



Amazon Retail Brand Guidelines

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How to use the brand's primary and secondary typography.

Amazon has grown significantly, from online bookseller to a global retail experience selling millions of products. Beyond our global websites, Amazon has expanded to brick-and-mortar stores, such as Amazon Go and Amazon Books, and continues to innovate on behalf of our customers with services like Treasure Truck.

We enable the triumph
of the everyday hero.

We're at our best when we create inviting
experiences that embody our traits:
Welcoming, Simple, Optimistic, Authentic,
and Empowering.

AMAZON RETAIL BRAND GUIDELINES

Key Brand Traits—Who We Are

Welcoming—

Every customer everywhere should feel like Amazon is created just for them.

We speak in a friendly, conversational voice, never asking the customer to understand how Amazon works or to learn our terminology. We give each customer our special attention, addressing them by name and making the extra effort to tailor our messages and suggestions to fit them personally.

Welcoming is not: chummy, fawning, folksy, bubbly

Authentic—

We stay grounded in the stories, words, and needs of actual customers.

We focus on the customer and what we can help them to achieve, not on talking about ourselves. In advertising, we show people as they really are—our customers don't live in a stock-photo world. We make and keep big promises to the customer and let this truth speak for itself.

Authentic is not: earnest, serious, blunt, artless, naive

Simple—

We delight the customer by keeping everything reliable and easy to use.

We work backwards from real customer pain points and invent solutions that quietly exceed expectations. We love it when we create memorable moments that make the customer smile, but we're really striving for solutions so frictionless that the customer doesn't even pause to wonder why they like it.

Simple is not: cool, sleek, businesslike, mechanical, plain

Empowering—

We're constantly inventing on behalf of the customer to reduce friction and make life more simple.

We're inspired by improving the customer's life in small and big ways—from making it easy to get the perfect gift delivered in an hour, to helping a blind or mobility-impaired person order groceries with their voice. We're happiest when our inventions disappear into the everyday.

Empowering is not: condescending, simplistic, obvious

Optimistic—

We emphasize solutions, expansion, and the fun of continuous discovery.

We're excited about the future we're helping to create, and this comes through in our bold, open use of color and our friendly, direct language. This sense of confidence and possibility makes the customer feel like Amazon is always the right place to start, whatever their needs.

Optimistic is not: boisterous, exuberant, whimsical

Branding Tenets

(unless you know better ones...)

1. The Smile is our iconic brand mark.

It is the one symbol that captures the essence of our promise. As the signifier of the Amazon brand, it should not be used casually and without forethought as just a graphic element.

2. Branding should be designed with customers in mind.

Logos should not be created based on our organizational charts, but only for customer-facing brands for which we are actively investing in over a period of time.

3. Avoid creating new Amazon logos when possible.

More logos = more brands = more complexity. Help reduce our customers' cognitive load by leaning into the Amazon brand.

4. Retail categories do not need a logo.

Categories are not brands; they are aisles and destinations in the Amazon shopping experience (e.g., Home, Fashion, Vehicles, Launchpad, Interesting Finds). We want customers to say they shopped "on Amazon."

5. Not all features and benefits need Amazon logos either.

These added-value programs create great customer experiences and should be building equity in the Amazon brand, not vice-versa. (e.g., Exclusives, Trade-Ins, Voice Shopping, Baby Registry, Teens).

6. A team is not a brand.

Team identity matters, but doesn't need a Smile. We celebrate teams' uniqueness and diversity to our culture. A Smile or Amazon logo on the back or sleeve of a t-shirt, away from the team name, says you are part of Amazon.

