

A man with short dark hair and tattoos on his neck and hand is holding a vintage camera up to his eye. He is wearing a dark suit jacket over a mustard-colored shirt. The background is a light-colored, textured wall. The Amazon Advertising logo is positioned in the upper right area of the image.

amazon advertising

A visual style guide for creating marketing assets and content across online and offline channels.

# To be Earth's most customer-centric company

## Our brand promise

### What is this?

Our advertising customers deserve a consistent and compelling presentation—every time—so we've crafted this guide to explain how the Amazon Advertising brand should look and feel across marketing touchpoints.

By adopting the visual styling direction within this guide, you'll be able to create clear, consistent, and well-designed marketing materials such as pitch collateral, presentations, case studies, email newsletters, infographics, videos, and websites. You'll find clear instruction on how to use our logo, what fonts to use, how to use color, when to incorporate icons and photography, and more.

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# Understand our brand

## The customer experience

Our customer is the Amazon advertiser and their agencies. The style and execution of our content should reflect this by embracing our unique B2B message. Our advertisers range from individual authors writing their first book to large multi-million-dollar companies with multiple brands. Because of this diversity, our visual style allows for flexibility and customization, while still maintaining a strong and consistent brand identity.

All Amazon Advertising marketing content and collateral must remain consistent with this style guide to deliver a unified brand experience across all customer touchpoints. What follows are simple guidelines to help you deliver that seamless experience.

## Our voice

As a brand built around our customers, Amazon Advertising is always direct and human. We should both look and sound like people talking to people—acting more like a person and less like a corporation. Our two main tenets are approachability and clarity, as explained below.

### Approachable.

We use welcoming language and visuals that are inclusive and kind, striking a balance between passion and purpose.

### Clear.

Straight-talk, using the simplest of terms in both art and copy.

**We are factual...** *but not dry.*

**We are welcoming...** *but not intrusive.*

**We are pioneering...** *but still accessible.*

**We are confident...** *but humble.*

**We are witty...** *but never silly or sarcastic.*

## Corporate logo

The primary logo for Amazon Advertising respects the integrity of our corporate identity. Great care has been taken in the design of the corporate Amazon logo, resulting in years of positive brand equity. By incorporating the Amazon logo into the Amazon Advertising logo lockup, we are able to leverage this brand equity. This helps make it clear to our customers who Amazon Advertising is and what it is that we do.

The Amazon Advertising logo should never be smaller than 2 columns, and never larger than 7 columns (see The Grid, on page 14, for more information on columns). The Amazon Advertising logo must always appear in one of the following color combinations.

Master Amazon Advertising logo



Primary Amazon Advertising knockout logo



This is the primary knockout logo to be used on a darker background.

Secondary Amazon Advertising knockout logo



To be used when primary knockout version doesn't have enough legibility on background.

# Legacy logo identification

The Amazon Advertising logo has been updated (fig.01), but there are still instances of the legacy logo (fig.02) floating around that are no longer acceptable for usage. It is critical that all newly created Amazon Advertising content and collateral are utilizing the updated Amazon Advertising logo. While a brief, cursory look at the updated master logo and the legacy logo could be misidentified as being the same logo, a closer look will reveal which is new and which is old.

It is critical that all Amazon Advertising content and collateral utilizes the updated Amazon Advertising logo. The simplest way to identify the new master logo vs. the legacy logo is by looking at the letters “d” and “g” in the word “advertising.” We’ve provided helpful comparisons to the right. In fig.03, you’ll see that the “d” in the updated logo has a descender on the lower right corner. In fig.05 and fig.06, the letter “g” in the updated logo has single story open lower loop (while the “g” in the legacy logo has a second-story closed lower loop). Finally, the word “advertising” in the updated logo has a slightly heavier text weight than the legacy logo.



# Logo spacing

Clear space is necessary around all sides of the logo. This allows the logo to float in a space uncompromised by other text and imagery. If we allow other elements to crowd the logo, it will lose its importance on the page.

The minimum amount of clear space is based upon the letter "e" in the word "advertising." Horizontal space required is the width of the "e" on either side. Vertical space required is half the height of the "e" above and below. See diagram at right.



# Logo manipulation

It is not permitted to manipulate the Amazon Advertising logo in any way. Great care has been taken to ensure consistency, design, and alignment. Additionally, the Amazon Advertising logo may not be translated into other languages, but should remain a consistent brand identity marker across our global locales. Please respect the core nature of our identity, only using it as instructed.

Do not alter logo proportions.

Do not remove smile.

Do not alter text or colors.

Do not place over pattern.

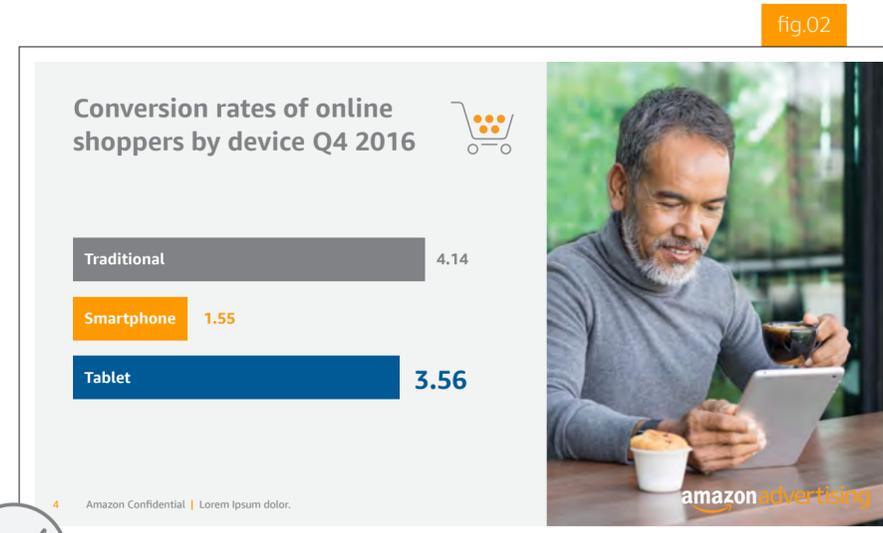
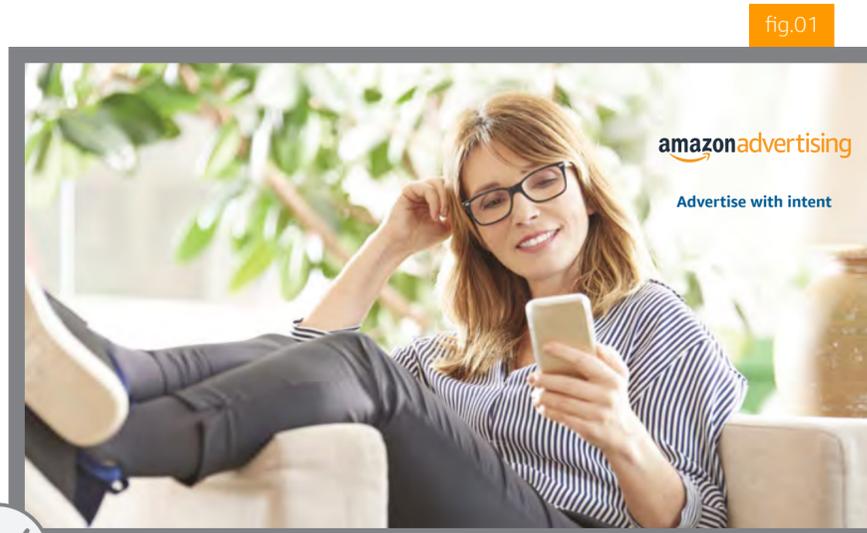
# Logo usage

The use of the Amazon Advertising logo is always acceptable and should be used to clearly communicate that your document is coming from Amazon Advertising.

On cover slides or chapter divider pages (fig.01), the Amazon Advertising logo should be used prominently, locked up with a title or headline to help define the content to follow. It is critical that when placed over a photograph, the Amazon Advertising logo is clear of any high-contrast marks that will impede the logo's legibility (fig.03).

Within all documents, the Amazon Advertising logo should appear on each page/slide. When it is used, in most cases the logo should be placed in the lower right corner of the page, locked into a consistent location determined by the template's grid.

Examples of appropriate logo usage (fig.01 and fig.02) and inappropriate logo usage (fig.03 and fig.04) can be found on this page to the right.



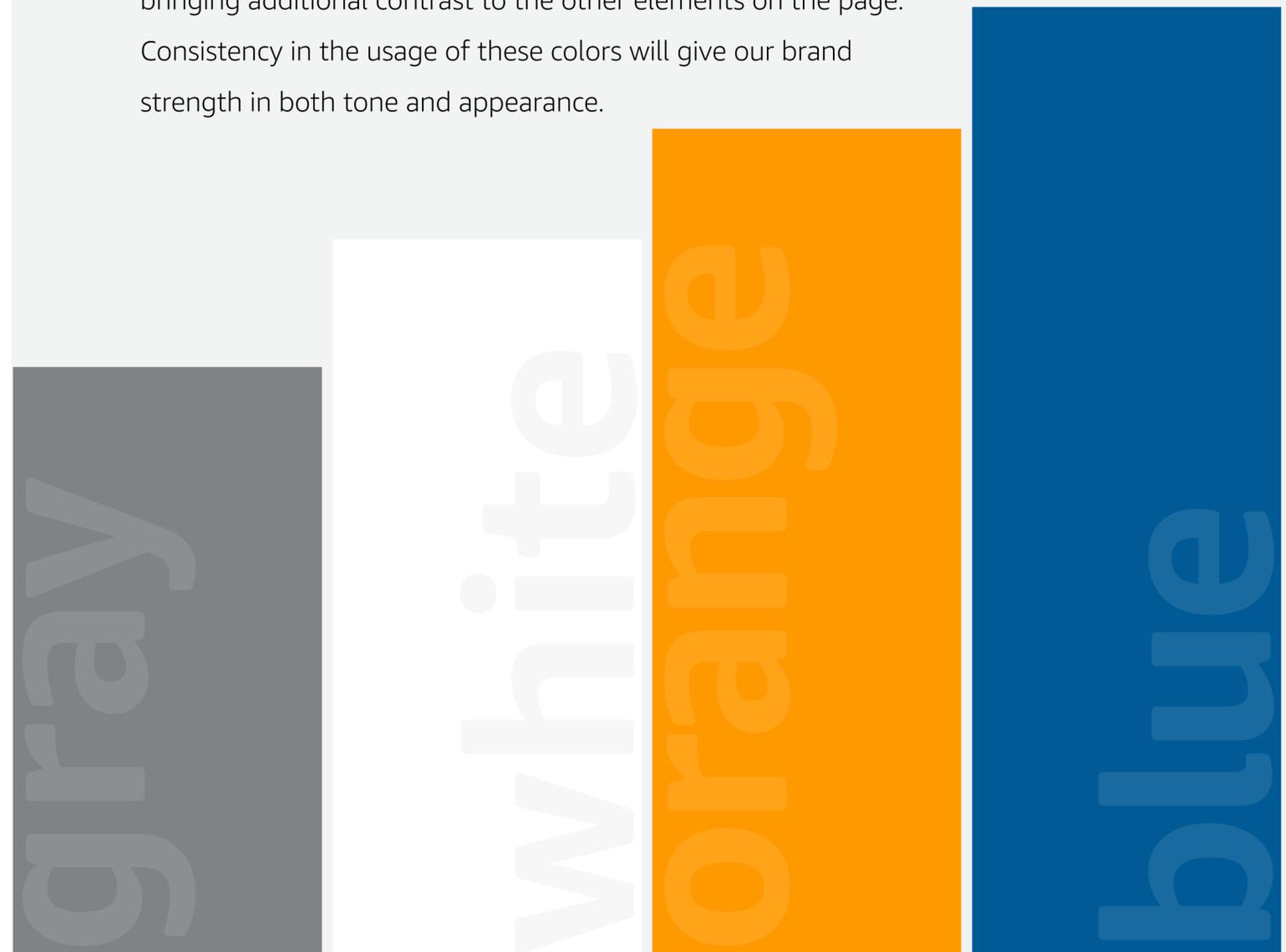
Details of background photo create legibility issues with logo.



Incorrect placement of logo.

# Primary color palette

Amazon Advertising has curated a fresh, modern, and distinctive color palette to represent our brand. Our primary color palette is bookended by our Amazon Orange heritage color, a neutral Amazon Advertising Gray, and our Amazon Advertising Blue. The primary color palette is rounded out by the color White, used in text knockouts, background colors, and frames—bringing additional contrast to the other elements on the page. Consistency in the usage of these colors will give our brand strength in both tone and appearance.



## Digital color formulas

## Printed color formulas

**Amazon Advertising Gray**  
**RGB** 128 | 130 | 133  
**HEX** #808285

**Amazon Advertising Gray**  
**CMYK** 0 | 0 | 0 | 60  
**PMS** Cool Gray 9

**White**  
**RGB** 255 | 255 | 255  
**HEX** #FFFFFF

**White**  
**CMYK** 0 | 0 | 0 | 0

**Amazon Orange**  
**RGB** 255 | 153 | 0  
**HEX** #FF9900

**Amazon Orange**  
**CMYK** 0 | 47 | 100 | 0  
**PMS** 1375 C

**Amazon Advertising Blue**  
**RGB** 0 | 90 | 149  
**HEX** #005A95

**Amazon Advertising Blue**  
**CMYK** 97 | 69 | 15 | 2  
**PMS** 653 C

# Secondary color palette

We understand that sometimes, the addition of an outside color can draw positive attention to an important point or accent a profound thought in a creative way.

On the right, we have provided a secondary color palette, which expands upon our primary color palette. These colors can be used within all advertiser collateral and communications.

Secondary colors should never replace the primary colors in our logo or other trademarked materials. Additionally, secondary colors should be used in small amounts within your layout (20% or less). Secondary colors should be used sparingly for headlines, subheads, and body copy. See page 11 for additional guidance.

Both primary and secondary colors should be used at full 100% opacity. In situations where the design warrants lighter versions of the desired color, true opacity reductions are permitted.

Be careful not to use every color in the palette. The use of too many colors can have a negative effect, and the resulting page design would not represent the professional nature of our company.

|   |  |
|---|--|
| <p><b>Amazon Orange</b><br/> <b>RGB</b> 255   153   0<br/> <b>HEX</b> #FF9900</p> <p><b>CMYK</b> 0   47   100   0<br/> <b>PMS</b> 1375 C</p>                | <p><b>Red</b><br/> <b>RGB</b> 101   29   50<br/> <b>HEX</b> #651D32</p> <p><b>CMYK</b> 40   92   61   47<br/> <b>PMS</b> 7421 C</p>      |
| <p><b>Amazon Advertising Gray</b><br/> <b>RGB</b> 128   130   133<br/> <b>HEX</b> #808285</p> <p><b>CMYK</b> 0   0   0   60<br/> <b>PMS</b> Cool Gray 9</p> | <p><b>Violet</b><br/> <b>RGB</b> 46   26   71<br/> <b>HEX</b> #2E1A47</p> <p><b>CMYK</b> 89   97   39   42<br/> <b>PMS</b> 2695 C</p>    |
| <p><b>Amazon Advertising Blue</b><br/> <b>RGB</b> 0   90   149<br/> <b>HEX</b> #005A95</p> <p><b>CMYK</b> 97   69   16   2<br/> <b>PMS</b> 653 C</p>        | <p><b>Squid Ink</b><br/> <b>RGB</b> 35   47   62<br/> <b>HEX</b> #232F3E</p> <p><b>CMYK</b> 85   72   51   52<br/> <b>PMS</b> 432 C</p>  |
| <p><b>Light Blue</b><br/> <b>RGB</b> 123   175   212<br/> <b>HEX</b> #7BAFD4</p> <p><b>CMYK</b> 51   19   6   0<br/> <b>PMS</b> 542 C</p>                   | <p><b>Black</b><br/> <b>RGB</b> 0   0   0<br/> <b>HEX</b> #000000</p> <p><b>CMYK</b> 100   100   100   100<br/> <b>PMS</b> Black 6 C</p> |

# Color usage

## Primary color usage

A healthy balance between our primary colors should be used throughout advertiser presentation decks and other collateral. Primary Amazon Advertising colors should be used as functional colors for headlines, subheads, body copy, and backgrounds (fig.01). Amazon Orange, Amazon Advertising Blue, and Amazon Advertising Gray should be used as main accent colors to help key content pop off the page or direct your viewer's attention to important information. Typical use cases include large block shapes of color, photo overlays, and key data visualization (fig.01 and fig.02).

