



























































# ICONS

Our icons aim to be friendly, unique and simple. They are composed of geometric shapes and add character through stylized corners and illustrative elements.




## COMMON

								
Home	Search	Arrow Back	Arrow Forward	Arrow Up	Arrow Down	Close	Delete	Add
								
Caret Up	Caret Down	Caret Right	Caret Left	Download	Upload	Upload (Android)	Done	Edit
								
Link	Share (iOS)	Share (Android)	Dot Menu (Web)	More Horizontal	More Vertical	Sync	Navigation	Arrow Back (iOS, Android)
								
Add Inline	Remove Inline							



















## PHOTOS & MEDIA

								
Select	You	Photo	Album	People	Location	Family Vault	Add to Family Vault	Remove from Family Vault
								
Slideshow (Android)	Camera Info	Videos	Email	Prints	Unlimited	Uploading	Broken Image	Groups
								
Add to Groups	Remove from Groups	Tag	Change Tag	Pause	Play	Volume - High (Web)	Volume - Low (Web)	Volume - Muted (Web)
								
Fullscreen (Web)	Exit Fullscreen (Web)							










## EDITING & VIEWS

								
Restore	Merge	Calendar	Hide	Unhide	Sync	*	*	*







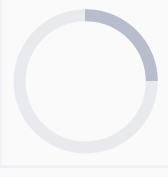


## SETTINGS

								
Settings	Info	Error	Help	Sign Out	Feedback	Report Abuse	Filter	Print
								
Sort	*	*	*	*	*	*	*	*

## SOCIAL

								
Facebook	*	*	*	*	*	*	*	*

## MISCELLANEOUS

								
Play Video	Checkbox selected	Checkbox unselected	Radio button selected	Radio button unselected	Unknown	Processing	Loading iOS	Loading Android

In Prime Photos, our color palette comprises of primary and accent colors so that our UI elements and text work harmoniously with customer photos and imagery.

PRIMARY COLORS

Primary colors are the dominant color set for our applications. These are used to establish screen structure and organization, from large-scale screen areas to fine details, such as backgrounds, navigation, text elements and icons.

Primary color schemes contain different tones for when lighter or darker contrast is needed.

**slate**  
HEX: #28374A  
RGB: 40, 55, 74

**graphite**  
HEX: #7985A3  
RGB: 121, 133, 163

**ui-gray**  
HEX: #BBC1D0  
RGB: 187, 193, 203

**putty**  
HEX: #CDD2DB  
RGB: 205, 210, 219

**stone**  
HEX: #ECF0F7  
RGB: 236, 240, 247

**ghost**  
HEX: #F4F5F7  
RGB: 244, 245, 147

**cloud**  
HEX: #FFFFFFF  
RGB: 255, 255, 255

SECONDARY COLORS

Secondary colors are reserved to accent select parts of our UI, such as buttons, button text, progress bars, links, selection, alerts and other touchable components. These colors should be used in a reserved, intentional way to add meaning when the content needs it.

Secondary color schemes with varied tones.

**ui-blue**  
HEX: #3A89F6  
RGB: 58, 137, 246

**ui-orange**  
HEX: #FECB88  
RGB: 254, 203, 136

**coral**  
HEX: #F78595  
RGB: 247, 133, 149

**ui-blue**  
HEX: #E2EEFE  
RGB: 226, 238, 254

**ui-orange**  
HEX: #FCECD8  
RGB: 252, 236, 216

**coral**  
HEX: #FDE7EA  
RGB: 253, 231, 234

**ui-blue**  
HEX: #2F78DC  
RGB: 47, 120, 220

**ui-orange**  
HEX: #F6B766  
RGB: 246, 183, 102

**coral**  
HEX: #FB6B7B  
RGB: 251, 107, 123

ACCENT COLORS

Accent colors complement the secondary colors and should be used sparingly. Typically, accent colors are used at the designer’s discretion in marketing content.

Accent color schemes with varied tones.

