aws

AWS Partner Creative and Messaging Guide

November 2022

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Overview

OVERVIEW

An introduction to branding for AWS Partners

As an AWS Partner, you are central to the success of AWS and our customers. You are uniquely qualified to help customers transform and accelerate their journey to the cloud.

Elevate your customer experience with AWS branding treatments that make it easy to choose your offerings with confidence.

By following this guide, you will deliver a consistent and valuable brand experience to your customers.

OVERVIEW

How to use this guide

This guide is intended for use by AWS Partners and AWS Marketplace Sellers to determine which visual and verbal branding treatments to use in each marketing scenario.

Marketing scenarios are campaigns, events, communications, or initiatives that can be **Partner-led, AWS-led, or co-branded**. Determining your marketing scenario and branding treatments will help you communicate your AWS expertise and relationship with AWS to your customers.

This guide replaces the APN Messaging and Brand Guidelines and the AWS Co-Branding Guide and is subject to change. Visit the Marketing Toolkit in AWS Partner Central for the latest edition of this guide.

For AWS Partners whose marketing collateral is hosted or located in mainland China, please consult the Branding in mainland China section for specific guidance.

Navigate through the guide by clicking on the home button in the top right corner of each page. This will take you back to the Table of Contents for links to all sections of the guide.

Please adhere to these guidelines and consult your AWS representative for assistance, as needed.

OVERVIEW

Determine your scenario and brand treatment

Marketing scenarios are campaigns, events, communications, or initiatives that can be Partner-led, AWS-led, or co-branded.

Determine the brand treatment that best suits your unique marketing scenario.

Partner-led scenarios

Partner has primary control over content creation, messaging, and/or customer experience, and wins customer opportunities.

Use when AWS plays a supporting role in your marketing initiatives.

You may choose from different partner badges, featuring designations you've earned and would like to feature in that marketing scenario.

EXPLORE PARTNER-LED TREATMENTS

AWS-led scenarios and AWS Marketplace-led scenarios

In collaboration with

partner logo

AWS or AWS Marketplace has primary control over content creation, messaging, and/or customer experience and wins customer opportunities.

Your logo will be featured under the term "In collaboration with" to demonstrate how you work with AWS or AWS Marketplace in this marketing scenario.

EXPLORE AWS-LED TREATMENTS

EXPLORE AWS MARKETPLACE-LED TREATMENTS

Co-branded scenarios

aws | partner logo

Reserved for use when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, **and**

AWS has provided written permission to co-brand, either through a logo usage agreement or approval through an AWS representative, following the AWS established process.

EXPLORE CO-BRANDED TREATMENTS

Partner-led treatments

PARTNER-LED TREATMENTS

AWS Partner badges

AWS Partner badges

- AWS Partner badges help customers identify your expertise and relationship with AWS.
- To showcase your relationship with AWS, you may use the standalone AWS Partner badge or your earned designation badges as represented on this page.

Single-designation badge

- To showcase your AWS expertise with your earned designation, use the partner badge with a single designation within the badge.
- This badge includes earned designations such as partner tiers (Select, Advanced, or Premier, as applicable), AWS Competency, AWS Service Delivery, and more.

Multiple-designations badge

- To showcase between 2–10 designations, use the partner badge with multiple-designations, which will appear to the right of the badge.

AWS Partner badge

aws
PARTNER

Single-designation badge

aws
PARTNER
Advanced Tier
Services

aws
PARTNER
Advanced Tier
Training

aws
PARTNER
Migration
Competency

Multiple-designations badge

aws
PARTNER

- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency

aws
PARTNER
Advanced Tier
Training

- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency

Specifications

Designation badge colors

Badge borders and background colors

- Select the badge border color based on whether the background is light or dark.
- Badge borders are colored either Squid Ink or Amazon Orange.
- Use the Squid Ink border for white or light-colored backgrounds.
- Use the Amazon Orange border for black or dark-colored backgrounds.

Squid Ink border for use on white or light-colored backgrounds

aws **PARTNER**

aws **PARTNER** Advanced Tier Services

aws **PARTNER** Migration Competency

aws **PARTNER**
- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency

Amazon Orange border for use on black or dark-colored backgrounds

aws **PARTNER**

aws **PARTNER** Advanced Tier Services

aws **PARTNER** Migration Competency

aws **PARTNER**
- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency

PARTNER-LED TREATMENTS

Specifications

Designation badge size and clearspace

Clearspace

- The minimum clearspace around the badge is equal to the height of the AWS logo.
- Multiple designation badge clearspace remains the same as more designations are added.
- Clearspace requirements are the same for all badge and color variations.

Minimum size

Minimum size
Print: 1 inch / 72 pt
Digital: 120 px

Clearspace

- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency
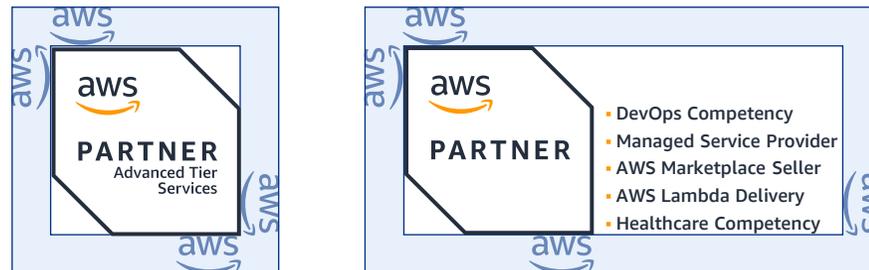
PARTNER-LED TREATMENTS

Examples

Presentation and whitepaper

- Partner-led marketing scenarios are when you have primary control over content creation and messaging, and/or the customer experience, and you win the customer opportunities.

- Your logo is placed in a primary layout location (for example, in the top left corner), as you lead the marketing scenario.

- You may choose an AWS brand treatment, such as a partner badge to be placed in a secondary layout location (for example, in the bottom right corner), as AWS supports the marketing scenario.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Presentation
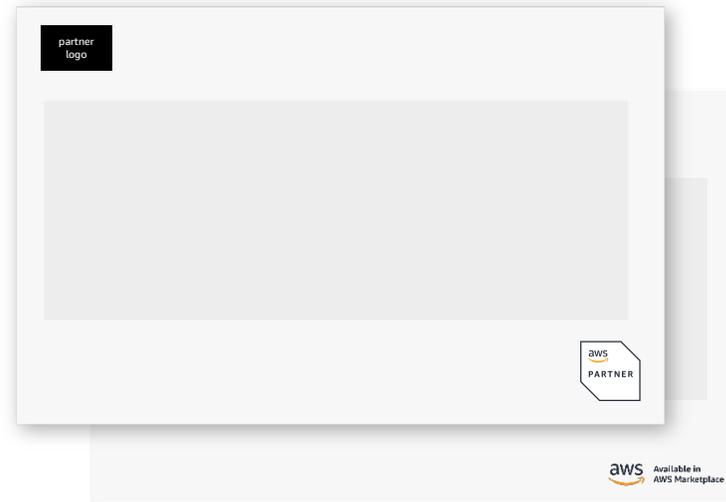
Whitepaper

PARTNER-LED TREATMENTS

Examples

Case study and social ad

Case study
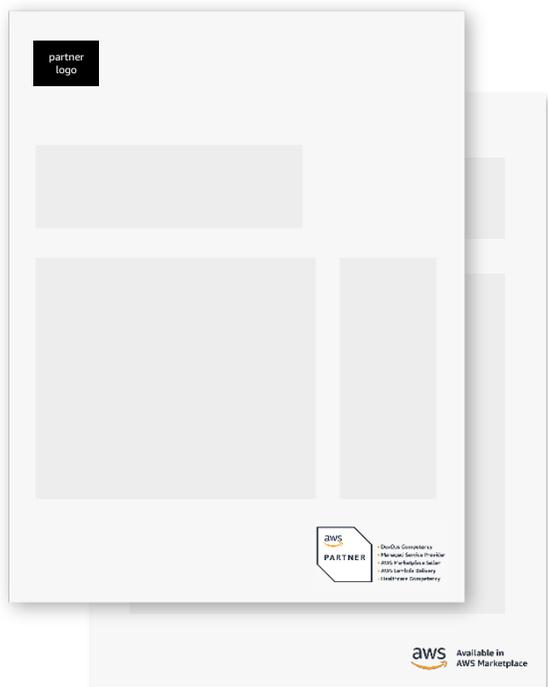
Social ad
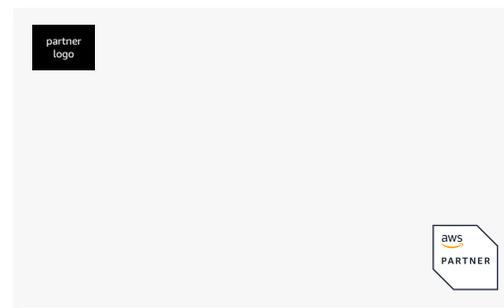
PARTNER-LED TREATMENTS

AWS Certification badges

- AWS Certification badges provide you the opportunity to showcase the number of active AWS Certifications your company has collectively achieved and highlight the value AWS Certification brings to your customers.