## Secondary color usage

Secondary colors should never be the majority color used on any page/slide in an Amazon Advertising document. Secondary colors should be used mostly as indicators within data visualization charts, graphs, timelines, and other accents, and can also be used as a subhead color to a fact or figure. Ancillary applications for secondary colors include smaller block shapes of color and within infographics (fig.03 and fig.04).

fig.01

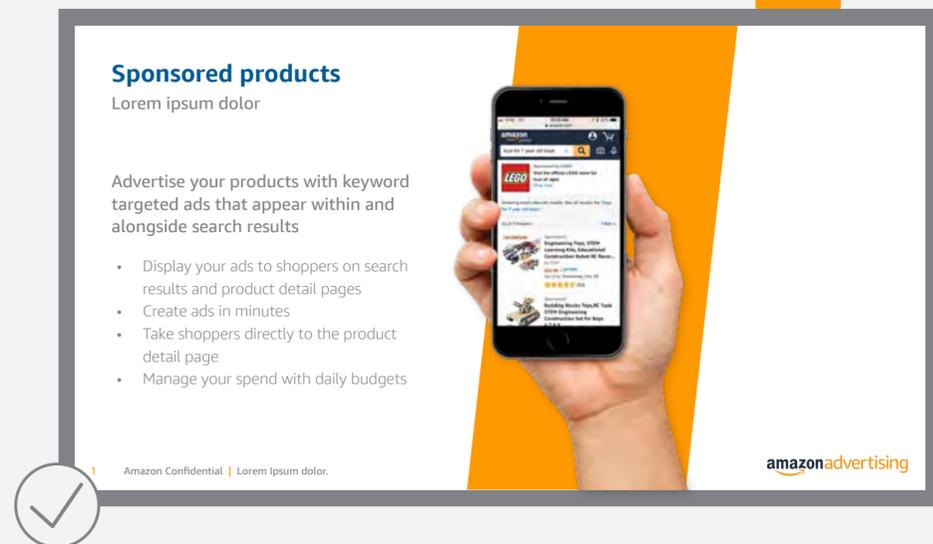


fig.02

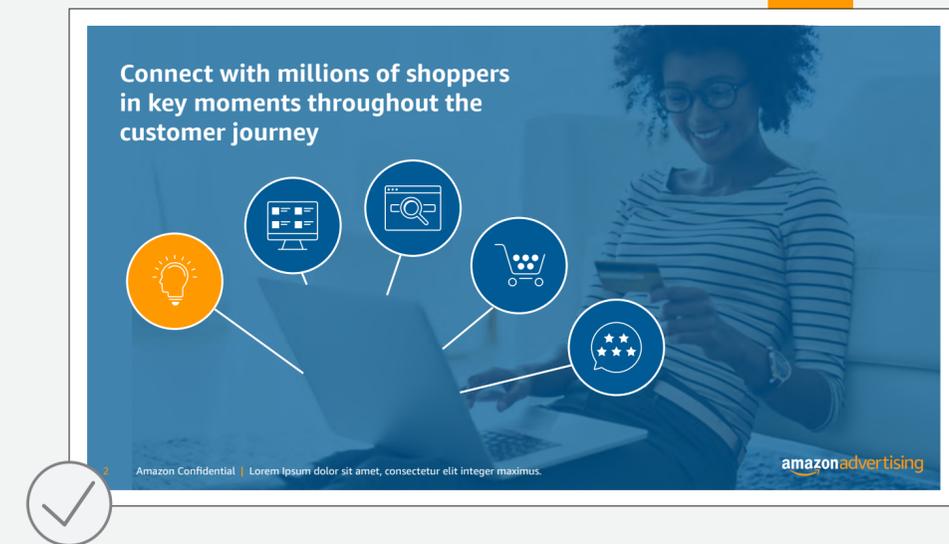


fig.03

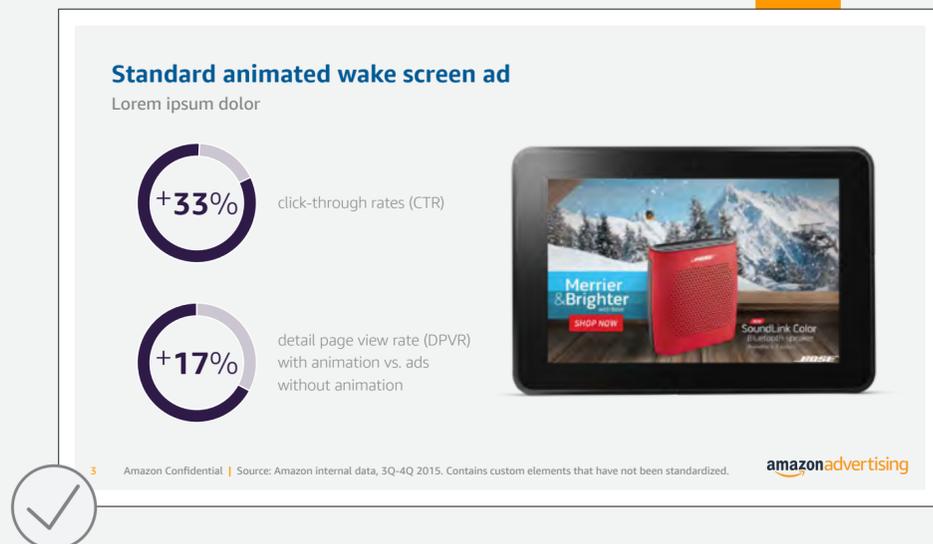
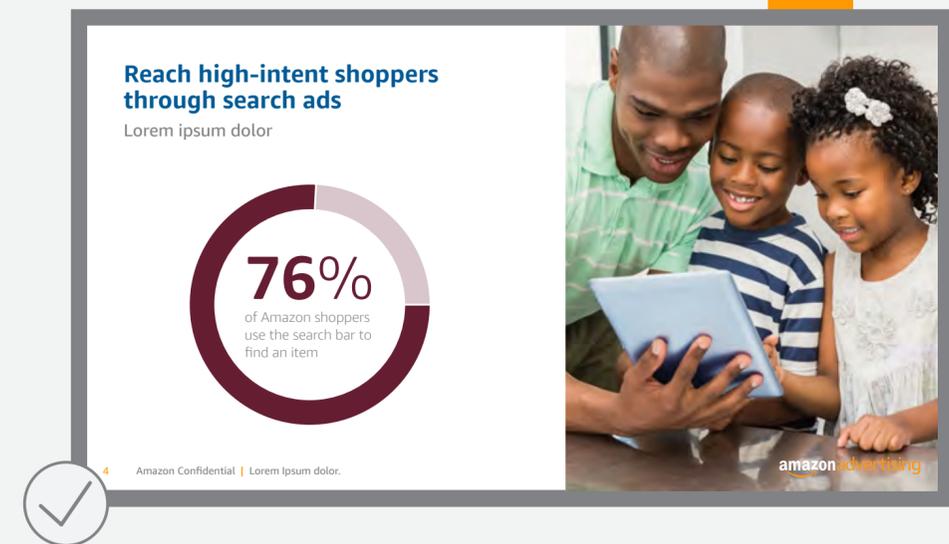


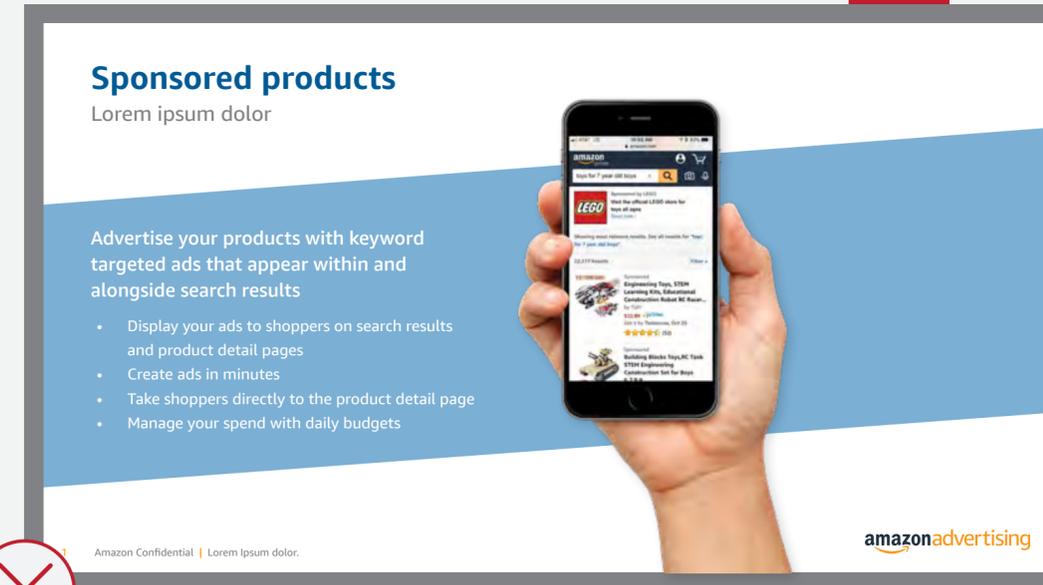
fig.04



# Color usage continued

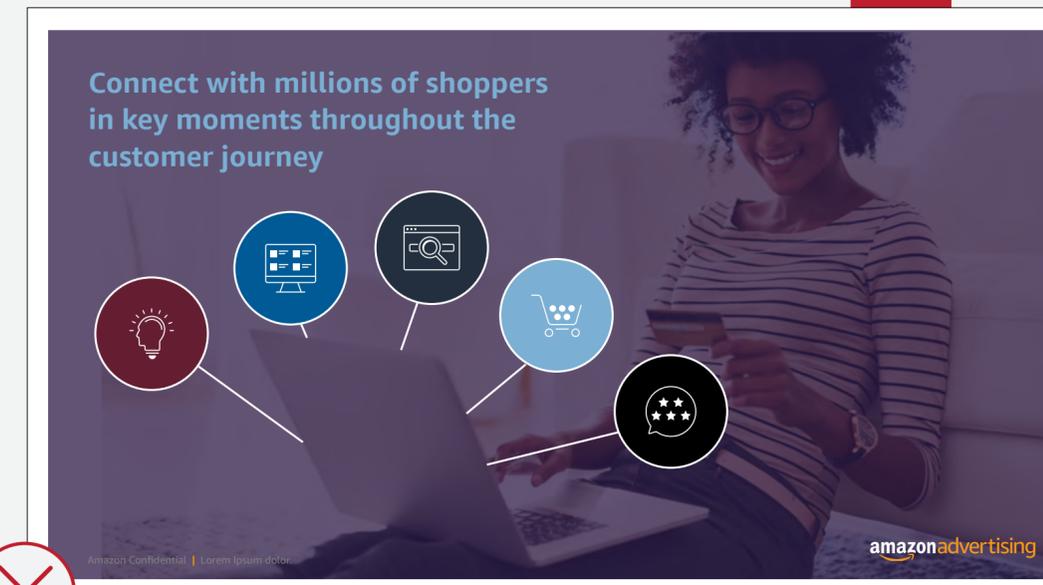
To the right are examples of incorrect use of the Amazon Advertising primary and secondary colors. It is important to note that a page layout can appear to be well designed while also being in violation of the Amazon Advertising brand standards. The brand standards are in place to keep a consistent Amazon Advertising look and feel across all channels and document types.

fig.01



Secondary colors represent more than 20% of the design.

fig.02



Too many colors are being used.

# Typography

Amazon Ember Display is our corporate typeface. The typeface is available in a variety of weights. Headlines should be set in a **BOLD** or **MEDIUM** weight. Subheads should be set in a **MEDIUM** or **REGULAR** weight. Body copy should be set in **REGULAR** or **LIGHT**, and should always be left justified. Additionally, you can accent a thought with a creative use of **COLOR**. A true italicized version of Amazon Ember Display has not yet been designed, but italics are permitted when an emphasis is desired. Simply skew the desired word or phrase using the faux italics tool in your application's formatting menu bar. Your typography usage should begin from a place of effective communication, but don't let that hinder your creativity. Big letters and large statements are a part of how we, as Amazon representatives, should communicate with our advertisers.

## Amazon Ember Display / Light Regular Medium Bold

**Body copy:** It is our recommendation that body copy, such as this, should always be used in Amazon Advertising Gray or black text, set in a regular or light weight.

**Headlines and subheads:** It is our recommendation that headlines should be used in a primary color, set in a medium or bold weight, while subheads should be set in a medium or regular weight. Color selection should be determined based upon the other colors on the page and which color will provide the highest contrast.

**Display copy:** Using a keyword or phrase as a bold graphic statement is permitted, but should be done sparingly so as to not distract from your primary message. See "the grid" on the following page for an example.

**Amazon Ember:** An acceptable and approved alternative to Amazon Ember Display is the typeface Amazon Ember. The document's author or designer will best determine when, where, and how often Amazon Ember is used.

**Non-English copy:** Most non-English translations can still be typeset in Amazon Ember Display without any complications. The exception is with Chinese and Japanese characters. Chinese text should be set in Hiragino Sans GB and Japanese text should be set in UD Shin Go NT (Meiryo UI is an acceptable alternative).

# Importance of a grid

It's important that all Amazon Advertising communications are designed using the specified grid system.

A grid structure allows for great flexibility when designing presentations. The use of a grid will help keep a consistent look while ensuring that all type and graphical elements (photos, logos, etc.) line up properly.

Most presentations will be a 16x9 proportion, like this document. The overall size of this document is 1920 x1080 with a uniform frame of 35 pixels around all four sides. Divide your total width into 21 equal columns and 20 equal gutters. Your gutter width should be 6.375% of your column width.

## 76.5px

Our grid is composed of 21 columns, each measuring 76.5 pixels wide, spread evenly across the page, separated by 12-pixel gutters. This is based upon a total area width of 1,848 pixels (area width inside frame).

Content areas can spread across as many or as few columns as desired and should always begin after a gutter and end before a gutter.

the grid



# The frame

A frame that you would put around a piece of art serves two purposes. The first is for structure. It helps the canvas become sturdier and more secure. The second purpose is to enhance the painting by helping the viewer to focus their attention on the artwork and not the surroundings.

Our frame serves similar roles. First, its functional role is to create a consistent border and look throughout a presentation, and becomes an important branding device—assisting with the recognizability of all Amazon Advertising documents. Second, by subconsciously keeping eyeballs from straying off the page, it keeps your viewer focused on your content.

Our frame should always be used in one of two color schemes. A white frame with a light transparency of the Amazon Advertising Gray filling the page—usually 5%–10% depending on the software application (fig.01), or an Amazon Advertising Gray frame with a white page (fig.02). Please refrain from using bold or secondary colors as frame colors, as these would be distracting from the content and defeat its own purpose.

fig.01



fig.02

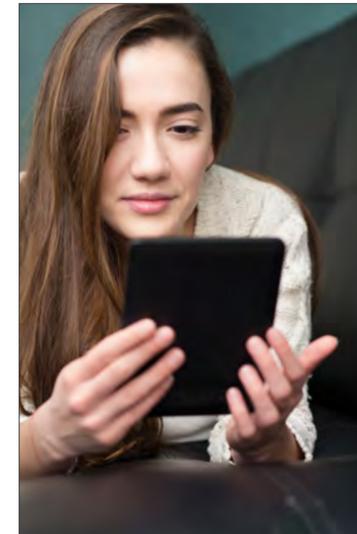
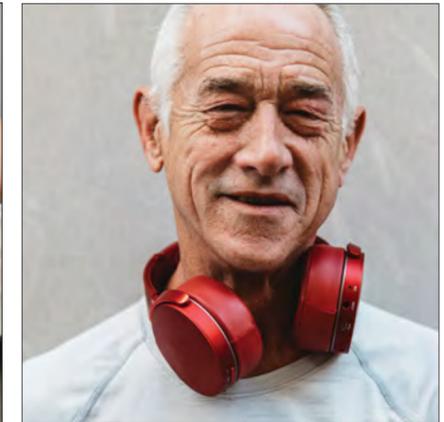


# Photography selection

Incorporating photography into your presentations can often complete the communication thought in a way words cannot. When selecting stock lifestyle photography, remember that everything we do is about driving desired outcomes for our advertisers, and that is best shown with the end customer engaging with products or experiences which relate to their brand.

The main focus of all photos must be a person—our customer—interacting with a brand's product or experience. The less tangible aspects of what makes a great photo are in the cropping, photo styling, demographic of the person, and relevance of the product. The photo should be dynamic and creative—not a snapshot.

People and products that look old-fashioned just aren't going to work; modern people with an active lifestyle, using modern products will. Whenever possible, select people that fit within the age range and general description of the advertiser's core customer audience. The person should either be interacting with the product or looking directly into the camera satisfied. We should see the person's face, not just their hands using the product. The person should be passionate about the product. The photo should be aspirational. You want to be that person or friends with that person.



# Photography selection continued

Pictured below are a few examples of stock photography which contradict our photo selection guidance.

