Amazon.com Gift Card Logo Usage Guidelines

Approved Logos

**Corporate Colors**

<table>
<thead>
<tr>
<th>Color Type</th>
<th>HEX</th>
<th>CMYK</th>
<th>RGB</th>
<th>SPOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>000000</td>
<td>0 0 0 100</td>
<td>0 0 0</td>
<td>Process Black</td>
</tr>
<tr>
<td>Orange</td>
<td>FF9900</td>
<td>0 47 100 0</td>
<td>255 153 0</td>
<td>PMS 137 U</td>
</tr>
<tr>
<td>PMS 1375 C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Unapproved Logo Usage**

- **Do not stretch**
- **Do not use unapproved colors**
- **Do not outline**
- **Do not recolor to orange**
- **Do not add drop shadow**
- **Do not use in a sentence**
- **Do not add a gradient**
- **Do not skew or rotate**
- **Do not re-arrange components**
- **Do not layer content**
- **Do not place over a busy photo**
- **Do not place on a busy pattern**

**Clear Space**

Clear space is based upon the bold letter ‘o’ in the logo. Horizontal space required is the full width of the ‘o’ on either side. Vertical space required is half the height of the ‘o’ above and below.

**Do not modify** any of the art files (such as, .eps, .png, .jpg) provided by Amazon.com.
Amazon.com Gift Card Art Usage Guidelines

Do not modify any of the art files (such as .eps, .png, .jpg) provided by Amazon.com.

**Approved Card Art**

- GENERIC VARIABLE GIFT CARD
- GENERIC DENOMINATION GIFT CARD

**Unapproved Card Art**

- DO NOT RECOLOR BACKGROUND
- DO NOT RECOLOR LOGOS
- DO NOT MOVE, ROTATE, OR RE-ARRANGE ANY ELEMENTS

- DO NOT CHANGE THE SCALE OF THE DENOMINATION
- DO NOT WRITE OUT THE NAME OF THE DENOMINATION
- DO NOT MOVE THE DENOMINATION