



COMMUNITY DAY

STYLE AND CONSTRUCTION GUIDE

We're all interconnected

This event series enlightens developers with new possibilities that the community brings to life. AWS Community Day is "interconnected." Vibrant colors, shifting gradients, and interlocking building blocks capture the glow of energy and excitement stemming from new connections made across the globe.

This document serves as a comprehensive guide for visual elements to be used in conjunction with AWS Community Day events. Please refer to it when creating signage, collateral and consumer-facing communications.

[Download design package](#)

AWS Community Day: Naming Conventions

When referring to the event as a whole

AWS Community Day

When referring to specific event

AWS Community Day Location AWS Community Day Tokyo

When referring to specific event with date and location

AWS Community Day San Francisco April 8-9, 2016 | Moscone Center

Do not apply #, th, or other modifiers to the date.

Do not abbreviate the month or year.

Do separate the date and location with an “ | ” if they fall on the same line.

AWS Community Day: The AWS brand colors and logo

- All logos have been provided in the design package, do not recreate artwork.



AMAZON ORANGE

This is the primary brand color for AWS.

Hex: #FF9900
RGB: 255 – 153 – 0
CMYK: 0 – 45 – 95 – 0
PMS: Coated 1375 C
Uncoated 137 U

WHITE

The use of white, and white space, is essential to the brand color palette. 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

SQUID INK

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

Hex: #232F3E
RGB: 35—47—62
CMYK: 53—36—0—86
PMS: Coated 432 C

AWS Community Day: Logo lockup

All logos have been provided in the design package, do not recreate artwork.



Primary Lockup - Dark Version

This logo configuration should always be center-aligned and centered in the layout with at least 50 pixels around it on all sides.

The location is meant to be edited per event.



Primary Lockup - Light Version

This logo configuration should always be center-aligned and centered in the layout with at least 50 pixels around it on all sides.

The location is meant to be edited per event.

AWS Community Day: Basic logo application, clear space

Always leave significant padding around logo when placing on signage. Logo should take up 75% of the space horizontally, with half of it's height in padding on the top and bottom.



AWS Community Day: Basic logo, incorrect usage

- Do not alter, recolor, stretch, or rotate the provided logos.



DO NOT adjust colors
Use provided logos.



DO NOT adjust colors
Use provided logos.



DO NOT change the logo color, or use any unapproved colors.
Use provided artwork and patterns.



DO NOT stretch the logo
Maintain fidelity to original design.



DO NOT rotate horizontal logo
Use provided logo and adjust scale to fit vertically.

AWS Community Day: Color application of the Community Day logo

- Please do not alter color or proportion of the Community Day Logo.
- Community Day logos should be anchored to the top edge of the artwork and left justified, with appropriate padding (see page 8.) Take care with artwork placement and legibility. Some areas of the pattern make more legible designs than others. Transparencies can also be used behind type and logos to improve legibility.
- Illustration should only be used for digital applications, and not for printed signage.

PRIMARY LOGO APPLICATION



APPLICATION AND PLACEMENT WITH ILLUSTRATION

**Always anchor the blocks to the top or bottom of the space, and alternate which side is anchored.*



AWS Community Day: Graphic pattern color information

Note: The secondary 6-color gradient ranges demonstrates hue variance across hexagon patterns.

PRIMARY COLORS

Squid ink should always be the background color for all print and digital materials. Use Smile for the event location.

Squid Ink



#232F3E

R: 35 C: 75
G: 47 M: 36
B: 62 Y: 0
K: 86

Smile



#ff9900

R: 255 C: 0
G: 153 M: 47
B: 0 Y: 100
K: 0

PRIMARY HEXAGON COLORS

Blue hexagons should take up 60% of the hexagons. These are used to fade into the background, creating a tone on tone effect.

Ultramarine



#5e18ed

R: 94 C: 73
G: 23 M: 48
B: 247 Y: 2
K: 0

Cerulean



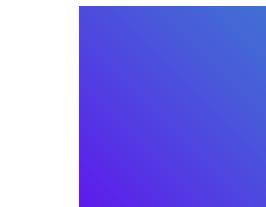
#4165ff

R: 65 C: 65
G: 101 M: 24
B: 255 Y: 5
K: 0

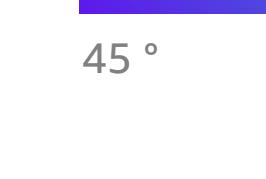
SECONDARY HEXAGON COLORS

Gradient hexagons should take up 40% of the hexagons. These are used as accents, creating a highlighting effect. Do not place the same color accent octagon next to another of the same color.