The purpose of this page is to clarify the importance of selecting relevant photography.

fig.01



There is nothing real about this photo.  
Graphic montages are unacceptable.  
We cannot see the model's face/eyes.  
Device screens are blank and dated.

fig.02



Model is shot in a sterile studio.  
Model is overly retouched.  
Model is not engaged with the product.  
Does not feel authentic.

fig.03



Photo is devoid of a human subject(s).  
Photo is overly retouched.  
Photo has colorized filters applied.  
Photo feels dated.

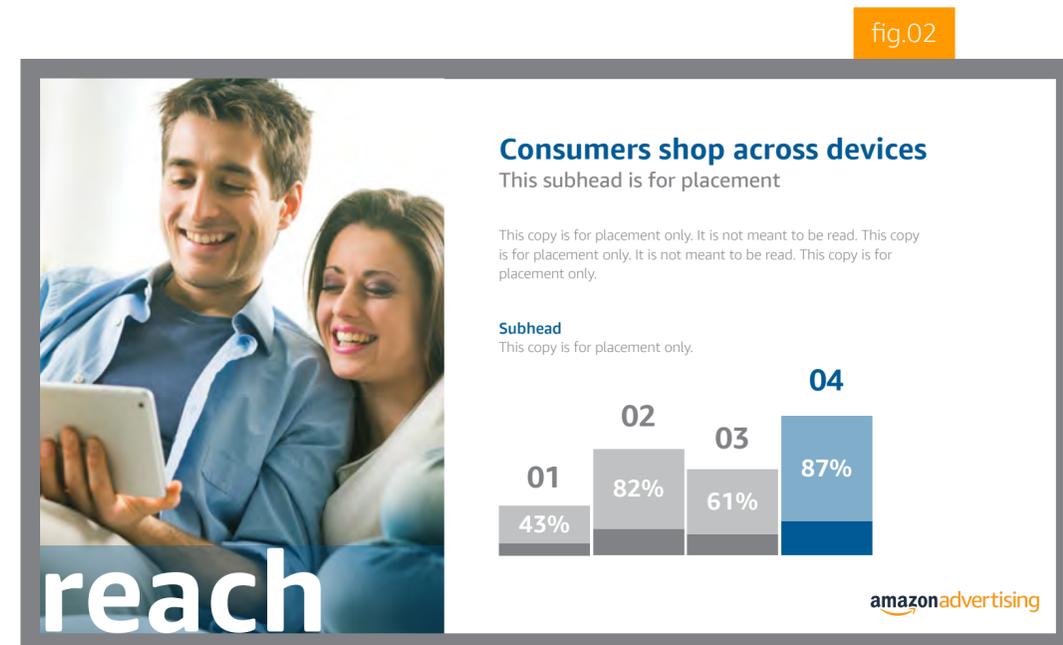
# Photography treatment

There are a variety of ways great color and grayscale photography can be used in Amazon Advertising presentation collateral. From full-page presentation covers (fig.01) to accent photos on a content page (fig.02).

An additional accent bar can be added to complement each photo. This consists of a rectangular bar, set in either Amazon Orange or Amazon Advertising Blue at 25%–65% opacity. Darker photos will require a more opaque accent bar, and lighter photos will require a more transparent accent bar. The Amazon Orange bar at top right (fig.01) is set at 65% and the Amazon Advertising Blue bar at bottom right (fig.02) is set at 35% opacity.

The size of the accent bar will vary depending on the photo and usage. It should never be used in a way that would visually compete with the photo or any other element on the page.

When laying text over a photo, the accent bar should rest underneath the text to help visually lift the text off the photo (fig.01 and fig.02). An additional example of this accent bar without text can be seen on page 4.

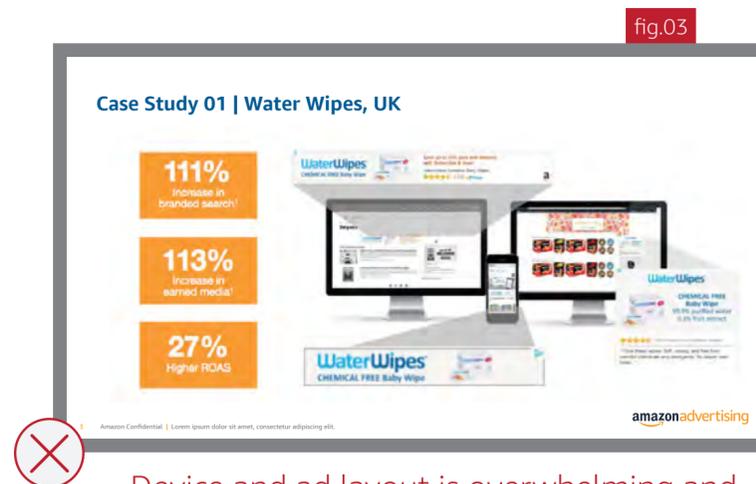
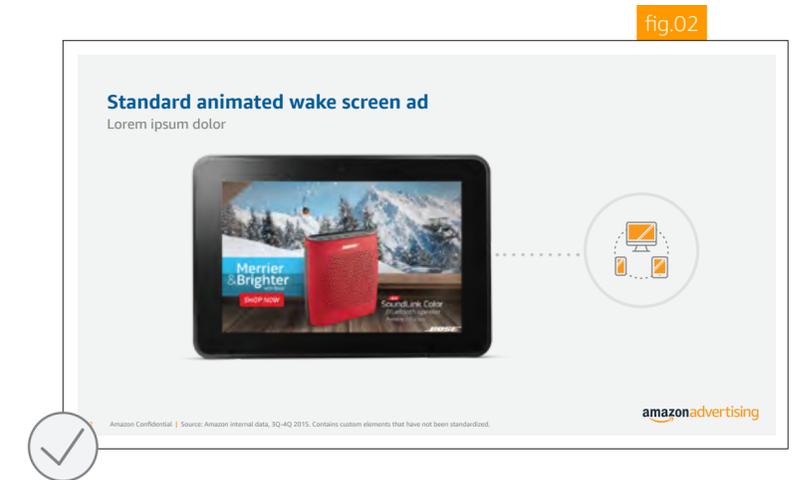
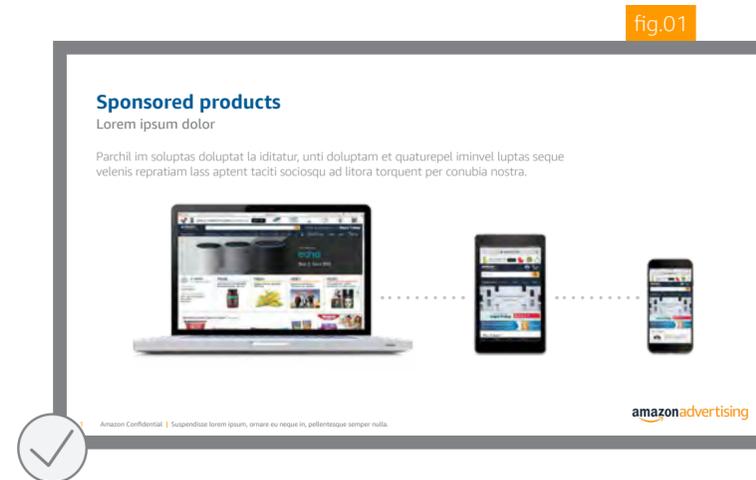


# Product and device photography

When showcasing Amazon Advertising ad product mocks or screenshots in marketing content or collateral, display them in an authentic way to best demonstrate the consumer experience. To that end, mocks or screenshots should ideally be placed within a device frame(s) and the digital environment in which they appear. They should also be clearly visible to the viewer. For visibility purposes, it is best to show the ad on a single device, as a hero image (fig.02), rather than including every device on which the ad can run (fig.03).

In cases where it's important to show mocks or screenshots on 3+ devices, limit the text to one or two lines including a headline and sub-head (fig.01). Or, instead of displaying all devices, show it on one device and add a text blurb or icon to convey that the ad is available across devices (fig.02).

When selecting device photography, always use a device with a black case, so as not to visually compete with the ad or other content on the page. To draw viewer attention to the ad product on a crowded screenshot or background, it is recommended that the page be converted to grayscale, leaving the ad in full color (fig.04). If the representative ad is the only visible ad (fig.02), then this grayscale conversion is not necessary.



Device and ad layout is overwhelming and confusing to the viewer.



# Product and device photography continued

Place mocks and screenshots within current device model frames (i.e. iPhone 8 and up, or comparable). Screenshots should be presented in a clear and legible screen resolution—never blurry (fig.01 and fig.02). Any tablet mocks or screenshots should be placed within a Fire tablet frame (no iPads, etc.).

For presentations that will be broadly distributed, posted online, or given at large events, consent from the advertiser must be obtained before incorporating any screenshots that include advertiser logos and/or trademarks. Consent via email is acceptable.

fig.01

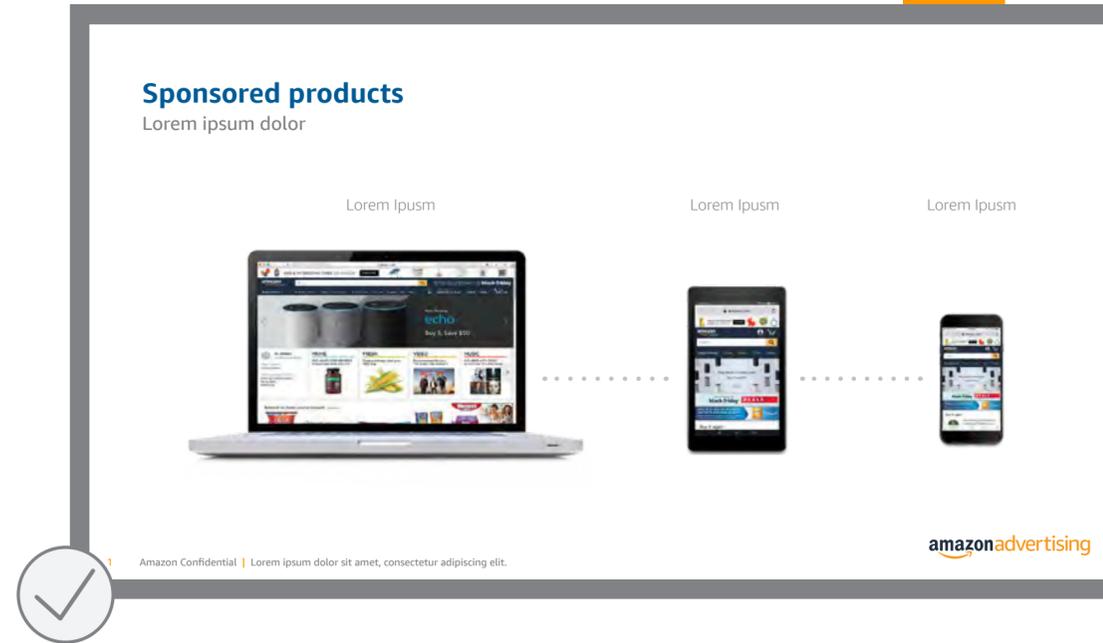
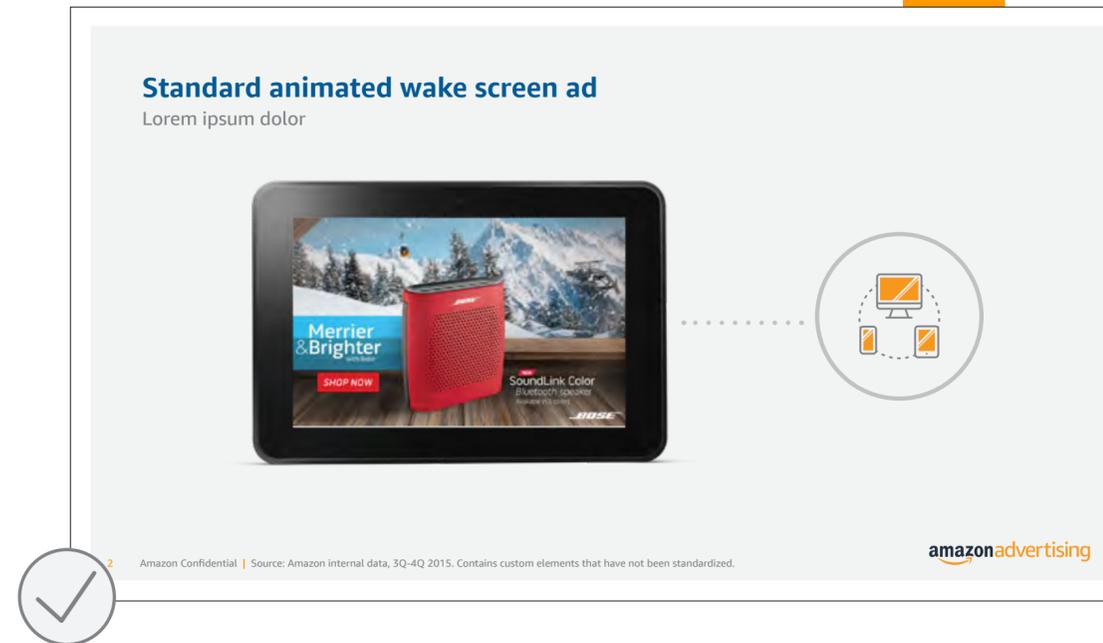


fig.02



# Iconography

We have developed a library of icons which can be used within all advertiser collateral. Most icons we have developed represent a specific service, Amazon-connected device, or industry. A single icon can be used to help reinforce a point, and multiple icons can be composed into an infographic to help explain a more complex thought or strategy.

When using icons, keep the size and placement of the icons consistent to help maintain integrity of the system and present a clean and organized composition. Rely on typography, photography, or subtle color shifts to draw attention when necessary.

### Deliver ads to intent audiences, across devices

**Single Login**  
Customers use a universal login across devices to have a familiar, continuous, convenient experience

**Same audiences**  
Advertisers consistently deliver relevant ads to the same audiences across devices and formats

**Attribution across devices**  
Amazon attributes ads and conversion events- including when they occur on different devices

1 Amazon Confidential | Sources go here.

amazon advertising

|   |  |   |
|---|--|---|
|  <p>Streaming video</p>    |  <p>Consumer electronics/tech</p>   |  <p>Browsing</p>               |
|  <p>Travel</p>            |  <p>Social sharing/advocacy</p>    |  <p>Voice/Echo</p>            |
|  <p>Customer reviews</p> |  <p>Data management platforms</p> |  <p>Advertiser audiences</p> |



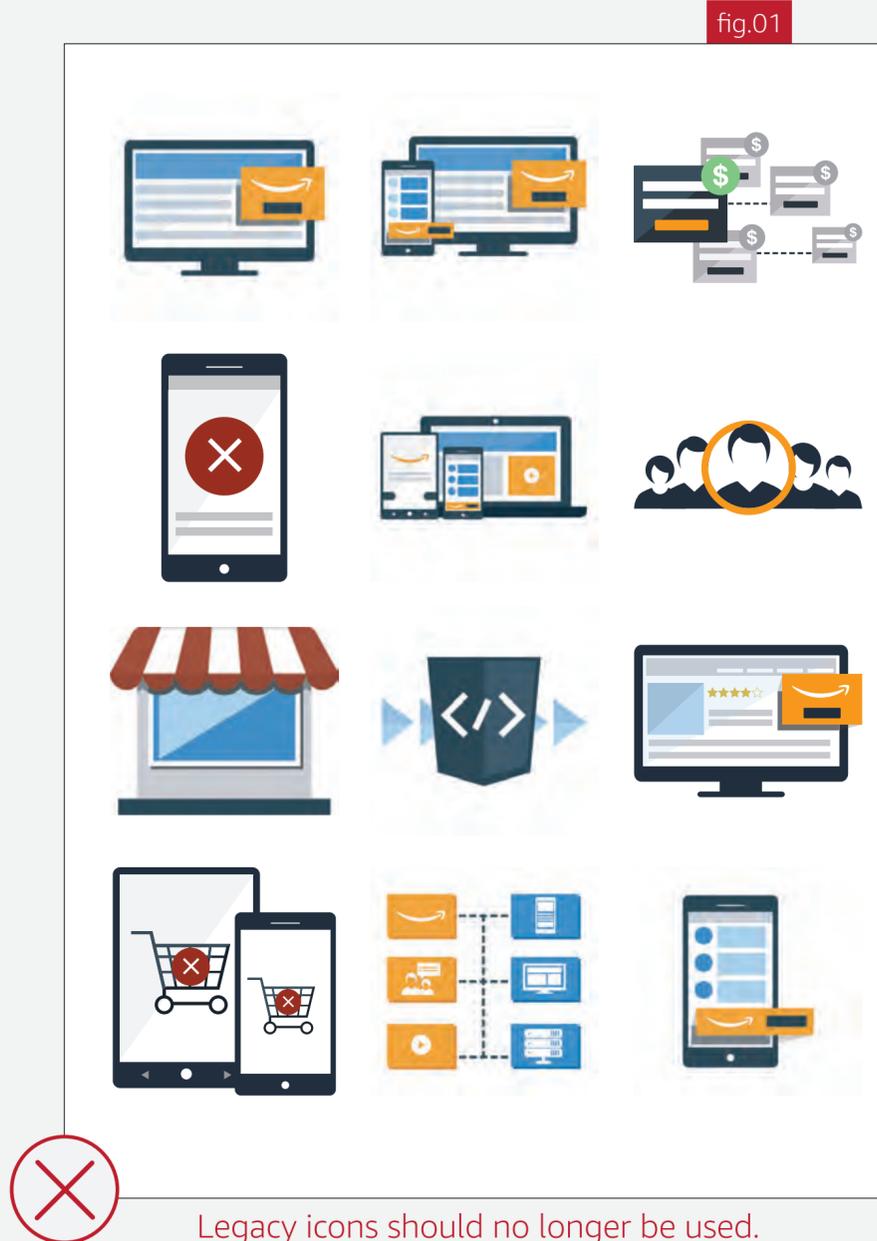
# Icon usage

All Amazon Advertising iconography should have a direct connection with collateral content. Photography is for conveying high-level ideas, while icons should only be used to simplify or support a complex idea. Use icons consistently. Whatever meaning or message is attached to a particular icon should be maintained throughout all collateral.

