



AWS Partner Creative and Messaging Guide

July 2023

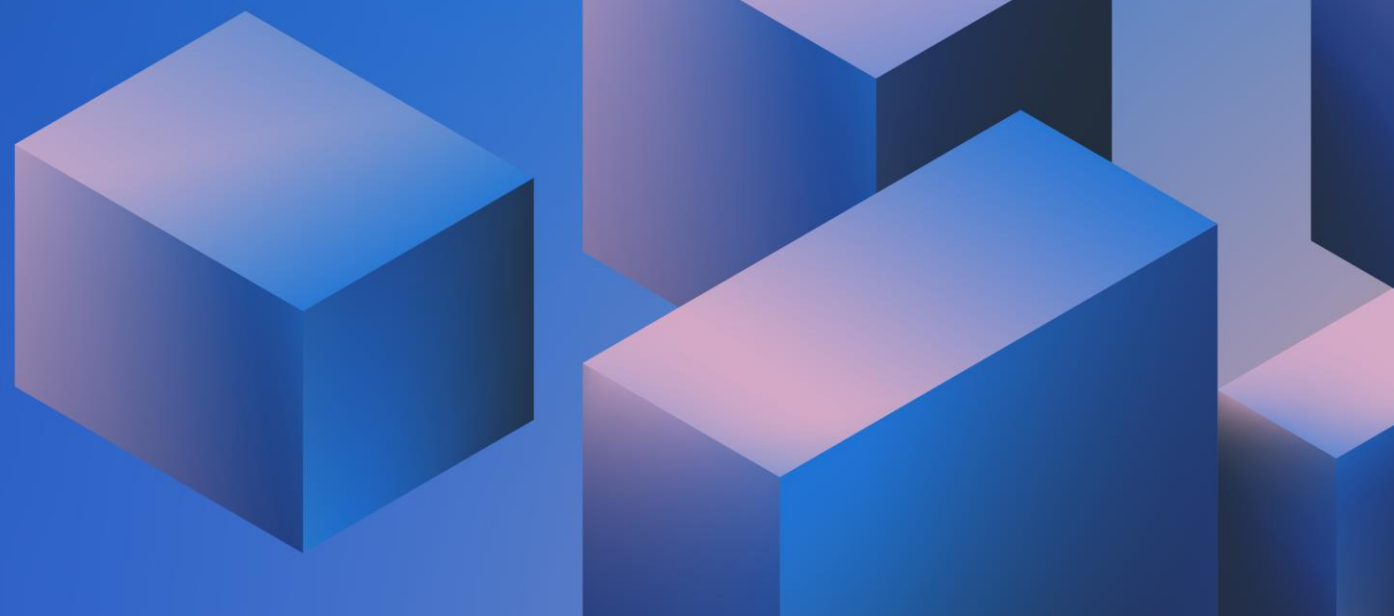


Table of contents

Overview

- An introduction to branding for AWS Partners
- How to use this guide
- Determine your scenario and brand treatment

Partner-led treatments

- Overview of partner branding treatments
- AWS Partner badges
 - Specifications
 - Examples
- AWS Certification badges
 - Specifications
- Qualified badges
 - Specifications
- Misuse
- Powered by AWS logo
 - Specifications
 - Examples
- AWS Marketplace logo
 - Specifications
 - Examples
- AWS logo
 - Specifications
 - Misuse
 - Non-branding usage
- Branding in mainland China
 - Specifications
- Summary of partner-led treatments
- Usage rules

AWS-led and AWS Marketplace-led treatments

- AWS logo and “In collaboration with”
 - Specifications
 - AWS-led examples
 - AWS Marketplace-led examples
- Summary of AWS-led and AWS Marketplace-led treatments
- Misuse
- Usage rules

Co-branded treatments

- AWS logo lockup
 - Specifications
 - Examples
- Summary of co-branded treatments
- Misuse
- Usage rules

Messaging

- Put your audience first
- Highlight how you work with AWS and AWS Marketplace
- AWS service names

Additional AWS Partner resources



Overview

OVERVIEW

An introduction to branding for AWS Partners

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

In this guide, you'll find AWS branding treatments that highlight your offerings and elevate your customer experience.

Differentiate your brand and maximize your marketing impact with access to resources, tools, and training. Unlock the benefits of your membership in [AWS Partner Central](#)—a self-service portal to manage your engagement with AWS (login required).

For a complete list of partner resources, see the [Additional AWS Partner Resources](#) section.



OVERVIEW

How to use this guide

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

A marketing scenario is a campaign, event, communication, or initiative that can be **partner-led, AWS-led, or co-branded**. Determining the brand treatment that best suits your unique marketing scenario helps highlight your AWS expertise and relationship with AWS to your customers.

Use this guide to help you deliver a consistent and valuable brand experience. Navigate the guide using the home button in the top right corner of each page.

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

Please adhere to these guidelines and consult your AWS representative for assistance as needed. This guide is subject to change.

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 leverage a variety of brand treatments, including partner badges. Partner badges include 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

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 AND AWS MARKETPLACE-LED TREATMENTS](#)

Co-branded scenarios



Reserved for use when AWS and partner(s) have shared 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

Overview of partner branding treatments

Partner-led marketing scenarios are when an AWS Partner has primary control over content creation and messaging, and/or the customer experience, and the partner wins the customer opportunities. AWS Partners can utilize a variety of branding treatments in their marketing collateral, including:

- Partner badges
- Powered by AWS logo
- AWS Marketplace logo
- AWS smile logo
- Amazon Cloud Technologies logos (CHINA ONLY)

When creating assets that include any AWS branding elements and marks, please adhere to these guidelines.

Explore these brand treatments in the [Marketing Toolkit](#) in AWS Partner Central (login required).

Partner badges



AWS smile logo



Powered by AWS logo



AWS Marketplace logo



Amazon Cloud Technologies logos (CHINA ONLY)



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.
- Download your partner badge using [Badge Manager](#) in AWS Partner Central. This is available to organizations that have met the requirements to access the AWS Partner badge.

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), specializations (AWS Competency, Managed Service Provider, Service Delivery, Service Ready), 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



Single-designation badge



Multiple-designations badge



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



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

PARTNER-LED TREATMENTS

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.
- For white or light-colored backgrounds, use the Squid Ink border.
- For black or dark-colored backgrounds, use the Amazon Orange border.