Ocean



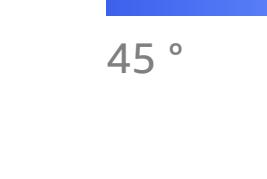
45 °

#5e18ed
R: 94 C: 73
G: 23 M: 48
B: 247 Y: 2
K: 0#4165ff
R: 65 C: 65
G: 101 M: 24
B: 255 Y: 5
K: 0

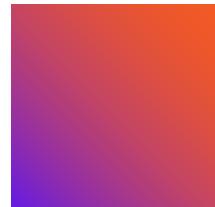
Arctic



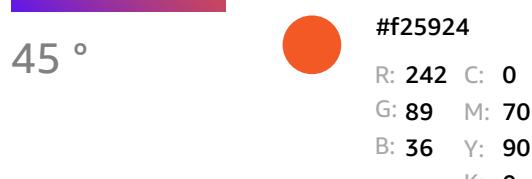
45 °

#4165ff
R: 65 C: 65
G: 101 M: 24
B: 255 Y: 5
K: 0#6087f9
R: 97 C: 54
G: 135 M: 28
B: 250 Y: 7
K: 0

Volcano



45 °

#5e18ed
R: 94 C: 73
G: 23 M: 48
B: 247 Y: 2
K: 0#f25924
R: 242 C: 0
G: 89 M: 70
B: 36 Y: 90
K: 0

Flame



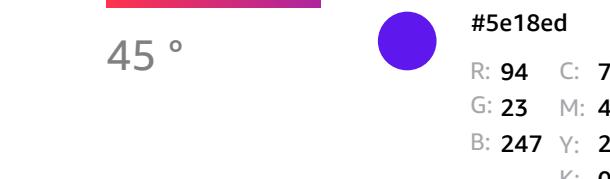
45 °

#ff334c
R: 255 C: 248
G: 51 M: 83
B: 76 Y: 69
K: 0#ffc400
R: 255 C: 0
G: 196 M: 15
B: 0 Y: 90
K: 0

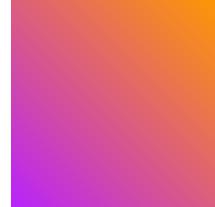
Pinnacle



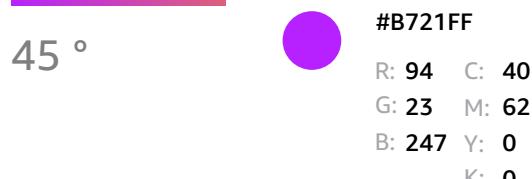
45 °

#ff334c
R: 255 C: 2
G: 51 M: 83
B: 76 Y: 60
K: 0#5e18ed
R: 94 C: 73
G: 23 M: 48
B: 247 Y: 2
K: 0

Blaze



45 °

#ff9900
R: 255 C: 0
G: 153 M: 47
B: 0 Y: 100
K: 0#B721FF
R: 94 C: 40
G: 23 M: 62
B: 247 Y: 0
K: 0

AWS Community Day: Agenda Flyer

Note: CMYK print file colors won't appear as bright in the preview image.



File name: **CommunityDay_AgendaFlyer_Template.ai**

AWS Community Day: Welcome Poster

Note: CMYK print file colors won't appear as bright in the preview image.