- AWS Partners are recognized for achieving 50, 100, 200, 300, 400, 500, 1,000, and 2,000 AWS Certifications within their organization.

- If your company has achieved 50 or more AWS Certifications, please download the AWS Certification badge from Badge Manager in AWS Partner Central, and reach out to your AWS representative to learn more about the usage guidelines.

- Learn more about AWS Certifications.

AWS Certification badges

50 AWS
Certifications

aws
50
CERTIFIED

100 AWS
Certifications

aws
100
CERTIFIED

1,000 AWS
Certifications

aws
1000
CERTIFIED

PARTNER-LED TREATMENTS

Specifications

Certification badge color, size, and clearspace

Badge borders and background colors

- Select the badge border color based on whether the background is light or dark.
- Badge borders are colored either Squid Ink or Amazon Orange.
- Use the Squid Ink border for white or light-colored backgrounds.
- Use the Amazon Orange border for black or dark-colored backgrounds.

Minimum size

- The badge can be scaled up as needed, but should never be smaller than the recommended minimum shown here.
- Minimum sizes are the same for all badges and color variations.

Clearspace

- The minimum clearspace around the badge is equal to the height of the AWS logo.
- Clearspace requirements are the same for all badges and color variations.

Squid Ink border for use on white or light-colored backgrounds

Amazon Orange border for use on black or dark-colored backgrounds

Minimum size

Minimum size
Print: 1 inch / 72 pt
Digital: 120 px

Clearspace

PARTNER-LED TREATMENTS

Qualified badges

Qualified Device badge

- The AWS Device Qualification Program allows AWS Partners to qualify devices that work with AWS. This helps customers gain confidence in their selection of hardware that meets their needs.
- All qualified devices are listed in the AWS Partner Device Catalog to help customers quickly find hardware that works with AWS.
- Use of the Qualified Device badge is limited to marketing and technical information for a specific device that is actively listed in the AWS Partner Device Catalog.
- The Qualified Device badge can only be used by AWS Partners explicitly authorized to do so in writing by AWS.

Qualified Software badge

- Use of the Qualified Software badge is limited to marketing and technical information specific to software that is qualified by AWS.

Qualified badges

Qualified Device

Qualified Device with single designation

Qualified Software

PARTNER-LED TREATMENTS

Specifications

Qualified badges color, size, and clearspace

Badge borders and background colors

- Select the badge border color based on whether the background is light or dark.
- Badge borders are colored either Squid Ink or Amazon Orange.
- Use the Squid Ink border for white or light-colored backgrounds.
- Use the Amazon Orange border for black or dark-colored backgrounds.

Minimum size

- The badge can be scaled up as needed, but should never be smaller than the recommended minimum shown here.
- Minimum sizes are the same for all badges and color variations.

Clearspace

- The minimum clearspace around the badge is equal to the height of the AWS logo.
- Clearspace requirements are the same for all badges and color variations.

Squid Ink border for use on white or light-colored backgrounds

Minimum size

Minimum size
Print: 1 inch / 72 pt
Digital: 120 px

Amazon Orange border for use on black or dark-colored backgrounds


Clearspace

PARTNER-LED TREATMENTS

Summary of Partner-led treatments

Primary, secondary, and interior page layout options

Partner-led scenarios

- Partner-led marketing scenarios are when you have primary control over content creation and messaging, and/or the customer experience, and you win the customer opportunities.

- Your logo is placed in a primary layout location (for example, in the top left corner), as you lead the marketing scenario.

- An AWS-branded layout treatment can be selected and placed in a secondary location (for example, the bottom right corner).

- For AWS Partners who are also AWS Marketplace Sellers, the use of the AWS Marketplace logo, or the Available in AWS Marketplace treatment (logo or text) may be used in the secondary layout position.

- Treatments shown in secondary layout locations and Qualified Device or Qualified Software badges may be used on interior pages of marketing assets.

- Please follow the usage and specifications guidelines for each treatment.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Primary, secondary, and interior page layout locations
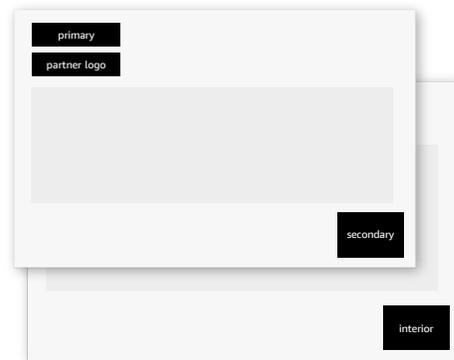
Secondary layout treatments
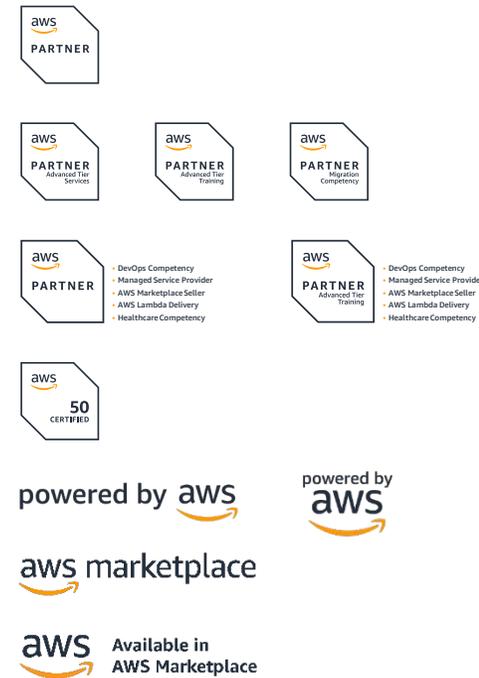
Interior page treatments
(Any treatment shown in secondary layout list or Qualified badge)

PARTNER-LED TREATMENTS

Misuse

Shown on this page are examples of some design decisions that do not follow our branding style.

Additional misuse examples to avoid that are not illustrated here include:

Designation badges

- **Do not** add designations that weren't dynamically added via Badge Manager.

Qualified badges

- **Do not** use the AWS Qualified Device badge by itself, without immediate context of qualified device-related product information.

AWS Certification badges

- **Do not** use the AWS Certification badge for online ads, social media, or promotional items.

🚫 Do not put the badge on a background that has low contrast with its border color.

🚫 Do not add visual effects to the badge, such as a drop shadow.
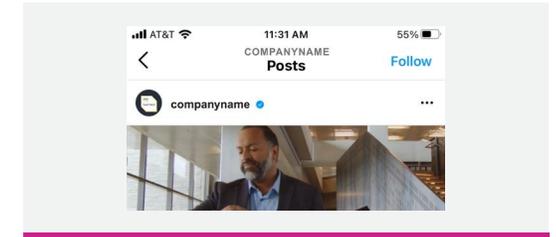
🚫 Do not use any badge as a social media account profile picture.

🚫 Do not alter the colors of the badge.

🚫 Do not alter the shape of the badge.

🚫 Do not use more than one of any type of badge on the same page in a document.

🚫 Do not redesign elements in the badge.

🚫 Do not rotate the badge.

🚫 Do not create designations.

PARTNER-LED TREATMENTS

Usage rules

For Partner-led scenarios:

- These rules apply to organizations that have met the requirements to access the AWS Partner badge. You can check your eligibility status in AWS Partner Central.

- The AWS Partner badge cannot be used in place of your logo in marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.

- The cover page of partner-led marketing assets should always leverage your logo in a primary layout location.