**lavender**  
HEX: #957BFF  
RGB: 149, 123, 255

**plum**  
HEX: #CF7BFF  
RGB: 207, 123, 255

**orchid**  
HEX: #E881C4  
RGB: 232, 129, 196

**peach**  
HEX: #FFA185  
RGB: 255, 161, 133

**lavender**  
15% OPACITY

**plum**  
15% OPACITY

**orchid**  
15% OPACITY

**peach**  
15% OPACITY

**lime**  
HEX: #71DA60  
RGB: 113, 218, 96

**lagoon**  
HEX: #36C2B4  
RGB: 54, 194, 180

**summer**  
HEX: #FFC400  
RGB: 255, 196, 0

**lime**  
15% OPACITY

**lagoon**  
15% OPACITY

**summer**  
15% OPACITY

BRAND COLORS

Brand colors are reserved for use in the Prime Photos logo and in text elements in marketing materials.

**prime-blue**  
HEX: #00A8E1  
RGB: 0, 168, 225  
CMYK: 80, 0, 0, 0  
Pantone 2995 C

**squid ink**  
HEX: #232F3E  
RGB: 35, 47, 62  
CMYK: 53, 36, 2, 86  
Pantone 432 C

**granite**  
HEX: #373d3e  
RGB: 55, 61, 62

We use a combination of size and weight to establish hierarchy and assign priority to pieces of text, which helps customers ascertain at a glance the relative importance or purpose of that text.

Fonts

Amazon Ember is our proprietary, default font used on Fire devices and Web for UX and long-form body copy. Roboto is the standard typeface used on Android.

Amazon Ember A-Z and numerals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Amazon Ember font weights.

Amazon Ember Light  
*Amazon Ember Light Italic*  
Amazon Ember Regular  
*Amazon Ember Italic*  
Amazon Ember Medium  
*Amazon Ember Medium Italic*  
Amazon Ember Bold  
*Amazon Ember Bold Italic*

Roboto A-Z and numerals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Roboto font weights.

Roboto Light  
*Roboto Light Italic*  
Roboto Regular  
*Roboto Italic*  
Roboto Medium  
*Roboto Medium Italic*  
Roboto Bold  
*Roboto Bold Italic*

SF UI Text A-Z and numerals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SF UI Text font weights.

SF UI Text Regular  
SF UI Text Italic  
SF UI Text Medium  
SF UI Text Medium Italic  
SF UI Text Semi-Bold  
SF UI Text Semi-Bold Italic  
SF UI Text Bold  
SF UI Text Bold Italic

Fonts

The table below reflects font usage only on Amazon’s Prime Photos app on these devices.

	Web	Mobile/Tablet	TV
Desktop	Arial		
Fire OS	Ember	Ember	Ember
Android	Arial	Roboto	
iOS	Arial	SF UI text	

Text Sizes

We type text sizes in pixels.

Name	Mobile (size/line-height)	Tablet (size/line-height)	Desktop (size/line-height)
heading 1	*	*	*
heading 2	*	*	*
heading 3	*	*	*
heading 4	*	*	*
heading 5	*	*	*
heading 6	*	*	*

The logos designated below are available for use along with a set of guidelines that will help you use Prime Photos in your app and with your marketing efforts.

PRIMARY LOGO

Whenever possible, all interfaces, materials and communications should be created using the primary logo.

2-Color on Light Ground



Squid Ink Color on Light Ground



2-Color on Dark Ground



Reverse (All White) on Dark Ground

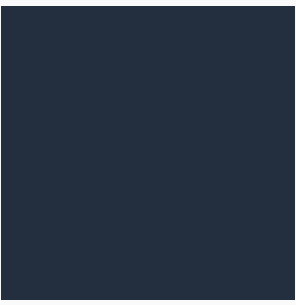


BRAND COLORS

Brand colors are reserved for use in the Prime Photos logo.



**prime-blue**  
HEX: #00A8E1  
RGB: 0, 168, 225  
CMYK: 80, 0, 0, 0  
Pantone 2995 C



**squid ink**  
HEX: #232F3E  
RGB: 35, 47, 62  
CMYK: 53, 36, 2, 86  
Pantone 432 C



**white**  
HEX: #FFFFFF  
RGB: 255, 255, 255

SECONDARY LOGO

The secondary logo is constructed in a stacked orientation. In situations where the primary logo does not fit or feel appropriate for a chosen context, the secondary logo may be used.