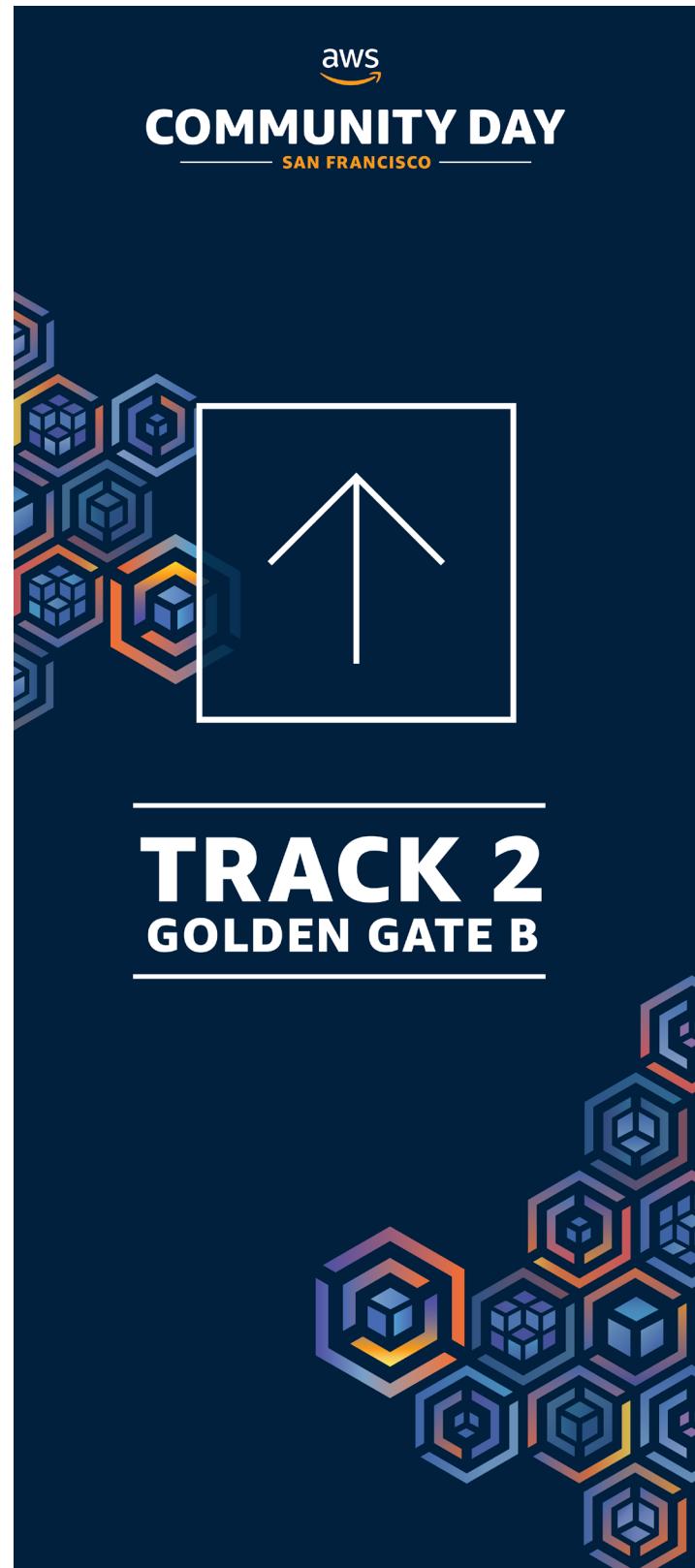
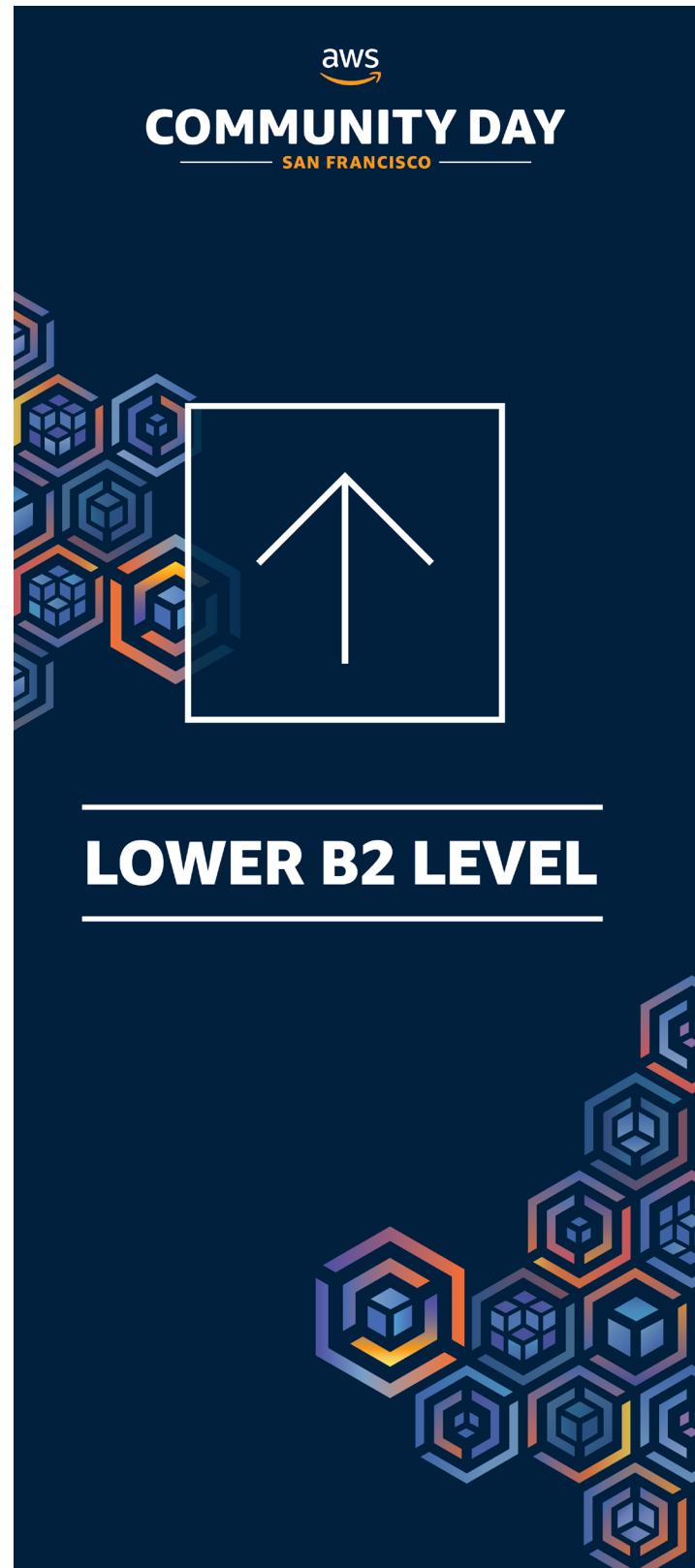


