



Brand Style Guide

Website Analysis

URL: <https://www.amazon.com>
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Typography

Primary Fonts




Font	Usage Count
Arial	1066
Amazon Ember	150
Amazon Ember Regular	28

Color Palette

Primary Colors

Color	Hex Code	Usage Count
	#2162a1	1548
	#000000	1486
	#ffffff	1288

Secondary Colors

Color		Hex Code	Usage Count
		#aaccce	874
		#dcdcdc	416
		#000000	366