2-Color on Light Ground



Squid Ink Color on Light Ground



2-Color on Dark Ground



Reverse (All White) on Dark Ground



CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

Clear space is the area around the logo that should remain free of any other logos, graphics, text, or borders. While more is better, the minimum clear space for the logo should be equivalent to the x-height of the word mark. The minimum size (height) the logo can be used is .325 in or 23px.



prime photos .325 in or 23px

DO'S AND DON'TS

Do not change the logo color variations. Do not capitalize logo. Do not alter font weight. Do not use colors outside of style sheet. In some rare cases, like in the mobile header, it acceptable to removed the smile from the logo.



APP ICONS

These icons should only be used to represent the Prime Photos app on Android and iOS devices. It should not be used anywhere else including web.

iOS App Icon



Android App Icon





A button indicates an action upon touch and is typically labeled using text, an icon, or both.

PRIMARY BUTTONS

Primary buttons are used for the primary action on the page, if there is one. Primary buttons can be used for any type of action, but their color signifies that they are the most important buttons, relative to other buttons and interactive elements.

Web	iOS	Android
<div>Primary : Normal</div>	<div>Primary Button : Normal</div>	<div>PRIMARY BUTTON : NORMAL</div>
<div>Primary : Hover</div>	<div>Primary Button : Focus</div>	<div>PRIMARY BUTTON : FOCUS</div>
<div>Primary : Focus</div>	<div>Primary Button : Active</div>	<div>PRIMARY BUTTON : ACTIVE</div>
<div>Primary : Disabled</div>	<div>Primary Button : Disabled</div>	<div>PRIMARY BUTTON : DISABLED</div>

SECONDARY BUTTONS

Secondary buttons are used when the action being initiated is not the primary action on the page. These may appear alongside the primary button, or on its own.

Web	iOS	Android
<div>Secondary : Normal</div>	<div>Secondary Button : Normal</div>	<div>SECONDARY BUTTON : NORMAL</div>
<div>Secondary : Hover</div>	<div>Secondary Button : Focus</div>	<div>SECONDARY BUTTON : FOCUS</div>
<div>Secondary : Focus</div>	<div>Secondary Button : Active</div>	<div>SECONDARY BUTTON : ACTIVE</div>
<div>Secondary : Disabled</div>	<div>Secondary Button : Disabled</div>	<div>SECONDARY BUTTON : DISABLED</div>

STYLE

Below are general guidelines on button styles such as typography, size and padding.

Typography

For desktop and iOS, button text should be written in sentence case. For Android, button text should be capitalized, as well as in languages that have capitalization.

Standard button style, size and padding

Web	iOS	Android
<div><div>8dp</div><div>8dp</div><div>32dp</div><div>16dp</div><div>Primary : Normal</div><div>16dp</div><div>16dp</div></div>	<div><div>8dp</div><div>8dp</div><div>48dp</div><div>16dp</div><div>Primary Button : Normal</div><div>16dp</div><div>16dp</div></div>	<div><div>8dp</div><div>8dp</div><div>48dp</div><div>16dp</div><div>PRIMARY BUTTON : NORMAL</div><div>16dp</div><div>16dp</div></div>
<div>Font-size: Arial Bold</div> <div>Font-size: 13px</div> <div>Case: Sentence</div> <div>Height: 32dp</div> <div>Corner radius: 4dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>	<div>Font-size: SF UI Text Semibold</div> <div>Font-size: 16px</div> <div>Case: Sentence</div> <div>Height: 48dp</div> <div>Corner radius: 4dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>	<div>Font-size: Roboto Medium</div> <div>Font-size: 14px</div> <div>Case: Bold</div> <div>Height: 48dp</div> <div>Corner radius: 2dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>

SMALL BUTTONS

Use a small primary button for multiple actions when the actions are of significant consequence, such as “Start sharing,” but when these actions are not the primary intent of the page. You may use a small secondary button for multiple or grouped secondary actions (for example, “hide” and “move” in Selection).