File name: [CommunityDay_WelcomePoster_Template.ai](#)

AWS Community Day: Meterboards

- Use included files as a template to create additional signage.

Note: CMYK print file colors won't appear as bright in the preview image.



Meterboard 01
Directional column specific
Dimensions: 38" x 87"

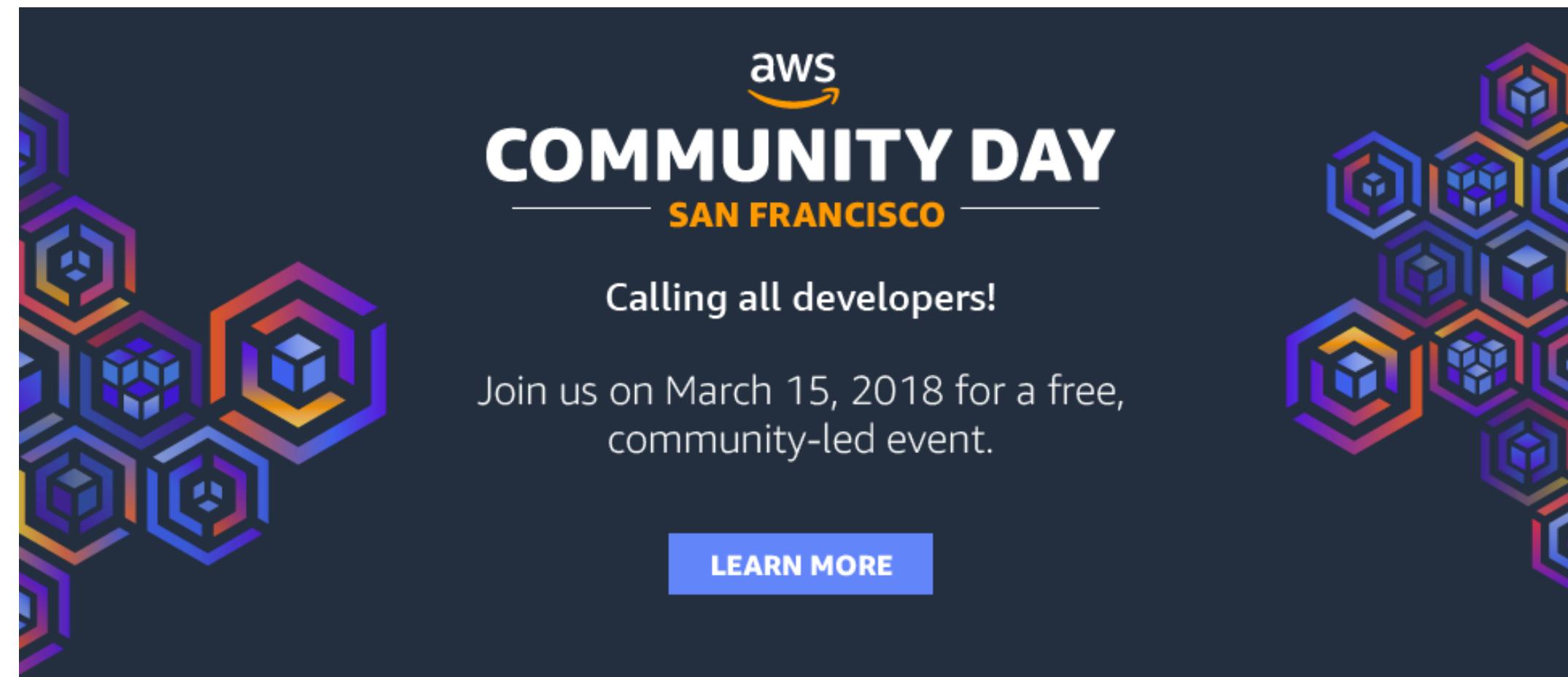
File name: [CommunityDay_Meterboards_Template.ai](#)