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



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

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



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

PARTNER-LED TREATMENTS

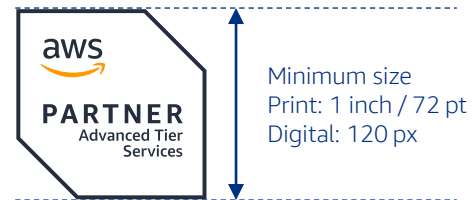
Specifications

Designation badge size and clearspace

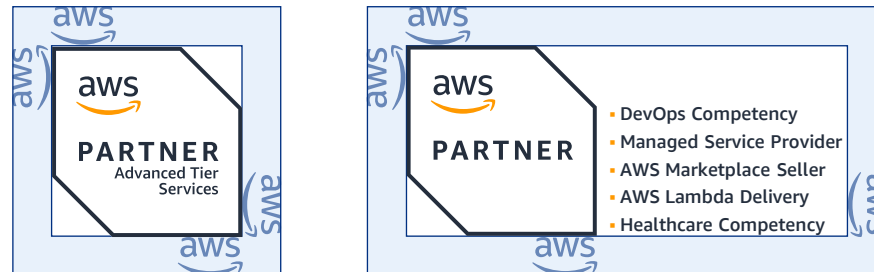
Clearspace

- 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



Clearspace



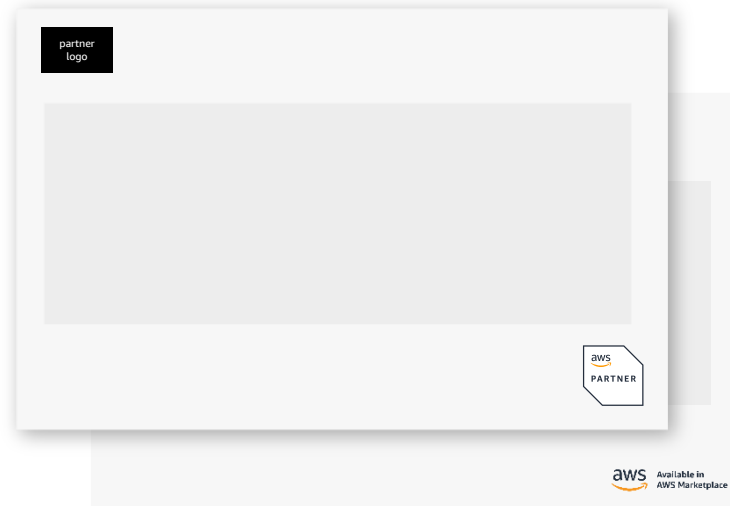
PARTNER-LED TREATMENTS

Examples

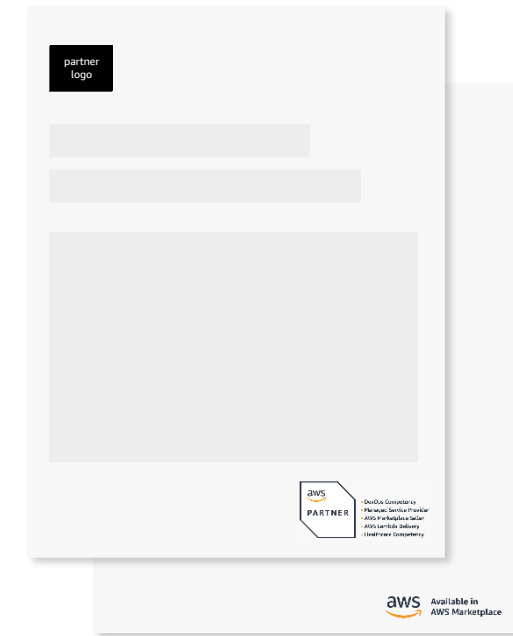
Presentation and whitepaper

- 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

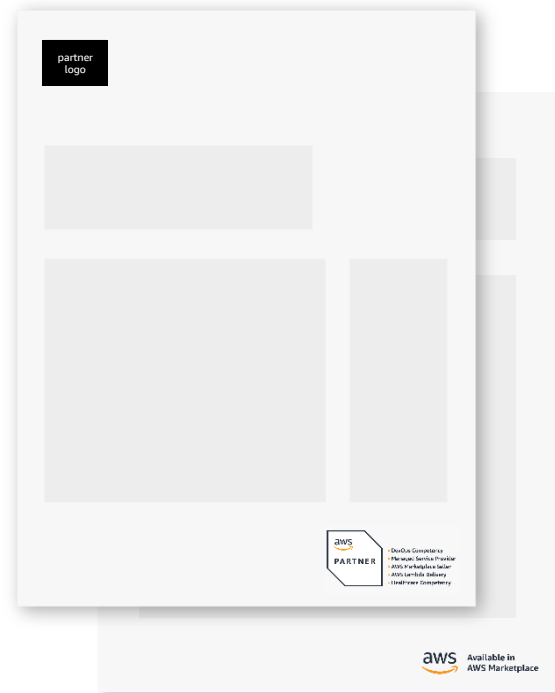


PARTNER-LED TREATMENTS

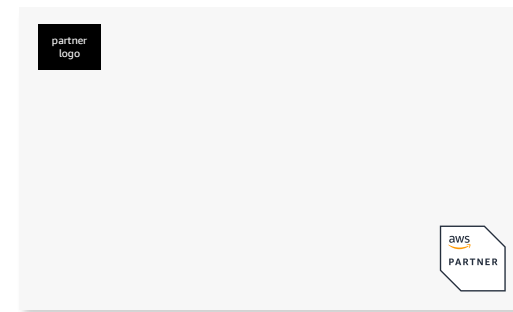
Examples

Case study, social post, and promotional items (swag)

Case study



Social post



Promotional items (swag)



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



100 AWS
Certifications



1,000 AWS
Certifications



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.
- For white or light-colored backgrounds, use the Squid Ink border.
- For black or dark-colored backgrounds, use the Amazon Orange border.

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.

