Welcome to the community of merchants offering Amazon Pay.

Promoting Amazon Pay can be a great way to help attract and retain new customers, increase conversions, and grow your business. This toolkit provides you with guidelines, assets and templates to start letting your customer know you offer a fast and familiar experience with Amazon Pay.

If you need more insight about our brand beyond the information provided in this toolkit, reach out your point of contact at Amazon Pay. We’re happy to help!
Checkout buttons

The Amazon Pay checkout buttons represent the most effective way of demonstrating our value to customers. We offer three color options for use on your product detail and checkout page (shown below). Other color options are not available. Do not alter the artwork or create your own version of the button. The artwork is provided in the attached Brand Assets package.

Your business should choose the color that best complements your branding while standing out against the background color.

*Please note that we offer the buttons in seven different languages and four different sizes.*

Please use the provided vector files and PNGs.
Clear space

Be sure to leave the space equivalent of 1/5 the height of the button as clear space between your site's buttons and other checkout methods.
Checkout buttons
Dos and Don’ts

Gold checkout button
The gold button can be used against either medium or light backgrounds. Do not use against dark backgrounds that do not provide enough contrast.

Ink checkout button
The ink button can be used against either medium or light backgrounds. Do not use against dark backgrounds that do not provide enough contrast.

Frost checkout button
The frost button can be used against either medium or light backgrounds. Do not use against dark backgrounds that do not provide enough contrast.
Checkout buttons
Misuses

Following are a few examples of visual approaches to avoid when using the button.

- Do not remove the phrase USE YOUR AMAZON ACCOUNT from the button.
- Do not display the button in a different size in comparison to your other payment methods.
- Do not translate any part of the button. We provide the button in seven languages.
- Do not use obsolete versions of the button.
- Do not add effects like drop shadows to the button.
- Do not use the Amazon Pay logo as a button.
- Do not place the buttons against dark backgrounds.
- Do not use the button up against your site’s buttons.
- Do not add other text to the button.
The Amazon Pay logo is the heart of our identity. It acts as a signature as well as a guarantee of trustworthiness and dependability. Because the logo is an integral part of our brand communications, it’s vital that it’s used consistently whenever it appears.

There is never any need to update the files that have been provided. Please don’t alter any colors in the logos. If you have logo files that don’t match the names found in this package, delete those old files; only use the files provided in the provided Brand Assets package.

Any use of the Amazon Pay logo must comply with the Amazon Pay Trademark Usage Guidelines (page 21). All marketing materials must be approved by Amazon Payments before they are published. For approval requests, help with content, or general marketing questions, please contact your Amazon Pay account manager or merchant support.

Additional guidelines of which to be mindful:

• Don’t use the logo in a sentence.
• Don’t add additional visual elements to the logo.
Logo
Color variations

Positive two-color logo
The dark gray (Squid Ink) and orange (Smile) of our logo are instantly recognizable throughout the world. These colors are elemental to who we are as a brand. The logo may be used over a solid color and photography. When used over photography, protect the clear space and legibility by restricting the amount of contrast behind the logo.

Negative two-color logo
The negative two-color logo should be used when the logo needs to sit against dark-colored backgrounds. The logo may be used over a solid color and photography. When used over photography, protect the clear space and legibility by restricting the amount of contrast behind the logo.
Logo
Clear space and scale

Clear space
To protect our logo’s visual integrity, always be cognizant of the clear space. The logo should be given the space of the height of the “a” in “pay.”

Scale
The smallest width for the primary logo should be 72 pixels/1 inch/2.54 centimeters.
Logo
Misuses

Don't angle.
Don't tint.
Don't outline.

Don't change the proportions.
Don't rearrange the parts of the logo.
Don't add visual effects to the logo.

Don't use as a part of a sentence.
Don't lay content over the logo.
Don't add elements to the logo.
Logo
Photographic backgrounds

Make sure there is enough contrast to visually separate the logo from the background and keep the area surrounding the logo free of clutter. Ensure that there is sufficient contrast between the logo and background to be legible.
Acceptance marks

Now that you accept Amazon Pay, you should let your customers know that you offer an even easier way to shop online. You can do this by using our acceptance mark on your website alongside other payment options.