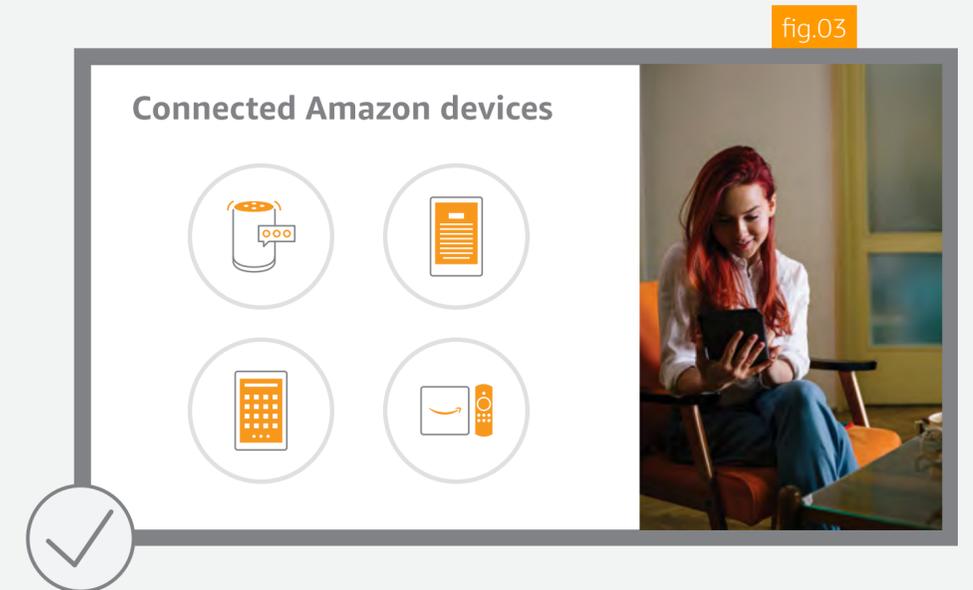
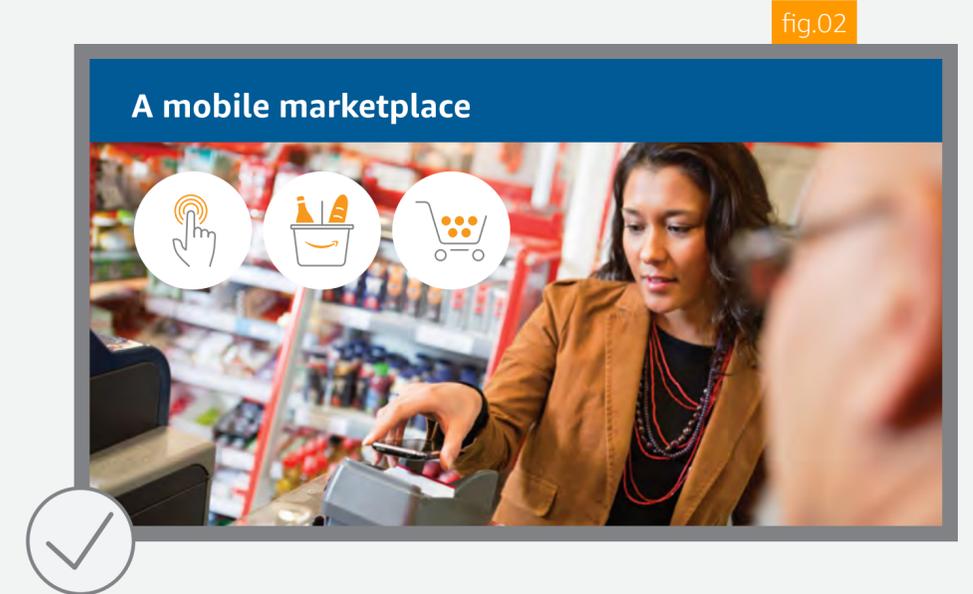
Use only approved Amazon Advertising iconography. All legacy icons should be retired (fig.01). The primary color options are either our Amazon Orange and Amazon Advertising Gray icons—as shown on page 21—or a completely white knockout version. Always lean toward an icon that displays high contrast (fig.02).

If using a singular icon as a main visual communication tool, the icon can stand alone on the layout without any container. If multiple icons are sharing the same real estate to communicate a more complex idea, it is recommended that they each be placed in their own circle (fig.03).

When placed over a photograph, always put icons into a filled shape container and, in most cases, a white fill is recommended (fig.02).



Legacy icons should no longer be used.



# Icon creation guidelines

Amazon Advertising icons are a useful way to express a complex idea or specific product, service offering, or feature. The Amazon Advertising icon family must be unified through design, simplicity, and clarity. The guidelines below should be viewed as a starting point for a designer wishing to add to the Amazon Advertising icon collection.

## Concept

As a first step in the design phase, begin by examining and thinking about the product or feature in question, conceptualizing the most basic idea that should be communicated. Your icon should not try to tell too big of a story (fig.01). A simple, elegant icon execution will communicate clearer than an icon trying to say too many things (fig.02). You may wish to draw out your icon concept and show it to several people. If understanding what the icon represents proves to be challenging, a simplification or redraw may be necessary.

## The Grid

Every great design starts with a grid. Our system utilizes a 100x100 pixel grid (fig.03). Please [download our icon template here](#) to get started. It contains helpful information, including sample keystrokes, safe zones, as well as our approved color palette.

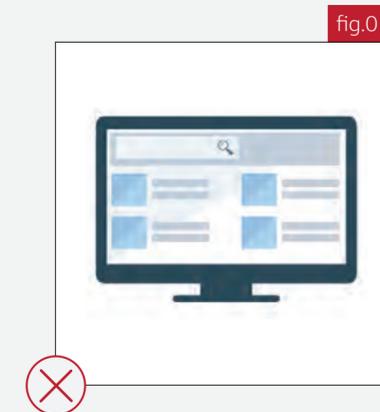
## Color palette

Amazon Advertising icons should be primarily Amazon Advertising Gray (#808285), with Amazon Orange (#FF9900) used as an accent color.

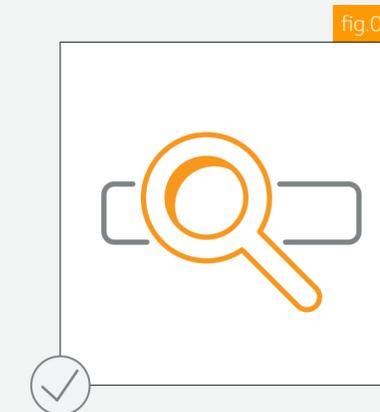
## Size and stroke weight

Use a design software tool (e.g. Adobe Illustrator) to create your icon. You should contain your

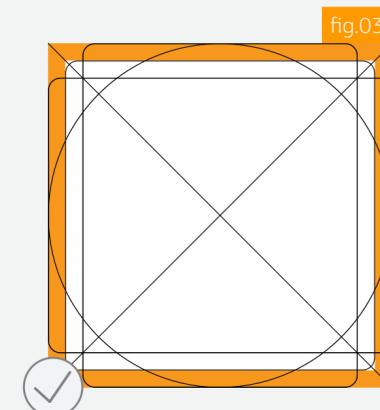
icon within a 100-pixel square canvas (fig.03). Use icons at consistent sizes to ensure stroke widths stay the same. At this size, the line weight should be 2pt for all major lines which make up the icon and 1pt for much smaller details (fig.04). Do not scale down less than 100x100 pixels to ensure strong contrast and visibility of details. Icons can be displayed up to 2x their original size (200x200 pixels).



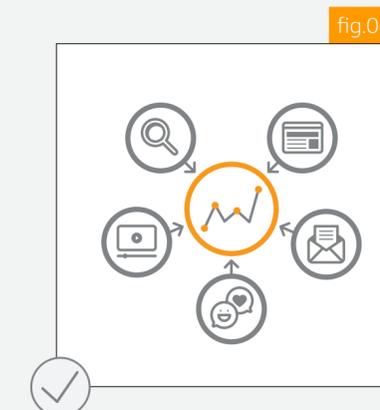
Icon is using too many colors and details.



Icon is simple.



Every icon is made using a 100x100 grid.



Every icon is made using a 100x100 grid.

# Icon creation guidelines continued

## Corners and stroke

Avoid using sharp, right angle corners in the icon design (fig.05). A soft, rounded corner aligns with the character of the Amazon branding and emotes a friendly and approachable aesthetic. Amazon Advertising icons should be primarily drawn with gray stroked lines on a white or transparent background (fig.06). Additional orange lines may be included for added details, but not be represented as the primary stroke color (fig.07).

## Shapes and fills

Each icon should contain at least one area filled with solid orange, without any stroke or border. This element should either be an accent or, preferably, the icon's primary focus (fig.07).

## Reflective surfaces

When designing an icon that depicts a generic device with a screen (e.g. TV, generic tablet, smartphone, etc.), the screen itself should be a solid orange without a stroke, but given diagonal white strokes of varying widths to convey a reflective surface (fig.06). This technique can be replicated for other types of reflective surfaces when desired (fig.08).

## Amazon smile

The Amazon smile can be added to an icon for additional brand ownership; however, this should only be done when necessary and where room allows (fig.09). Please avoid using the Amazon smile in cases where the smile would be too small, crowd other critical elements, or create confusion. Ensure there is proper clear space around the Amazon smile.

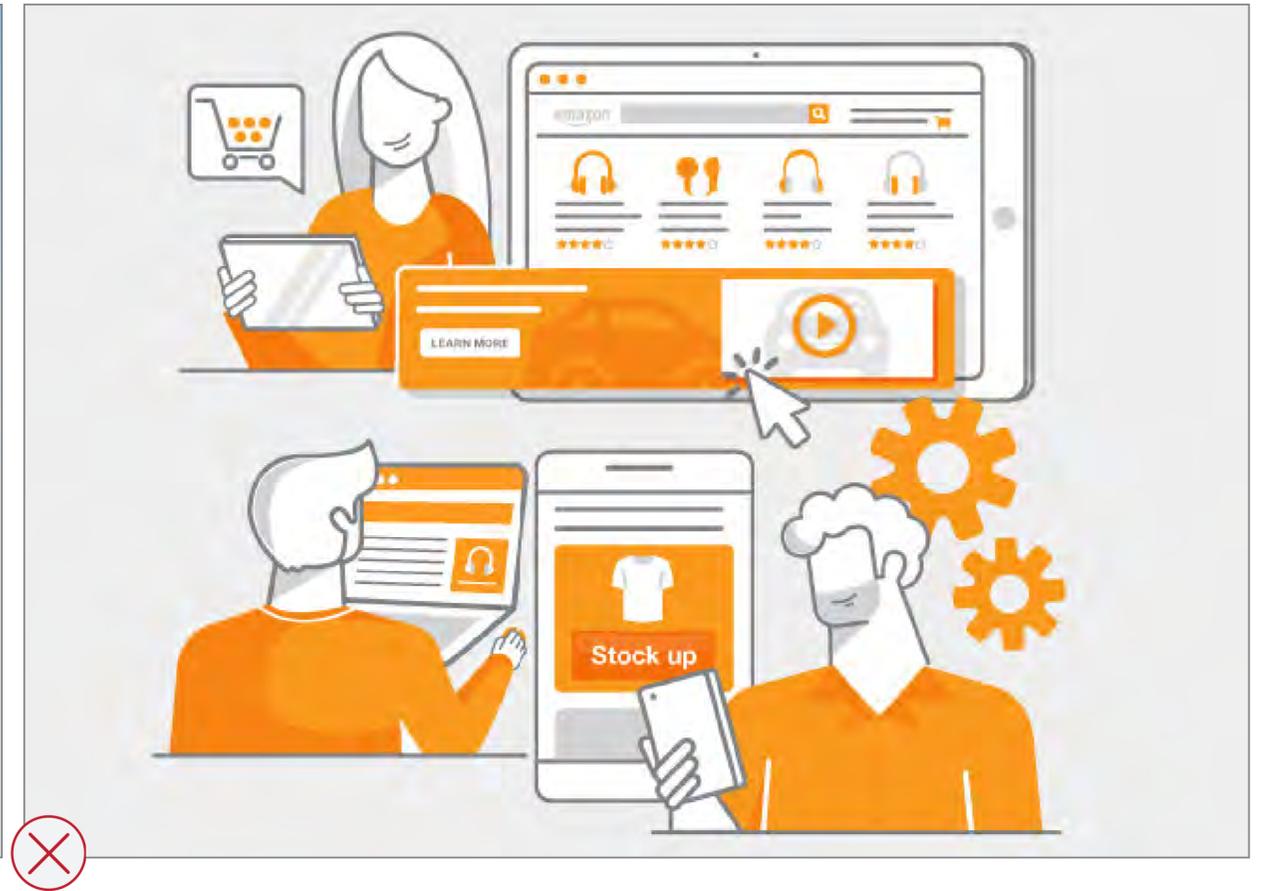
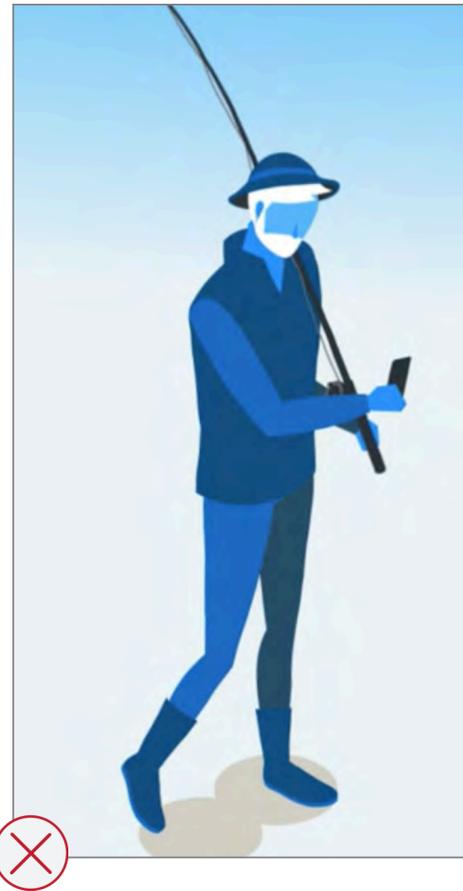
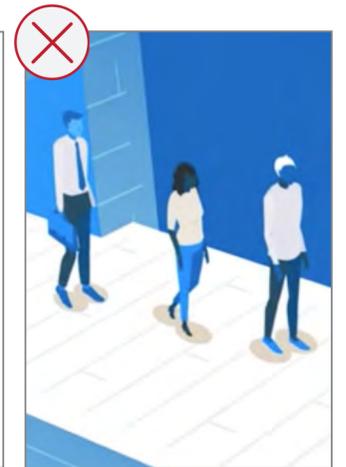
## Export

Your new icon should be saved as an EPS vector file, an SVG graphic, a PNG with a transparent background, and a JPG. The EPS file is 100% scalable without image loss and will live on as the master design file to return to for edits or enhancements in the future. The SVG, PNG, and JPG are practical file types that can easily be inserted into PowerPoint presentations, web pages, and other Amazon Advertising collateral.



# Illustration usage

Custom illustrations are to be typically avoided. The naturally wide variation of illustration styles prevents the consistency Amazon Advertising requires in its communications. The preferred way to humanize a contextual situation is through the use of messaging, photography, and iconography. Please be sure this rule extends across presentations, case studies, event collateral, websites, and videos. For additional information or questions, please contact Jennifer Nelson at [nelsojen@amazon.com](mailto:nelsojen@amazon.com).