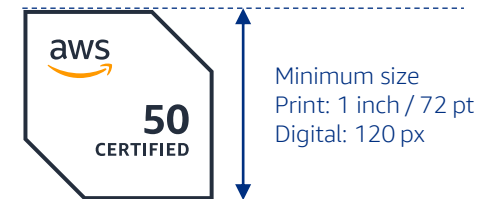
Clearspace

- 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



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



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 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.
- For white or light-colored backgrounds, use the Squid Ink border.
- For black or dark-colored backgrounds, use the Amazon Orange border.

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.

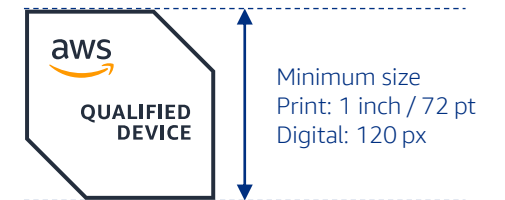
Clearspace

- 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



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



Clearspace



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

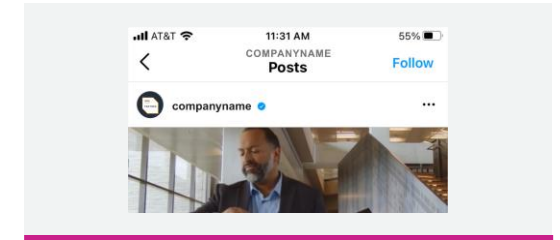
- **Do not** use the AWS Certification badge for online ads, social media, or promotional items.



- ⊘ 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

Powered by AWS logo

You can use a “Powered by AWS” logo to let customers know that your application is built on AWS. If your application is not built on AWS, use of this logo is prohibited. Please ensure that the Powered by AWS logo is smaller and less prominent than your own logo on any assets.

Powered by AWS logo

powered by 



powered by




PARTNER-LED TREATMENTS

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 variations

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

Horizontal

powered by aws



Horizontal clearspace



Stacked

powered by
aws



Stacked clearspace

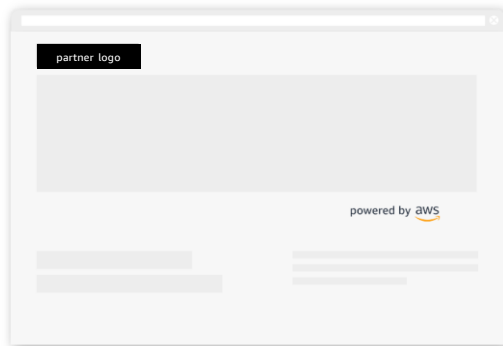


PARTNER-LED TREATMENTS

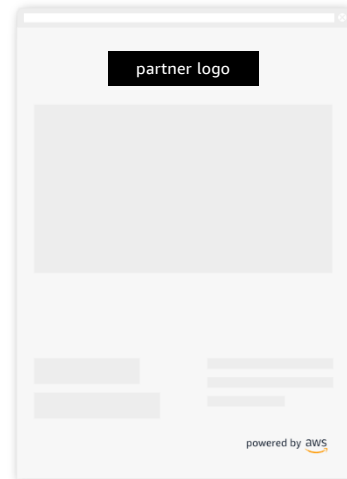
Examples

Websites, email, booth graphics, flyers, and promotional items (swag)

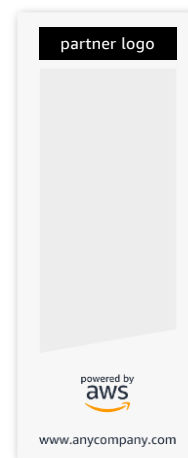
Websites and landing pages



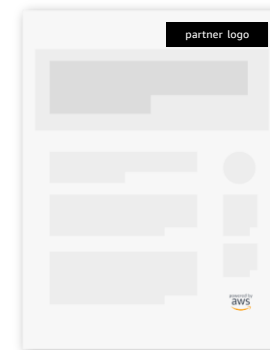
Email marketing



Booth graphics



Flyers



Promotional items (swag)



PARTNER-LED TREATMENTS

AWS Marketplace logo

You can use an “AWS Marketplace” logo, “Available in AWS Marketplace” logo, or “Available in AWS” text-only treatment to let customers know that your application or software is available in AWS Marketplace. If your software is not available in AWS Marketplace, use of this logo is prohibited. Please ensure that the AWS Marketplace logo is smaller and less prominent than your own logo on any assets.

AWS Marketplace logo



Available in AWS Marketplace logo



Text only

Available in AWS Marketplace

**Available in
AWS Marketplace**

PARTNER-LED TREATMENTS

Specifications

AWS Marketplace usage, color, and clearspace

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-colored backgrounds.
- **One Color: white**
This option may be used on dark-colored 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 logo



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

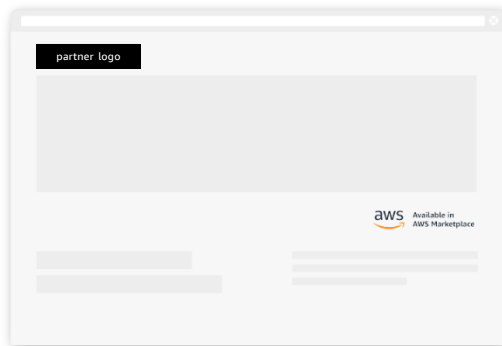


PARTNER-LED TREATMENTS

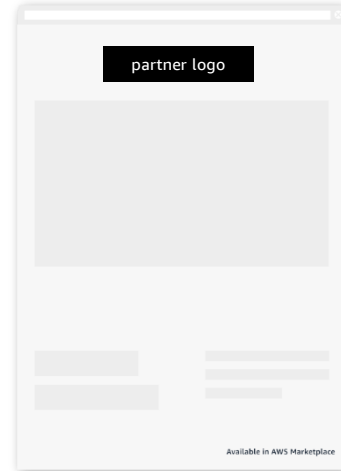
Examples

Websites, email, booth graphics, flyers, and promotional items (swag)

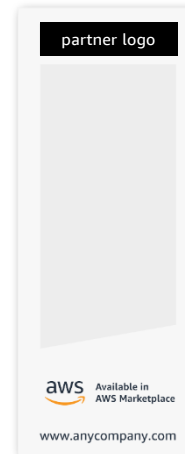
Websites and landing pages



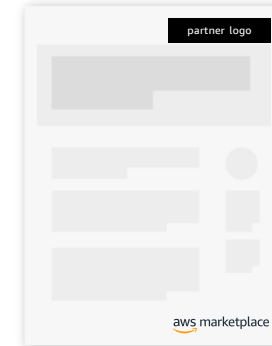
Email marketing



Booth graphics



Flyers



Promotional items (swag)



PARTNER-LED TREATMENTS

AWS logo

This is our most valuable visual identity element. You may use the AWS logo in non-branding situations (for example, in an architecture diagram) to demonstrate (1) that your offering supports AWS, or (2) that AWS is a cloud services provider your organization works with.