This mark should not be used in advertising. You can use the Amazon Pay logo for banner ads, social media and other promotions. See pages 2 – 6 for more information.

This mark is not to be used as a checkout button. To learn more about buttons, go to page 7 in this document.

The Amazon Pay mark is available in the colors shown below. Other color options are included in the provided Brand Assets package. Do not alter the artwork or create your own version of this mark.

Please use the provided files for acceptance marks.
Acceptance mark
Clear space and background color

Clear space
Be sure to leave the space equivalent of 1/5 the height of the acceptance mark between the Amazon Pay mark and other payment acceptance marks.

Background color
You can display the Amazon Pay acceptance mark against a dark or light background.
Co-branding

The following guidelines clarify how to use the Amazon Pay brand alongside your brand.

Co-branding can have different meanings depending upon the context. Refer to the co-branding parameters on the right for further clarification on how we define the application of co-branding in this guide.

These pages refer to:
- Merchants’ promotions
- Merchants’ displays
- Merchants’ advertisements
- Events
- Partner launches and announcements
- Sponsorships

These pages do not refer to:
- ✗ Product production and collaboration
- ✗ Combining or merging of Amazon Pay with another brand
- ✗ Retail or point-of-sale partnerships
- ✗ Checkout process branding
Co-branding
Logo placement dos and don’ts

Here are a few additional tips to keep in mind when using our logo:

Do
✓ Use the primary full-color logo on a white background whenever possible.
✓ Use the logos in a horizontal positioning when possible.
✓ Make both logos the same visual size.
✓ Vertically center-align both logos for best balance.
✓ Separate the logos by the distance of two “a”s in “amazon.”
✓ Use a vertical rule line to separate the logos.
✓ Be sure to maintain proper clear space around each logo.

Don’t
✗ Stack logos.
✗ Combine full-color and black-and-white versions of logos.
✗ Use any extraneous design elements — such as a plus sign or ampersand — between the logos.
Co-branding
Using the name Amazon Pay

Get 10% off your next order when you pay with Amazon Pay

Bénéficiez de 20€ de promo sur votre commande avec Paie par Amazon

When using the name Amazon Pay in headlines or copy, always typeset it as two words with an uppercase A and uppercase P followed by lowercase letters.

If copy is all uppercase, match the typesetting of Amazon Pay with all uppercase letters.

Never translate Amazon Pay into other languages; it should always appear in English.

Never use the Amazon Pay logo to represent the name Amazon Pay in text.
Co-branding
Suggested messaging

Below is suggested messaging for you to use within your website and email marketing.

Option 01
Long version
Amazon Pay makes shopping easier by letting you use your Amazon account information to complete your purchase on <Name of your company>. There's no need to remember multiple logins and passwords for different sites. All you need is your Amazon username and password. It's a fast, easy, and secure way to shop online.

Option 02
Long version
With Amazon Pay, you can speed through checkout using the information already stored in your Amazon account. There's no need to re-enter your payment or address details. Amazon Pay gives you a fast, easy, and secure way to pay for products and services on our site.

Option 01
Short version
With Amazon Pay, you can conveniently check out without creating a new username and password. Just use the payment details already stored in your Amazon account.

Option 02
Short version
Amazon Pay provides a fast, easy, and secure way to pay for our products. Simply use the information already stored in your Amazon account.
Co-branding
Ready-made assets

Let your online community know that you offer Amazon Pay. Use the ready-made assets provided to help spread the news. We have included Photoshop files so you can add your logo (remember to follow the co-branding guidelines on page 14) as well as assets which don’t require updates.

This download includes a square asset appropriate for social channels (1080x1080) and two banner ads (300x250 and 728x90). When posting to social, please use our preferred hashtag #AmazonPay. You may also direct public tweets to us by starting your tweet with @AmazonPay.

Here is suggested messaging which you can use within your brand’s posts and stories:

**Option 01**
Shopping on @ [Your Company Handle] just got easier! Introducing Amazon Pay #AmazonPay

**Option 02**
You can now pay with your Amazon account on @ [Your Company Handle].
Co-branding
Social media examples

LinkedIn

Twitter

Facebook

Instagram
Co-branding
Banner ad examples

Shopping Made Seamless
with Amazon Pay

Shopping Made Seamless
with Amazon Pay
Marketing opportunities offered by Amazon Pay

Shopper Experience from Amazon Pay

By offering Amazon Pay on your site, you’re eligible to have your products and brand marketed via Shopper Experience. The Shopper Experience program provides select Amazon Pay merchants with premium access to some of the most prominent placements across Amazon Pay properties — all without touching your marketing budget.