# Amazon Advertising web properties

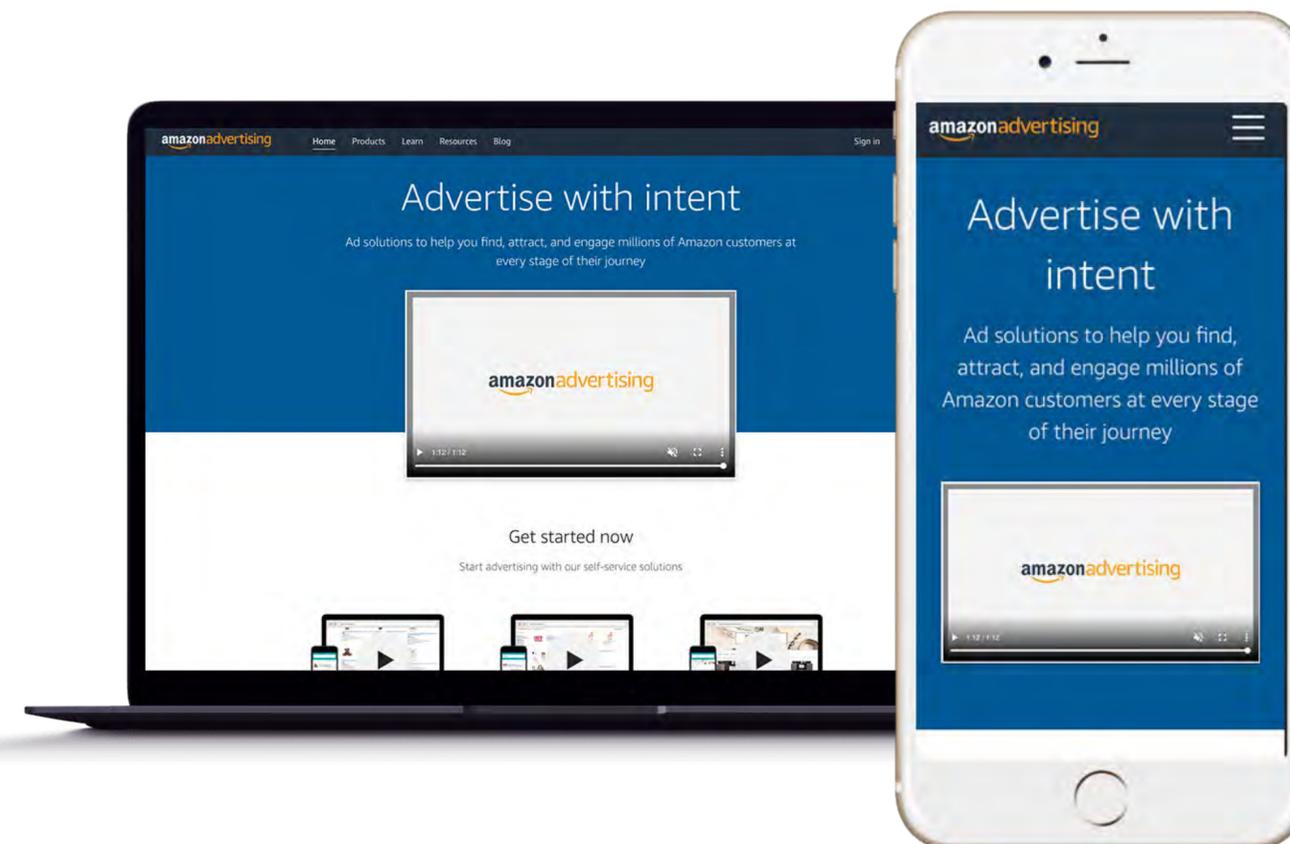
When designing a web-based digital experience, be sure to incorporate the rules set forth in this style guide. Specifically important are good photography choices and the inclusion of appropriate icons to help illustrate products and services. Adherence to our primary and secondary color palettes is also critical to maintain our Amazon Advertising brand.

## A focus on mobile

The importance of designing an online user experience with the mobile user in mind cannot be overstated. Simple navigation is key to create an efficient and clear user experience. Every Amazon Advertising web property that is developed should be designed to be responsive—seamlessly scaling from desktop to tablet to mobile screen sizes.

**Font usage:** Ember is the official custom-designed Amazon typeface, and the required typeface for all Amazon Advertising web applications.

**Color usage:** For text and block colors, always use the six-digit HEX codes provided on the color palette pages (pages 9–10). This will provide you with web-safe color integrity across all devices and screens. Headlines, subheads, body copy, and other small text should only be set in Amazon Advertising primary colors or, when over a dark color or photography, set in a white knockout.



## Introduction to video

The following pages convey best practices for crafting and producing a compelling brand and/or demonstrational video promoting Amazon Advertising products, services, and solutions.

There are multiple benefits to producing a well-crafted video. This type of brand extension is not only visually stimulating, but it also helps to explain complex subject matter faster and easier than text alone. Video also has the ability to trigger a viewer's emotions more effectively than other mediums, allowing the experience to become memorable.

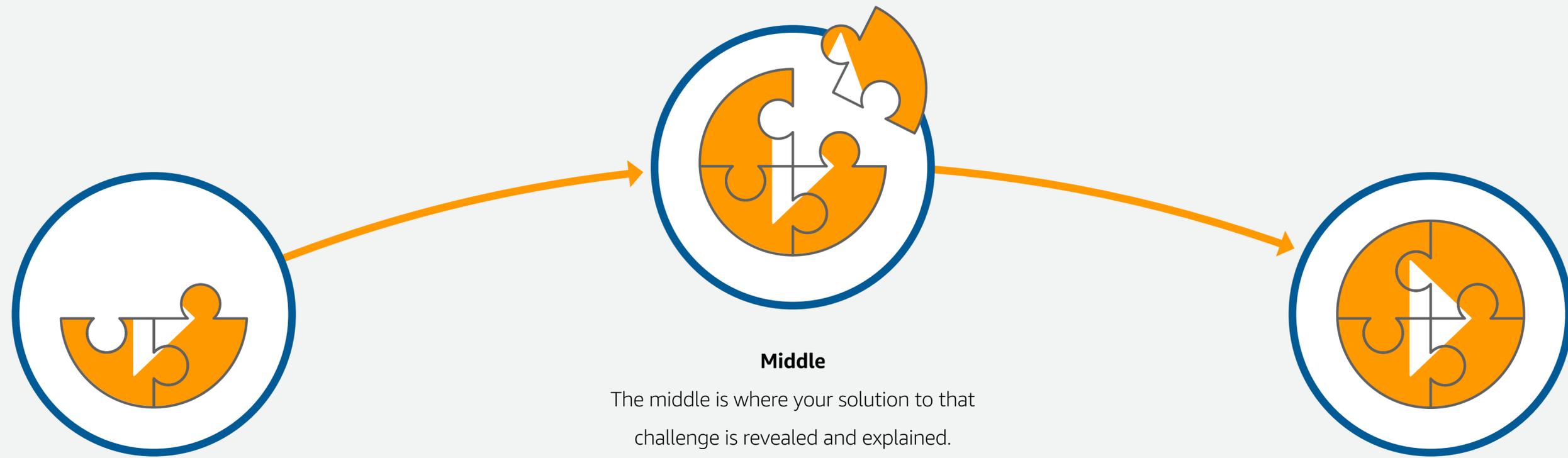
There are a few basic questions to answer before producing a video. Begin by defining the goal of your video and how you will measure its success. It's also important to determine who the ideal viewer is. What story do you want to tell them? What are the key points you want them to take away? Once you have clear answers to these questions, start crafting your story.

Amazon Advertising videos should follow the branding guidance outlined in the previous pages of this visual style guide. Tone of voice, colors, typography, and the photo selection process should all be applied to the video's design choices.



# Crafting a story in video

Draft your story arc into an outline and include the key messaging points that must be conveyed during the beginning, middle, and end. If your video will include narration, the outline will need to be expanded into a script. Both the outline and script can either be produced by your internal team or an outside creative/video production agency. Make sure that the copywriter has access to the Amazon Advertising [design](#) and [editorial](#) style guide to ensure compliance.



## Beginning

The beginning should set up (or establish) the current situation. What is the current environment or problem that exists? How has this become a challenge for the viewer?

## Middle

The middle is where your solution to that challenge is revealed and explained.

## End

The end can include a review of the challenge/solution but should ultimately answer why Amazon Advertising is the best solution with a clear and compelling call to action.

### A classic story arc

# Video pre-production

Once the outline and/or script are completed, start exploring the video design. The first step is to engage your design team into producing an extended storyboard, followed by a few key style frames.

## Style frames

Style frames (or still frames) of the storyboard, realistically depict the overall visual treatment of the video. Typically, 3–6 style frames are needed to accurately convey the visual tone of the video. Once you have a look and feel from an approved style frame, you can move to a storyboard.

## Storyboard

A storyboard can range from simple to complex, depending on the project (fig.01). Ultimately, the role of the storyboard is to visually and sequentially tell the story. All key scenes should be depicted to help the motion designer or editor understand how they should look visually. Additionally, a storyboard is where you can determine if more complex animations are required. Details such as camera view and angle, cropping, pacing, and narration can be added to enhance the experience.

With an approved storyboard, you can begin to source footage and photography or create the assets you'll need to produce the video. Make sure that your partner agency has the most updated Amazon Advertising brand assets. If new assets need to be sourced or created, follow the direction provided in the style and [brand approval process](#).

Asking voice-over talent for auditions will help you select the right voice for the video. Follow our brand traits as you consider male or female, youthful or authoritative, the tonal quality of their voice, and the cadence at which they speak.

When selecting or composing music, reference your outline and script to determine what the overall pace should be. Any music representing the Amazon Advertising brand should sound light and fun (not serious and tense) with varying levels of gravitas. Understanding the ebbs and flows of the story will allow you to select music tracks to enhance the message.

fig.01



Simple icon usage telling a sequential story



Transitioning from footage to an overlay with image and text



Breaking down a complex infographic into smaller steps

# Video content, ending frame and timing guidance

Your video will likely be made up of different types of visual and audio content. The art of video production is how well these different pieces of content are woven together to tell your story.

## Content

Examples of approved visual content include stock or custom video footage, photography (fig.01), logos and icons (fig.02), animated graphics, and text (fig.03). Approved audio content includes music and a voice-over (VO) recording. All visual elements must be sourced from the Amazon Advertising library of brand assets. If you are developing a brand asset outside of the Amazon Advertising approved resources, you must follow the [Amazon Advertising brand design](#) review process to maintain design consistency. If working with an outside agency, all approved vendors must follow the Amazon Advertising visual style guide. For any new assets sourced as stock, make sure that proper usage rights have been secured from the owner or stock house.

## Ending frames

The final ending frame of an Amazon Advertising video should leave the viewer with a clear understanding that the content was produced by Amazon Advertising. This is accomplished by displaying the Amazon Advertising logo either by itself (fig.04) or with a call to action (fig.05), such as “To learn more, visit [advertising.amazon.com](https://advertising.amazon.com).”

## Timing

Keep videos under 2 minutes long to effectively maintain a viewers' attention. Avoid uncomfortable pauses or, conversely, going too fast through information.

fig.01



fig.02



fig.03



fig.04



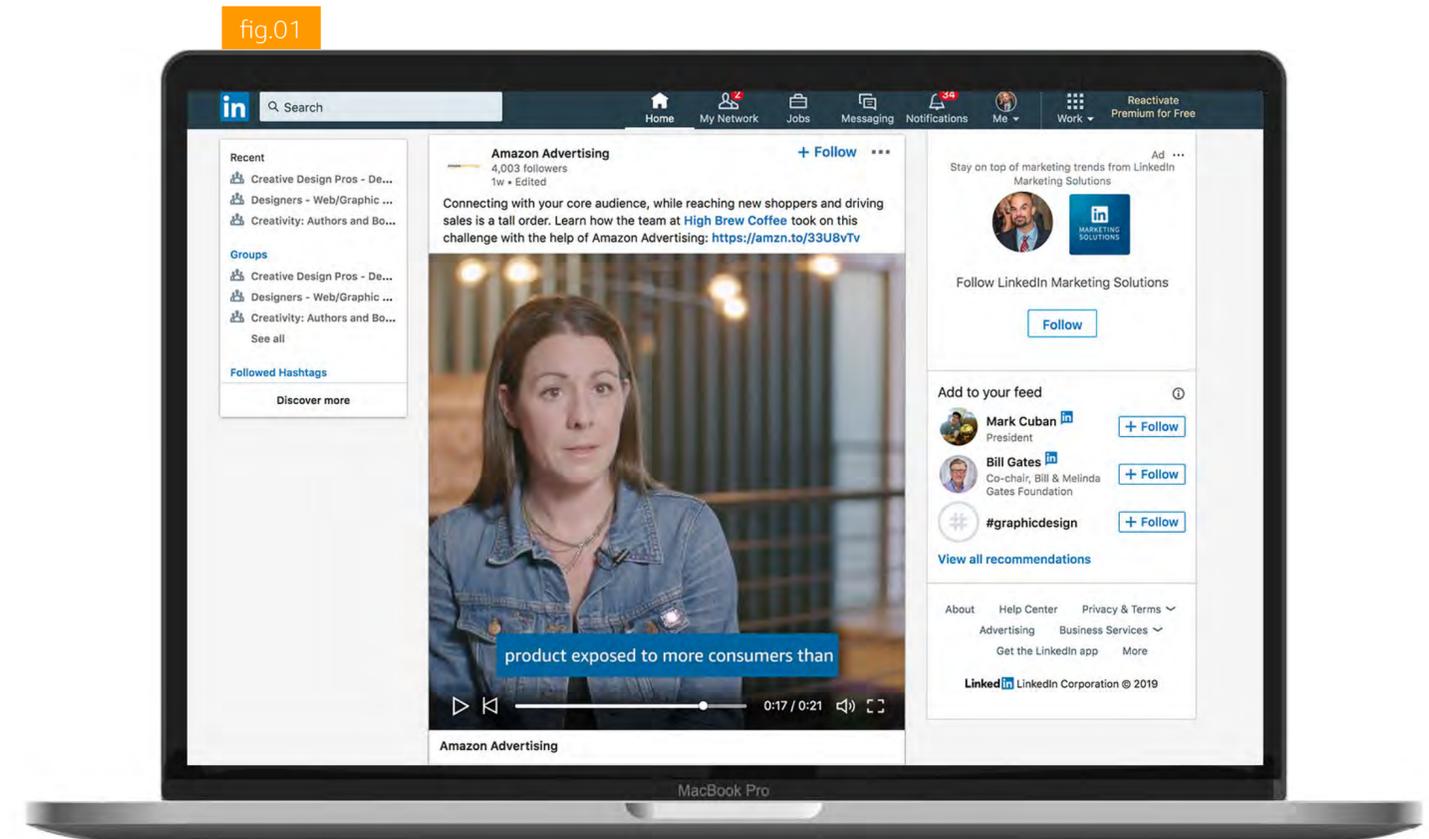
fig.05



# Social media video cutdowns

LinkedIn is a scroll and stop network. We have ~2 seconds to grab a user's attention as they scroll through their feed. Video cutdowns should deliver a key highlight, stat, or quote from the longer hero video. 1x1 video (square) occupies more in-feed real estate than 16:9 (wide) video formats and will help us earn more engagements and eyes on our content.

- **Dimensions:** 1080x1080 (1x1).
- **Length:** Minimum 3 seconds, max 1 minute.
  - Videos under 15 seconds auto-loop.
- **Number of cutdowns:** Deliver up to 3 max from a single hero video.
  - Each cutdown should be a unique stat, quote, or anecdote from the hero video.
- **Thumbnail:** Deliver a 1x1 jpg or png thumbnail for each cutdown.
  - The thumbnail is key in making that first connection with users as they scroll through their feeds.
  - Thumbnail can pull from the cutdown/hero video or be a dedicated photo of talent in video.
  - Good thumbnail candidates include a well framed shot of on screen talent looking at the camera.
    - Eyes should be open and visible.
    - Look for a frame where talent is smiling.
    - Can also include an attention-grabbing product shot.
- **Video file size:** Max 500MB. LinkedIn can support up to 5GB, but files this large are challenging to manage, edit, and share.
- **Video file type:** .mp4.
- **Codec:** H.264.
- **Bit rate:** min 8mpbs, Max 30mbps.
- **Frame rate:** 23.98 (23.976) FPS or 29.97 FPS.
- **Captioning:** SRT file or burned-in.
  - **SRT file for captioning.**
  - **Burned-in example** (fig.01).
  - Blue stripe with white font.



