

Amazon Logo Usage Guidelines

All use of the Amazon logo must be approved. Please send requests for approval along with examples of usage to internal-brand@amazon.com.

Size

The logo must be no smaller than 3/4" wide for print or 54 pixels on screen.



Color

The 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.



Preferred two-color

Preferred one-color



Reversed two-color

Reversed one-color



HEX #FF9900
CMYK 0 / 45 / 95 / 0
RGB 255 / 153 / 0
SPOT Pantone
Uncoated 137 U
Coated 1375 C



HEX #000000
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
SPOT Process Black

If background colors other than black or white are used, the background must provide adequate contrast for the logo.



On dark background

On light background

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.



Unacceptable Applications

Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable logo presentation.



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.



Do not use the smile by itself except on boxes.



Do not use the logo without the smile.



Do not layer other content on top or below.



Do not place the logo on a patterned background.

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