AWS Community Day: Web banners

The following web banners are to be used as general design guidelines. The specs and dimensions may shift based on media buy, so please use these designs as a general guide for your composition at a similar size and revise as needed for context.



Web Banner Template 01
Dimensions: 800 x 600



Web Banner Template 02
Dimensions: 970 x 415

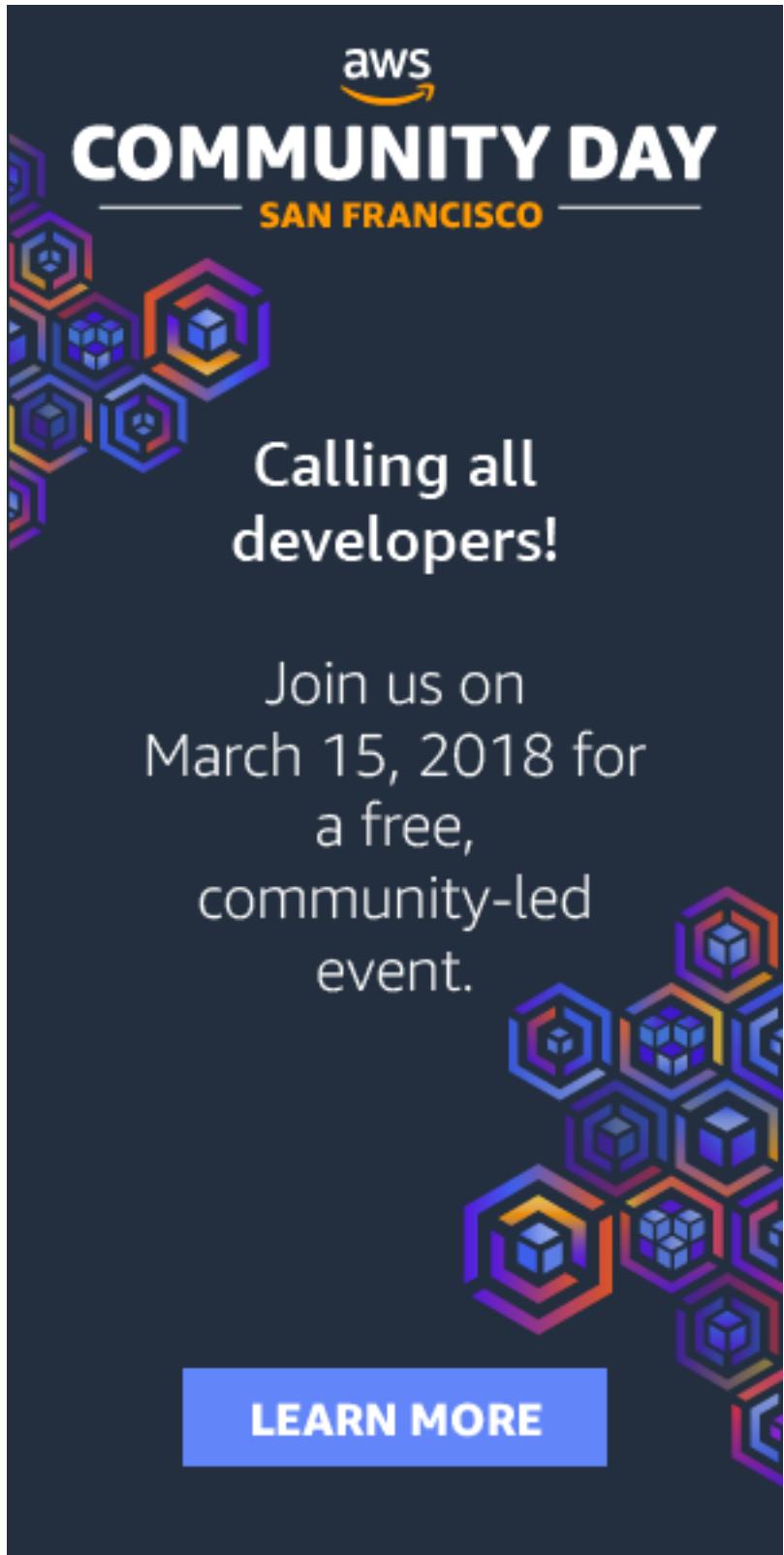


Web Banner Template 02
Dimensions: 970 x 415

File name: **CommunityDay_WebTemplates.ai**

AWS Community Day: Web banners

The following web banners are to be used as general design guidelines. The specs and dimensions may shift based on media buy, so please use these designs as a general guide for your composition at a similar size and revise as needed for context.



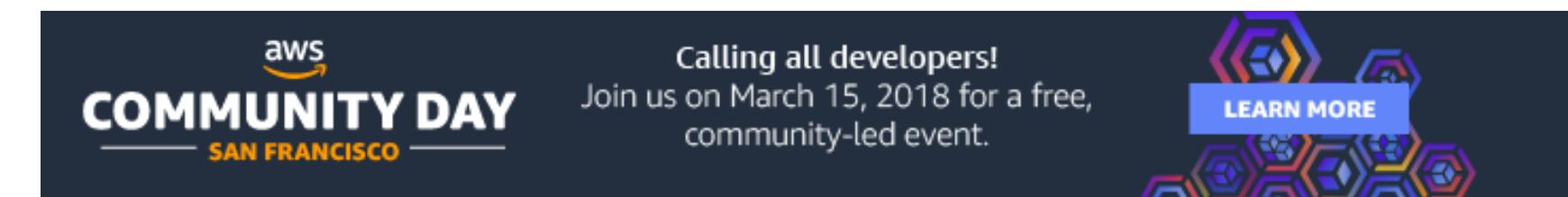
Web Banner Template 03
Dimensions: 300 x 600