AMAZON RETAIL BRAND GUIDELINES

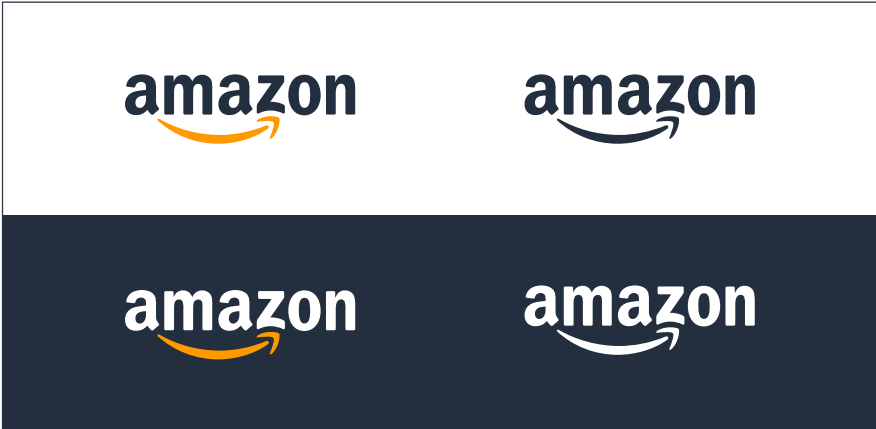
Primary Logo

This is the primary Amazon Retail brand logo. This logo should be your first choice for all marketing needs.



Logo Color

The logo should appear in one of the color combinations below. The two-color versions are preferred. In cases where color needs to be restricted, these one-color logos are acceptable alternatives. Choose the color option with the highest contrast.



Size

The logo must be no smaller than 0.75 inches wide for print, 100 px for 1x resolution screens, or 200 px for 2x resolution screens.



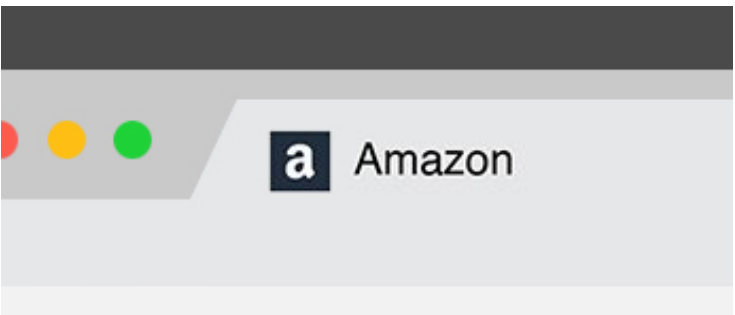
Clear Space

Clear space around the logo is incredibly important. In fact, you can never have enough clear space. Pictured here is the minimum measure of clear space that is required. It is meant to give guidance in the smallest and tightest areas. The clear space scales in proportion to the size of the mark, so when the logo gets bigger, the clear space should, too.



Small Space

The Amazon Smile should be the first choice of mark. However, when the Smile falls below the minimum size of 50 px, the Amazon “a” should be used.

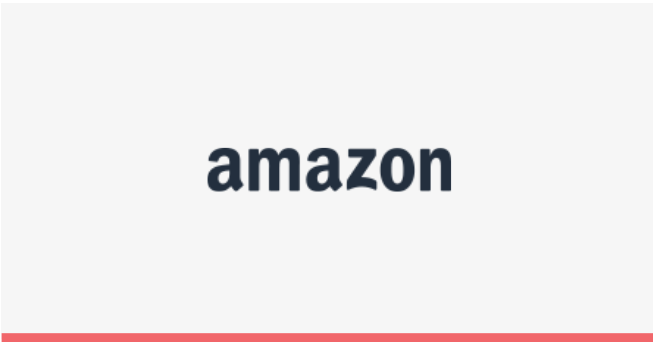


AMAZON RETAIL BRAND GUIDELINES

Primary Logo - Incorrect Usage



Do not outline the logo



Do not remove elements from the logo



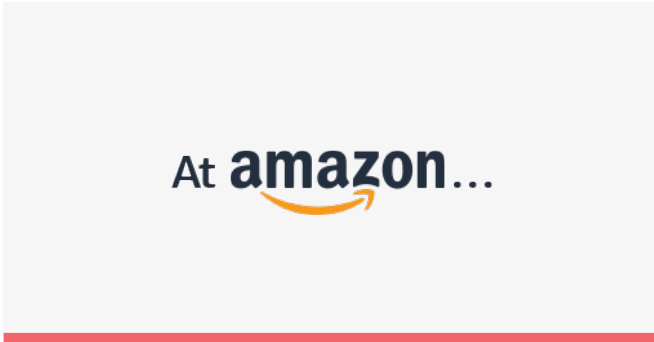
Do not use a registered trademark symbol