# Animation guidance

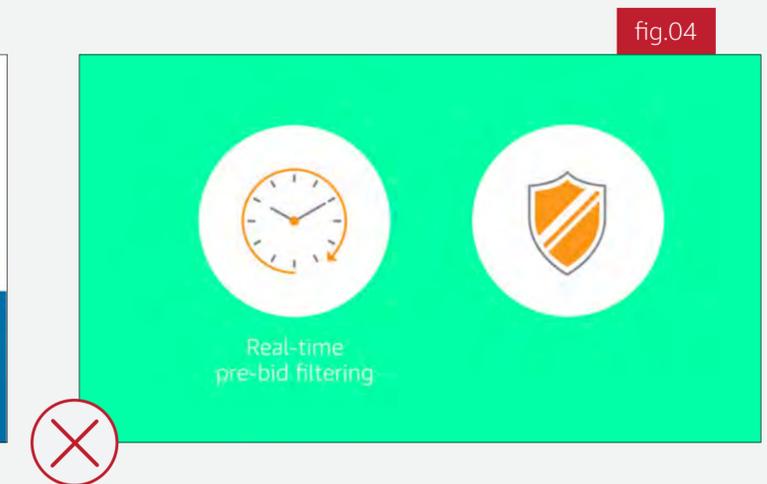
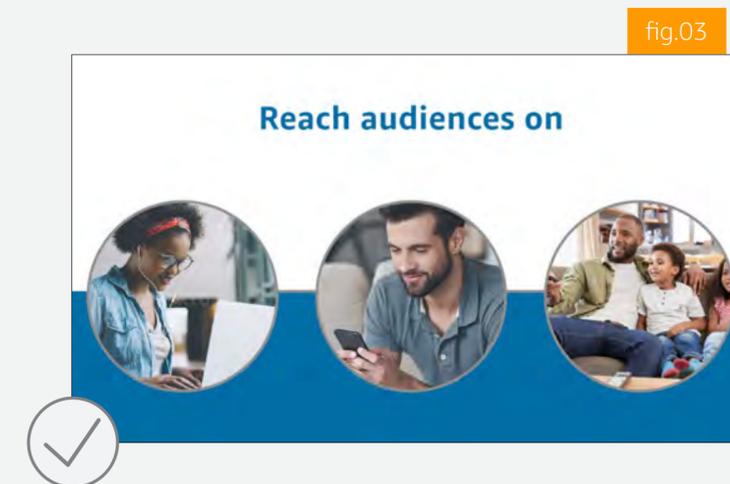
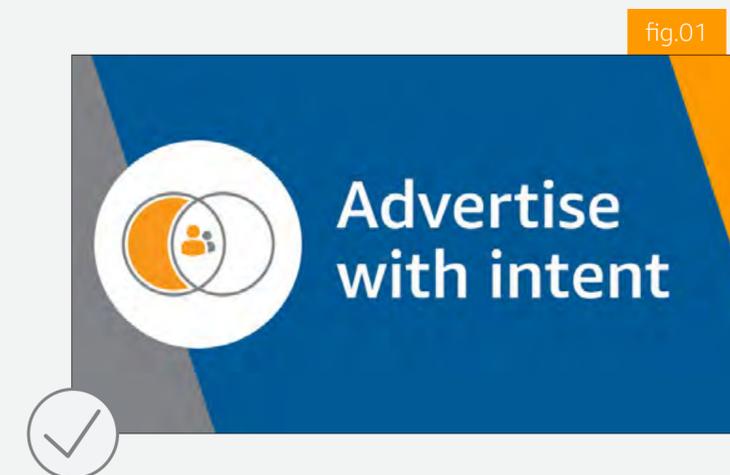
Animations that represent the Amazon Advertising brand should be clear, dynamic, fun, bright, and educational. Animation is an effective way to set a steady cadence to a video. Pulling lines, shapes, and color blocks as transitions from one scene to the next provides the viewer with a sense of order and visual continuity. Wild effects and erratic movements for the sake of being trendy are not advised, as they distract the viewer from the primary messaging.

## Shape usage

Using two-dimensional shapes, such as circles, squares, lines, arrows, etc., in animations is permitted (fig.01). Shapes create an acceptable and dynamic container for icons, photography, and text—however, shapes should always have an intentional reason for being used. Adding motion to shapes (i.e., moving, growing, changing the content within, using a line to connect two thoughts, etc.) adds interest for the viewer and can aid in simplifying complex ideas. An example of inappropriate shape usage is shown to the right (fig.02). The colors shown are not compliant with the Amazon Advertising color palette and the shapes are sporadic and lack a defined purpose.

## Color usage

The primary colors that represent the Amazon Advertising brand should be used throughout the video (Amazon Advertising Gray, Amazon Orange, Amazon Advertising Blue, and white) (fig.03). Secondary colors can and should be used, but in a limited way—for example, to call out a unique or key point. Secondary colors should account for 20% or less of the colors used throughout the animated portions of the video. Some areas where secondary colors should be used most commonly are within shapes, color blocks, and text. Colors other than the approved Amazon Advertising primary and secondary colors are not permitted (fig.04).



# Animation guidance

## Texture usage in animations

The use of texture as a background image or design element (fig.01 and fig.02) is not permitted. Textures are inherently very specific and create visual inconsistency which causes unnecessary distraction for the viewer. The creative use of photography and video footage, as well as animated shapes, lines, icons, and text are compliant with the Amazon Advertising style guide.

## Text usage in animations

Text used in video and animation should be set in the Amazon Ember Display typeface (fig.03). Text can be used in a variety of ways, such as main titles, lower thirds, and detail call-outs. Dark text on a light background is the preferred treatment because it's easier to read (fig.03). Alternatively, white text (sometimes referred to as knockout text) can be used over colors and footage as long as it remains clearly legible. Videos may appear on both larger display screens and smaller mobile phones, therefore text should be set in a large enough point size (in medium or bold weights) to help improve legibility. Finally, text can animate from an edge, or cleanly dissolve onto the screen. It is not recommended to animate text in/out letter-by-letter, but rather as a complete word, phrase, or sentence.

## Character illustration usage in animations

The creation and use of illustrated characters (human, animal, anthropomorphic, etc.) is not permitted (fig.06) as the wide variation of styles prevents the consistency Amazon Advertising requires in its communications. Animating text, shapes, and icons, in conjunction with dynamic motion footage (original or stock), is the recommended method to humanize a contextual situation (fig.05).



# Common video terminology and usage

The following is common vocabulary frequently used when producing videos and animations. Take some time to learn these terms and how they are used when creating videos for Amazon Advertising.

## Animation

An animation refers to any section of a video that contains motion of images, text, or objects. Footage is motion captured by a camera, whereas animation is motion created by a motion designer or animator. Both treatments are compliant with the Amazon Advertising style guide, illustrations are not (see page 25 for more detail).

## Aspect ratio (fig.01)

Aspect ratio communicates how the width and height of your video relate to each other. Those dimensions are expressed through a ratio. The most common are 4:3 and 16:9, however, Amazon Advertising only works with 16:9 (also known as wide screen) for all projects.

## B-roll (fig.02)

B-roll is supplemental footage of the environment or subject, captured by a video camera, which provides additional flexibility in the editing process. B-roll should always create a sense of consistency in the storytelling of the video, and enhance the visual experience for the viewer.

fig.01

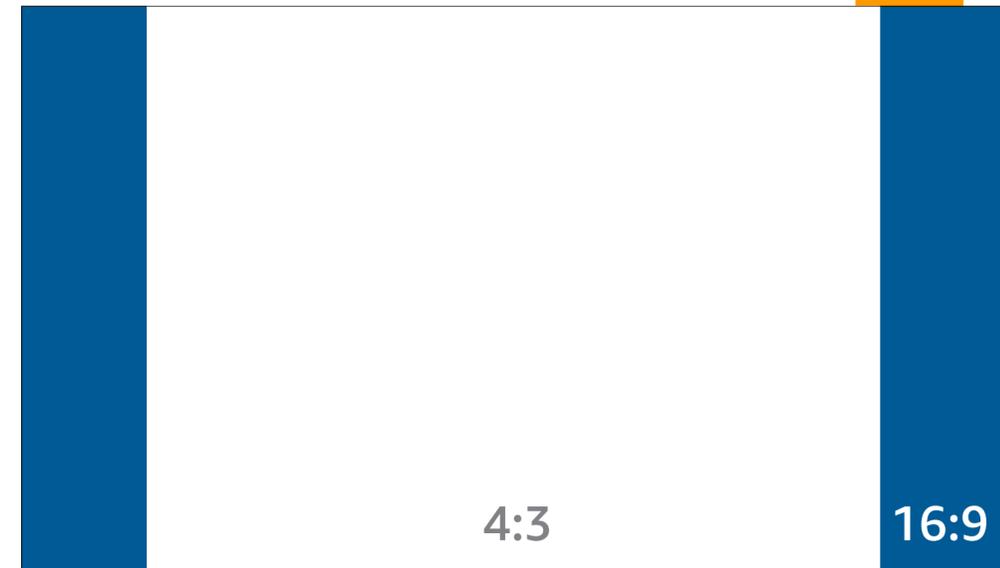
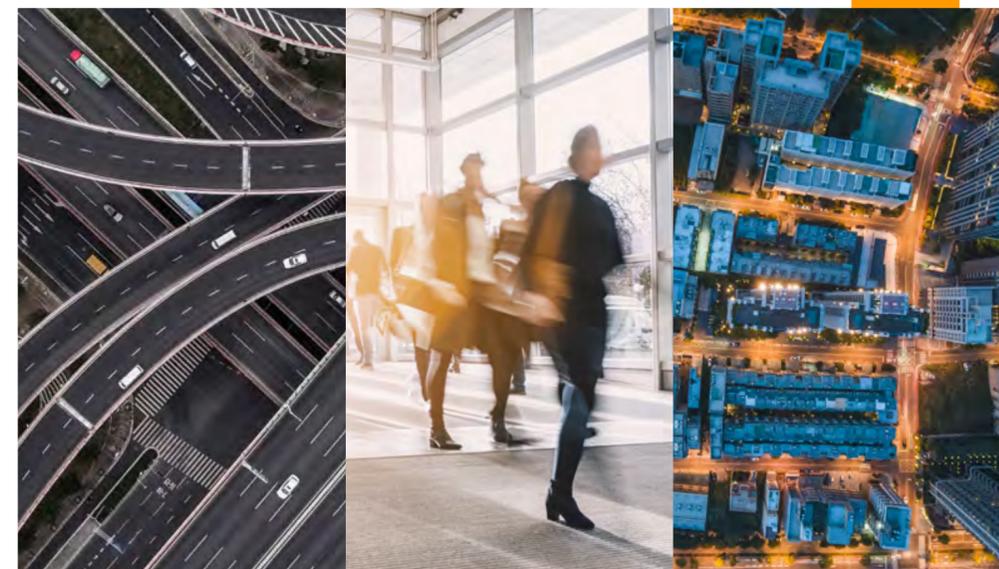


fig.02



# Common video terminology and usage

## Editing (fig.01)

Video editing is the process of manipulating and rearranging video footage, still footage, design elements, audio clips, and music tracks to create a new video animation project. This critical work is traditionally done by a video editor or motion designer.

## Footage (fig.02)

Footage refers to raw, unedited material originally captured by a video camera. Footage can be captured originally or purchased as stock after securing the proper usage rights. Stock footage options should be dropped into the video for placement only (FPO) until it receives final approval from the project manager. Only at that time should it be purchased with the full applicable usage rights available.

## Jump cut

Jump cuts are abrupt changes between sequential clips. It causes the subject in a production to “jump” across the screen from one spot to another. Avoid this treatment, as it becomes disruptive to the viewer and can make the video production look amateur.

fig.01

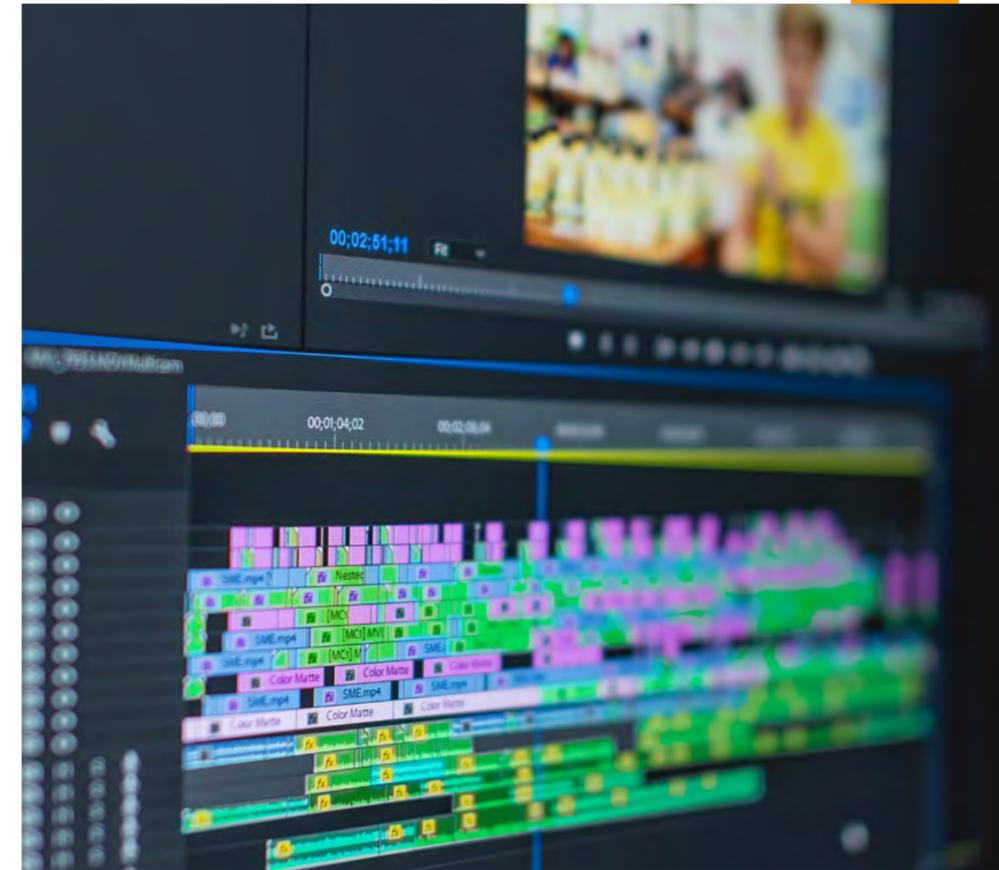


fig.02



# Common video terminology and usage

## Lower third (fig.01)

A lower third is commonly used in videos that feature an interview of a key person. The lower third briefly displays the name, company, and title of the person who is pictured in the frame. This treatment is especially applicable for case study videos.

## Pan, tilt, and zoom

Pan, tilt, and zoom are terms for common camera movements. A pan is a fixed horizontal movement (i.e., from left to right) and a tilt is a fixed vertical movement (i.e., from top to bottom). A zoom is when the camera either moves closer or farther away from the subject. A healthy mix of camera moves is recommended to keep the video interesting and the viewer engaged.

