

amazonsmile | Co-Branding Logo Guidelines



Third Party Logo Usage

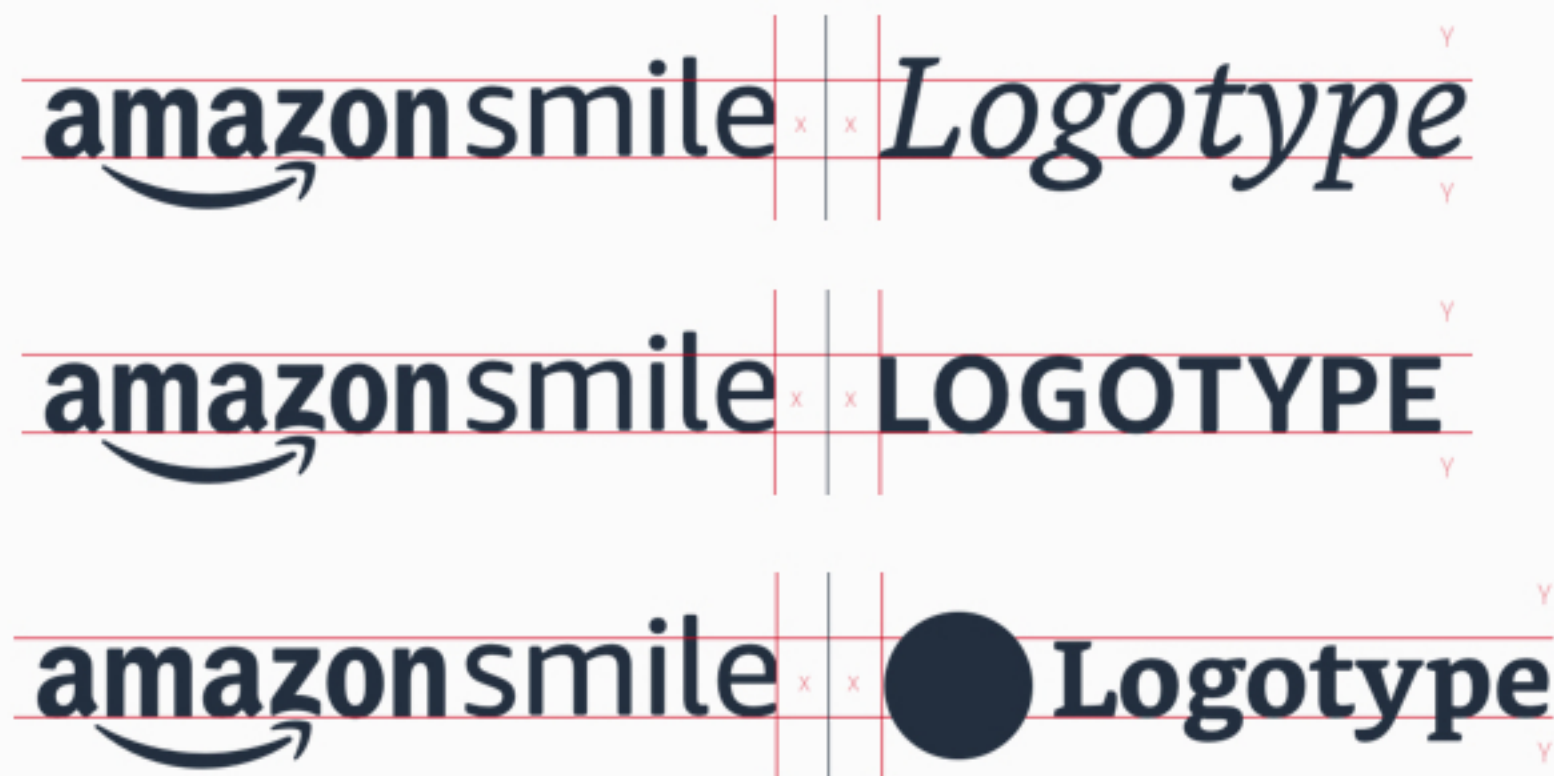
Use of the AmazonSmile logo by third-party partners must adhere to the existing AmazonSmile logo usage guidelines as well as the following:

Use only the one-color AmazonSmile logo groupds (Squid Ink or Squid Ink/Orange,) depending on the background color.
Do not recolor the logo.

Horizontal Lockups

To create co-branded lockups, begin with the AmazonSmile logo.

Rotate the n from the logo and place above, below, and to the right of the AmazonSmile logo. Place a 1-pt black vertical rule in between the two logos. The height of the rule should be the same as the space from the top and bottom of the rotated n. Use the spacing of the n to determine the placement of the partner logotype.



If a partner logotype uses title case or mixed case, arrange the partner logo so that the x-height is lower than the Amazon logo x-height, and the cap height is slightly taller than the Amazon x-height.

For partner logos set in all caps, arrange both logos along the baselines and align cap height to x-height of Amazon logo.

Partner logos should be sized to match the visual weight of the Amazon logo. The width and height will vary depending on the shape of the partner logo. Partner logos with oval or circle shapes should be spaced optically, not mathematically, from the rule between the two logos.