Boost your brand awareness

This program provides new potential shoppers access to your brand through highly visible campaigns. Placements will lead Amazon shoppers directly to your domain, allowing them to further explore your brand, products and ultimately convert using Amazon Pay.

Participate with ease

A one-time 15-minute enrollment survey provides eligibility to be selected for any campaign throughout the year. This is designed to be a low lift for you and your marketing team, as most of your Amazon Pay placements will be developed from the materials you submit. In other words, all you have to do is take the survey, and then leave the rest to us. Give your business the chance to attract a new audience of Amazon customers.

Tip: View the Enrollment and Style Guide for details on what is required to complete the survey.

Marketing placements could include:

- Highly visible placements on pay.amazon.com including home page, shopper page, category pages, and more
- Social media influencer campaigns, giveaways, and launch announcements
- Digital pop-up shops and biannual gift guides during peak shopping seasons
- Editorial coverage in the Amazon Pay blog and newsletter
- Dedicated promotions for exclusive offers and discounts for Amazon Pay shoppers
- Amplification of featured placements through shopper emails, subscription-based email newsletters, and more
Marketing opportunities offered by Amazon Pay

Case studies and testimonials
We're continually looking for interesting stories to share with our shoppers and merchants. Case studies and testimonials are a great way to showcase your success with Amazon Pay. If you're interested in participating in a case study, please contact your Amazon Pay account manager or merchant support. If you're interested in discussing this further, please contact your Amazon Pay account manager or merchant support.

Merchant Spotlight Program
Once you integrate and promote offering Amazon Pay, you may be eligible for participation in our merchant spotlight program. This program offers a variety of promotional opportunities on Amazon Pay channels including our website, blog, merchant newsletter, and social media channels.

To see the current featured merchant directory, please visit https://pay.amazon.com/using-amazon-pay

If you're interesting in participating in the Merchant Spotlight program, please reach out to your Amazon Pay account manager or merchant support.
**Trademark usage guidelines**

These guidelines apply to your use of Amazon, Amazon Pay, and all related logos and trademarks (collectively, the “Trademarks”, and individually, a “Trademark”) in materials that have been approved in advance by Amazon.com, Inc. and/or its affiliates (“Amazon”). Strict compliance with these guidelines is required at all times, and any use of a Trademark in violation of these guidelines will automatically terminate any license related to your use of the Trademarks.

1. You may use the Trademarks 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 Trademarks (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 that apply to the use of the Trademarks.

2. We will supply approved Trademarks images for you to use. You may not alter a Trademark in any manner, including but not limited to, changing the proportion, color, or font of a Trademark, or adding or removing any element(s) from the Trademark. You must provide adequate spacing between a Trademark and any other trademark so that viewers of a Trademark will not reasonably and mistakenly believe that a Trademark is an element of any other trademark.

3. You may not use the Trademarks in any manner that implies sponsorship or endorsement by Amazon other than by using the Trademarks as specifically authorized under the Agreements.

4. You may not use the Trademarks 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 Trademarks.

5. A Trademark must appear by itself, with reasonable spacing between each side of a Trademark and other visual, graphic or textual elements. Under no circumstance should a Trademark be placed on any background which interferes with the readability or display of a Trademark.

6. Unless otherwise approved by Amazon in writing, you must include the following statement in any materials that display the Trademark: “Amazon, Amazon Pay, and the Smile logo are trademarks of Amazon.com, Inc. or its affiliates.” Do not use trademark symbols with the Trademark.

7. You acknowledge that all rights to the Trademarks are the exclusive property of Amazon, and all goodwill generated through your use of the Trademarks will inure to the benefit of Amazon. You will not take any action that is in conflict with Amazon’s rights in, or ownership of, the Trademarks.

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

**Approved trademark:**

![Amazon Pay Logo](image-url)