Web Banner Template 04
Dimensions: 320 x 250

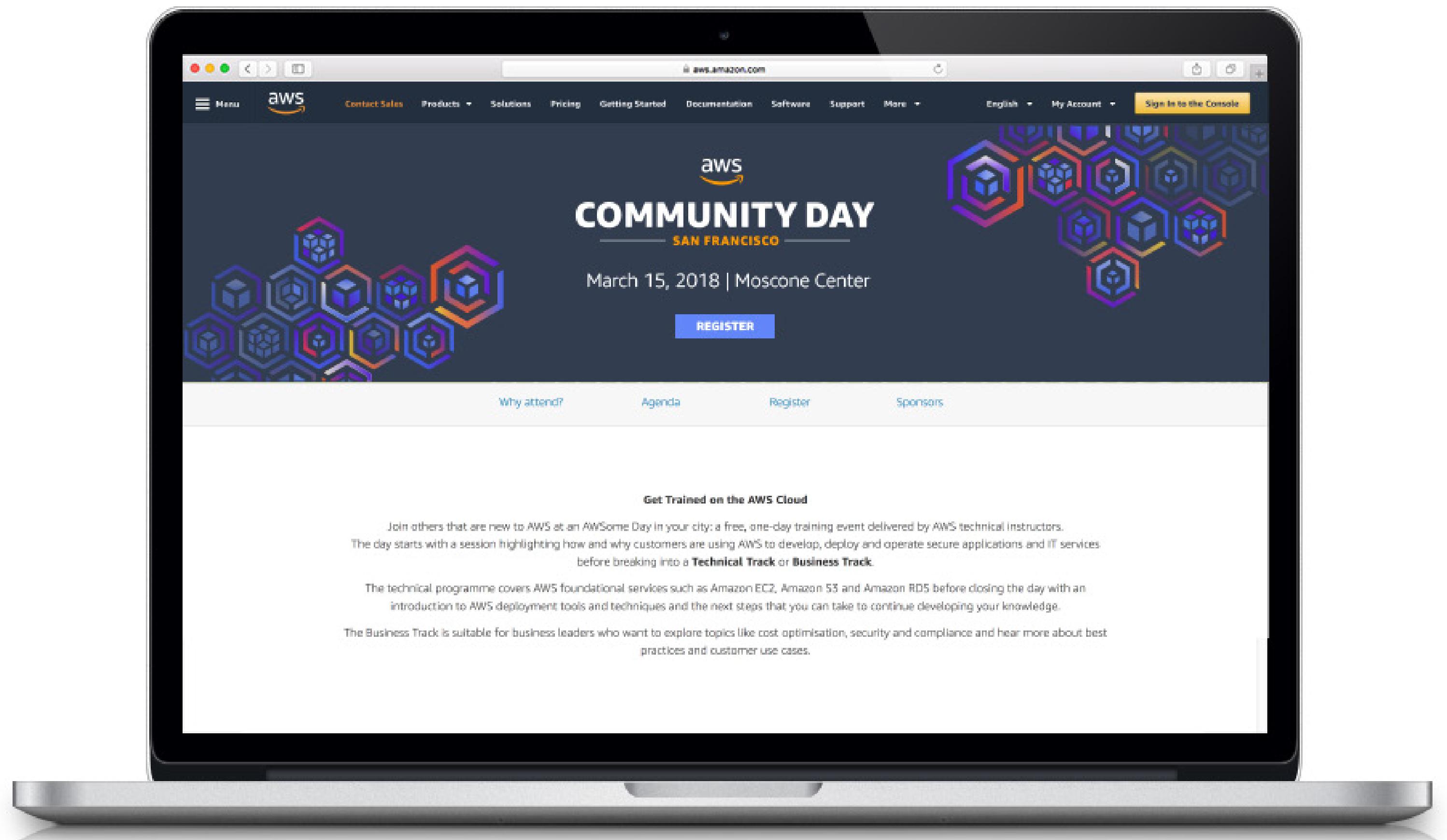


Web Banner Template 09
