

## PRIME VIDEO LOGO

This is the logo we use to represent our service in all markets with established Prime recognition.



### CLEAR SPACE

Clear space refers to the area around the logo that must remain free of any graphics, text, or borders.



### MINIMUM SIZE

The minimum size to maintain legibility for the primary logo is 75px wide.

- ✗ Download the **prime video** app
- ✓ Download the Prime Video app

### TEXT TREATMENT

Spell out "Prime Video" in copy instead of using a logo as part of the sentence.

[LOGO DOWNLOAD](#)

## EMERGING MARKET LOGO

Use this lockup with "amazon" appended to the Prime Video logo to increase Amazon brand attribution in emerging global markets with limited Prime recognition.



### CLEAR SPACE

Clear space refers to the area around the logo that must remain free of any graphics, text, or borders.



### MINIMUM SIZE

The minimum size to maintain legibility for the primary logo is 125px wide.

- ✗ Available with an **amazon prime video** membership
- ✓ Available with Amazon Prime Video

### TEXT TREATMENT

Spell out "Amazon Prime Video" in copy instead of using a logo as part of the sentence.

[LOGO DOWNLOAD](#)