AWS smile logo



PARTNER-LED TREATMENTS

Specifications

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-colored backgrounds.
- **One Color: white**
This option may be used on dark-colored backgrounds.

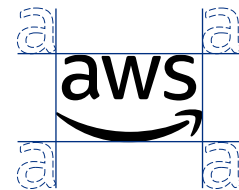
Clearspace

- 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.

Color variations



Clearspace



PARTNER-LED TREATMENTS

Misuse

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



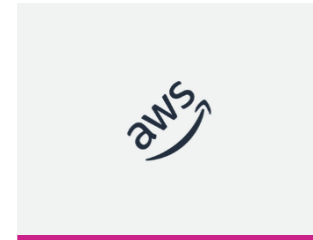
⊘ Do not outline the logo.



⊘ 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.



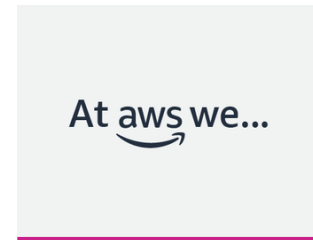
⊘ Do not modify or re-create the provided artwork.



⊘ 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.

PARTNER-LED TREATMENTS

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.
- 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 with any questions or for usage guidance.



PARTNER-LED TREATMENTS

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



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



You can display the Powered by Amazon Cloud Technologies logo to let customers know that your application is built on Amazon.com 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	Single designation badge	Multiple-designation badge
100 AWS Certifications	Qualified Software	Qualified Device with single designation

PARTNER-LED TREATMENTS

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-colored backgrounds.
- **One Color: white**
This option may be used on dark-colored 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:

Squid Ink #232F3E

RGB 37, 47, 62

CMYK 84, 72, 51, 52

Smile:

Amazon Orange #ff9900

RGB 255, 153, 0

CMYK 0, 47, 100, 0

Clearspace



Clearspace is derived from the first character in name

PARTNER-LED TREATMENTS

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 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-colored backgrounds.
- **One Color: white**
This option may be used on dark-colored 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
亚马逊科技

English: Amazon Ember Medium, 16 pt

Clearspace



90% height of characters

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 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



Available in AWS Marketplace

Available in
AWS Marketplace

Interior page treatments (Any treatment shown in secondary layout list or Qualified badge)



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. Check your eligibility status in [AWS Partner Central](#).
- The AWS Partner badge cannot be used in place of your logo in any marketing assets.
- The cover page should always leverage your logo in a primary location. The secondary location may include one of the brand treatments shown on [page 32](#) of this guide, subject to usage rules for each treatment.
- The interior page location of marketing assets may include one of the brand treatments illustrated on [page 32](#) of this guide, subject to usage rules for each treatment.
- Multiple badges are permissible in the same asset, with usage limited 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 badges with or without designations, Certification badges, or Qualified badges.
- 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

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



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...

- 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.

If the partner's logo is taller than it is wide...

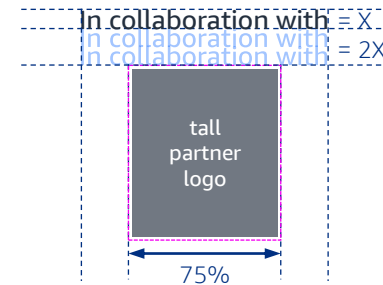
- Size the "In collaboration with" line to the width of the partner's logo, then reduce the size of the logo by 75%.
- Use the height of the "In collaboration with" line to determine the distance from the partner's logo.

If multiple partners' logos are different widths...

- 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.

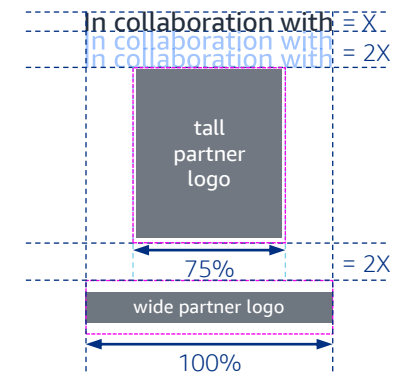
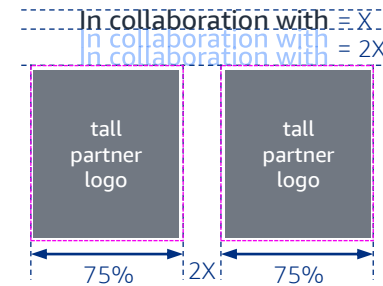
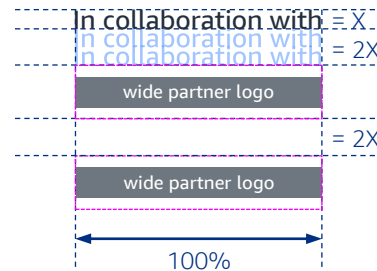
Single partner logo arrangements

- "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 logo.



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 partners' brand guidelines for the minimum size of the partners' logos.



AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

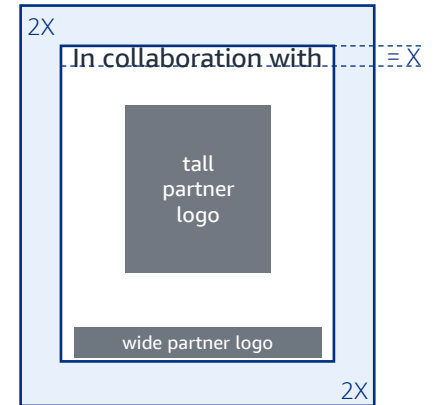
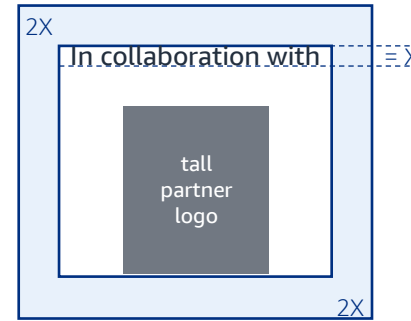
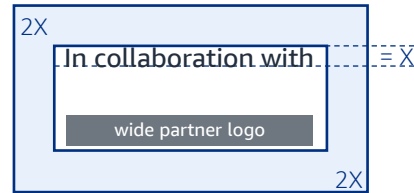
Specifications

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



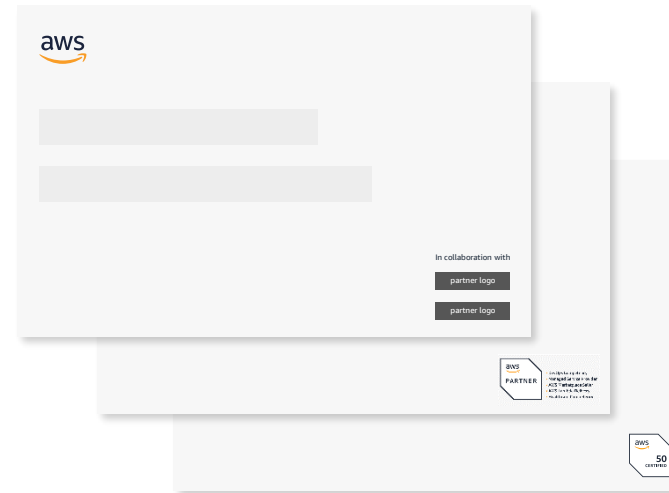
AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

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

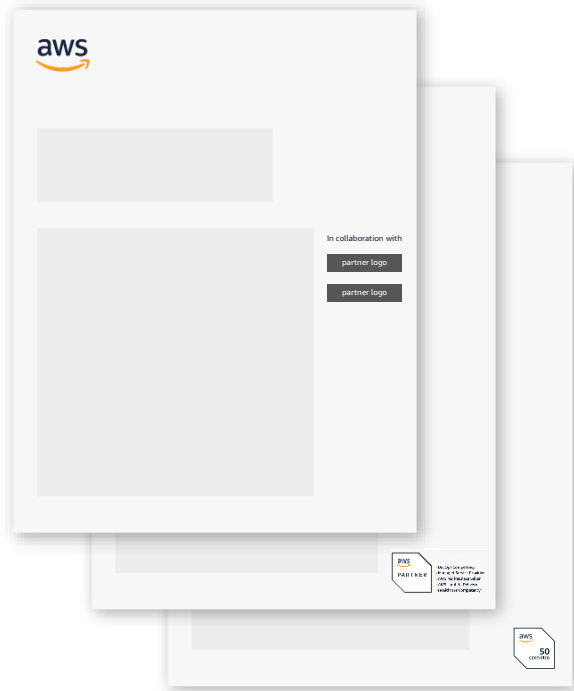


AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

AWS-led examples

Whitepaper, ebook, and social posts

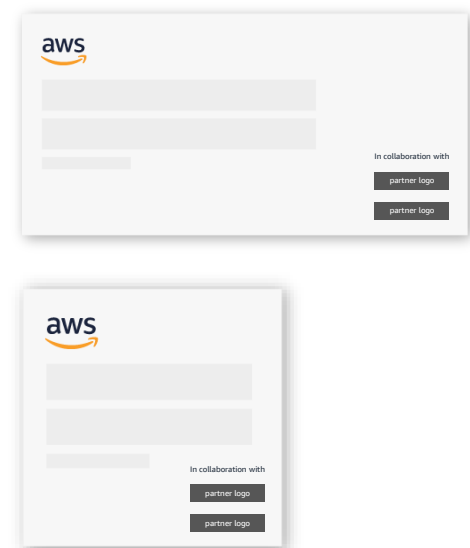
Whitepaper



ebook



Social posts



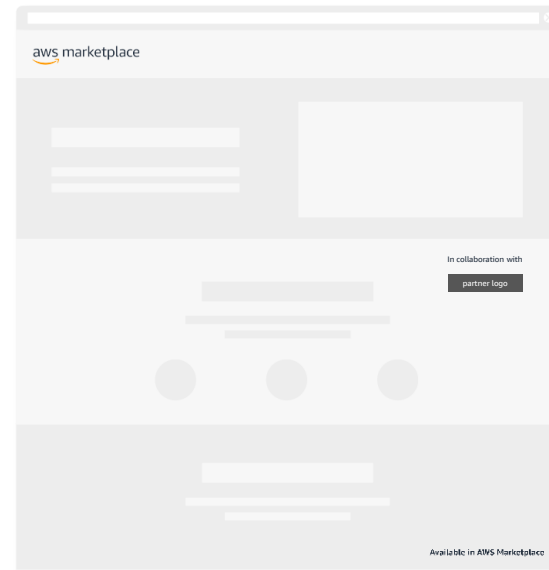
AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