Do not distort or rotate the logo



Do not modify or re-create the provided artwork



Do not use the logo in a sentence



Do not add icons to the logo

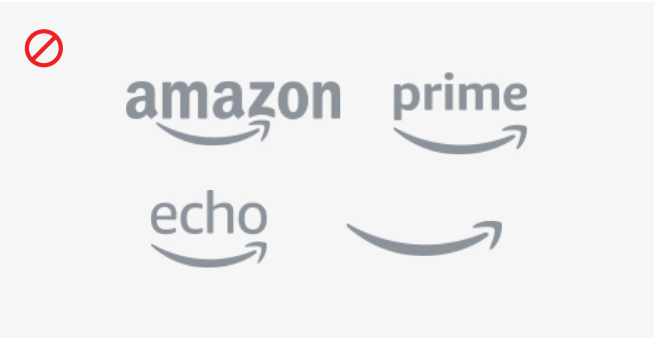


Do not add more Smiles



Do not add elements to the logo or let others do so

Smile Wisely



The Amazon logo should only be used once per touchpoint. If there are multiple logos locked up with the Smile in a single touchpoint, reconsider which are adding value.

Two or more logos using the Smile in the same touchpoint are permissible provided the logos have sufficient visual separation from one another via clear space, borders, or other visual demarcation. If necessary, Smiles may be removed from all logos except the Amazon logo.

Deprecate the A-Smile



The A-Smile has been deprecated. Although there are instances where it still exists, the process to phase it out has already started.

If currently using the A-Smile, please reach out to the Global Branding Team. Do not use the A-Smile when creating new materials.



The “.com” logo is not necessary for use in North America.

Background Usage



Do not place the logo over a photo background that does not provide enough contrast



Do not place the logo over a photo background that makes the colors vibrate



Do not place the logo over a photo background that is too busy

AMAZON RETAIL BRAND GUIDELINES

Smile Brand Mark

The Smile represents the experiences we all work hard to create to delight our customers. Think of the Smile as the result of an amazing customer experience. The Smile can also be used independently within an Amazon context but when in doubt, use the full Amazon logo.



AMAZON RETAIL BRAND GUIDELINES

Smile Brand Mark Usage

When the Smile brand mark and the Amazon logo are used in the same layout they should be separated by a frame, panel, or screen (scrolling or sequential).

There should also be clear hierarchy in size between the two logos so the customer can quickly discern what brand is communicating the experience.