- The secondary layout location on the cover page of partner-led marketing assets may include one of the brand treatments shown on page 17 of this guide, subject to usage rules for each treatment.

- The interior page layout location of partner-led marketing assets may include one of the brand treatments illustrated on page 17 of this guide per page, subject to usage rules for each treatment.

- Multiple badges are permissible in the same document. But, you're required to limit usage to one badge per page. If multiple badges are used, you may vary the types of badges, rather than using one type for all pages. Types of badges include AWS Partner badge with or without designations, Certification badge, and Qualified badge.

- Limit the use of badges or brand treatments that include the AWS smile to one per page.

AWS-led and
AWS Marketplace-led treatments

AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

The AWS logo and "In collaboration with"

AWS logo plus "In collaboration with"

- Your logo will be featured in a secondary layout location under the term "In collaboration with" to demonstrate how you work with AWS in this marketing scenario.

- Up to five partner logos are permitted to be shown in this branding treatment.

- This branding treatment also applies to AWS Marketplace-led marketing scenarios.

"In collaboration with"

In collaboration with

tall
partner
logo

wide partner logo

AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

Specifications

Color and backgrounds

Color and backgrounds

- Use black type for the "In collaboration with" line on white or light-colored backgrounds.
- Use white type for the "In collaboration with" line on black or dark-colored backgrounds.

White or light-colored backgrounds

In collaboration with

wide partner logo

In collaboration with

tall partner logo

In collaboration with

tall partner logo

wide partner logo

Black or dark-colored backgrounds

In collaboration with

wide partner logo

In collaboration with

tall partner logo

In collaboration with

tall partner logo

wide partner logo

Specifications

Partner logo arrangements

	If the partner's logo is wider than it is tall…	**If the partner's logo is taller than it is wide…**	**If multiple partners' logos are different widths…**
	• Size the "In collaboration with" line to the width of the partner's logo. • Use the height of the "In collaboration with" line to determine the distance from the partner's logo.	• Size the "In collaboration with" line to the width of the partner's logo, then reduce the size of the logo by 75%. • Use the height of the "In collaboration with" line to determine the distance from the partner's logo.	• Size the "In collaboration with" line to the width of the widest partner logo. • Reduce the size of taller logo by 75%. • Use the height of the "In collaboration with" line to determine the distance from the partners' logos.
Single partner logo arrangements • "In collaboration with" line is set in Amazon Ember Display Regular. • Type size is determined by the size of the partner's logo. • Refer to the partner's brand guidelines for the minimum size of the partner's logos.	In collaboration with = X In collaboration with In collaboration with = 2X wide partner logo 100%	In collaboration with = X In collaboration with In collaboration with = 2X tall partner logo 75%	
Multi-partner logo arrangements • Multi-partner arrangements may include up to five partner logos. • Replicate the clearspace described on this page when showing more than two partners. • "In collaboration with" line is set in Amazon Ember Display Regular. • Type size is determined by the size of the partners' logos. • Refer to partner's brand guidelines for the minimum size of the partners' logos.	In collaboration with = X In collaboration with In collaboration with = 2X wide partner logo = 2X wide partner logo 100%	In collaboration with = X In collaboration with In collaboration with = 2X tall partner logo tall partner logo 75% 2X 75%	In collaboration with = X In collaboration with In collaboration with = 2X tall partner logo 75% = 2X wide partner logo 100%
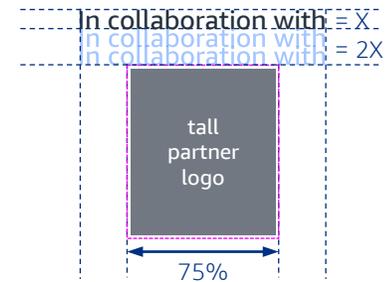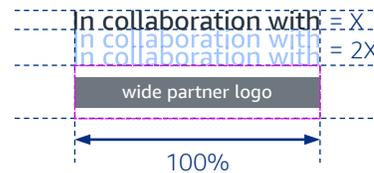
AWS-LED AND AWS MARKETPLACE-LED TREATMENTS
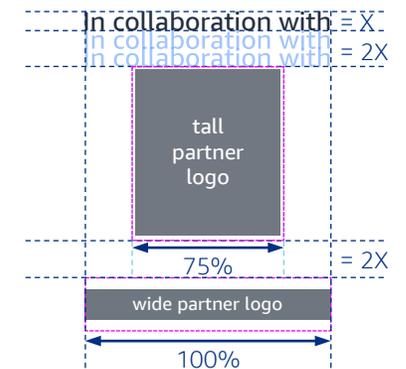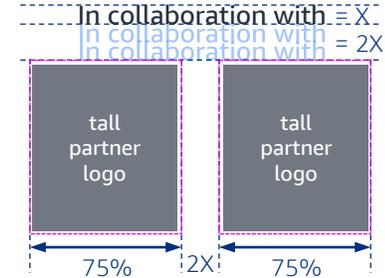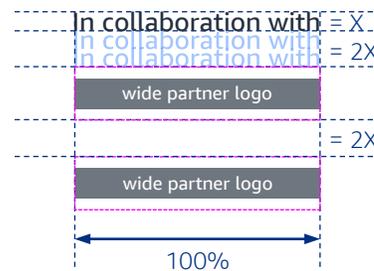
Specifications

Clearspace

Clearspace

- The minimum clearspace around the arrangement is equal to 2x the height of the "In collaboration with" line.

- Clearspace is the same for all arrangements.

Clearspace
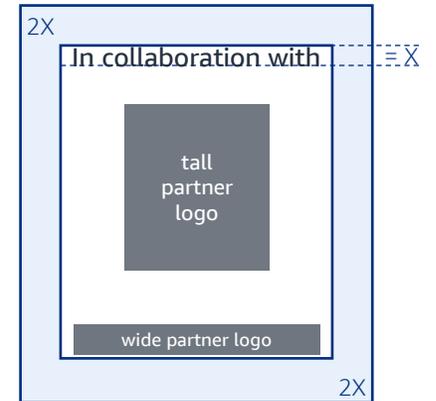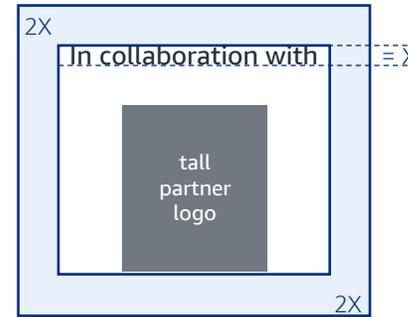
AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

AWS-led examples

Webinar and case study

- AWS-led scenarios are when AWS has primary control of content creation, messaging, and/or customer experience and wins customer opportunities.
- Place the AWS logo in a primary layout location (for example, in the top left corner) to illustrate that AWS leads the marketing scenario.
- Your logo is placed in a secondary layout location under the term "In collaboration with" (for example, on the right side, above the fold) to illustrate your supporting role in the scenario.
- Up to five partners' logos can be included in the AWS-led branding treatment.

Webinar
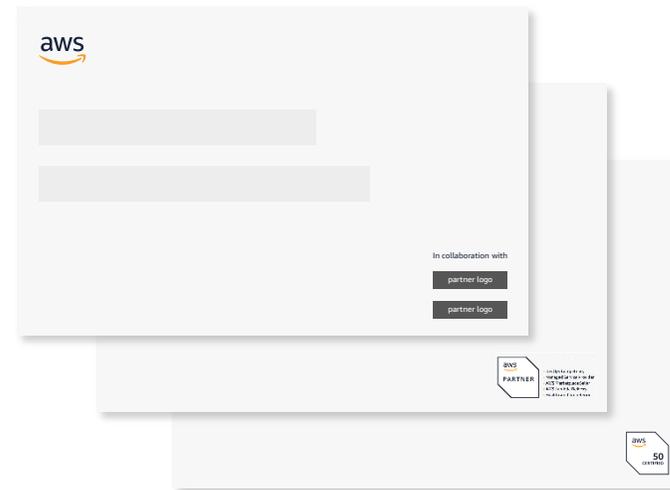
Case study

AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

AWS-led examples

Whitepaper, ebook, and social ads

Whitepaper

ebook

Social ads
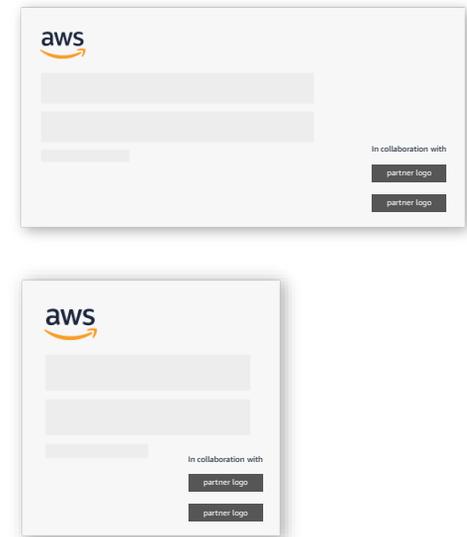
AWS Marketplace-led examples

Landing page and webinar

- AWS Marketplace-led scenarios are when AWS Marketplace has primary control of content creation, messaging, and/or customer experience and wins customer opportunities.