AWS Marketplace-led examples

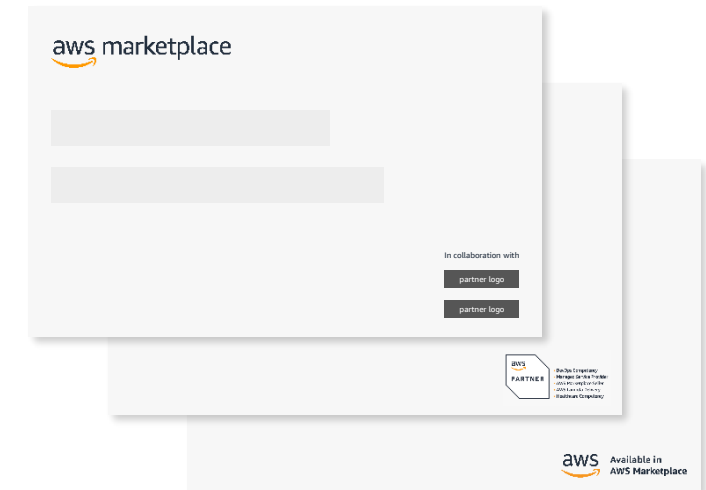
Landing page and webinar

- 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

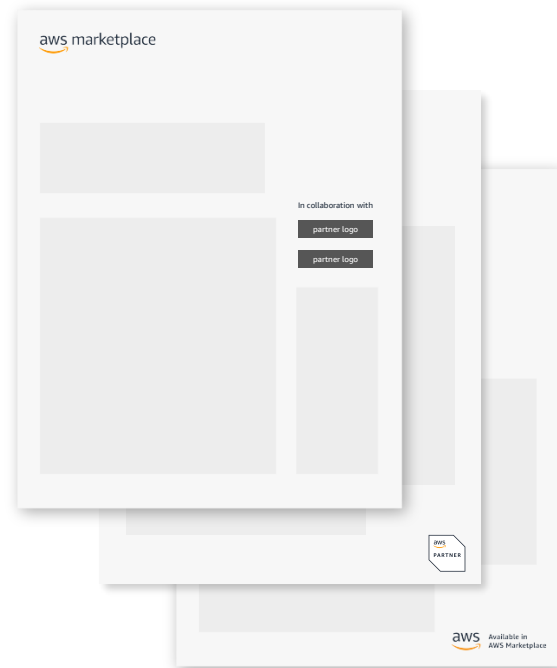


AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

AWS Marketplace-led examples

Case study, whitepaper, and social posts

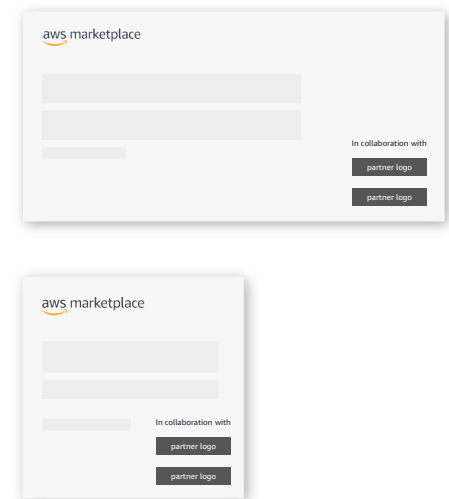
Case study



Whitepaper



Social posts



AWS-LED AND AWS MARKETPLACE-LED TREATMENTS

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



AWS-LED AND AWS MARKETPLACE-LED 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



- ❌ 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 will always leverage the respective AWS logo plus the “In collaboration with” treatment, which includes between one and five partner logos.
- AWS Partner badges cannot be used in place of the partner’s logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.
- The interior page location of marketing assets may include one of the brand treatments illustrated on [page 43](#) of this guide, subject to usage rules for each treatment.
- Multiple badges are permissible in the same asset, with usage limited 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.
- The use of AWS Partner badges applies to organizations that have met the requirements to access the AWS Partner badge. Check your eligibility status in [AWS Partner Central](#) (login required).
- Limit the use of badges or visual treatments that include the AWS smile to one per page.

Co-branded treatments

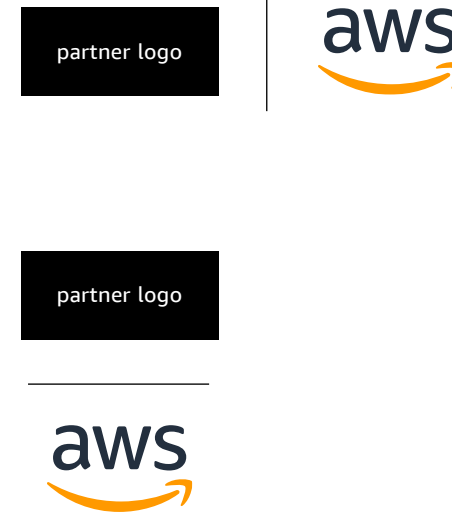
CO-BRANDED TREATMENTS

AWS logo lockup

Co-branded AWS logo lockup

- The co-branded treatment is restricted to marketing scenarios when AWS and partner(s) have shared 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.
- When using the co-branded treatment on a partner template or channel, place the partner's logo first. Likewise, place the AWS logo first when using the co-branded treatment on an AWS template or channel.
- Up to two partners' logos may appear in the co-branded treatment.
- Co-branded arrangements can only be used when approved by AWS. Permission to use the co-branded treatment does not extend beyond the limited scope and timeframe of a specific asset, campaign, or event.
- 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 co-branded arrangements.
- Replicate the clearspace described on this page when showing more than two partners.
- 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

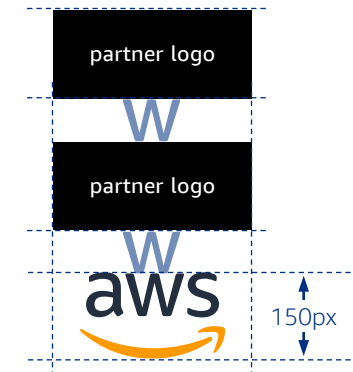
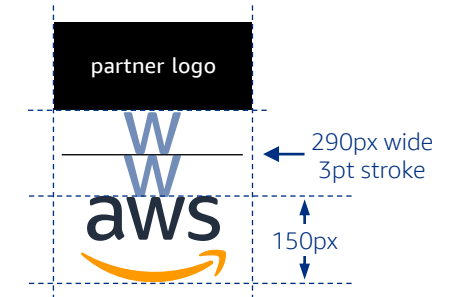
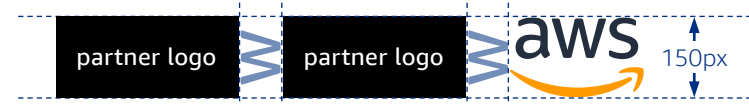
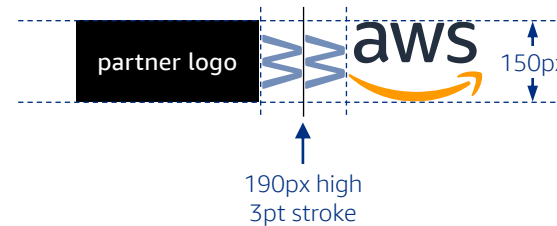
- The area designated for your logo is determined by the height of the AWS logo.

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.
- For stacked arrangements, align your logo to be centered with the AWS 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.
- For stacked arrangements, align partner logos to be centered with the AWS logo.