Dimensions: 1920 x 800



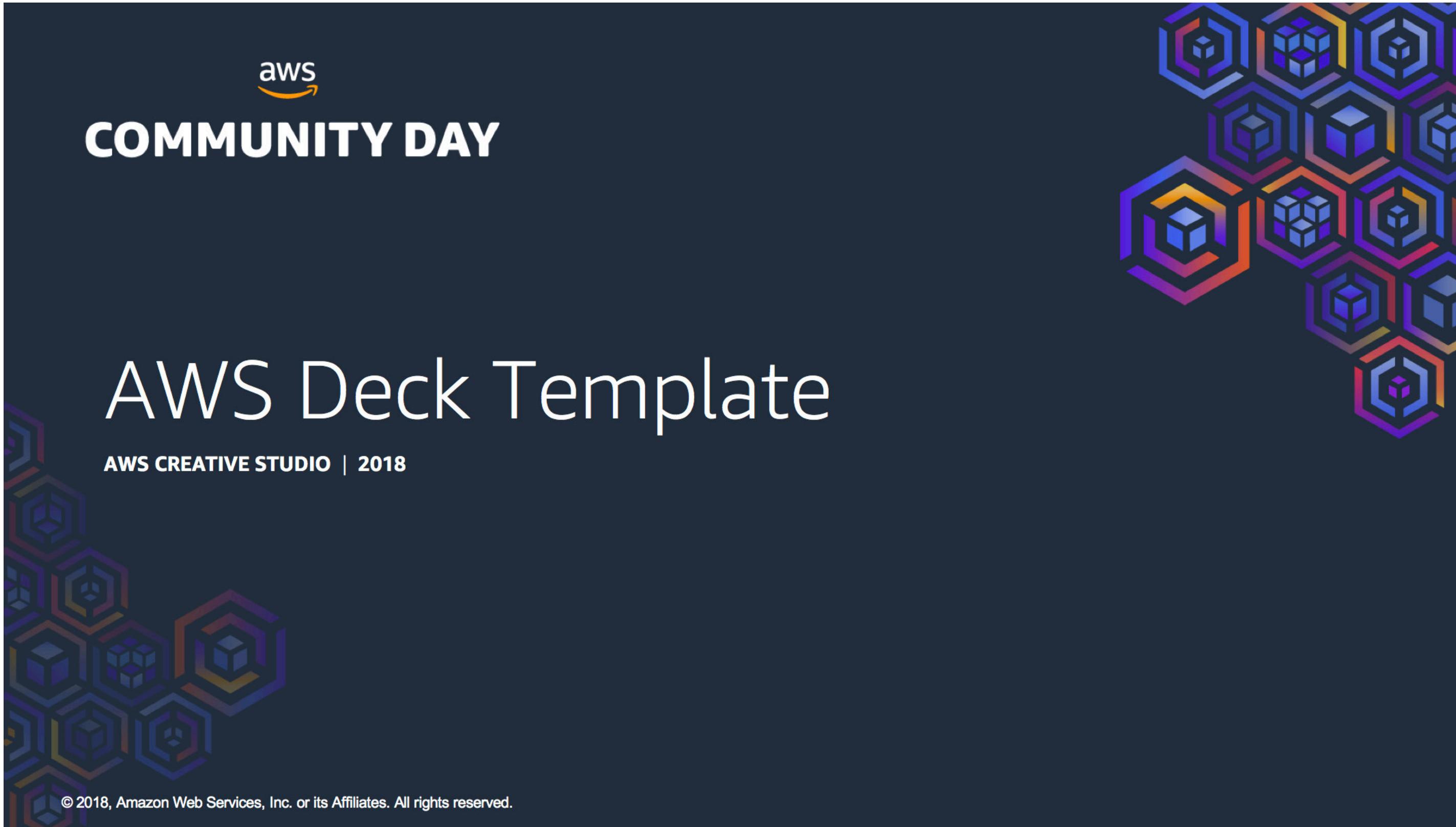
Web Banner Template 05
Dimensions: 728 x 90

