



Amazon Advertising marketing guidelines

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What are the Amazon Advertising marketing guidelines?

This document provides guidelines for communications related to Amazon Advertising for any agency or tool provider.

Amazon Advertising may periodically review agency or tool provider materials to ensure compliance with these requirements. Violation of these guidelines or other provided requirements may impact your standing with Amazon Advertising, including removal of support or access to products, like the Amazon Advertising API and the find-a-partner directory.

A couple of notes on these guidelines:

As used in these guidelines, "us," "our," and "Amazon" means Amazon Advertising, and "you" and "your" means the agency or tool provider.

Your use of Amazon Advertising products and services, and any communications and marketing regarding such products and services, is subject to any applicable agreements between you and Amazon.

General dos and don'ts

Do...

- ✓ Discuss how you support Amazon Advertising services with current brand names and accurate product descriptions. Use advertising.amazon.com for reference.
- ✓ Provide your clients with the information available from Amazon about their Amazon Advertising campaigns and sales attributed to advertising.
- ✓ Use email, websites, social media, collateral (1-pagers, whitepapers, etc.), webinars, blog posts, bylines, and events to promote your support of Amazon Advertising.
- ✓ Ensure any third party research featuring Amazon is properly cited with the name of the study, the study owner, and year published.
- ✓ Use [Amazon press releases](#), [the Amazon Day One blog](#), and [shareholder letters](#) for Amazon executive quotes.
- ✓ Link to the [find-a-partner directory](#) from your website, discuss it in meetings, and mention it in emails if your company is listed.
- ✓ Promote your support of Amazon Advertising with the use of our logo once you agreed to the terms of the Amazon Advertising limited license agreement. Please see page 9 for more details on approved logo use.
- ✓ Mention the number of employees that are Amazon Advertising certified with the approved statement on page 6.

Don't...

- ✗ Use domain names that incorporate the term "Amazon" (i.e. amazonagency.com).
- ✗ Publicly share any of your clients' campaign and sales information without express, written approval from your client.
- ✗ Write Amazon Advertising press releases without express, written approval from Amazon.
- ✗ Mischaracterize or misrepresent Amazon's audience or measurement solutions, or your access to these solutions.
- ✗ Create and share metrics that are not already published by Amazon (e.g. share of voice, search volume increases) without a proper citation of the source of the data.
- ✗ Refer to yourself as an Amazon Advertising partner unless you are listed on the find-a-partner directory.
- ✗ Indicate any special relationship with Amazon (e.g. trusted, special, strategic partner, or the best/only/ #1 agency).
- ✗ Make any unverifiable claims or performance guarantees to any third party on behalf of Amazon or Amazon Advertising (e.g. We guarantee a 10 to 1 return on Amazon Advertising).

Communications guidelines summary

Note: All marketing tactics are subject to the "General dos and don'ts" and all other guidelines in this document. A tactic is only 'supported' if you follow and comply with all guidelines in this document. Any deviation from the guidelines requires express Amazon written approval.

Supported

Agencies and tool providers can market their support of Amazon Advertising using any of these channels and/or messaging as long as they follow the guidance outlined in this document.

Marketing Tactic	Additional Guidance
Client email outreach	See page 6, section 1.1
Website	See page 6, section 1.1
Webinar	See page 6, section 1.1
Events	See page 6, section 1.1
Social posts	See page 6, section 1.1
Amazon Advertising certification	See page 6, section 1.2
Third-party research	See page 6, section 1.3
Blog posts and bylines	See page 6, section 1.4
Amazon performance metrics	See page 7, section 1.5
Amazon executive quotes	See page 7, section 1.6
Audience/Measurement solutions	See page 7, section 1.7

Case by case

You need explicit approval from Amazon before you can engage in these channels and/or messaging.

Marketing Tactic	Additional Guidance
Press releases	See page 7, section 1.8
Logo usage	See page 8

Detailed communication guidance

1.1 Email, your website, social posts, webinars, events, marketing collateral

You may speak to the type of support you provide for Amazon Advertising in client email outreach, on your website, in marketing collateral, in webinars, at events, or in social media posts. "Events" refers to any time you are giving a presentation, whether it is at an event you host, an industry event, or a closed-door client meeting.

You can refer to Amazon products **Sponsored Products**, **Sponsored Brands**, **Sponsored Display**, **Stores**, **Amazon DSP**, **Amazon Advertising API**, etc. Please use correct branding. If you are in doubt, please refer the applicable Amazon Advertising website or reach out to your Amazon representative.