- Place the AWS Marketplace logo in a primary layout location (for example, in the top left corner) to illustrate that AWS Marketplace leads the marketing scenario.

- Your logo is placed in a secondary layout location under the term "In collaboration with" (for example, on the right side, above the fold) to illustrate your supporting role in the scenario.

- Up to five partners' logos can be included in the AWS Marketplace-led branding treatment.

Landing page
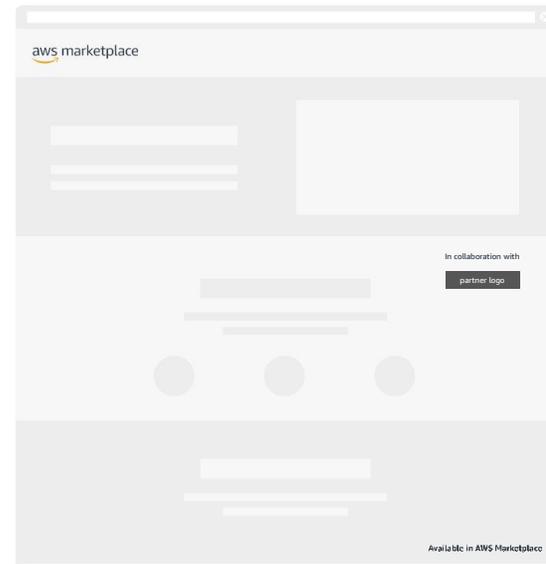
Webinar
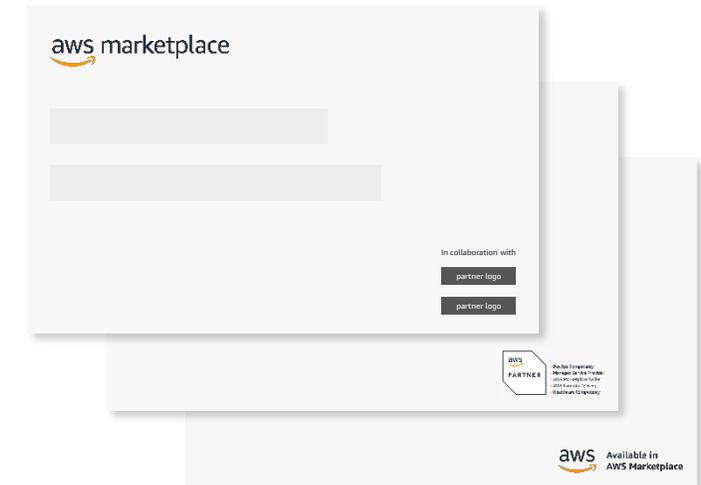
AWS Marketplace-led examples

Case study, whitepaper, and social ads

Case study
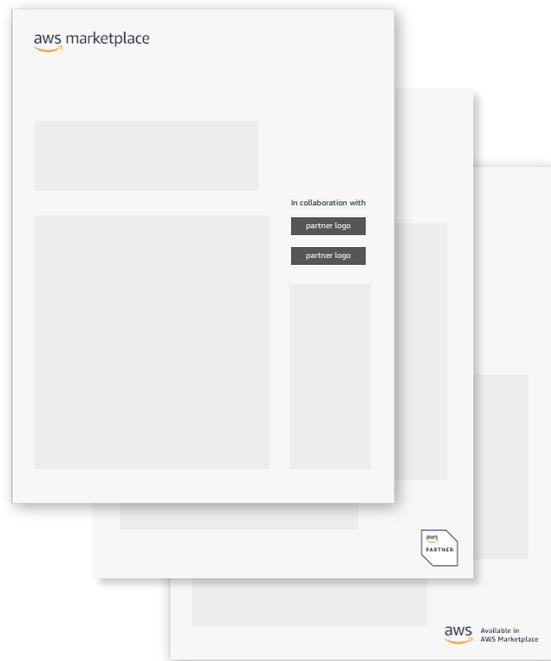
Whitepaper

Social ads
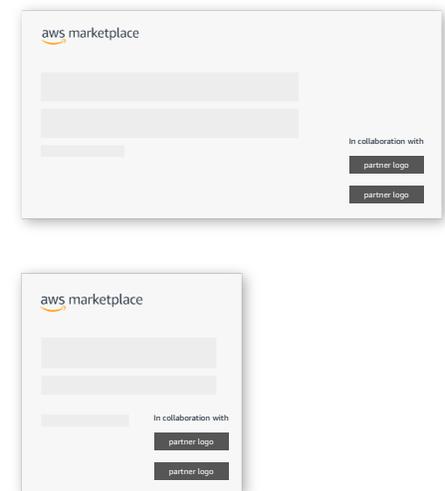
Summary of AWS-led and AWS Marketplace-led treatments

Primary and interior page layout options

AWS-led and AWS Marketplace-led scenarios

- AWS-led marketing scenarios are when AWS has primary control over content creation, messaging, and/or the customer experience, and wins the customer opportunities.

- The AWS logo is placed in a primary layout location (for example, in the top left corner), as AWS leads in the marketing scenario.

- Your logo will be featured in a secondary layout location under the term "In collaboration with" to demonstrate how you work with AWS in this marketing scenario.

- Up to five partner logos are permitted to be shown in this branding treatment.

- This branding treatment also applies to AWS Marketplace-led marketing scenarios.

- Please follow the usage and specifications guidelines for each treatment.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

**Primary and interior page layout locations**

Interior page treatments
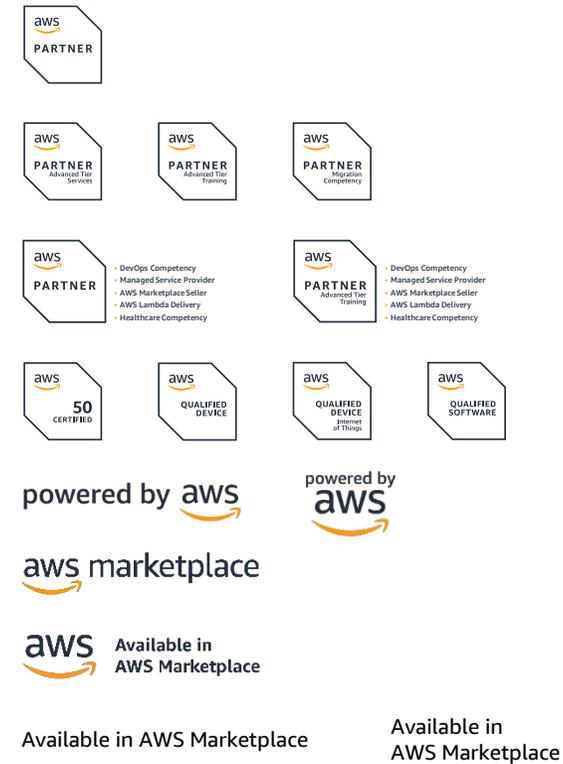
Misuse

- Shown on this page are examples of some design decisions that do not follow our branding style.
- Additionally, do not use outdated partner logos, and ensure that partner branding guidelines do not prohibit use of placement next to another partner/competitor.

