AWS Certified Logo Guidelines

Guidelines for Creation and Usage

AWS Certification Logo Guidelines

OVERVIEW

This document is designed to assist AWS Certified individuals in the correct use of the AWS Certified logo associated with the achievement of an AWS Certification ("AWS Certification Mark"). These guidelines must be followed when using the AWS Certification Mark. Failure to abide by these guidelines and/or the AWS Certification Program Agreement governing our Certification program will result in revocation of all usage rights.

Guidelines Contents

SECTION 1

Logo Usage Guidelines

Logo Usage Guidelines

AWS Certified logo

aws ✔ CERTIFIED

📦 Solutions Architect - Associate

FULL-COLOR LOGO EXAMPLE

The full-color logo is the default choice for most applications.

aws ✔ CERTIFIED

📦 Solutions Architect - Associate

SINGLE-COLOR LOGO EXAMPLE

For use with one color prints only.

aws ✔ CERTIFIED

📦 Solutions Architect - Associate

WHITE LOGO EXAMPLE

For use with on digital collateral with dark backgrounds.

LOGO COLORS

R 68	R 249	R 110
G 68	G 156	G 111
B 68	B 28	B 114
#444444	#FF9D00	#6E6F72

LOGO DIMENSIONS

Many sizes are available to utilize in PNG, JPG and EPS formats.

Small	230px - 294px
Medium	300px - 588px
Large	600px - 1176px
EPS	200px - 1176px / Preferred for print

p. 2

Logo Usage Guidelines

How to use the AWS Certified logo

WHEN AND WHERE TO USE THE AWS CERTIFIED LOGO

Logos can be used on web, email and printed collateral.

Subject:	Lorem ipsum hil illitate vit

James,

Lorem ipsum hil illitate vit, consendit autempore pliam quatectur? At minulp nostian daerio. Ut im acerspe rfererum atem que non re aria simossit, quis quam et liqui dolo magnient.

Sincerely,

John Smith

aws ✓ **CERTIFIED**

▢ Solutions Architect - Associate

John Smith
The Virginia Company

JamesTown
757-123-4567
SmithJ@vaco.com

aws ✓ **CERTIFIED**
▢ Solutions Architect - Associate

MULTIPLE CERTIFICATIONS

If you have achieved multiple certifications, you may display stacked AWS Certification Marks.

aws ✓ **CERTIFIED**

▢ Solutions Architect - Associate
▢ Developer - Associate
▢ Solutions Architect - Professional

Logo Usage Guidelines
Assembling the AWS Certified logo

1. START WITH AWS CERTIFIED BASE

2. FIND YOUR CERTIFICATIONS

- Developer - Associate
- Solutions Architect - Professional
- DevOps Engineer - Professional

3. ASSEMBLE YOUR LOGO

- Developer - Associate
- Solutions Architect - Professional
- DevOps Engineer - Professional

Logo Usage Guidelines

AWS Certified Logo Dos and Don'ts

✔ DO

The AWS Certified Partner logo should be featured in an unaltered state, on white or very light backgrounds that are devoid of distracting patterns or imagery, with the appropriate tag line(s) placed below the logo.

aws CERTIFIED

▣ Solutions Architect - Associate
▣ DevOps Engineer - Professional

✖ DON'T

aws CERTIFIED

Do not distort the AWS Logo.

aws CERTIFIED
Certified in 2015!

Do not overlay graphics or text.

aws CERTIFIED
Developer - Associate

Do not add tag lines underneath.

aws CERTIFIED

Do not place on a patterned background.

CERTIFIED

Do not remove/edit elements.

aws CERTIFIED

Do not alter the logo.

aws CERTIFIED

Do not alter the colors.

aws CERTIFIED™

Do not use the logo using the TM.

p. 5

SECTION 2

Badge Usage Guidelines

Badge Usage Guidelines

AWS Certified Digital Badge

"Associate" level   "Professional" level

Potential layout badge layout

BADGES

AWS Certified Digital Badges are an additional way to visually portray your AWS Certification achievement. Badges are tied to your public transcript and can be used to validate your AWS Certification with others.

BADGE DIMENSIONS

Web and Digital: 100px
Print: 1 inch/15.4mm/72pt

p. 7

Badge Usage Guidelines

How to use the AWS Certified Digital Badge

WHEN AND WHERE TO USE THE AWS CERTIFIED DIGITAL BADGE

AWS Certification digital badges are intended to be used with digital mediums, such as websites and digital documents. They can, however, be used on printed collateral as well.

Subject: Lorem ipsum hil illitate vit

James,

Lorem ipsum hil illitate vit, consendit autempore pliam quatectur? At minulp nostian daerio. Ut im acerspe rfererum atem que non re aria simossit, quis quam et liqui dolo magnient.

Sincerely,

John Smith

MULTIPLE CERTIFICATIONS

If you have achieved multiple certifications, you may display multiple badges in a staggered or horizontal layout. A 10px margin is required between badges.

POTENTIAL LAYOUTS

Badge Usage Guidelines
AWS Certified Badge Dos and Don'ts

✔ **DO**

The AWS Certified Partner logo should be featured in an unaltered state, on white or very light backgrounds that are devoid of distracting patterns or imagery, with the appropriate tag line(s) placed below the logo.

✖ **DON'T**

Do not distort the AWS Logo.

Do not overlay graphics or text.

Do not add tag lines.

Do not place on a patterned background.

Do not remove/edit elements.

Do not alter the logo.

Do not alter the colors.

p. 9

SECTION 3

Legal Guidelines

Legal Guidelines

AWS authorizes use of the AWS Certification Mark in accordance with the rules set forth below:

- AWS Certification requires meeting specific certification requirements, including passing an AWS certification exam. Only individuals who have been certified by AWS testing provider Kryterion are allowed to use AWS Certification Mark.

- AWS Certification Mark may only be used in connection with you presenting yourself out as certified an AWS Certified individual. This AWS Certification Mark is nontransferable.

- AWS Certification Mark must be used and reproduced in accordance with the AWS Certification Logo Usage Guidelines.

- AWS Certification Mark may only be reproduced from approved artwork, and may not be recreated by any other means, in any other form, or altered in any way, including the use of unapproved taglines, abbreviations or translations.

- AWS Certification Mark must never be used to portray AWS products and/or services in a negative way.

- AWS Certification Mark may not be combined with any other symbols, including words, other logos, icons, graphics, photos, slogans, numbers, or any other design elements.

- AWS Certification Mark should not be used to imply or suggest:

  - That you have achieved a level of certification that you have not achieved or do not currently have;

  - That any partnership, joint venture or other relationship exists between you and AWS;

  - That AWS recommends or endorses your services.

- You shall make any revisions respecting the AWS Certification Mark in such materials that AWS may request.

Your acceptance of AWS Certification Mark in this document indicates your acceptance of the terms and conditions of these Guidelines and reconfirms your acceptance of the AWS Certification Program Agreement. AWS reserves the right to change these guidelines and the nature of this program at its own discretion.

Thank You

amazon
web services