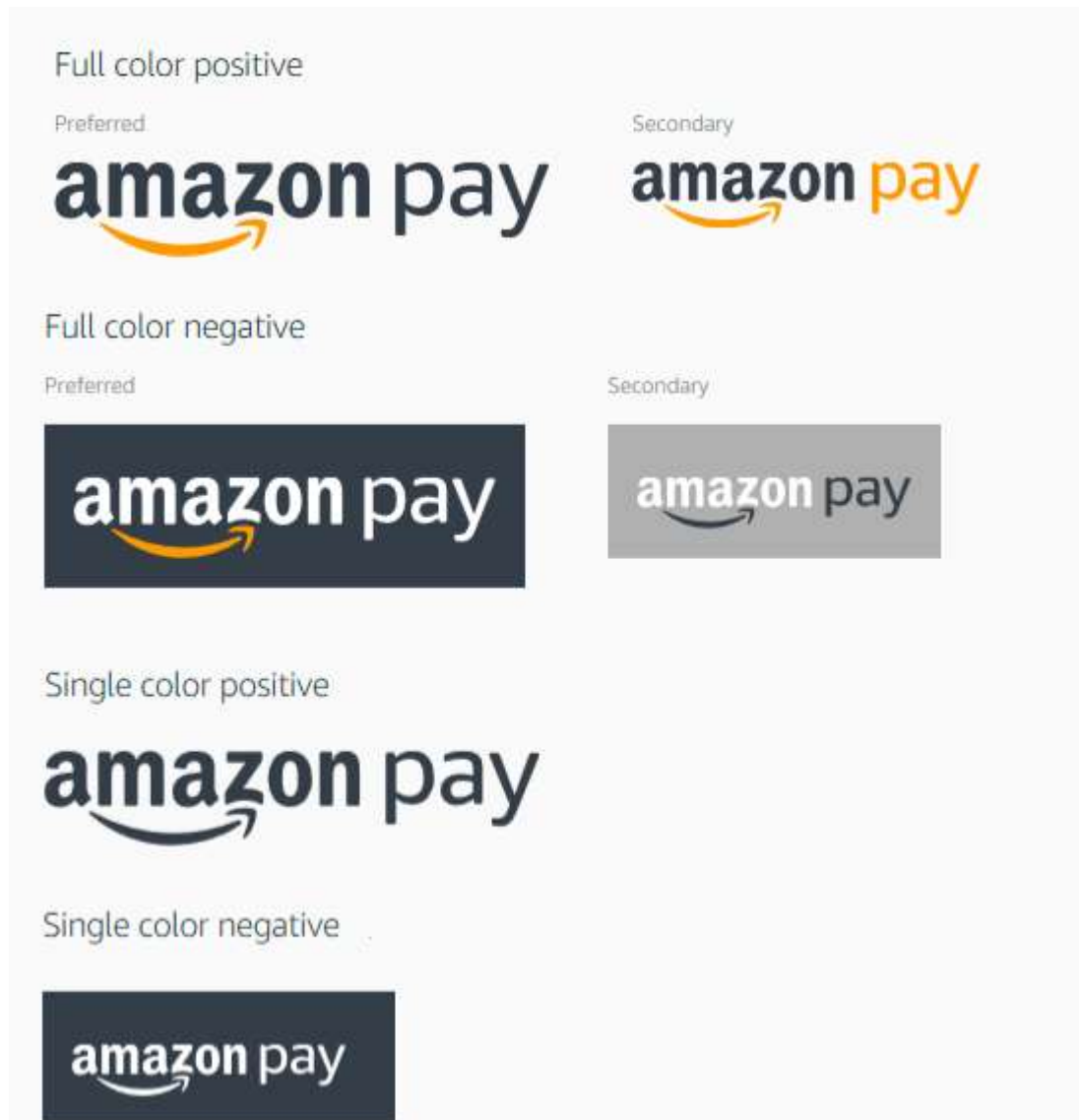


Amazon Pay Logo Usage Guide:

Logo files provided in the Logo Pack are approved for use provided no modifications are made to the images. Amazon Pay colors are Ink and Smile (see Color Table for additional information). Logo colors are replaced with Frost when the background color is too dark for Ink and Smile to be used. No screens of colors are allowed. The logo must appear in one of the color combinations shown below.

Full mark:

The full Amazon Pay mark should be used whenever possible. The samples below show preferred and secondary treatments based on the background color on which the logo will appear. If you have a question as to which logo treatment should be used, contact a member of the Global Marketing Team.



Calculating Clear space:



Pay mark:








The simplified Pay-Smile mark should only be used when the full logo is not appropriate. This includes instances where space is limited or if the Amazon name competes with the surrounding environment. If you aren't sure which logo should be used, contact a member of the Global Marketing Team.



Calculating Clear Space:



Color table

swatch	name	hex	r	g	b	c	m	y	k	pantone
	Smile	#FF9900	255	123	0	0	45	96	0	Pantone 1375
	Ink	#333E48	51	62	72	79	64	52	43	Pantone 432
	Storm	#6C7778	108	119	120	60	44	46	12	Pantone 444
	Gulfstream	#002F36	0	47	54	93	64	59	59	Pantone 546
	Tidal	#075692	15	69	107	99	74	35	21	Pantone 7694
	Snow	#EAEDED	234	237	237	8	9	5	0	Pantone 663
	Frost	#FAFAFA	250	250	250	0	0	0	2	Pantone 663