In collaboration with

partner logo
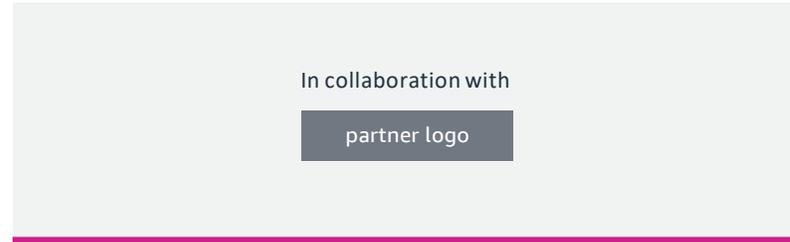
🚫 Do not set the "In collaboration with" line in any font but Amazon Ember Display Regular.

In collaboration with

partner logo
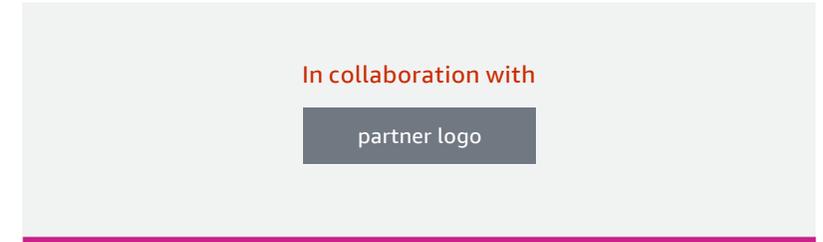
🚫 Do not set the "In collaboration with" line in any color but black or white.

In collaboration with

partner logo   partner logo
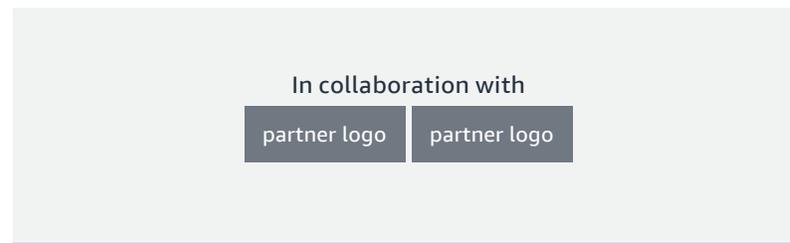
🚫 Do not violate clearspace.

In collaboration with

aws PARTNER

🚫 Do not use the AWS Partner badge under "In collaboration with."

AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

Usage rules

For AWS-led and AWS Marketplace-led scenarios:

- The cover page of AWS-led and AWS Marketplace-led assets will always leverage the respective AWS logo plus the term "In collaboration with" which includes between one and five partner logos under this term.

- AWS Partner badges cannot be used in place of the AWS Partner's logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.

- The interior page layout location of AWS-led and AWS Marketplace-led marketing assets may include one of the brand treatments illustrated on page 29 of this guide per page, subject to usage rules for each treatment.

- Multiple badges are permissible in the same document. But you're required to limit usage of one badge per page. If multiple badges are used, you may vary the types of badges, rather than using one type for all pages.

- Social posts and ads may include the "In collaboration with" treatment with the partner's logo.

- The use of AWS Partner badges applies to partners who have met the requirements to access the AWS Partner badge. You can check your eligibility status in AWS Partner Central.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Co-branded treatments

CO-BRANDED TREATMENTS

AWS logo lockup

Co-branded AWS logo lockup

- The co-branded treatment is restricted to marketing scenarios when AWS and partner(s) have equal investment and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement, or approval through AWS' established process.

- Only the AWS 'Smile' logo can be used in co-branded treatments. All other AWS brand marks cannot be used in co-branded treatments.

- Up to two partners' logos may appear in this branding treatment.

- Your AWS representative will submit co-branded requests on your behalf. Please allow 7-10 business days to hear back.

Co-branded logo lockup

CO-BRANDED TREATMENTS

Specifications

Size and arrangements

Co-branded arrangements

- Co-branded arrangements include the AWS logo and one or two partner logos.
- A maximum of three logos are allowed within the standard and alternate co-branded scenarios.
- Replicate the clearspace described on this page when showing more than two partners.
- Co-branded arrangements can only be used in social media channels when created and approved by AWS for ad use.
- Construct the co-branded arrangement using the specifications described, then scale the arrangement as needed.

AWS logo size

- The AWS logo is 150px high.

Pipe

- The pipe is 190px high and has a 3pt stroke.

Partner logo sizing

- The area designated for your logo is determined by the height of the AWS logo.

Standard arrangements

- Align your logo top and bottom to the AWS logo.
- "w" from AWS logo is used to determine space between AWS, pipe, and partner logo.
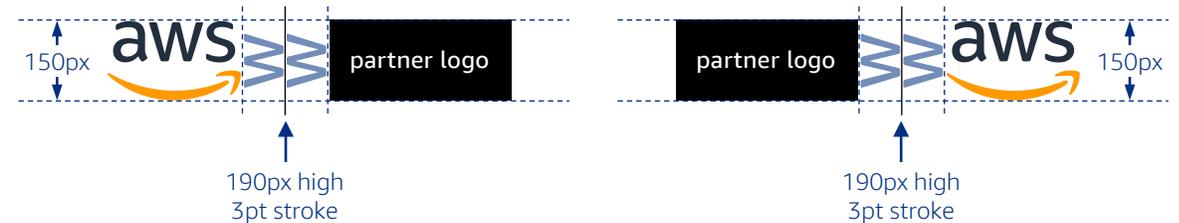
Multi-partner arrangements

- Align partner logos top and bottom to the AWS logo.
- "w" from AWS logo is used to determine space between AWS, pipe, and the first partner logo.
- Additional partner logos use the "w" space without the pipe.

150px

aws | partner logo

190px high
3pt stroke

partner logo | aws

190px high
3pt stroke

150px

150px

aws | partner logo | partner logo

partner logo | partner logo | aws

150px
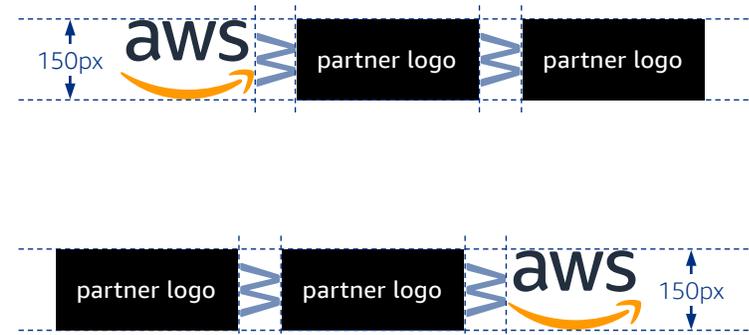
CO-BRANDED TREATMENTS

Specifications

Color and clearspace

Color and backgrounds

- AWS is colored either Squid Ink or White.
- Use the Squid Ink version of the AWS logo for white or light-colored backgrounds.
- Use the white AWS logo for black or dark-colored backgrounds.
- Make the divider line the same color as the AWS logo, depending on background.

Clearspace

- The minimum clearspace around the logo is equal to the height of the letter "a" in the AWS logo.
- The pipe is not included when measuring clearspace.
- Clearspace requirements are the same for all arrangements and color variations.

Squid Ink version of AWS logo for use on white or light-colored backgrounds

White AWS logo for use on black or dark-colored backgrounds

Clearspace

CO-BRANDED TREATMENTS

Examples

Landing page and presentation

- The co-branded treatment is reserved for scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.

- Place the co-branded treatment in a primary layout location (for example, in the upper left corner).
- Be sure the co-branded treatment is consistent throughout all touchpoints.

Landing page

Presentation
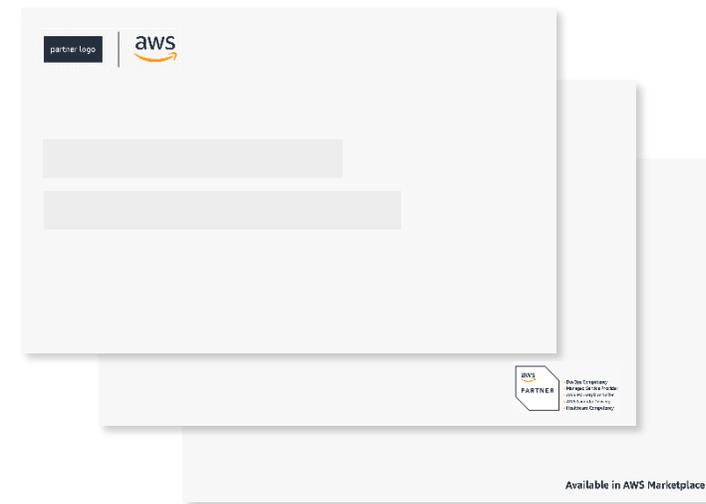
CO-BRANDED TREATMENTS

Examples

ebook, case study, whitepaper, and social ads

- The co-branded treatment is reserved for marketing scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.

