

AVAILABLE AT AMAZON TAG GUIDELINES

Marketers should be confident in using this global brand mark worldwide without adding legacy elements to the logo like “.com,” TM marks, or other URL extensions. Marketing messaging should be clear in copy to distinguish marketplace, sub brand, or other affiliations if needed without augmenting the Amazon mark or smile to achieve the right message hierarchy. The “A-Smile” favicon has been depreciated and should not be used to represent the Amazon brand.

Color

Color combinations should be legible.

Two color on white/light

The preferred default tag should be used for white or light backgrounds.



Two color on dark/black

The preferred default tag should be used for black or dark backgrounds.



One-color

In cases where color needs to be restricted, these are acceptable alternates. Choose the option with the highest contrast.



Clear Space

The clear space is based on the letter “o” in the tag. Horizontal space requires the full width of the “o” on either side. Vertical space requires half the height of the “o” above and below. The stacked version is preferred over the horizontal version.



Incorrect Uses

To maintain brand integrity, do not alter the logo artwork proportion or color. Below are examples of incorrect uses.



DO NOT use dark tag if illegible or low contrast.



DO NOT outline the tag.



DO NOT distort the tag.



DO NOT use two-color tag if the smile is low contrast.



DO NOT alter the tag colors.



DO NOT put a box around the tag.

Size

The stacked tag must be no smaller than 0.75 inches wide for print, 125 pixels for 1x resolution screens or 250 pixels for 2x resolution screens.

0.75” or 125px@1x or 250px@2x



The horizontal tag must be no smaller than 1.4 inches wide for print, 200 pixels on 1x resolution screen or 400 pixels on a 2x resolution screen.

1.4” or 200px@1x or 400px@2x



TAGS ON PHOTO BACKGROUNDS

Make sure there is enough contrast to visually separate the tag from the background. Keep the area surrounding the logo free of clutter.



The Smile is disappearing into the background.



The Smile is clearly defined.



The tag is disappearing into the background.



The tag is clearly defined.



The Smile's contrast is low against the background.



The tag is clearly defined against the background.



The contrast is low and the colors vibrate.



The tag is clearly defined.



The tag is clearly defined against the background.



The tag is clearly defined against the background.



The background competes with the tag.



The tag is clearly defined.