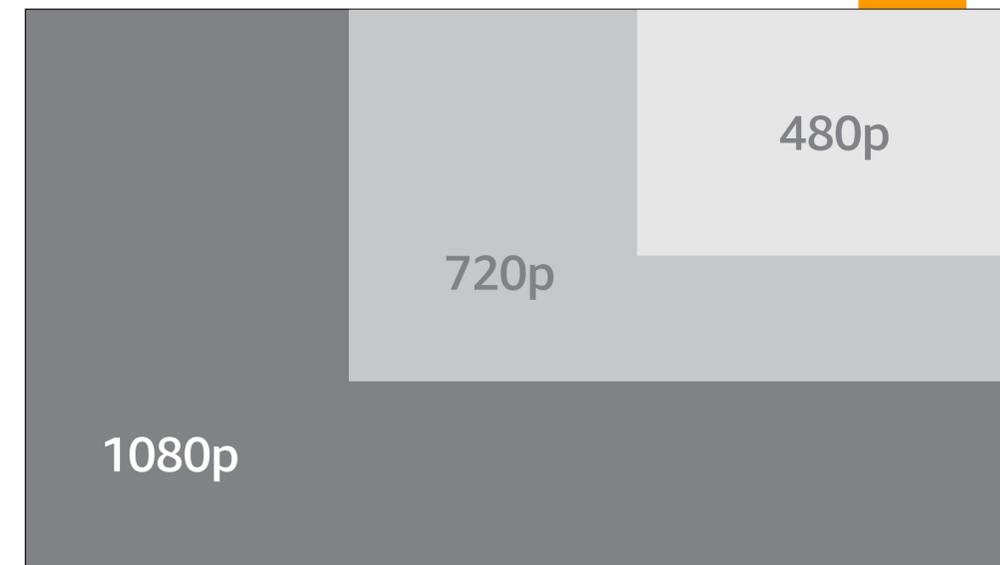
## Resolution (fig.02)

Resolution refers to the actual number of horizontal and vertical pixels your video contains. The first number represents the width and the second number represents the height. Common resolution examples are 640x480 (SD or 480p) and 1920x1080 (HD or 1080p). The majority of video playback devices (televisions, mobile devices, computer screens, etc.) can support 1920x1080 resolution, which is the recommended resolution for Amazon Advertising videos.

fig.01



fig.02



# Common video terminology and usage

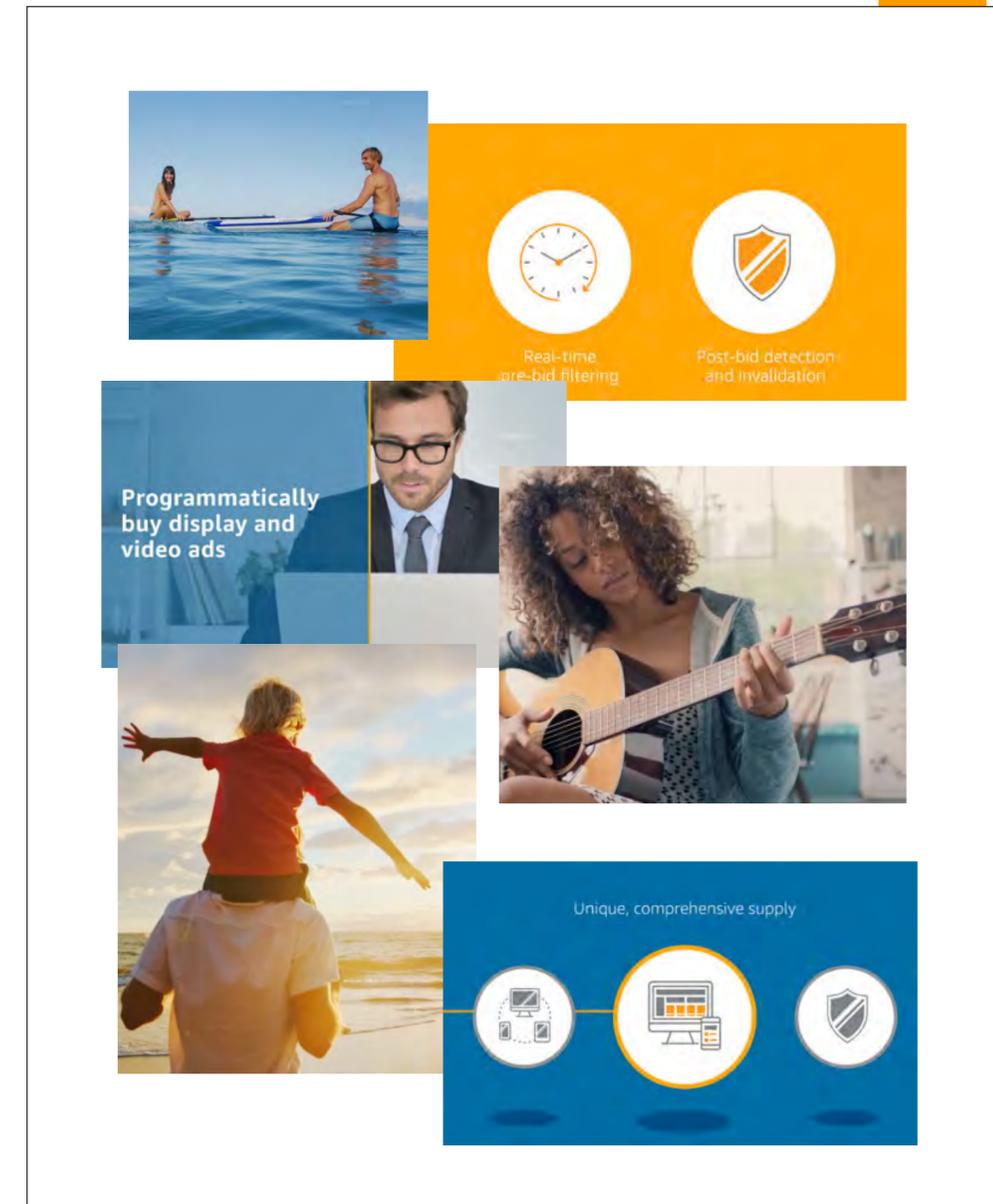
## Storyboard

A storyboard consists of drawings, or other visuals, that illustrate all of the scenes in your video. They are an organized and direct way to visualize what needs to be shot or animated. See additional guidance on page 29 of this guide.

## Style frames (fig.01)

Style frames refer to a few key frames from your storyboard that have been fully designed, prior to the project being produced. These style frames are created to help stakeholders visualize and understand how the final video product will eventually look upon completion. See additional direction on style frames on page 29 of this guide.

fig.01



# Common video terminology and usage

## Sync

A video is synchronized, or in sync, when the audio aligns with the video in the edited video or animation.

An example of a video being out of sync is when footage of someone speaking is not aligned with the words you are hearing. Often times, video editors will sync a music track with the cuts in the video edit. This ensures that one scene cuts to the next on the beat of the music track.

## Transition (fig.01)

The term transition refers to the technique of moving from one scene to another. Two common transitions are a hard cut and a dissolve. A hard cut is an example of an abrupt shift between scenes. A dissolve is a slower, softer fading between scenes. Similarly, a crossfade refers to the blending of two audio tracks.

## Voice over (fig.02)

A voice over, or VO, is a recorded audio track of a narration. This narration will be edited together with video footage. A VO is traditionally recorded by a voice-over artist.

*(Source: NewBlueFX, The Most Common Video Editing Terms You Should Know)*

fig.01

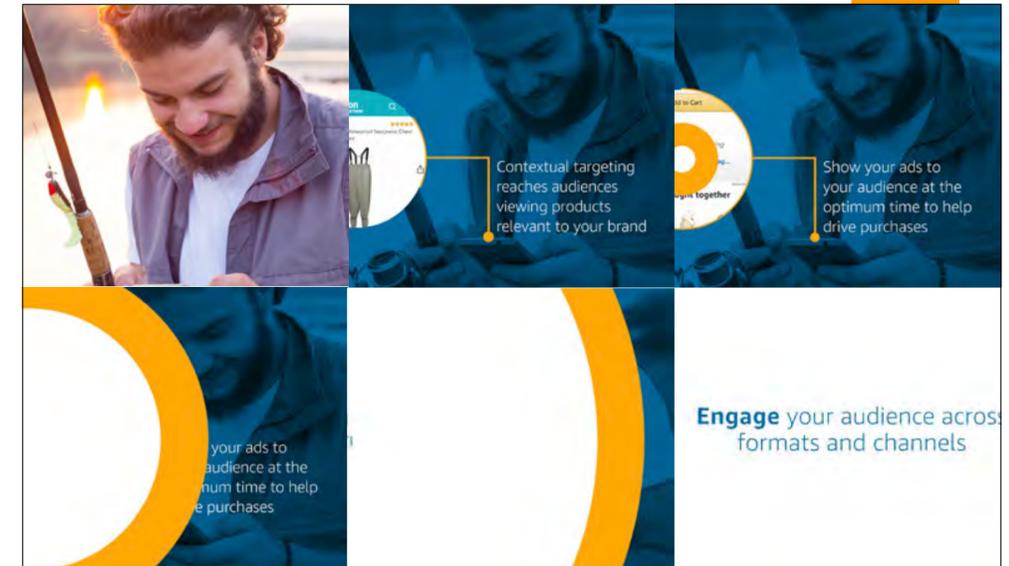


fig.02



# Video post-production

As the video agency or motion designer starts to produce the video, they will encounter additional abstract creative considerations. One example is the transition effect from one scene to another. In most cases, either a hard cut or quick dissolve should be used. A second example is the overall color matching between footage clips procured from varying sources. Your editor will be able to adjust the color levels and saturation to create consistency in the tonal quality of the overall video. A third example is the audio levels between music tracks and voice over recordings. The editor will be able to make sure that the music level is pushed back behind the voice over so that the narration can be heard clearly without distraction.

The following encode settings are recommended for a video to be shown on the web (YouTube, webpage, etc.):

**Resolution:** 1920x1280 (Progressive)

**Video codec:** H.264

**File format:** MP4 / mpeg4

**Bit rate:** 10-20 Mbps

**Frame rate:** 23.98 or 29.97 fps

**Audio:** AAC, 48kHz, Stereo, 192-320 kbps

# Introduction to corporate event branding

The guide that follows covers best practices when it comes to making critical determinations on how to represent Amazon Advertising at an upcoming event.

These event branding recommendations should not conflict with or override our current visual direction. This guide is meant to enhance that direction in the event branding space. Use of the primary color palette, typography, frame, etc. are all still required.

## Event theme and messaging

When approaching the creation of messaging, it is important to remember the Amazon Advertising voice (see page 4) and to consider the audience attending your event. The messaging should speak directly to the appropriate audience and to their unique business challenges. By specifically addressing your audience's needs, you will be able to engage with them on a deeper level.

An event theme must accurately express the reason for the event, as well as communicate what attendees should expect from the event. Be concise and impactful, as a lengthy or complex theme will make it difficult for the attendee to understand the benefits of attending.



## Event title design

The Amazon Advertising logo should always be visually represented with the event title (fig.01). The event title should be typeset in Amazon Ember Display Bold (see page 13). The Amazon Advertising logo should be vertically centered above the event title and sized to be one-third ( $\frac{1}{3}$  or 33%) the width of the title. The distance above the title should be equal to three heights of the letter "a" in the Amazon Advertising logo (fig.02).

fig.01



fig.02



# Event color usage

Familiarize yourself with the primary and secondary color palettes provided earlier in this guide (see pages 9–10). This direction applies to all communications for Amazon Advertising, inclusive of event branding.

|   |  |
|---|--|
| <p><b>Amazon Orange</b><br/> <b>RGB</b> 255   153   0<br/> <b>HEX</b> #FF9900</p> <p><b>CMYK</b> 0   47   100   0<br/> <b>PMS</b> 1375 C</p>                | <p><b>Red</b><br/> <b>RGB</b> 101   29   50<br/> <b>HEX</b> #651D32</p> <p><b>CMYK</b> 40   92   61   47<br/> <b>PMS</b> 7421 C</p>      |
| <p><b>Amazon Advertising Gray</b><br/> <b>RGB</b> 128   130   133<br/> <b>HEX</b> #808285</p> <p><b>CMYK</b> 0   0   0   60<br/> <b>PMS</b> Cool Gray 9</p> | <p><b>Violet</b><br/> <b>RGB</b> 46   26   71<br/> <b>HEX</b> #2E1A47</p> <p><b>CMYK</b> 89   97   39   42<br/> <b>PMS</b> 2695 C</p>    |
| <p><b>Amazon Advertising Blue</b><br/> <b>RGB</b> 0   90   149<br/> <b>HEX</b> #005A95</p> <p><b>CMYK</b> 97   69   16   2<br/> <b>PMS</b> 653 C</p>        | <p><b>Squid Ink</b><br/> <b>RGB</b> 35   47   62<br/> <b>HEX</b> #232F3E</p> <p><b>CMYK</b> 85   72   51   52<br/> <b>PMS</b> 432 C</p>  |
| <p><b>Light Blue</b><br/> <b>RGB</b> 123   175   212<br/> <b>HEX</b> #7BAFD4</p> <p><b>CMYK</b> 51   19   6   0<br/> <b>PMS</b> 542 C</p>                   | <p><b>Black</b><br/> <b>RGB</b> 0   0   0<br/> <b>HEX</b> #000000</p> <p><b>CMYK</b> 100   100   100   100<br/> <b>PMS</b> Black 6 C</p> |

# Event photography usage

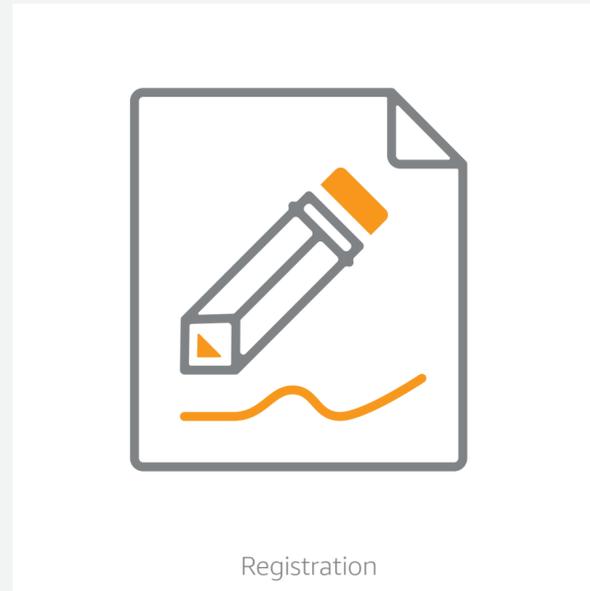
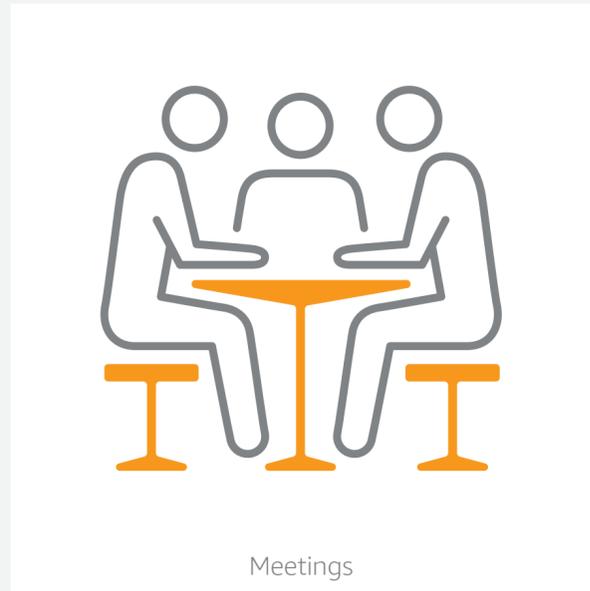
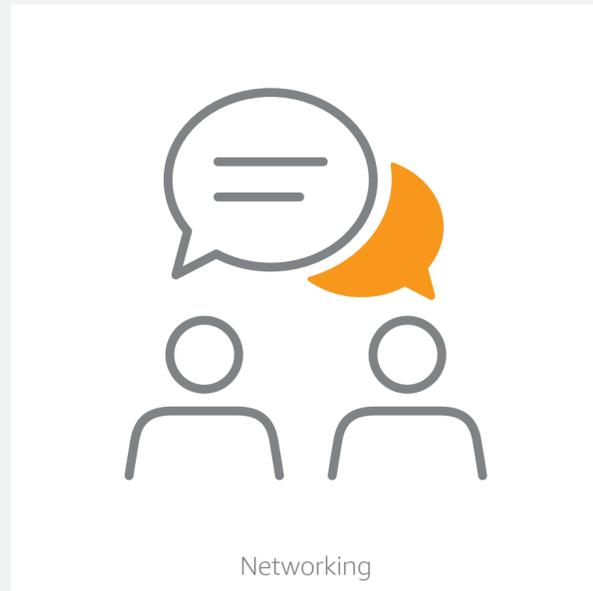
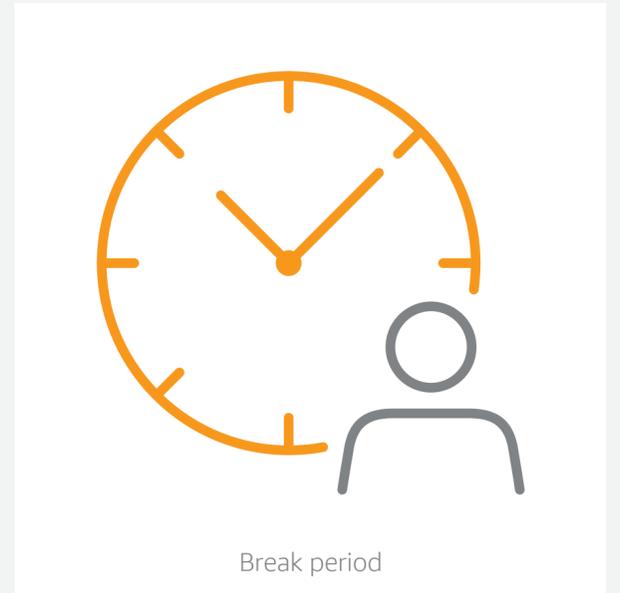
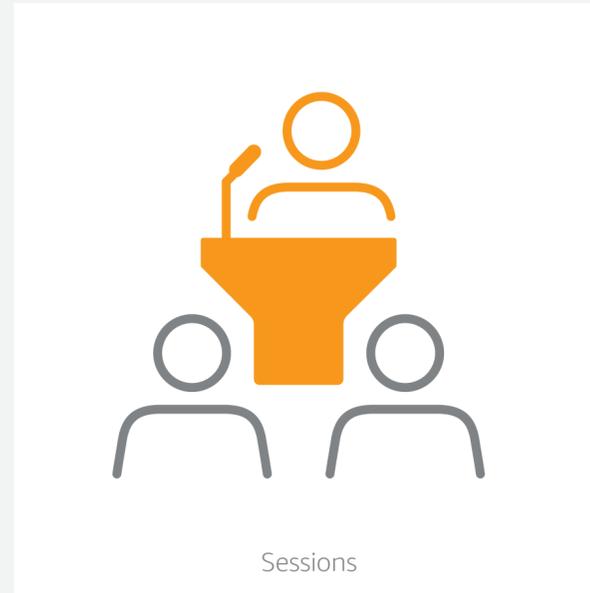
The use of photography is recommended to help humanize an event and allows the attendees to visualize themselves in a particular situation or environment. A collection of approved event images has been added to the Amazon Advertising photo library. If you are searching for additional options, please refer to the best practices outlined in the “Photography selection” section (see page 16). Brand marketing is also conducting a custom photo shoot in 2019 that will include customers using our devices in natural lifestyle environments.



