## Amazon Video UX System

## Typography

| 320 - 1023           | 1024 - 1599          | 1600 - upwards       | Living Room - 3P                 | Living Room - Fire TV         |
|----------------------|----------------------|----------------------|----------------------------------|-------------------------------|
| <b>30 pt / 32 pt</b> | 45 pt / 48 pt        | 60 pt / 64 pt        | 84px / 99px                      | 100px / 110px                 |
| Ember Light          | Ember Light          | Ember Light          | Ember Light                      |                               |
| <b>19 pt / 24 pt</b> | <b>21 pt / 24 pt</b> | 23 pt / 24 pt        | 63px / 72px                      | 68px / 80px                   |
| Ember Regular        | Ember Regular        | Ember Regular        | Ember Light                      | Ember Thin                    |
| 17 pt / 24 pt        | 19 pt / 24 pt        | <b>21 pt / 24 pt</b> | 42px / 45px                      | 40px / 48px                   |
| Ember Regular        | Ember Regular        | Ember Regular        | Ember Regular                    | Ember Regular                 |
| 15 pt / 20 pt        | 17 pt / 24 pt        | 19 pt / 24 pt        | 36px / 45px                      | 32px / 40 px                  |
| Ember Regular        | Ember Regular        | Ember Regular        | Ember Bold                       | Ember Bold                    |
| 15 pt / 20 pt        | 17 pt / 20 pt        | <b>19 pt / 24 pt</b> | 36px / 45px                      | 32px / 40 px                  |
| Ember Regular        | Ember Regular        | Ember Regular        | Ember Bold                       | Ember Light                   |
| 13 pt / 16 pt        | 15 pt / 20 pt        | 17 pt / 24 pt        | <b>30px / 36px</b>               | 28px / 32px                   |
| Ember Regular        | Ember Regular        | Ember Regular        | Ember Regular                    | Ember Regular                 |
|                      |                      |                      | <b>30px / 36px</b><br>Ember Bold | 28px / 32 px<br>Ember Regular |
|                      |                      |                      | 27px / 36px<br>Ember Bold        | 28px / 32px<br>Ember Light    |
|                      |                      |                      | 27px / 36px<br>Ember Regular     | 24px / 32px<br>Ember Light    |

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Colour Palette

