Guidelines for Amazon Echo & Alexa brand usage
For external partners
What is this guide?

A resource to help you understand how we view and promote Amazon Echo devices and the Alexa brand. These guidelines were created to help you navigate the Amazon requirements for usage of brand assets including names, logos, typography, and photography.

Why is it important?
Consistency of the Alexa brand, as well as clarity of use and integration of Alexa, is a large part of what makes the Alexa experience valuable for customers. Using and adhering to these guidelines will not only help protect our product integrity but will also help customers instantly recognize references to Amazon Echo devices and Alexa. A consistent brand and user experience is a large aspect of building trust with customers.

When should you use it?
This guide will help you when creating and reviewing collateral prior to and during the approval stage. Use this guide whenever you are marketing Amazon Echo devices or an Alexa experience that includes devices with Alexa Built-in, Works with Alexa, and Alexa skills.

Follow all guidelines and requirements for using brand assets on product packaging, retail displays, marketing materials, and TV commercials, as well as product placement in entertainment programming.
The review process

Please refer to these guidelines in order to use Amazon Echo or Alexa brand assets in your marketing materials.

The following types of marketing collateral must be submitted for review:

- TV commercials, radio broadcasting, and other video creative
- Print packaging and point-of-sale assets
- Sweepstakes or promotions related to Alexa or Alexa-enabled devices
- Any use of logos on Echo devices
- Specific use-cases related to the following: kids’ skills or kids interacting with Alexa-enabled devices, enterprise, hospitality, or Alexa Smart Properties
- Any marketing assets that deviate from these brand guidelines
- Press releases containing a quote from Amazon

Where to submit material for review

If you have a key point of contact at Amazon, please submit to them for review. If not, please use one of the email aliases below:

Alexa Voice Service: avs-marketing-review@amazon.com
Works With Alexa: wwa-review@amazon.com
Alexa Auto: alexa-auto-approvals@amazon.com

Please allow up to 10 business days for review and feedback.
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Amazon Echo guidelines
What are Echo devices?
The Amazon Echo product line is a family of devices and companions that connect to Alexa and can be controlled by your voice. Amazon Echo devices connect to Alexa to play music, make calls, control your smart home, and provide information, news, sports scores, and weather.
Amazon Echo product lineup

Always refer to Amazon Echo devices using the full names shown below (e.g., do not say “Dot” or “Show”).

**Alexa endpoints**: Devices that allow customers to directly interact with Alexa.

**Companions**: Devices that require an Echo or other Alexa endpoint to function.

**Gadgets**: Accessories that pair to compatible Echo devices via Bluetooth.

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ECHO | ECHO PLUS | ECHO DOT | ECHO SHOW | ECHO SPOT | ECHO DOT KIDS EDITION | ECHO LOOK | ECHO AUTO
--- | --- | --- | --- | --- | --- | --- | ---
ECHO SUB | ECHO LINK | ECHO LINK AMP | ECHO WALL CLOCK | ECHO BUTTONS | ECHO CONNECT
Logo overview

The following pages provide guidance around how to use the Amazon Echo logos.

Unless there are space constraints, all assets that use these logos must include the following attribution: “Amazon, Echo, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.” Broadcast and print assets must always have the attribution. Please refer to the Trademark Guidelines for more information.

We do not generally allow third parties to use our logos directly on their hardware. PR, business leadership, legal, and trademarks must approve of such uses, and such approvals should be obtained several weeks prior to any logos being printed on physical hardware.
Logo variations

A variety of color options have been provided for different applications. Use the primary logos whenever possible.
Echo Smile product logo examples and color variations

**PRODUCT LOGO EXAMPLES**

- **echo dot**
- **echo show**
- **echo plus**
- **echo spot**
- **echo buttons**
- **echo connect**

**PRIMARY COLOR VARIATIONS**

If the logo is not able to be placed on a white or light-colored background, the logo may appear reversed out of an Echo Blue or Squid Ink background.

- **echo dot**

**SECONDARY COLOR VARIATIONS**

Are only to be used when there is a conflict using the primary color variations.

- **echo dot**
- **echo dot**
Clear space and minimum size

**CLEAR SPACE**

Whether you are using the Amazon Echo logo or the Echo Logo, the clear space around the logo does not change. The clear space is measured by the x-height of the letter ‘e.’