CO-BRANDED TREATMENTS

Specifications

Color and clearspace

Color and backgrounds

- Two Color (Squid Ink and Amazon Orange): This option may be used only on white or dark backgrounds. (Note: "AWS" is reversed out in white for dark backgrounds.)
- One Color (Squid Ink): This option may be used on light-colored backgrounds.
- One Color (white): This option may be used on dark-colored backgrounds.
- Make the divider line ("pipe") the same color as the AWS logo, depending on background.

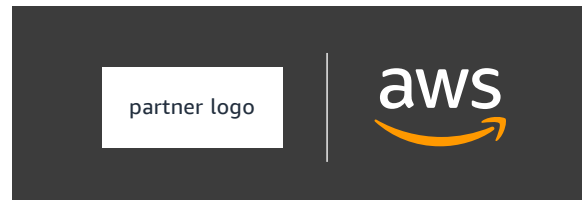
Clearspace

- 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.

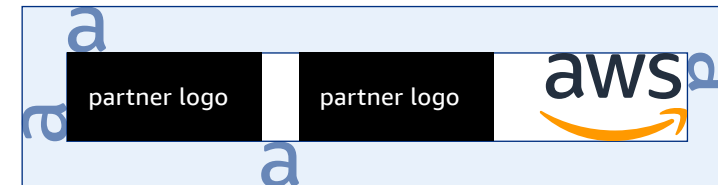
Squid Ink version of AWS logo for use on white or light-colored backgrounds



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



Clearspace



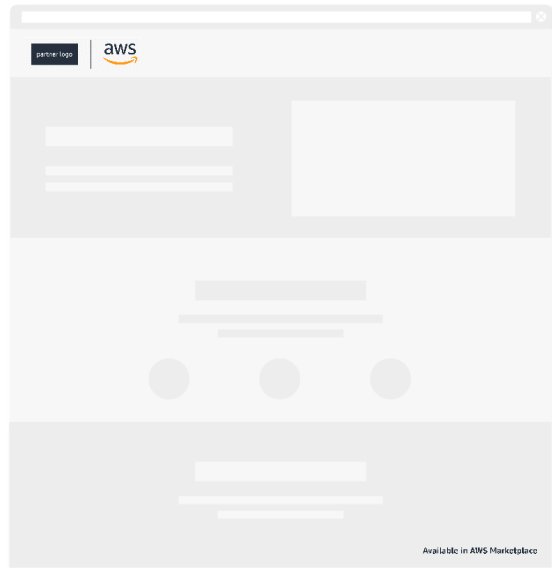
CO-BRANDED TREATMENTS

Examples

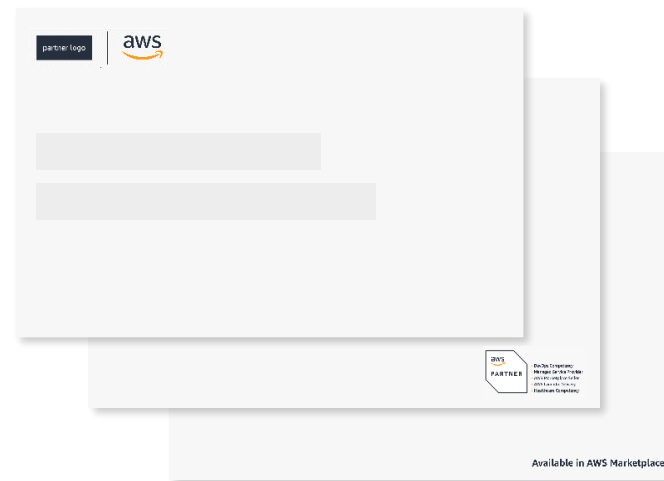
Landing page, presentation, and pull-up banner

- The co-branded treatment is reserved for scenarios when AWS and partner(s) have shared 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.
- Use the stacked arrangement on vertically oriented marketing assets, such as pull-up banners.

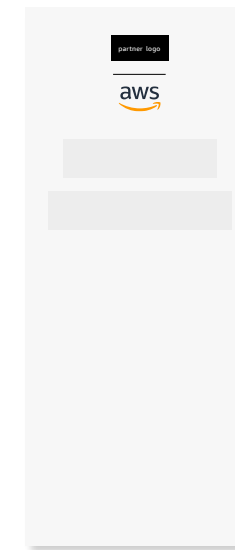
Landing page



Presentation



Pull-up banner



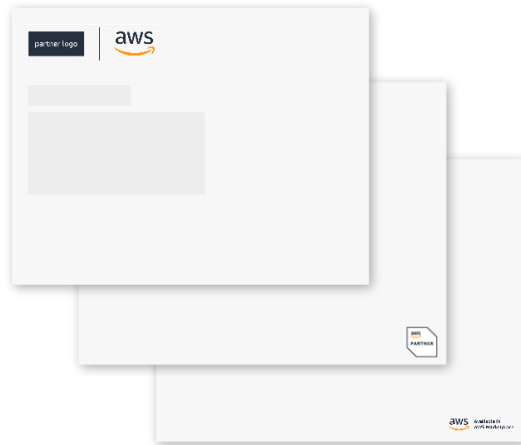
CO-BRANDED TREATMENTS

Examples

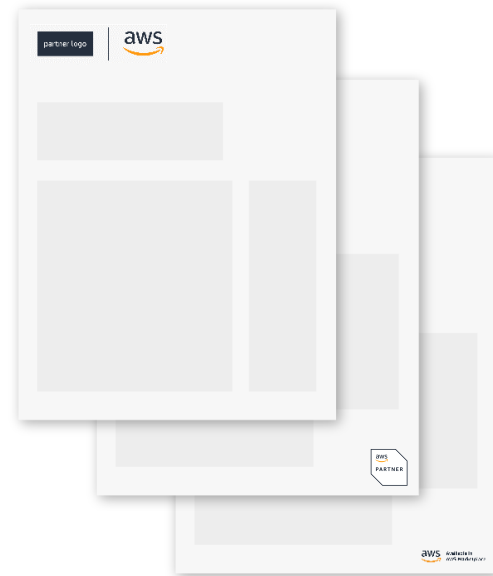
ebook, case study, whitepaper, and social posts

- The co-branded treatment is reserved for marketing scenarios when AWS and partner(s) have shared 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.