Email Template Example

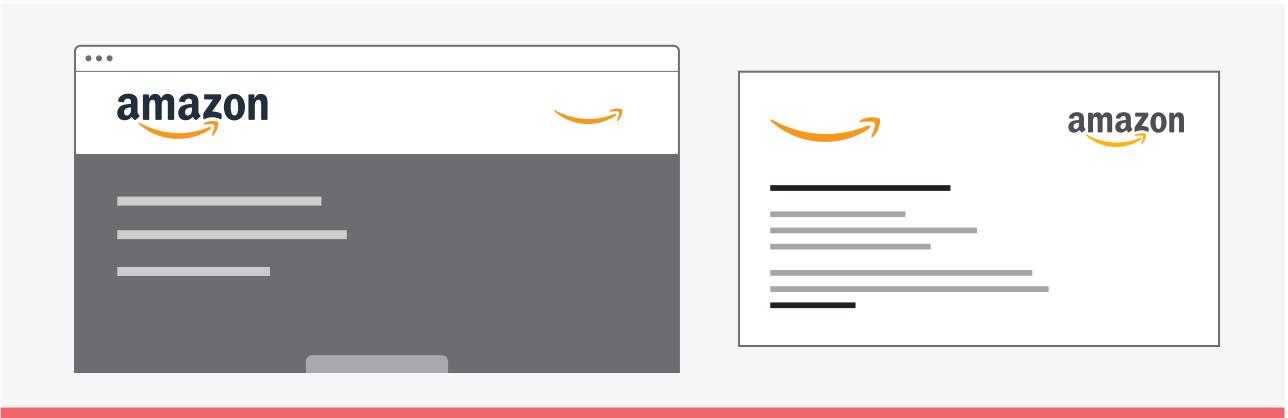


Business Card Example



Print Example

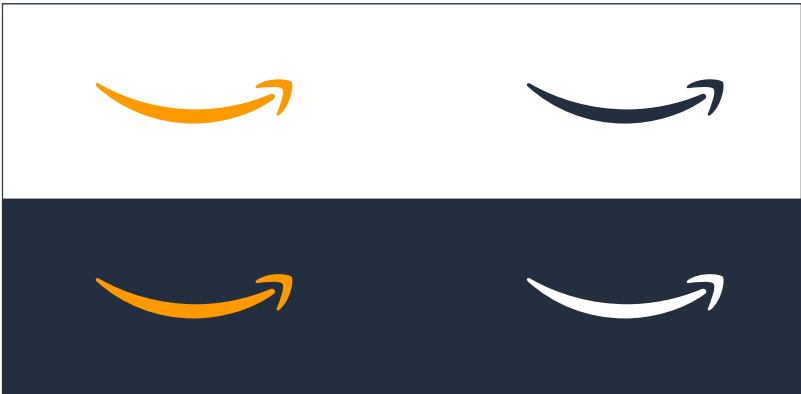
Incorrect Uses



⊘ The Smile brand mark and the Amazon logo should not be used in close proximity to one another as shown above.

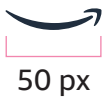
Smile Color

The Amazon corporate colors are Amazon Orange, Squid Ink, and white (see page 14 for details). Choose the color option with the highest contrast.



Size

The Smile must be no smaller than 0.5 inches wide for print, 50 px for 1x resolution screens, or 100 px for 2x resolution screens.



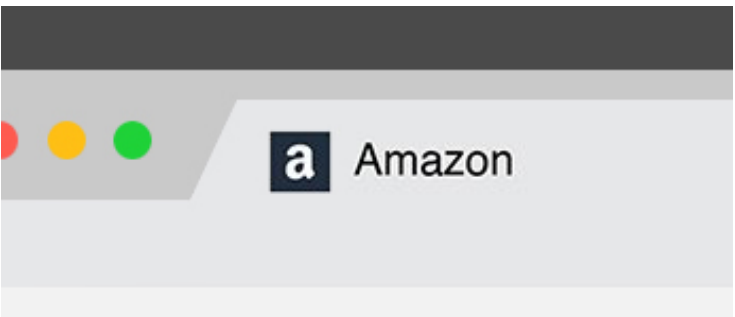
Clear Space

Clear space around the mark is incredibly important. In fact, you can never have enough clear space. Pictured here is the minimum measure of clear space that is required. It is meant to give guidance in the smallest and tightest areas. The clear space scales proportionally to the size of the mark, so when the logo gets bigger, the clear space should, too.



Small Space

The Amazon Smile should be the first choice of mark. However, when the Smile falls below the minimum size of 50 px, the Amazon “a” should be used.