AWS Community Day: Web banner example



AWS Community Day: Powerpoint template

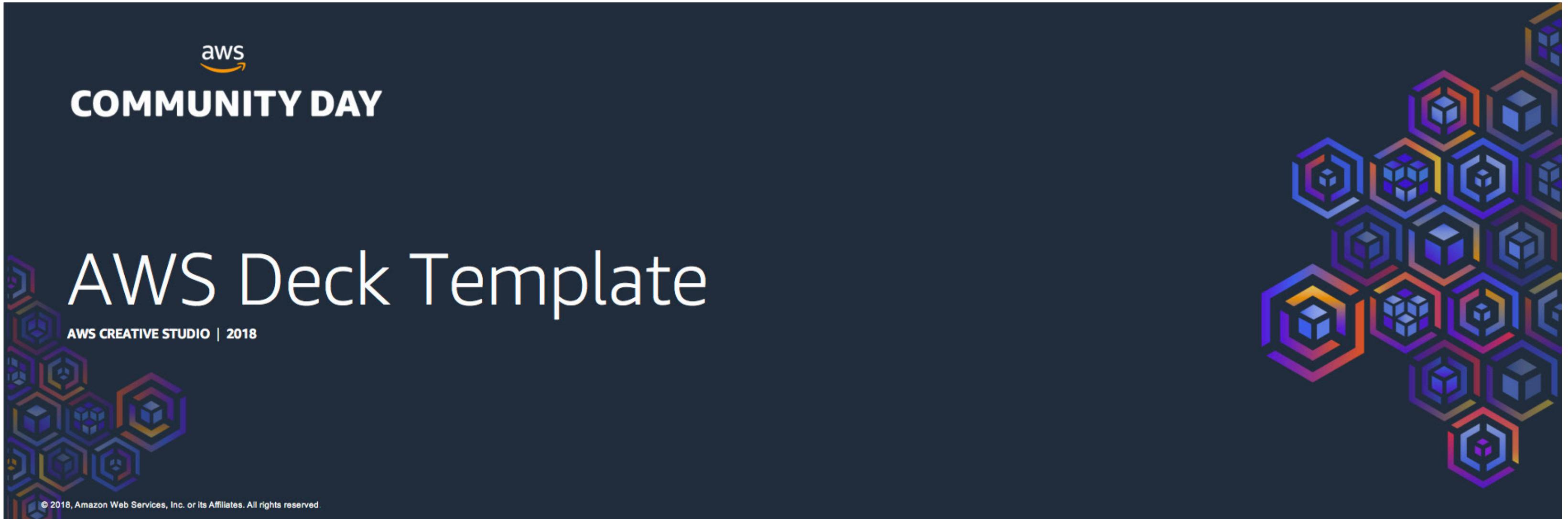
- Use as template for all deck templates.
- Use as a general guide for final artwork.



File name: **CommunityDay_PPT_16x9.ai**

AWS Community Day: Powerpoint template

- Use as template for all deck templates.
- Use as a general guide for final artwork.



File name: **CommunityDay_PPT_3x1.ai**

AWS Community Day: Site merch template



File name: CommunityDay_Sitemerch_Template.ai

AWS Community Day: Merch - T-Shirt Example



Community Day - Shirt.png