- Place the co-branded treatment in a primary layout location (for example, in the upper left corner).
- Be sure the co-branded treatment is consistent throughout all touchpoints.

ebook

Case study

Whitepaper
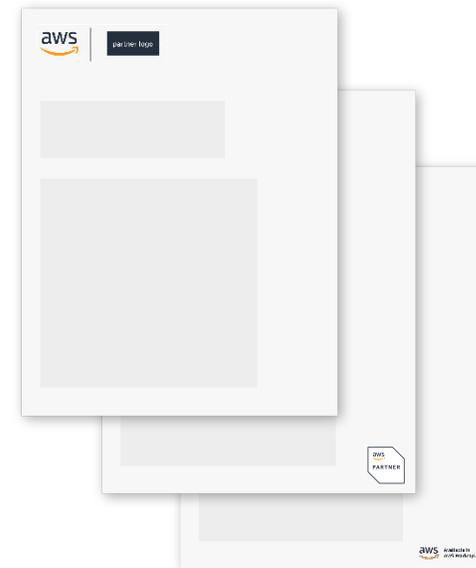
Social ads
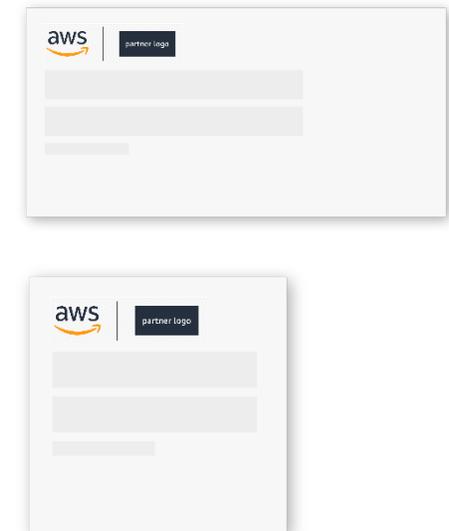
CO-BRANDED TREATMENTS

Summary of Co-branded treatments

Primary and interior page layout options

Co-branded scenarios

- The co-branded treatment includes the AWS logo, and one or two partner logos placed in a primary layout location (for example, in the top left corner). Its use is reserved for scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.

- The AWS Marketplace logo shall not be used in co-branded treatments.

- Your AWS representative will submit co-branding requests on your behalf. Please allow 7-10 business days to hear back.

- Please follow the usage and specifications guidelines for each treatment.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Primary and interior page layout locations
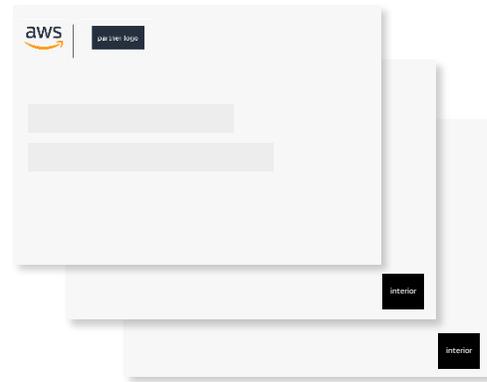
Interior page treatments
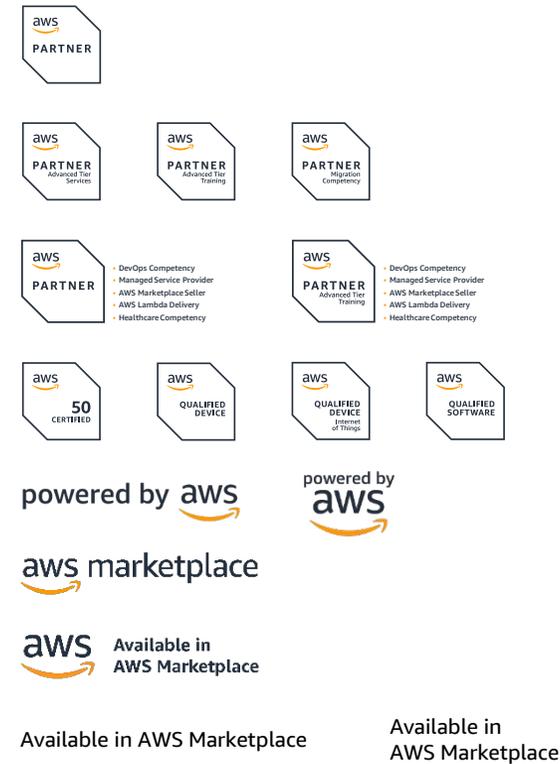
CO-BRANDED TREATMENTS

Misuse

- Shown on this page are examples of some design decisions that do not follow our branding style.
- Do not use the co-branded treatment without express approval from AWS, requested by your AWS representative.

🚫 Do not use the AWS Partner Network logo in co-branded treatments.

🚫 Do not use the AWS Marketplace logo in co-branded treatments.

🚫 Do not use partner badges in co-branded treatments.

🚫 Do not create new co-branded treatments.

CO-BRANDED TREATMENTS

Usage rules

For Co-branded scenarios:

- The co-branded treatment is restricted for use in marketing scenarios when AWS and partner(s) have equal investment and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.

- Once approved for use by AWS, the co-branded treatment may be used for joint marketing campaigns or jointly hosted event-specific promotions. Permission to use the co-branded treatment does not extend beyond the limited scope of a specific asset, campaign, or event.

- The co-branded treatment is allowed on the landing page, email, marketing assets, digital ads, and social media posts (only when AWS creates the posts) specific to the approved scenario's campaign or event.

- Broader use of the co-branded treatment on the AWS Partner's website is not allowed, except when linking to the campaign or event-specific website or landing page. Broader use beyond the specific campaign or event is not allowed.

- Assets produced within an approved co-branded campaign can be used at events, assuming that the assets are still current and are appropriate for use at the event.

- Use of the co-branded treatment in other event assets is heavily restricted and requires permission and approval from AWS.

- The co-branded treatment may not be used on promotional items of any kind, including event giveaways or swag.

- The AWS Marketplace logo shall not be used in co-branded treatments.

- AWS Partner badges cannot be used in place of the AWS Partner logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.

- The interior page layout location of co-branded marketing assets may include one of the brand treatments illustrated on page 38 of this guide per page, subject to usage rules for each treatment.

- Multiple badges are permissible in the same document. But, you're required to limit usage of one badge per page. If multiple badges are used, you may vary the types of badges, rather than using one type for all pages.

- The use of AWS Partner badges applies to partners who have met the requirements to access the AWS Partner badge. You can check your eligibility status in AWS Partner Central.

- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Working with our brand

WORKING WITH OUR BRAND

AWS logo and Powered by AWS

When creating assets that include AWS, AWS Marketplace (see AWS Marketplace section), or Amazon Cloud Technologies (see Branding in China section) branding elements and marks, please adhere to our guidelines. You are permitted to use AWS logos worldwide per these guidelines, with the exception that they do not extend to mainland China. You are not permitted to actively promote the AWS logo in China where the Amazon Cloud Technologies logo must be used instead.

Explore these logos by visiting the Marketing Toolkit in AWS Partner Central.

AWS logo

This is our most valuable visual identity element. You may use the AWS logo, to demonstrate (1) that your offering supports AWS, or (2) that AWS is a cloud services provider your organization works with. Please consult this guide for branding (Partner-led, AWS-led, and co-branded) and non-branding use cases.

Powered by AWS

You can display Powered by AWS to let customers know that your application is built on AWS, the world's most comprehensive and broadly adopted cloud offering.

WORKING WITH OUR BRAND

AWS logo: Color and clearspace

AWS logo

This is our most valuable visual identity element. You may use the AWS logo to demonstrate (1) that your offering supports AWS, or (2) that AWS is a cloud services provider your organization works with.

Color variations

- **Two Color: Squid Ink & Amazon Orange**
  This option may be used only on white or Squid Ink backgrounds. (Note: "AWS" is reversed out in white for squid ink backgrounds.)
- **One Color: Squid Ink**
  This option may be used on light color backgrounds.
- **One Color: White**
  This option may be used on dark color backgrounds.