AMAZON RETAIL BRAND GUIDELINES

Smile Brand Mark - Incorrect Usage



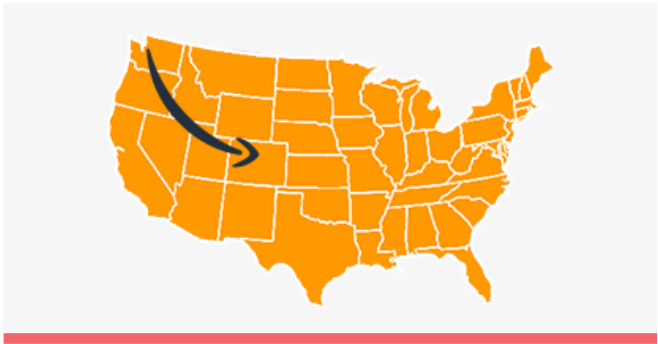
Do not outline the Smile



Do not crop the Smile



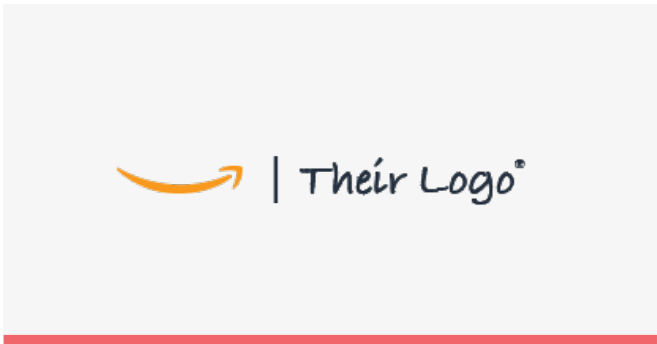
Do not modify the Smile



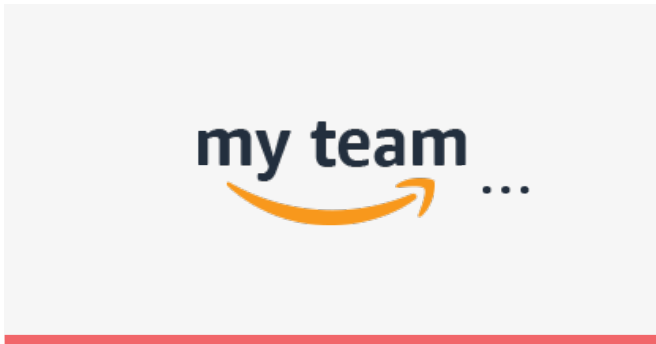
Do not use the Smile as an arrow



Do not rotate the Smile



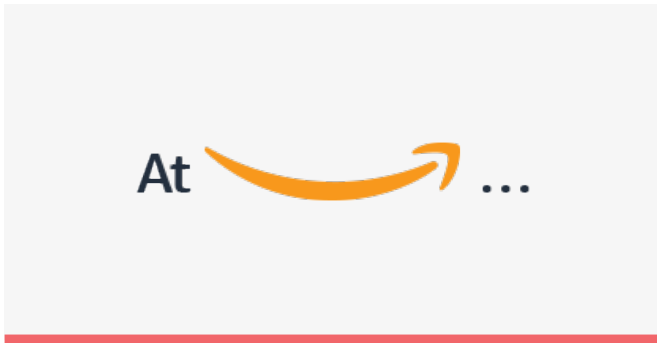
Do not use the Smile by itself for logo lockups



Do not use the Smile to create an internal logo



Do not use the Smile as part of another illustration



Do not use the Smile in a sentence



Do not use the Smile as part of a typeset brand name



Do not reverse the Smile



Do not add elements to the Smile or let others do so

Smile Wisely



The Amazon logo should only be used once per touchpoint. If there are multiple logos locked up with the Smile in a single touchpoint, reconsider which are adding value.

Two or more logos using the Smile in the same touchpoint are permissible provided the logos have sufficient visual separation from one another via clear space, borders, or other visual demarcation. If necessary, Smiles may be removed from all logos except the Amazon logo.

Deprecate the A-Smile



The A-Smile has been deprecated. Although there are instances where it still exists, the process to phase it out has already started.

If currently using the A-Smile, please reach out to the Global Branding Team. Do not use the A-Smile when creating new materials.

Make sure there is enough contrast to visually separate the Smile from the background. Keep the area surrounding the mark free of clutter. The Smile can be used independently within an Amazon context. When in doubt, use the full Amazon logo.

Background Usage



Do not place the Smile over a photo background that does not provide enough contrast



Do not place the Smile over a photo background that makes the colors vibrate



Do not place the Smile over a photo background that is too busy

AMAZON RETAIL BRAND GUIDELINES

Primary Brand Colors

Amazon Orange

This is Amazon's primary brand color.

HEX: #FF9900
RGB: 255, 153, 0
CMYK: 0, 45, 95, 0
PMS: COATED 1375 C
UNCOATED 137 U

Squid Ink

This is the primary neutral brand color for Amazon. This is the darkest color used for brand elements. Use it like you would use black.

HEX: #232F3E
RGB: 35, 47, 62
CMYK: 53, 36, 0, 86
PMS: COATED 432 C
BLACK 6 U

White

The use of white, and white space, is essential to the brand color palette. White space allows our customers to understand what we're telling them easily and without challenge.

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Amazon Ember Display

Amazon Ember Display is a subtle, rounded adaptation of Ember. Its approachable style reflects Amazon’s core brand tenets. The Amazon Ember Display family includes five weights (Light, Regular, Medium, Bold, and Heavy) and is used across the Amazon brand system.

As the primary typeface, Amazon Ember Display is suitable for headline, subhead, and body texts. Regular weight is recommended for body text, and in certain circumstances, Medium weight should be used when reversing type out of a darker background color.



Ember Display Heavy Bold Medium Regular Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumped over the lazy dog

Amazon Ember Display Light

The quick brown fox jumped over the lazy dog

Amazon Ember Display Regular

The quick brown fox jumped over the lazy dog

Amazon Ember Display Medium

The quick brown fox jumped over the lazy dog

Amazon Ember Display Bold

The quick brown fox jumped over the lazy dog

Amazon Ember Display Heavy

For any brand-related questions or
further information, please visit:
brand.amazon.com