All agencies and tool providers please refrain from:

- Using the term "partner" unless you are listed in the find-a-partner directory. For example, do not call yourself an "Amazon Advertising partner." Or "partner with Amazon Advertising".
- Referring to your relationship with Amazon as "strategic" "trusted", "special", or that you are the "best", "only" or "#1" agency or tool provider.
- Making any unverifiable claims or performance guarantees to any third party on behalf of Amazon or Amazon Advertising (e.g. We guarantee a 10 to 1 return on Amazon Advertising).

- Using domain names for your website that incorporate the term "Amazon" (i.e. amazonagency.com) or use Amazon products as part of your company name

If you are a member of the find-a-partner directory you can:

- Link to the find-a-partner directory from your website, discuss it in meetings, and mention it in emails
- Refer to yourself as an Amazon Advertising partner or partner on the Amazon Advertising find-a-partner directory

1.2 Amazon Advertising certification

You can mention the number of certified employees that are Amazon Advertising certified with the approved statement below, but you cannot state that your agency or tool provider is Amazon Advertising certified. We require that this number is updated on a quarterly basis.

Approved statement: Our agency has XX employees certified with <insert certification>.

1.3 Third-party research

Use of third-party statistics or research featuring Amazon in your materials must include prominent citation that states: the name of the study, the study owner, and the year it was published.

1.4 Blog posts and bylines

We do not require review of any blog posts or bylines before publishing. Any blog post or byline needs to follow the

Detailed communication guidance (continued)

guidelines mentioned in this document. We reserve the right to require the takedown or edit of any blog post if it uses the Amazon name

1.5 Performance metrics

Amazon requires agencies and tool providers to have express, written approval from clients to publish Amazon campaign or sales information. This includes metrics that represent performance of any Amazon service (for example performance data from Amazon Advertising or sales information from Vendor Central or Seller Central).

Displaying results from multiple advertisers or data sources, such as share of voice, search trends, performance reporting, etc., requires that you clearly state the methodology for how you pulled your metrics to avoid creating confusion among readers. We reserve the right to ask for you to more clearly describe your methodology or for removal of Amazon metrics.

When presenting an analysis, which represents your own point of view, you can use a disclaimer like "[AGENCY or TOOL PROVIDER NAME] original research. Analysis and opinions are [AGENCY or TOOL PROVIDER NAME]'s own."

1.6 Amazon executive quotes

You may use Amazon executive quotes from any public Amazon-released materials such as [Amazon press releases](#), [the Amazon Day One blog](#), or [shareholder letters](#). Quotes from any other sources are not permitted.

1.7 Audience and measurement solutions

To help customers find relevant and timely offers, some of Amazon Advertising's products enable advertisers to reach relevant audiences based on aggregated past shopping activities, and to receive Amazon performance reporting for their advertising campaigns. Amazon Audience solutions are only available for Amazon Advertising campaigns and can only be accessed through Amazon's advertising systems, by advertisers, agencies, or tool providers working with Amazon Advertising directly. When discussing these solutions, please do not mischaracterize or misrepresent these offerings, or your access to these offerings.

Please refer to [advertising.amazon.com](#) for any information needed to discuss these solutions.

1.8 Agency or tool provider-led PR (press releases, press announcement)

Press releases featuring Amazon require Amazon review and explicit approval prior to release. We reserve the right to require takedown of any press release if it uses the Amazon name. If you wish to seek approval for a press release, please reach out to your Amazon Advertising representative or email advertising-marketing-guidelines@amazon.com to start the review process.



Logo usage overview

This document provides guidelines including dos and don'ts related to use of the Amazon Advertising logo for agencies and tool providers.

A couple of notes on these guidelines:

As used in these guidelines, "we," "us," "our," and "Amazon" means Amazon Advertising, and "you" and "your" means the agency or tool provider.

Your use of Amazon Advertising products and services, and any communications and marketing regarding such products and services, is subject to any applicable agreements between you and Amazon.

If you wish to use the Amazon Advertising logo on your marketing materials, email advertising-marketing-guidelines@amazon.com to request access to the logo.

Amazon Advertising logo guidance

Amazon Advertising logo

The Amazon Advertising logo should never be smaller than 152 pixels and never wider than 688 pixels. The Amazon Advertising logo must always appear in one of the following color combinations.