Clearspace

- The clearspace is the area that should be free of other logos, text, or graphics. Use the height and width of the letter "a" in the logo.
- Horizontal and vertical space requires the full height and width of the "a" on either side as shown.

AWS logo

Color variations

Clearspace
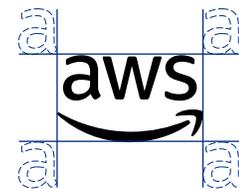
WORKING WITH OUR BRAND

AWS logo misuse

Shown on this page are examples of some design decisions that do not follow our branding style.

🚫 Do not outline the logo.

🚫 Do not remove elements from the logo.

🚫 Do not use a registered trademark symbol.
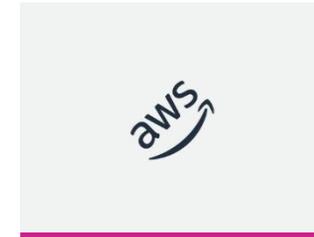
🚫 Do not distort or rotate the logo.

🚫 Do not apply any visual effects like a drop shadow to the logo.

🚫 Do not modify or re-create the provided artwork.

🚫 Do not add icons to the logo.

🚫 Do not add elements to the logo or let others do so.
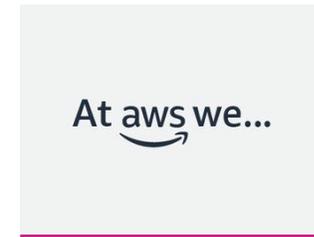
🚫 Do not use the logo in a sentence.

🚫 Do not use the smile without AWS.

🚫 Do not put the logo in a shape.

🚫 Do not change the logo colors.

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

🚫 Do not place the white logo over a color that is not accessible.

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

AWS logo for non-branding usage

- These images demonstrate several ways to use the AWS logo in non-branding situations, as a visual representation (1) that your solution supports AWS, or (2) that AWS is a cloud services provider your organization works with.

- The AWS logo may be used on websites and landing pages, in email marketing, marketing assets, and event assets. You may not use it in any online ads, in social media account images, or promotional items.

- Using the AWS logo in your custom assets outside of the approved use cases shown here could be interpreted as a co-branded scenario and is not permitted.

- Please reach out to your AWS representative for usage guidance.

WORKING WITH OUR BRAND

Specifications

Powered by AWS usage, color, and clearspace

Powered by AWS

- AWS Partners who are AWS customers (e.g., AWS Partners running their SaaS offering on AWS) may use the Powered by AWS logo, while adhering to this guide.
- Please read and follow our Trademark Guidelines before using the logo.

Color and backgrounds

- Powered by AWS is colored either Squid Ink or White.
- Use the Squid Ink version of the Powered by AWS logo for white or light-colored backgrounds.
- Use the white Powered by AWS logo for black or dark-colored backgrounds.

Clearspace

- The clearspace is based on the letter "a" in the logo. Horizontal and vertical space requires the full height and width of the "a" on either side as shown here.

Horizontal

Stacked

Horizontal clearspace

Stacked clearspace

WORKING WITH OUR BRAND

Powered by AWS examples

Websites, email, booth graphics, flyers, and demos

Websites and landing pages
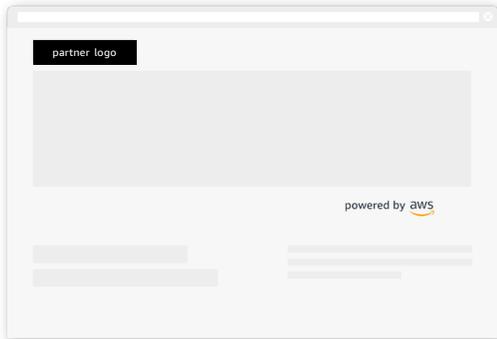
Email marketing
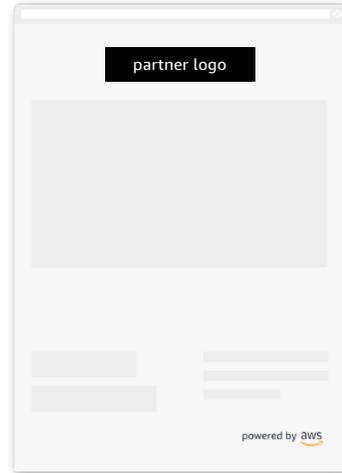
Booth graphics

Flyers
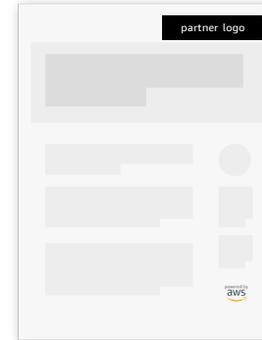
Demos

WORKING WITH OUR BRAND

AWS Marketplace logo and Available in AWS Marketplace

When creating assets that include AWS Marketplace or "Available in AWS Marketplace" branding elements and marks, please adhere to our guidelines. You are permitted to use AWS logos worldwide per these guidelines, with the exception that they do not extend to mainland China. You are not permitted to actively promote the AWS logo in China where the Amazon Cloud Technologies logo must be used instead.

Explore these logos by visiting the Marketing Toolkit in AWS Partner Central.

Color variations

- **Two Color: Squid Ink & Amazon Orange**
  This option may be used only on white or Squid Ink backgrounds. (Note: "AWS" is reversed out in white for Squid ink backgrounds).
- **One Color: Squid Ink**
  This option may be used on light color backgrounds.
- **One Color: White**
  This option may be used on dark color backgrounds.

Clearspace

- The clearspace is the area that should be free of other logos, text, or graphics. Use the height and width of the letter "a" in the logo.
- Horizontal and vertical space requires the full height and width of the "a" on either side as shown.

AWS Marketplace logo

The AWS Marketplace logo is our visual brand identity and is used in AWS Marketplace-led marketing scenarios.

Logo lockup clearspace

Text only

Available in AWS Marketplace

Available in
AWS Marketplace

Amazon Ember bold
Tracking: 0
Size: 10-12 pt
Color: Squid Ink or White
Leading: Auto

Available in AWS Marketplace

You can use either logo with text or the text treatment "Available in AWS Marketplace" to tell your customers that your software runs on AWS and is available in AWS Marketplace.

Logo with text clearspace

WORKING WITH OUR BRAND

Available in AWS Marketplace examples

Websites, email, booth graphics, flyers, and demos

Websites and landing pages
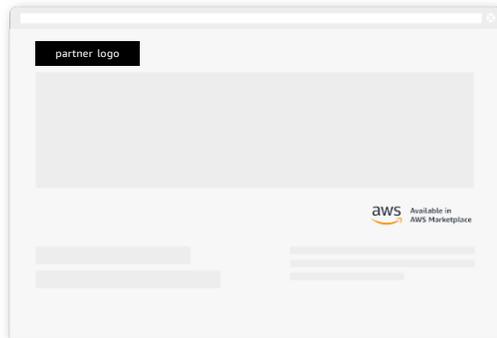
Email marketing
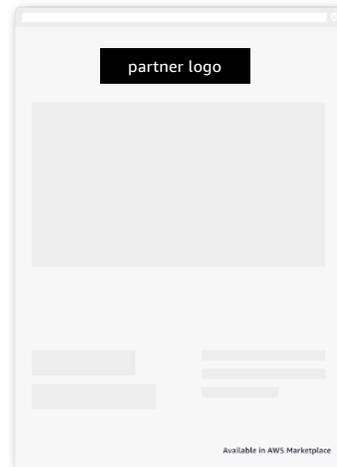
Booth graphics
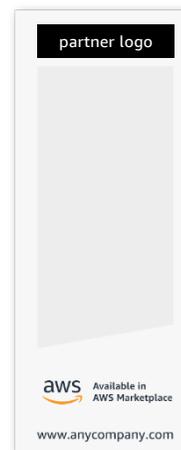
Flyers
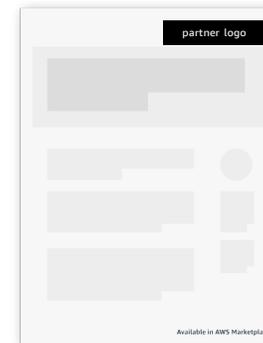
Demos

WORKING WITH OUR BRAND

Branding in mainland China

When creating assets that include branding elements and marks for mainland China, please use the Amazon Cloud Technologies logo and not the AWS logo. You may access the Amazon Cloud Technologies logo and the Powered by Amazon Cloud Technologies logo in the Marketing Toolkit found in AWS Partner Central.