No other elements should encroach on the logo’s clear space. Whenever possible, use the maximum amount of clear space the placement in layout will allow.

**MINIMUM SIZE**

The Amazon Echo logo should not appear smaller than 0.1875", or 14 px, from the baseline to ascender height. Sizes below this height can damage the logo’s integrity.
Common misuses
To preserve the integrity of the Amazon Echo brand, make sure to apply the logo correctly. Altering, distorting, or redrawing the logo in any way weakens the power of the image and could create customer confusion.

Do not alter the logo colors.
Do not reposition the logo components.
Do not rescale the logo components.
Do not add any other text to the logo.
Do not add effects to the logo.
Do not squeeze or stretch the logo.
Do not place the logo on a background without significant contrast or on unapproved colors.
Do not place the logo on top of a photo without significant negative space.
Do not place the logo within running text.
Logo and product callouts

**PRODUCT LABELS**
If you are using an Amazon Echo product logo within six months of its launch, you may add an “all-new” claim to the logo. The text is set in Amazon Ember Light and should be center aligned as shown.

**PRODUCT PRICE**
Price is set in Amazon Ember Light with the cents set as a superscript ½ the height of the dollar amount. Remove decimal point from price. Center the price under the logo when used as part of a lock up. At smaller sizes (< 20 pt product text size), set price as ¾ x-height for increased legibility.

**PRODUCT COPY**
Do not use the logo as part of a sentence. Always type out the product name using initial caps.

Introducing echo show, a revolution
Color
Brand colors

The Amazon Echo brand's primary color is Echo Blue. Use it and the supplemental colors to ensure that your marketing materials remain consistent with the Amazon Echo brand.

Primary color palette

**Echo Blue**

- PMS: 312 C, U
- CMYK: 93/0/17/0
- RGB: 0/167/206
- HEX: #00A7CE

**Squid Ink**

- PMS: 432 C, BLACK 6 U
- CMYK: 53/36/0/86
- RGB: 35/47/62
- HEX: #232F3E

**White**

- PMS: NA
- CMYK: 0/0/0/0
- RGB: 255/255/255
- HEX: #FFFFFF
Typography
Typography overview

Typography plays an important role in Amazon Echo brand recognition. It communicates a consistent, unified identity and gives instant personality to our written words. Amazon Ember is the master brand font for all Amazon products and services.

**AMAZON EMBER**

For Amazon Echo, two weights may be used: Ember Light and Ember Bold.

Amazon Ember Light is a clean, modern typeface that conveys a simplicity and charm that matches the Amazon Echo brand personality.

Amazon Ember Bold is strong, easy, and simple. Use it for subheads, calls to action, and as part of body copy for emphasis. No more than 10 consecutive words should be set in Amazon Ember Bold to ensure brevity, simplicity of thought, and clear areas of emphasis.

**AMAZON EMBER DISPLAY**

Display weights have different characteristics and should be used for brand names, large scale applications (over 72 pt), headlines, or single-word callouts.
Answer the call

With Alexa voice messaging

Introducing Alexa Communication—a new way to be together with family and friends. When you’re busy making dinner, just ask Alexa to place a call to Mom or send a quick voice message to a friend.
Other reference material
Iconography

Icons are used to quickly and clearly communicate information about Amazon Echo devices. The Amazon Echo iconographic style is based on rounded corners, thin line weights, simple forms (not ornate), geometric shapes, and a minimum of elements for maximum effect. Icons are drawn for large (over 48 px in size) and small (under 48 px in size) use cases.
Light ring guidance

Depict the device as accurately as possible. Show the correct light ring pattern depending on whether Amazon Echo devices are actively listening, thinking, or responding.

Below are the most commonly used light ring states for marketing materials. For all light ring states, see About the Light Ring.

- **Solid blue with spinning cyan lights:** The device is starting up.
- **Solid blue with cyan pointing in direction of person speaking:** Alexa is busy processing your request.
- **Alternating solid blue and cyan:** Alexa is responding.
Echo product wrap guidelines

If a non-Amazon brand wants to add a product wrap to an Echo device, please follow the guidelines below.