The guidance that follows only applies to the Amazon Advertising logo and not any version of the Amazon logo. As an agency or tool provider for Amazon Advertising, you are not permitted to use the Amazon logo in any marketing materials.

Amazon Advertising logo



Primary knockout logo: to be used on a darker background.



Secondary knockout logo: to be used when primary knockout version doesn't have enough legibility on background.



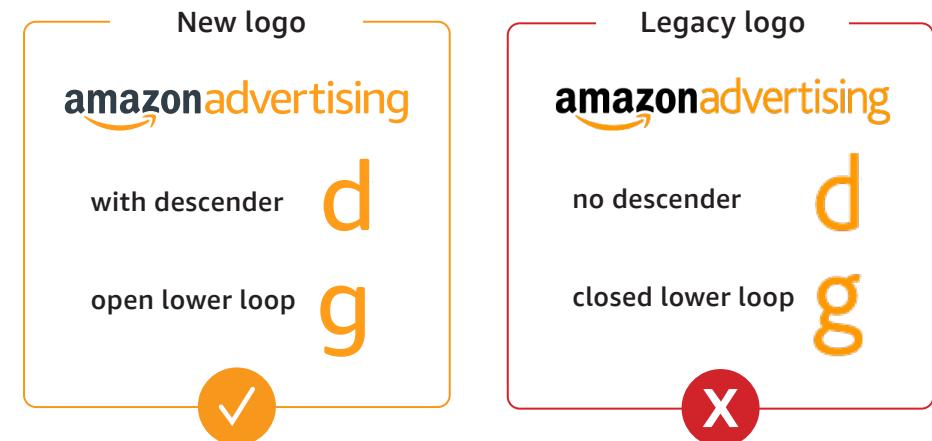
Amazon logo: not permitted



Legacy Amazon Advertising logo identification

The Amazon Advertising logo has been updated. If you use the Amazon Advertising logo in an approved use case, ensure you are utilizing the updated version — the new logo has replaced the legacy logo which should not be used anymore.

The simplest way to identify the new logo vs. the legacy logo is by looking at the letters "d" and "g" in the word "advertising." We've provided helpful comparisons below. You'll see that the "d" in the updated logo has a descender on the lower right corner. The letter "g" in the updated logo has single story open lower loop (while the "g" in the legacy logo has a second-story closed lower loop). Finally, the word "advertising" in the updated logo has a slightly heavier text weight than the legacy logo.



Amazon Advertising logo guidance (continued)

Amazon Advertising logo spacing

Clear space is necessary around all sides of the logo. This allows the logo to float in a space uncompromised by other text and imagery.

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



Amazon Advertising logo manipulation

It is not permitted to manipulate the Amazon Advertising logo in any way. Additionally, the Amazon Advertising logo may not be translated into other languages, but should remain a consistent brand identity marker globally.

- ✖ Do not alter logo proportions.



- ✖ Do not remove smile.



- ✖ Do not alter text or colors.



- ✖ Do not place over pattern.



Amazon Advertising logo guidance (continued)

Agency and tool provider logo use dos and don'ts

As an agency or tool provider who works with Amazon Advertising, we permit you to use the Amazon Advertising logo on websites, online events, digital marketing collateral, social media posts, blog posts, or webinars. Please see guidance as follows for approved use of Amazon Advertising logo. Additionally, all use must comply with the trademark guidelines provided on page 14.

Do...



- ✓ Place your logo in a prominent position above and not near the Amazon Advertising logo.
- ✓ Position the Amazon Advertising logo lower down to indicate your support of Amazon Advertising.

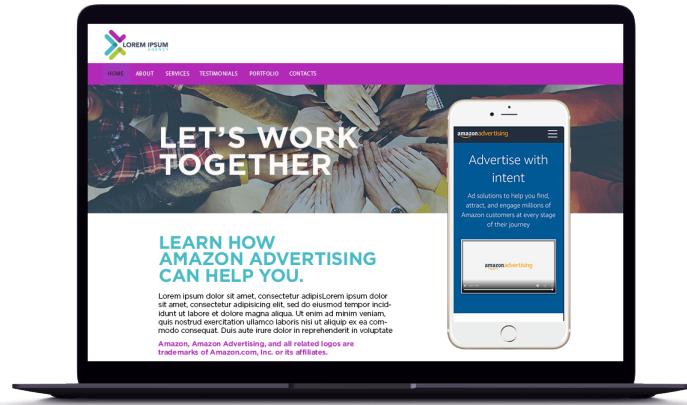
Don't...



