate with many other companies in the cloud computing industry. When referencing AWS or any other companies, refrain from making direct comparisons of products or companies, comparing companies' strengths or weaknesses, or defining companies in any negative manner.
10. Collateral and signage used by sponsors at AWS events and AWS communication vehicles such as blogs, presentations, or social media posts can't include the names or logos of other public clouds in copy, graphics, visuals, or images, and won't be approved.
11. AWS will not approve use of any sales projections, disclosure of proprietary information about Amazon or AWS, nor inclusions of the AMZN stock ticker symbol.
12. AWS will not approve statements around someone being "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by 3rd-party research.

Approved Language:

- Partner XYZ provides key capabilities for enterprise customers such as...

Not Approved Language:

- Partner XYZ is the first to provide these capabilities for enterprise customers.

Referencing Security

13. Do not use statements that could insinuate that AWS or the cloud in general is not secure, not scalable, not reliable, not cost effective, not accessible, not performant, etc., without the APN Partner's or AWS Marketplace Seller's feature, product, or benefit. Focus messaging on how your product, service, or offering complements AWS.

Approved Language:

- XYZ application provides an added layer of encryption to the existing security of AWS.
- Partner XYZ helps you manage access and provides a consolidated view on identity types across your organization.
- Partner XYZ helps you leverage the elastic scalability of the cloud.

Not Approved Language:

- AWS isn't secure/reliable/performant without XYZ solution.
- It's really hard to make your AWS environment highly secure/reliable/performant without XYZ solution.
- Deploying applications on AWS is complex without XYZ solution.
- Migrating on-premises systems to the cloud can be risky and costly; with XYZ solution those risks and costs are no longer an issue.

14. When positioning security offerings, position products in ways that will enhance security for the customer. When it comes to security, use the messaging on the Security page of the AWS Website as a guide (<https://aws.amazon.com/security/>). We approach security as a shared model, where we have responsibility for security in the domain we control (hypervisor, physical hardware, facilities, etc.), and the customer has responsibility for securing the domain that will be in their control (guest OS and above).

Approved Language:

- XYZ solution will help you incorporate security best practices into your cloud migration.
- XYZ solution will help automate security and compliance processes in your organization.

Not Approved Language:

- Migrating to the cloud can be a security nightmare without XYZ application.
- XYZ application protects organizations from the risks of cloud systems.

APN Partner and AWS Marketplace Seller Messaging Guidelines

Referencing AWS Marketplace

15. When referring to AWS Marketplace, always include "AWS" before Marketplace. At no time, should the term "Marketplace" be used as a standalone term. You must always spell out AWS Marketplace in every instance it is referred. Do not abbreviate to AWS MP, AWSMP, MP, or any other variation. When referencing AWS Marketplace, the word "Marketplace" should always be one word and have a capital "M."
16. AWS Marketplace does not endorse any AWS Marketplace Seller, feature, product, or benefit. You may say that your feature or product is available in AWS Marketplace.
17. When referring to AWS Marketplace sellers, features, products, or benefits, you must use the phrasing "in" AWS Marketplace, not "on" AWS Marketplace.
18. Do not use the term "3rd-party" when referring to sellers in AWS Marketplace. Instead, please use "independent software vendors" (preferred) or "software sellers." You can abbreviate "independent software vendors" to "ISV" as long as it's not the first reference in the document.

Press Releases Specifically

We are more than happy to support our APN Partners' press releases, with or without a quote from AWS. If a quote from AWS is requested, please contact your AWS representative for guidelines. If a quote from AWS is not requested, as a courtesy, we would like to review your press release prior to going public to ensure consistency with AWS messaging guidelines and brand voice. Please submit the draft to your PDM. Please allow AWS up to 10 business days' notice to properly review. The guidelines above apply to all marketing assets and press releases. The guidelines below are specific to press releases.

19. The release should highlight a clear call to action and the customer benefit. PR will not provide an AWS quote for a future service or for releases that are merely stating that the two companies "will be working together."
20. DO NOT include a quote from an Amazon or AWS executive unless previously agreed upon and approved in writing by AWS.
21. DO NOT use the "About AWS" boilerplate. These are reserved for AWS releases only.
22. We recommend including customer quotes in your press release submissions.

Regarding Content at AWS-Hosted Events

23. Do not use event branding (such as logos and/or text in collateral, giveaways, session content, or any event materials.) You can use assets provided by AWS (if available), and the event name in general to promote your booth or session at the event.
24. Do not include any recruitment messaging in your collateral, giveaways, session content, or any other event materials.
25. Do not add any stickers, sticky notes, or any other decals to event collateral, giveaways, or any other event materials.

General Reminders

26. Content should be relevant to the audience and highlight a clear customer benefit.
27. Be factual and back up all claims with supporting data and sources.
28. APN Partners and AWS Marketplace Sellers are responsible for obtaining approval to use logos or copyrighted creative material from 3rd-party companies in their marketing materials.
29. Content or design should not include any crude humor or inappropriate messaging that could potentially insult AWS customers.