- Non-Amazon brands cannot directly or indirectly sell the wrapped devices.
- External branding should not be positioned in a way that interferes with Amazon branding (e.g., covering the device logos, placing an external logo directly alongside/too close to the Amazon device logo).
- The product wrapped branding should not obstruct the light ring, microphones, screens, buttons, or required notices on the device or interfere in any way with the overall functionality of the device.
- The design of the wrap should not replicate or alter any trademarks or trade dress of Amazon (e.g., utilize Amazon logos or the light ring as decorative elements on the wrap itself).
- If a name is used for the wrap, it should not include a trademark of Amazon other than to describe that it is a wrap for an Echo device (e.g., calling the wrap an “EchoDress,” “EchoSticker,” etc., is not okay, but “Joe’s Wrap for Echo Dot” is okay).
- The wrap cannot contain any content directed at children, except if the device is the Echo Dot Kids Edition.
- All product wraps require review and approval by Amazon. Please contact your Amazon marketing manager.
- Devices that are wrapped should be distributed with the original box and other in-box documentation.
Alexa guidelines
What is Alexa?

Alexa is a cloud-based voice service that can help you with tasks, entertainment, general information, and more — often personified as “her” or “she.” Whether you’re at home or on the go, Alexa is designed to make your life easier by letting you voice control your world. Using Alexa is as simple as asking a question. Just ask her to play music, read the news, control your smart home, tell a joke, and more — Alexa is happy to help. It is Alexa’s hardworking utility and witty personality that has led her to be regarded as a member of the family.

Alexa is always getting smarter, with new skills through updates delivered automatically. The more you talk to Alexa, the more she adapts to your speech patterns, vocabulary, and personal preferences, with new features continually being added. Alexa’s goal is to make your life easier and more fun.

Referring to Alexa
Always refer to Alexa by name.

What are Alexa utterances?
Alexa utterances are the vocal questions and commands that trigger corresponding Alexa actions and responses. For example, “Alexa, what is the weather?” is an utterance used to get information about the weather.

All product packaging, retail displays, marketing materials, TV, film, media, or live entertainment featuring Echo and/or Alexa interactions must use actual Alexa utterances. Approved Alexa utterances can be found on the All Things Alexa page.
The Alexa personality

Alexa strives to be clever, relevant, and make the customer smile. Alexa will respond to questions about herself, answer to “I love you,” tell jokes, and even sing a song. Alexa’s humor shines through, but never at the expense of efficiency. Performing the requested task instantly and accurately is always her primary goal.

Alexa is approachable, efficient, trustworthy, and natural. These unique personality characteristics make Alexa Alexa.

Approachable

Alexa’s warmth, friendliness, and personalized touches make interacting with her enjoyable.

**IS:** Welcoming, friendly, humble, witty, kind, fun, personable, curious, imaginative, respectful  
**IS NOT:** Chummy, fawning, folksy, bubbly, condescending, sarcastic, cynical, negative

Trustworthy

Alexa builds trust with customers through her reliability, integrity, and stewardship of their privacy.

**IS:** Reliable, honest, consistent, objective, astute, factual, knowledgeable, intelligent, safe  
**IS NOT:** Biased, repetitive, incorrect, sloppy, inconsistent, inaccessible, unexpected

Efficient

Alexa works diligently on behalf of the customer to streamline and simplify their busy lives.

**IS:** Concise, unobtrusive, patient, helpful, clear, decisive, straightforward  
**IS NOT:** Mechanical, blunt, simplistic, ambiguous

Natural

Alexa is an authentic AI, a superhuman blend of human characteristics and computing power.

**IS:** Authentic, conversational, polite, relevant  
**IS NOT:** Fully human, fully robotic, artificial
Products and services that work with Alexa

Use these approved brand descriptions to explain how your products and services work with Alexa.

How to talk about Alexa Voice Service
Describe your product’s integration with Alexa as “Alexa Built-in.”

How to describe the relationship between your product, Alexa, and AVS:
Alexa is the intelligent cloud-based voice service that you can talk to on [your product]. Speak to Alexa through [your product] to play music, hear the news, check weather, control smart home devices, and more. Alexa lives in the cloud, so Alexa is always getting smarter, adding new capabilities that are delivered to your device automatically. Using Alexa on [your product] is simple and hands-free [only include hands free if applicable, does not apply to push-to-talk]—just ask, and Alexa will respond instantly.

How to talk about connected devices (smart home and gadgets)
Describe your product’s integration with Alexa as “Works with Alexa.”