- ✗ Use ampersands, pluses, or equal signs to denote partnership.
- ✗ Design assets for channel to make it look like it is coming from Amazon Advertising.

Amazon Advertising logo guidance (continued)

Do...



Don't...



- ✓ Accurately depict the Amazon website, Amazon Advertising campaign manager or campaigns with screenshots in any marketing materials.
- ✓ Include the following trademark attribution statement whenever the logo is used: Amazon, Amazon Advertising, and all related logos are trademarks of Amazon.com, Inc. or its affiliates."

- ✗ Position the advertising logo prominently to indicate endorsement by Amazon.
- ✗ Manipulate the logo's shape, size, or color.

Amazon Advertising logo guidance (continued)

Do...



- ✓ Be creative with your own design. Create your own icons to represent your company and products.
- ✓ Use the Amazon Advertising logo in approved ways to indicate your support of Amazon Advertising.

Appendix A: trademark guidelines

These guidelines apply to your use of the Amazon Advertising logo provided to you by Amazon (the "Mark"), as may be authorized in the Amazon Advertising marketing guidelines document. Strict compliance with these guidelines is required at all times, and any use of the Mark in violation of these guidelines will automatically terminate your authorization to use the Mark.

1. You may use the Mark solely for the purpose expressly authorized by Amazon and your use must: (i) comply with the most up-to-date version of all agreement(s) with Amazon regarding your use of the Marks (collectively "Agreements"); (ii) comply with the most up-to-date version of these guidelines; and (iii) comply with any other terms, conditions, or policies that Amazon may issue from time to time that apply to the use of the Marks.
2. We will supply an image or images of the Marks for you to use. You may not alter the images of the Marks in any manner, including but not limited to, changing the proportion, color, or font of the Marks, or adding or removing any element(s) from the Marks.
3. You may not use the Marks in any manner that implies sponsorship or endorsement by Amazon.
4. You may not use the Marks to disparage Amazon, its products or services, or in a manner which, in Amazon's sole discretion, may diminish or otherwise damage or tarnish Amazon's goodwill in the Marks.
5. The Marks must appear by themselves, with reasonable spacing between each side of a Mark and other visual, graphic, or textual elements. Under no circumstance should the Marks be placed on any background which interferes with the readability or display of the Marks. Do not use a trademark symbol with the Marks.
6. Unless otherwise instructed by Amazon, you must include the following trademark attribution statement wherever the Mark is used:
 - a. Amazon, Amazon Advertising, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.
7. You acknowledge that all rights to the Marks are the exclusive property of Amazon, and all goodwill generated through your use of the Marks will inure solely to the benefit of Amazon. You will not take any action that is in conflict with Amazon's rights in, or ownership of, the Marks.

Amazon reserves the right, exercisable at its sole discretion, to modify these guidelines and/or the approved Marks at any time and to take appropriate action against any use without permission or that does not conform to these guidelines. If you have questions about these trademark guidelines, please contact trademarks@amazon.com for assistance.

Appendix B: marketing glossary

Agency or tool provider event – An event hosted by an agency or tool provider.

Amazon case study – A representation of an advertiser's performance over a set period of time. We have three types of case studies: long-form, testimonials, and video. Long-form case studies are written articles (typically around 500-1000 words), testimonials are short quotes (typically less than 100 words), and video case studies are short videos (typically 2-3 minute videos)Amazon requires approval of any case study that mentions Amazon's name and/or uses Amazon metrics such as advertising performance metrics.

Amazon event – An event hosted by Amazon.

Blog post – A post written by an agency or tool provider that is posted on their own site and can be easily taken down by the agency or tool provider.

Byline – A web or print article that is written by the agency or tool provider for an online or print publication.

Find-a-partner directory – A list of agencies and tool providers on advertising. amazon.com that we have recognized as agencies or tool providers that support Amazon Advertising.

Industry event – An event hosted by a third party (unrelated to the agency/tool provider and Amazon).

Partner – In context of the find-a-partner directory we consider a partner to be a partner for our advertisers.

Press release – An official statement issued to the press, either over a newswire or via direct distribution.

Webinar – A seminar conducted over the internet. Typically, webinars last less than one hour and focus on how to use, manage, and/or optimize advertising services.