# Event iconography usage

Iconography is a simple way to communicate a complex idea, function, or call to action. A series of event-related icons have been created for your use and are shown on this page.

If additional icons are required, please refer to the icon creation guidelines (see pages 21–24).



# Design system for event branding

Amazon Advertising has developed a design theme specifically for branding events. This unique treatment uses a color-blocking technique of flat, geometric shapes to create spaces for key messaging and photography (when used). The blocks are a repeat pattern of the Amazon Advertising primary colors and select secondary colors. They create clean, minimal lines that evoke a sense of simplicity, motion, and structure.

Each piece of event collateral has been provided as an editable document in four variations. This includes both horizontal (fig.01) and vertical (fig.02) designs that incorporate lifestyle photography, as well as horizontal (fig.03) and vertical (fig.04) designs that do not accommodate lifestyle photography. Additionally, most layouts feature an icon, but this icon may be removed or replaced with a more applicable Amazon Advertising icon, brand icon, or agency icon (e.g. OMD), depending on the nature of the event.

All color-block layouts (horizontal and vertical, photo and non-photo) are flexible enough to work interchangeably.

fig.01



fig.02



fig.03



fig.04



# Digital event branding

It's important that your attendees be given a clear and consistent visual brand design for your event. The color-blocking design system is featured in the online registration site layout (fig.01) as well as the email template header (fig.02).

Adobe Photoshop layered files are available to build out and customize these assets. You will need to work with your local agency to develop them into HTML format.

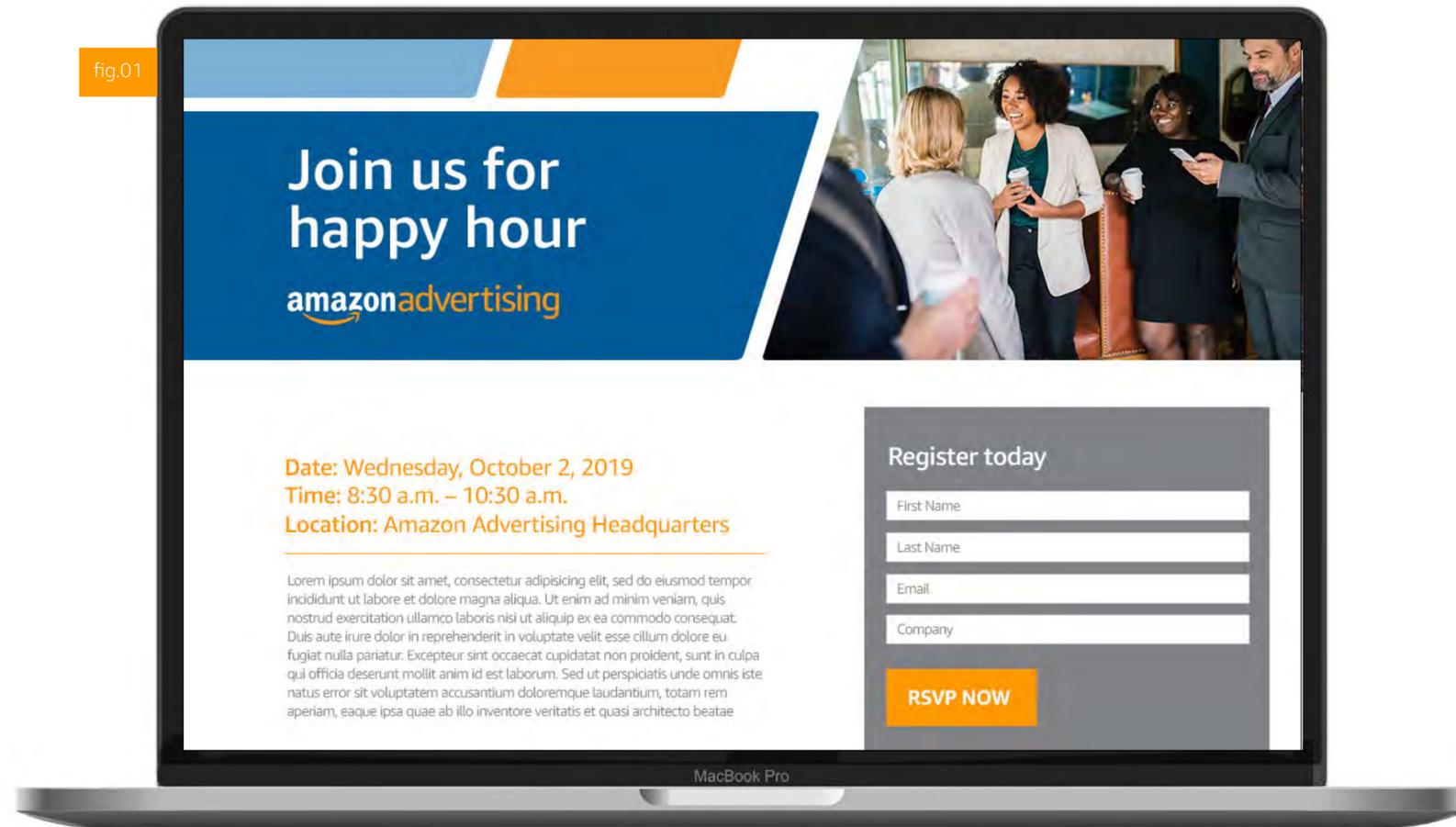
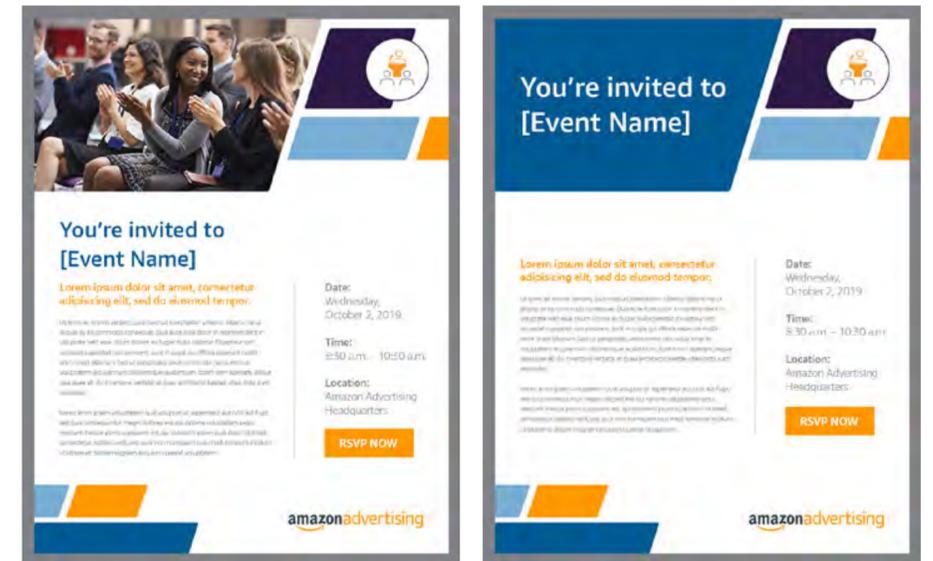
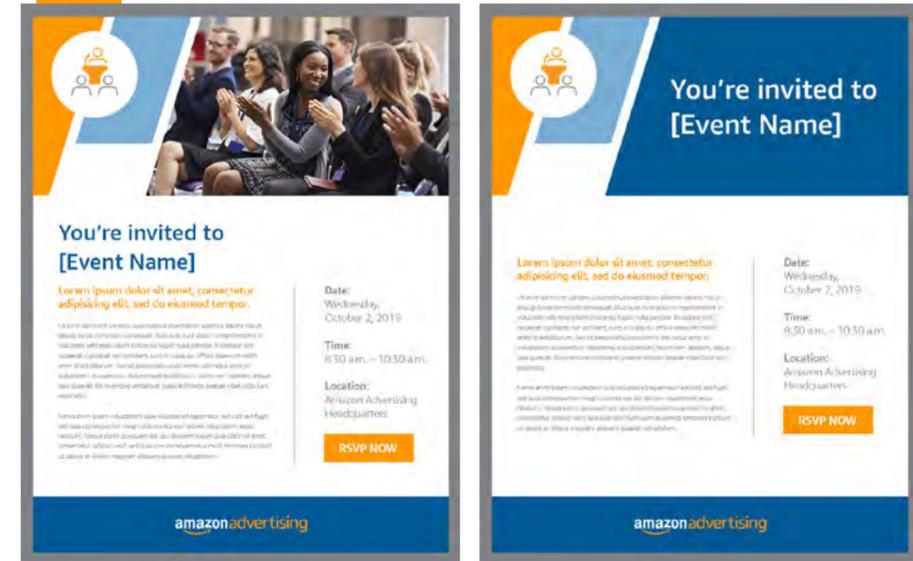


fig.01

fig.02



Registration website templates are also available in a horizontal non-photo option, as well as vertical photo and non-photo options.

# Event advertising

Promoting your event is key to drawing attendance and interest. The visual style of your ad, be it a traditional print ad in a trade journal, show program, or a digital banner ad, should follow the best practices defined in this style guide. Shown are examples of how digital banner ads (fig.01) and full-page print ad layouts (fig.02) utilize color-blocking in the visual execution.

*Adobe Photoshop layered files are available to build out and customize the digital display ads. You will need to work with your local agency to develop them into HTML format.*

*Adobe InDesign files are available to build out and customize the full-page print ad layouts.*

fig.02



Both full-page print ad layouts above are also available as non-photo design options.



fig.01



# On-site event branding

It's important that the physical environment of the event harmonizes with all other aspects of the event branding. To this end, the color-blocking design has been adapted to work for custom large-format wall wraps (fig.01). Custom table drapes (fig.02) are also provided in solid Amazon Orange and Amazon Advertising Blue. These small touches help your attendees feel like they are walking into a fully branded Amazon Advertising experience.

*Adobe InDesign files are available to build out and customize the large-format wall wraps.*

*Adobe Illustrator files are available to build out and customize the table drapes.*

fig.02



fig.01



Wall wraps featuring Amazon Advertising logo only.

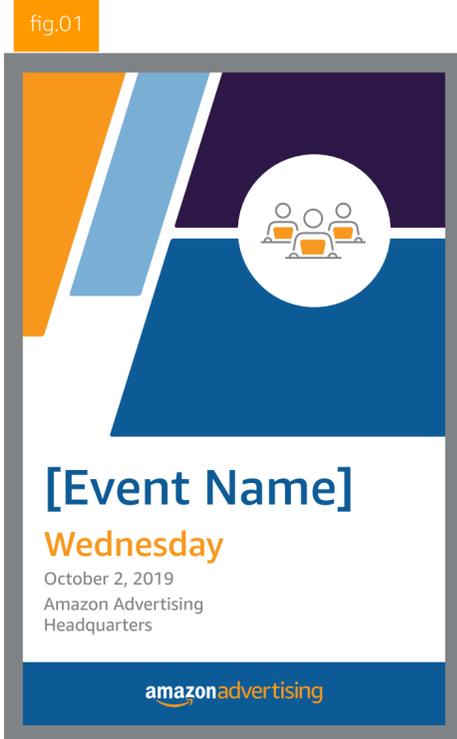
Wall wraps featuring both the Amazon Advertising logo and event name.

Example of a wall wrap.

# On-site event signage

Signage is one of the most critical pieces to producing a successful event. Posters (fig.01) announce an upcoming experience, wayfinding signage (fig.02) direct guests to where they need to be, and counter cards (fig.03) and pull-up banners (fig.04) let your attendees know they've found the right place.

Adobe InDesign files are available to build out and customize these assets.



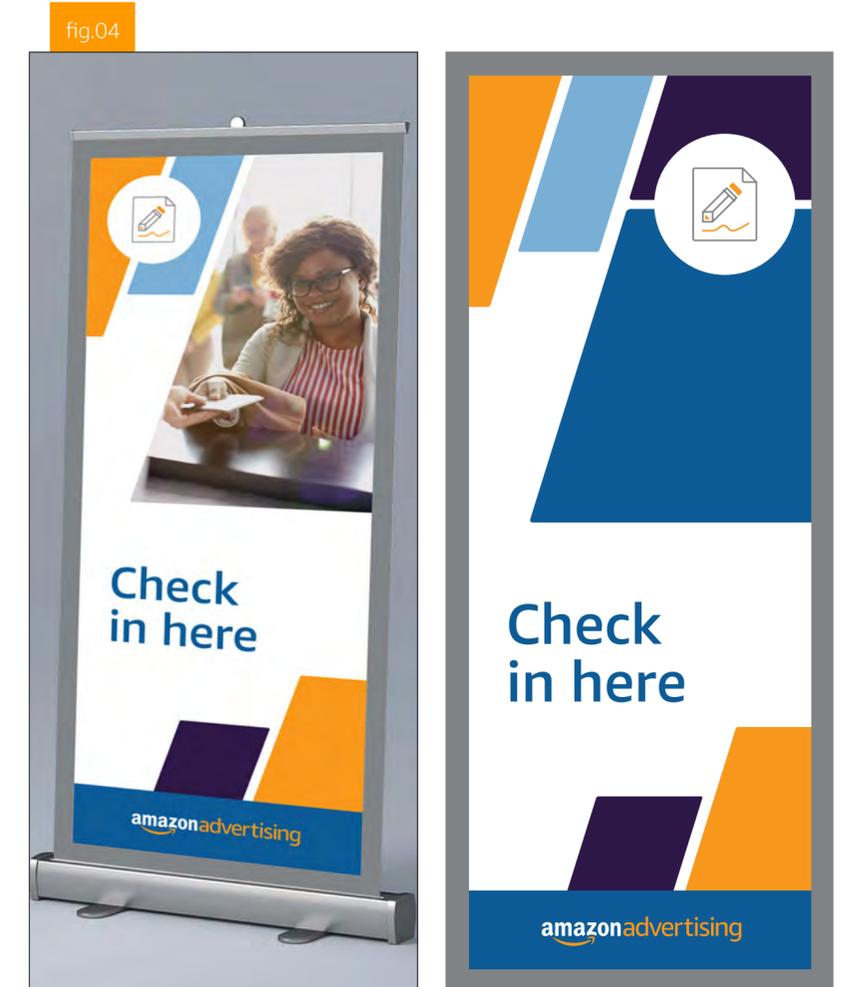
Poster layouts are also available in both horizontal and vertical options with lifestyle photography.



Directional wayfinding signage is also available in both non-photo horizontal and vertical options. Directional arrows should be rotated within the layout to adapt to your specific wayfinding scenario.



Example of a counter card.



Example of pull-up banner shown on left. Pull-up banners are also available in both horizontal photo and non-photo options.



# On-site event staff

It's critical that your guests are able to easily identify key Amazon Advertising personnel.

A consistent color-blocking design is a useful element to use on name badges (fig.01) to brand the event staff with the event itself. Additionally, custom uniforms (fig.02) are provided in solid Amazon Orange and Amazon Advertising Blue.

*Adobe InDesign files are available to build out and customize the name badges.*

*Adobe Illustrator files are available to build out and customize the uniform shirts.*



Name badges are provided only in non-photo design options.



Uniform shirts are provided only in solid Amazon Orange and Amazon Advertising Blue options.

# Contacts

This document is owned and maintained by the Amazon Advertising marketing and events team. For more information on Amazon Advertising, please refer to our wiki.

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