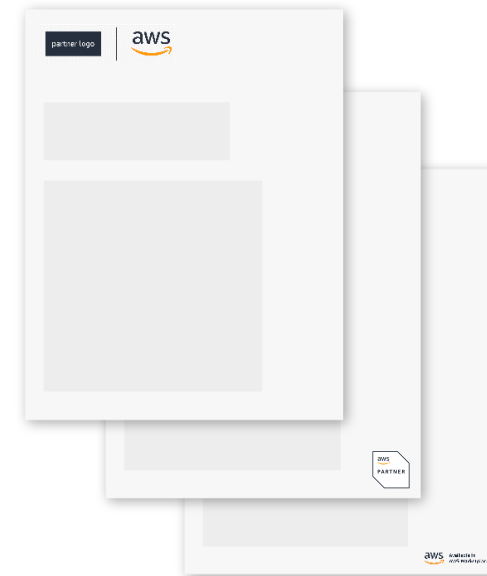
ebook



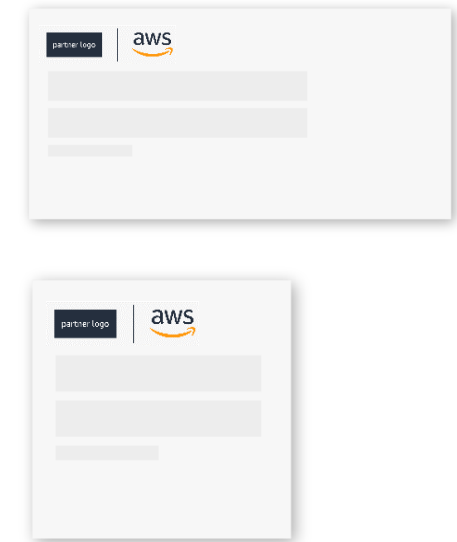
Case study



Whitepaper



Social posts



CO-BRANDED TREATMENTS

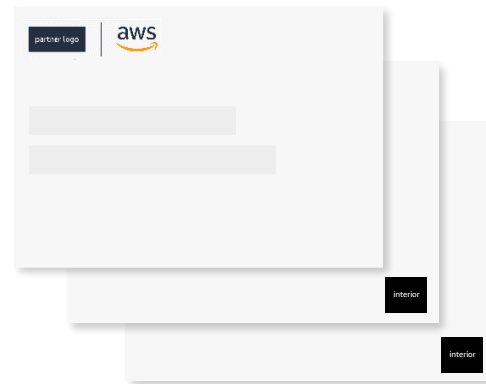
Summary of co-branded treatments

Primary and interior page layout options

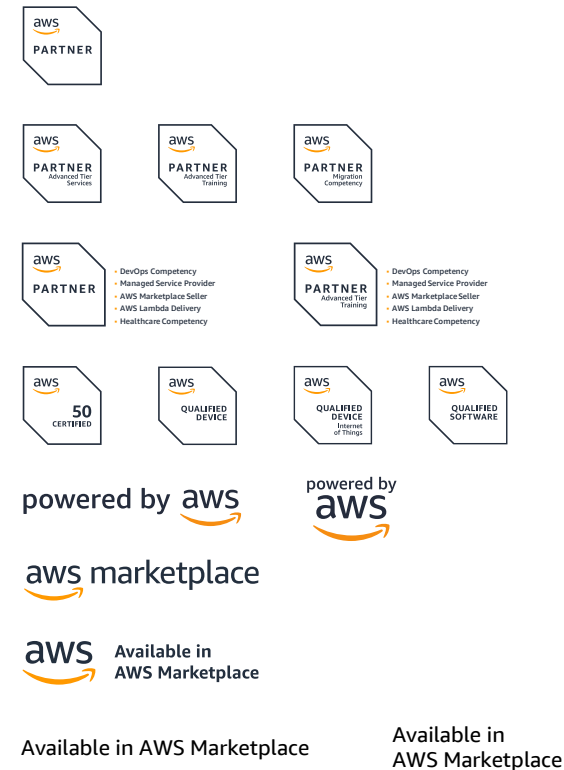
Co-branded scenarios

- The co-branded treatment includes the AWS logo and one or two partner logos placed in a primary location (for example, in the top left corner). Its use is reserved for scenarios when AWS and partner(s) have shared 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



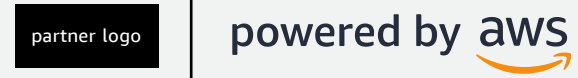
Interior page treatments



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 Powered by AWS 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 shared 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. Broader use of the co-branded treatment on the partner's website is not allowed, except when linking to the campaign or event-specific website or landing page. 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 landing pages, email, marketing assets, and social media posts specific to the approved scenario's campaign or event.
- The co-branded treatment may not be used on promotional items of any kind, including event giveaways or swag.
- Only the AWS smile logo can be used in co-branded treatments. All other AWS brand marks cannot be used in co-branded treatments.
- AWS Partner badges cannot be used in place of the partner logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.
- The interior page location of co-branded marketing assets may include one of the brand treatments illustrated on [page 52](#) of this guide per page, subject to usage rules for each treatment.
- Multiple badges are permissible in the same asset, with usage limited 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.
- The use of AWS Partner badges applies to organizations that have met the requirements to access the AWS Partner badge. Check your eligibility status in [AWS Partner Central](#) (login required).
- Limit the use of badges or visual treatments that include the AWS smile to one per page.

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.
- When used to promote a partner-led engagement, the words "Featuring" or "Guest Speaker" must appear above the AWS logo to make it clear that AWS is a guest/featured speaker/presenter and the event is not being co-hosted or co-marketed in any way.
- You may refer to AWS hybrid cloud solutions as "AWS Hybrid Cloud Solutions," "Hybrid Cloud with AWS," "AWS hybrid cloud services," or as otherwise described on the [AWS Solutions for Hybrid and Multicloud](#) page.
- 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
- 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.

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 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:

- Use the terms "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." You may refer to AWS as "AWS" or "AWS Cloud."
- 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," "hybrid cloud," or "multi-cloud."
- Use the term "3rd-party" or "third-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.



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](#)





Thank you!