Amazon Cloud Technologies logo

亚马逊云科技

The Amazon Cloud Technologies logo is available for use in all public-facing assets and communications in mainland China only. This includes websites, service names, consoles, technical documentation, event materials, and marketing campaigns, for both Chinese and English materials.

Powered by Amazon Cloud Technologies

powered by
亚马逊云科技

You can display the Powered by Amazon Cloud Technologies logo to let customers know that your application is built on Amazon.com's global web properties.

Amazon Cloud Technologies Partner Badges

Partners are required to use the Amazon Cloud Technologies logo when working with customers in mainland China. You may select the Amazon Cloud Technologies logo for use on partner badges, designation badges, certification badges, and qualified badges. All other badge-related text will appear in English. You may use Badge Manager for use cases that require this logo. Please consult badge specifications for clearspace and usage guidance.

Partner badge

亚马逊云科技
PARTNER

Single designation badge

亚马逊云科技
PARTNER
Advanced Tier
Services

Multiple-designation badge

亚马逊云科技
PARTNER

- DevOps Competency
- Managed Service Provider
- AWS Marketplace Seller
- AWS Lambda Delivery
- Healthcare Competency

100 AWS Certifications

亚马逊云科技
100
CERTIFIED

Qualified Software

亚马逊云科技
**QUALIFIED
SOFTWARE**

Qualified Device with single designation

亚马逊云科技
**QUALIFIED
DEVICE**
Internet
of Things

WORKING WITH OUR BRAND

Specifications

Amazon Cloud Technologies

The Amazon Cloud Technologies logo is for use in all public-facing assets and communications in mainland China, including website, service names, consoles, technical documentation, event material, and marketing campaigns. This applies to both Chinese and English materials.

Color variations

- **Two Color: Squid Ink and Amazon Orange**
  This option may be used only on white or Squid Ink backgrounds. (Note: "Amazon Cloud Technologies" is reversed out in white for Squid Ink backgrounds).
- **One Color: Squid Ink**
  This option may be used on light color backgrounds.
- **One Color: White**
  This option may be used on dark color backgrounds.

Clearspace

- The clearspace is the area that should be free of other logos, text, or graphics. Use the height and width of first character in the logo.
- Horizontal and vertical space requires the full height and width of the first character in the name on either side as shown.

Type guidelines and logo color

亚马逊云科技

Type guidelines
Chinese: Noto Sans CJK JP, bold, 76 pt

Color
Text: Smile:
Squid Ink #232F3E   Amazon Orange #ff9900
RGB 37, 47, 62   RGB 255, 153, 0
CMYK 84, 72, 51, 52   CMYK 0, 47, 100, 0

Clearspace

亚马逊云科技

Clearspace is derived from the first character in name

WORKING WITH OUR BRAND

Specifications

Powered by Amazon Cloud Technologies

The Powered by Amazon Cloud Technologies logo is used to let your customers know that your application is built on the same reliable, scalable infrastructure used to power Amazon.com's global web properties.

Please read and follow our Trademark Guidelines before using the logo.

Color variations

- **Two Color: Squid Ink and Amazon Orange**
  This option may be used only on white or Squid Ink backgrounds. (Note: "Amazon Cloud Technologies" is reversed out in white for Squid Ink backgrounds.)
- **One Color: Squid Ink**
  This option may be used on light color backgrounds.
- **One Color: White**
  This option may be used on dark color backgrounds.

Clearspace

- The clearspace is the area that should be free of other logos, text, or graphics. Use the height and width of first character in the logo.
- Horizontal and vertical space requires the full height and width of the first character in the name on either side as shown.

Type guidelines

**powered by
亚马逊云科技**

English: Amazon Ember medium, 16 pt

Clearspace

**powered by
亚马逊云科技**

90% height of characters

Messaging

MESSAGING

Put your audience first

DO:

- Emphasize "AWS Partner" and your specific partner designations to showcase what matters most to customers.
- Highlight how your offering works with AWS.
- Make content educational, factual, and supported by data, sources, and references.
- Only use images, graphics, and logos that you have appropriate corporate license or written permission to use.

DO NOT:

- Use "AWS" or any of the AWS trademarks within your domain name.
- Make claims around being "the best," "the first," "the only," "the leader," etc., unless it can be clearly substantiated by third-party research.
- Include any personally identifiable information (PII) of real people in your content, such as names, contact info, account numbers, and user names.
- Directly compare products or companies, compare companies' strengths or weaknesses, or define companies in any negative manner.
- Use AWS icons, logos, or badges next to your own logo, or other third-party logos.
- Use design elements (pipes, ampersands, pluses, x signs, equal signs, etc.) to denote the AWS relationship.

MESSAGING

Highlight how you work with AWS and AWS Marketplace

DO:

- Use the term "AWS Partner" to showcase your relationship with AWS.
- When using the term "AWS Partner," use "AWS Partner" in full in the first instance. Use the term "partner" for subsequent references in the same document.
- Use descriptions from the AWS website when describing AWS products and services.
- Showcase your expertise to your customers with program and partner tier designations using the terminology below. AWS no longer refers to partners as Consulting Partner or Technology Partner.

Single designation examples

- AWS Advanced Tier Services Partner
- AWS Advanced Tier Training Partner
- AWS Migration Competency Partner
- AWS Partner with an AWS Qualified Device offering
- AWS Partner with an AWS Qualified Software offering

Multiple designation examples

- AWS Premier Tier Services Partner with an AWS Qualified Software offering and Migration Competency
- AWS Partner with Migration Competency and AWS Managed Service Provider designation

- When referring to AWS Marketplace, always include "AWS" before Marketplace. At no time, should the term "Marketplace" be used as a standalone term. You must always spell out AWS Marketplace in every instance it is referred. Do not abbreviate to AWS MP, AWSMP, MP, or any other variation.
- When referencing AWS Marketplace, the word "Marketplace" should always be one word and have a capital "M."
- AWS Marketplace does not endorse any AWS Marketplace Seller, feature, product, or benefit.
- You may say that your feature or product is available in AWS Marketplace.
- When referring to AWS Marketplace sellers, features, products, or benefits, you must use the phrasing "in" AWS Marketplace, not "on" AWS Marketplace.

DO NOT:

- Do not use the terms "partners," "partnering," "partnership," or "strategic alliance" to describe your relationship with AWS. Opt for language such as "agreement," "teamed," "in cooperation with," "working with," or "relationship."
- When speaking about the cloud, do not refer to AWS as "AWS hybrid," "AWS hybrid cloud," or "ecosystem."
- When promoting your security solutions, do not use terms that create fear, uncertainty, or doubt, such as "exploit," "attack," "breach," or "hacker."
- For high-visibility assets used in AWS-led campaigns or at AWS events, such as booth graphics, session content, in-booth demos and videos, and display ads at AWS events, do not include the names or logos of other public cloud providers. If you prefer not to use AWS specifically, you may reference "the cloud," "your cloud," or "multi-cloud."
- Do not use the term "3rd-party" when referring to sellers in AWS Marketplace. Instead, please use "independent software vendors" (preferred), "software sellers," or "data providers." You can abbreviate "independent software vendors" to "ISVs" as long as it's not the first reference in the document.

MESSAGING

AWS service names

- AWS permits our customers, third-party developers, partners, and the media to use our name, trademarks, logos, and badges in limited capacity as specified in this guide.

- By using the AWS marks, you agree to adhere to the guidelines and specifically to the usage requirements and terms provided.

- If you have a separate agreement with AWS that includes specific use of the AWS brand, that agreement will govern your use of AWS marks.

- Please visit aws.amazon.com/service-terms for more information on AWS service terms.

MESSAGING

Additional AWS Partner Resources

Getting Started with AWS

AWS Partner Network

AWS Partner Central

Getting Started as an AWS Marketplace Seller

APN Certifications

AWS Partner Training and Certification

AWS Partner Success Stories

AWS Partner Marketing Central

AWS Partner Device Catalog

AWS Partner Marketing Academy

AWS Partner Resources

APN Blog

AWS Trademark Guidelines

AWS Architecture Icons

aws

Thank you!