Web	iOS	Android
<div>Small</div>	<div>Small</div>	<div>SMALL</div>
<div>Font-size: Arial Bold</div> <div>Font-size: 11px</div> <div>Case: Sentence</div> <div>Height: 24dp</div> <div>Corner radius: 4dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>	<div>Font: SF UI Text Medium</div> <div>Font-size: 16px</div> <div>Case: Sentence</div> <div>Height: 40dp</div> <div>Corner radius: 4dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>	<div>Font: Roboto Medium</div> <div>Font-size: 14px</div> <div>Case: All Caps</div> <div>Height: 40dp</div> <div>Corner radius: 2dp</div> <div>Internal padding: 16dp</div> <div>External padding: 8dp</div>

TEXT BUTTONS

Text buttons are used...

Web	iOS	Android
<div>Primary Text Button</div>	<div>Primary Text Button</div>	<div>PRIMARY TEXT BUTTON</div>
<div>Secondary Text Button</div>	<div>Secondary Text Button</div>	<div>SECONDARY TEXT BUTTON</div>

BUTTONS WITH ICONS

Buttons with icons are used...

Web	iOS	Android
<div><div><div><div></div></div><div>Add</div></div></div> <div><div><div></div></div><div>Back</div></div>		

DROPDOWN BUTTONS

Dropdown buttons are used...

Web	iOS	Android
<div><div><div><div></div></div><div>Ryan</div></div></div>		
<div>Sorted by date taken</div>		

Form elements are used to display a set of related customer input fields in a structured way.

TEXT INPUT

Text input fields allow users to input, edit, and select text. Text inputs typically reside in forms but can appear in other places, like dialog boxes and search.

Web

Search your photos...

Placeholder text...

Placeholder text...

Untitled Album

iOS

Try "Seattle"

Placeholder text...

Email or phone number

Password

Forgot?

ryan@metalab.co

ryanmetalab.co

Please enter a valid email address

Album Title

Android

Try "Seattle"

Placeholder text...

Email or phone number

Password

FORGOT?

ryan@metalab.co

ryanmetalab.co

Please enter a valid email address

Album Title

DROPDOWN SELECTS

Dropdown selects allow users to select one item at a time, similarly to radio buttons, but are more compact allowing you to save space. Consider adding text to the field, such as 'Select one' to help the user recognize the necessary action.

Web

iOS

Android

CHECKBOXES AND RADIOS

Use a checkbox list if you have a small to medium number of options, and want the user to select one or more of the options. You may also use a stand-alone checkbox for a single option that the customer can turn on or off. Radio buttons are used when there is a list of two or more options that are mutually exclusive and the user must select exactly one choice. In other words, clicking a non-selected radio button will deselect whatever other button was previously selected in the list.

Web

Photos 76

Videos 58

iOS

Show password

Hide password

Manually share all photos I upload

Automatically share all photos I upload

Android

Show password

Hide password

Automatically share all photos I upload

Manually share all photos I upload

TOGGLES

\*

Web

Your PhotosFamily Photos

OFFON

iOS

Your PhotosFamily Vault

Android

Your PhotosFamily Vault

TABS

\*

Web

PhotosAlbums

iOS

PhotosAlbums

Android

PhotosAlbums

\*

Web

Name	Size	Weight	Line-Height	Case	Color	Leading
heading 1	*	*	*	*	*	*
heading 2	*	*	*	*	*	*
heading 3	*	*	*	*	*	*
heading 4	*	*	*	*	*	*
heading 5	*	*	*	*	*	*
heading 6	*	*	*	*	*	*
Body Copy Large	*	*	*	*	#59637A	*
Body Copy	14px	Regular	21px	Sentence	#59637A	*
Body Copy Small	*	*	*	*	#59637A	*

iOS

Name	Size	Weight	Line-Height	Case	Color	Leading
heading 1	24px	Medium	*	Sentence	*	*
Navbar Page Title	18px	Bold	*	Sentence	*	*
Subtitle	16px	Semibold	*	Sentence	#59637A	*
Body Copy Large	16px	Regular	24px	Sentence	#59637A	*
Body Copy	14px	Regular	21px	Sentence	#59637A	*
Body Copy Small	12px	Regular	18px	Sentence	#59637A	*

Android

Name	Size	Weight	Line-Height	Case	Color	Leading
Page Title	*	*	*	*	*	*
Subtitle	*	*	*	*	*	*
Body Copy Large						
Body Copy						
Body Copy Small						