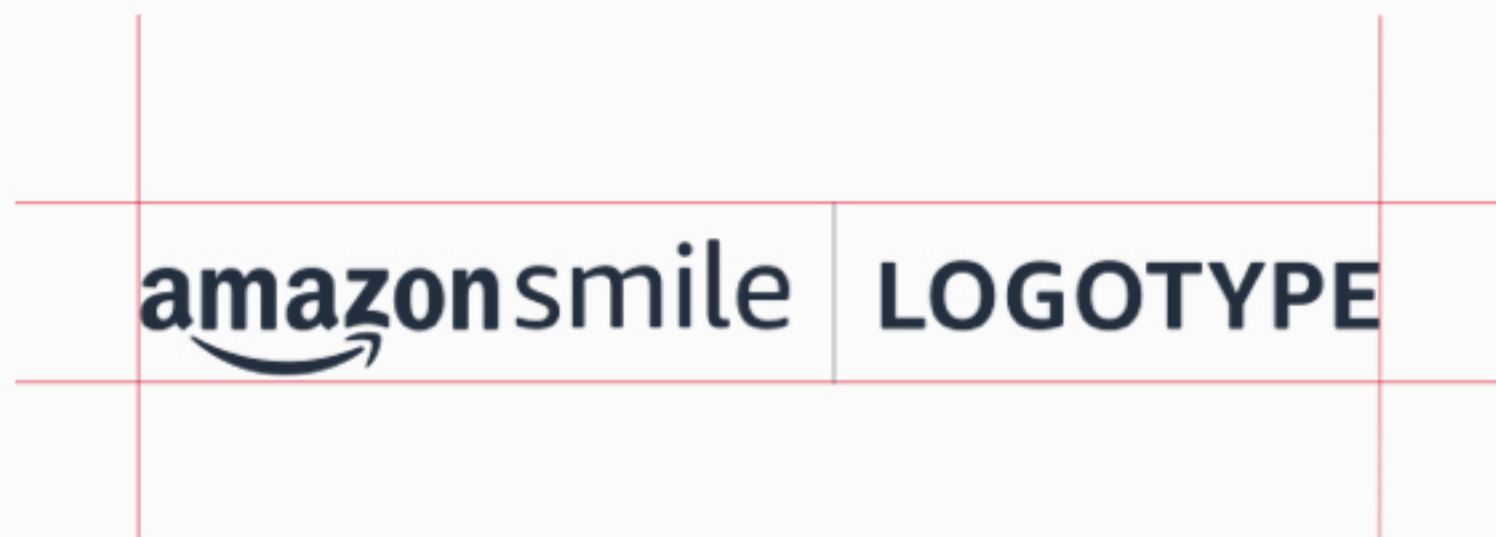
Vertical Lockups



Partner logos should be sized to match the visual weight of the Amazon logo. The width and height will vary depending on the shape of the partner logo. Partner logos with oval or circle shapes should be spaced optically, not mathematically, from the rule between the two logos.

Use best judgement by using your charities most appropriate logo that fits the correct orientation of your logo for vertical lockups as well as height.

Clear space and Sizing



Whether using horizontal or vertical co-branding, the clear space does not change. No other elements should encroach on the co-branding's clear space. Whenever possible, use the maximum amount of clear space the placement in layout will allow.

For both horizontal and vertical lockups, clear space is determined by the n from the Amazon logo. It is stacked on its side three-up on the top and bottom of the lockup, then arranged three-wide on either side of the lockup.

smile.amazon.de

Minimum sizing

Horizontal co-branding should not appear smaller than 220 px wide to maintain legibility across all platforms. Vertical co-branding should not appear smaller than 108 px wide. Sizes below this height can damage the co-branding's integrity and readability.

Correct Usage



Horizontal lockup example



Vertical lockup example



Vertical lockup example

Incorrect Usage



Do not scale the partner logo larger than the AmazonSmile logo



Do not change the spacing between the logos and the rule between them



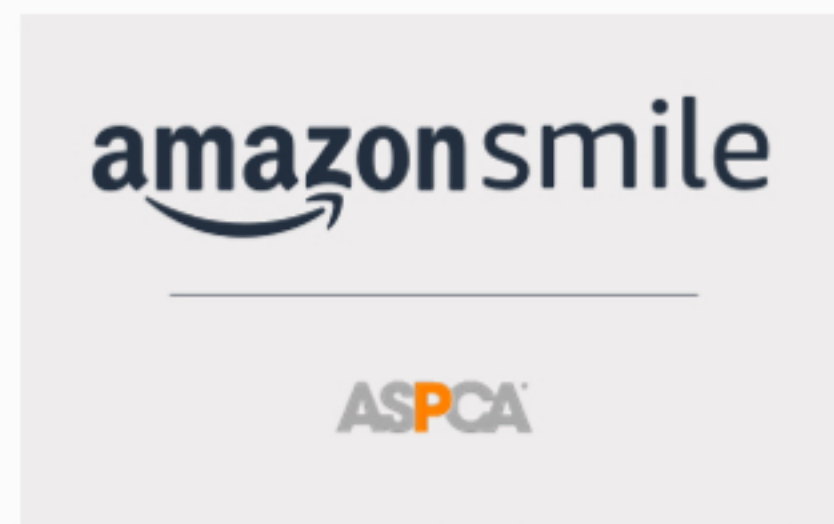
Do not add shapes or containers to co-branding lockups



Do not remove the rule between logos



Do not rearrange or alter the recommended co-branding lockup elements



Do not scale the AmazonSmile logo's height larger than the partner logo

Examples