APN Partner and AWS Marketplace Seller Messaging Guidelines

Referencing AWS Service Names

30. All references to AWS services need to use accurate branding and legally approved names in text and diagrams.

First use

Use the full service name on first use in most marketing content, and for guide names in technical documentation. Blog posts, slides, graphics, and tweets can use the approved short form (in **Second use** column) on first use.

First use	Second use
Amazon Web Services (AWS)*	AWS
Amazon API Gateway	API Gateway
Amazon Athena	Athena
Amazon Aurora	Aurora
Amazon Connect	Amazon Connect
Amazon CloudFront	CloudFront
Amazon CloudWatch	CloudWatch
Amazon WorkDocs	Amazon WorkDocs
Amazon Elastic Block Store (Amazon EBS)	Amazon EBS
Amazon Elastic Compute Cloud (Amazon EC2)	Amazon EC2
Amazon ElastiCache	ElastiCache
Amazon GameLift	GameLift
AWS Certificate Manager (ACM)	ACM
AWS CloudFormation	CloudFormation
AWS CloudTrail	CloudTrail
AWS CodeDeploy	CodeDeploy
AWS CodePipeline	AWS CodePipeline
AWS Command Line Interface (AWS CLI)	AWS CLI
AWS Identity and Access Management (IAM)	IAM
AWS Key Management Service (AWS KMS)	AWS KMS
AWS Lambda	Lambda
AWS Management Console	the console
AWS Security Token Service (AWS STS)	AWS STS
Elastic Load Balancing	ELB
Amazon Redshift	Amazon Redshift
Amazon Relational Database Service (Amazon RDS)	Amazon RDS
Amazon Simple Notification Service (Amazon SNS)	Amazon SNS
Amazon Virtual Private Cloud (Amazon VPC)	Amazon VPC

*For marketing assets or press releases, do not use the name "Amazon" when referring to Amazon Web Services or AWS

31. The following service names must always be used in full.

Amazon Chime
AWS Cloud9
AWS Cloud Map
AWS CodeStar
Amazon Cognito
Amazon Comprehend
AWS Config
AWS IoT 1-Click
Amazon Lex
Amazon Machine Learning (Amazon ML)
Amazon Redshift
AWS DeepRacer
Amazon FreeRTOS
AWS Glue
Amazon Inspector
AWS IoT Core
AWS IoT Analytics
Amazon Pinpoint
Amazon Polly
Amazon QuickSight
Amazon Personalize
AWS IoT Device Defender
AWS IoT Device Management
AWS IoT Things Graph
AWS RoboMaker
Amazon SageMaker
Amazon Textract
Amazon Transcribe
AWS Transit Gateway
Amazon Translate
Amazon MQ
Amazon Rekognition

For the most up-to-date product and service icons, which should always be accompanied by the appropriate service name, reference the AWS Simple Icons page (<https://aws.amazon.com/architecture/icons/>).

General Guidelines and Additional Resources

Use of AWS Trademarks in URLs

<https://aws.amazon.com/partners/logo-guidelines>

For guidelines on use of AWS Marks in web URLs, please visit the AWS Partner Network Logo guidelines webpage. AWS Marks are defined in Section 2 of the [AWS Trademark Guidelines](#). Permissible use is to the right of the top-level domain name in a URL.

Example of Permissible Use: www.applicationdomain.com/aws

Equivalents: You may replace "aws" in the example above with any of the AWS Marks, so long as your usage of the AWS Marks is accurate.

Use of AWS Trademarks in Google AdWords

AWS owns and restricts trademark use by 3rd parties on all search engines where possible. However, Advanced and Premier APN Partners can benefit from AdWords whitelisting to run ads on our trademarks. In order for AWS to whitelist Advanced or Premier APN Partners, you will need to submit a screen shot of your search engine accounts along with your ad account ID to the AWS paid search team (aws-paid-search@amazon.com) demonstrating that the following exact match keywords are placed as Negatives in the account: [AWS] [amazon. Web services] [a.w.s.] [amazon web services] [aws account] and [amazon – aws]. Once the search team has received the confirmation of keyword exclusion, they will submit for the APN Partner to be whitelisted for TM use in ad copy.

Additional Resources

AWS Trademark Guidelines:

<https://aws.amazon.com/trademark-guidelines>

Refer to the AWS website for accurate service name branding:

<https://aws.amazon.com/getting-started/products/>

Refer to the AWS Architecture Icons page for the most up-to-date product and service icons:

<https://aws.amazon.com/architecture/icons/>

Please visit APN Marketing Central to:

- Access high-resolution logo files
- Access quick-and-easy marketing tools that enable you to generate demand for your solutions on AWS
<https://aws.amazon.com/partners/apn-marketing-central/>

AWS Marketplace Seller Go-to-Market Guide:

- https://s3.amazonaws.com/awsmp-loadforms/AWS_MP_GTM_ProgramGuide.pdf



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