How to describe the relationship between smart home and Alexa:
Alexa lets you use your voice to control [your product] by speaking commands through an Alexa device. To setup voice control to any certified “Works with Alexa” product, enable the skill and link your Alexa account to your [your brand] account. Then just ask Alexa to turn on the light, dim the table lamp, increase the temperature, or lock the door. Some smart home products require a compatible hub.

How to talk about Alexa skills
Skills add new capabilities that allow you to create a more personalized experience with your Amazon Echo, Fire TV, and other Alexa devices. Skills let you receive flash briefings, order food, request a ride, track your fitness, and more. When you set up Alexa skills, “enable” the skill and link your account in the Alexa app.

How to talk about Alexa Automotive
How to describe vehicles with Alexa Built-in:
With Alexa Built-in, you can ask to play music, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road. [Please confirm full functionality of your integration and adjust description accordingly.]

How to describe vehicles with Alexa connected car skills:
From the comfort of your home, use the [skill name] connected car skill to remotely control your [automaker brand] vehicle. Just by asking, you can remotely lock/unlock your doors, start/stop the engine, find out how much fuel you have left, and more. [Please confirm full functionality of your skill and adjust description accordingly.]

How to describe auto devices with Alexa Built-in:
You can talk to Alexa on your [Device Name]. With Alexa Built-in, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road. [Please confirm full functionality of your device and adjust description accordingly.]

How to talk about Alexa Shopping
Describe shopping as “Alexa Shopping” (not Voice Shopping or Alexa Voice Shopping).

How to describe how customers can use Alexa to shop
Alexa can place orders, reorder products from your order history, add items to your Amazon cart, and more. When you ask, “Alexa, where’s my stuff?” Alexa will provide information on when your next package(s) will arrive. Alexa can also notify you when a package is on its way or at your door with delivery notifications. If you have questions about a product, just ask and Alexa can check prices and product ratings, share deals, and ask the community for answers to product questions. And if you’re a Prime Member in a city with a participating Whole Foods Market store, you can now get even more fresh, organic groceries with Alexa through Prime Now in select zip codes.

How to talk about Smart Home Properties (hotel rooms) with Alexa
How to describe hotel rooms with Alexa to guests:
Our hotel rooms now come with Alexa, your voice-activated virtual concierge. Just ask Alexa to reach the hotel front desk, play your music, ask for the Wi-Fi password, request hotel items (like a toothbrush), dim the lights, or learn about other hotel amenities and operating hours. [Please confirm full functionality of your skill and adjust description accordingly.]
How can Alexa make life easier and more fun?

Show how Alexa can help you, from starting the day right to winding down in the evening, by featuring the following domains.

**Entertainment**
Whether you want to listen to music, books, radio stations, or podcasts, all you have to do is ask. In the mood for games, movies, or a good laugh? Let Alexa connect the dots between all the things you love.

**Communication**
Help your household and family stay better connected. Let Alexa turn your device into an intercom to open up instant two-way conversations between rooms, or send one-way announcements from any room. Use Alexa to call or message almost anyone for free on your supported Echo or Alexa-enabled device or the Alexa app on your supported mobile phone or tablet.

**Productivity**
With Alexa as your assistant, it’s easy to turn your house into a smart home. Get hands-free voice control by connecting your compatible smart home products to your Echo device or control them in the Alexa app when you’re away.

**Smart home**
From lights and plugs to thermostats and cameras, Alexa can help make your home smarter and more automated by simplifying your everyday routines.

**Shopping**
Alexa is always ready to help you get your shopping done—from reminders to ordering dog food to tracking your package all the way to your doorstep.

**News and information**
No matter what time of day it is, Alexa is here to keep you informed. From daily news updates and weather reports to local search, translations, sports reports, and more, just ask Alexa to stay in the know.

**Alexa skills**
Skills are like apps that help you do more with Alexa. Use them to play games like Jeopardy!, listen to your favorite podcast with AnyPod, relax with Thunderstorm Sounds, catch up on the news, and more. New skills are being added all the time. Check out top skills in the Alexa app or visit the skill store. With Skill Blueprints, you can customize Alexa responses and create personalized skills in minutes. No coding required—choose from over 30 easy-to-use templates and fill in the blanks to build your own.

Learn more about these domains on the All Things Alexa page.
Alexa logos

The Alexa logo embodies our brand. Therefore, it should always be legible and leverage Alexa Blue whenever possible.

Unless there are space constraints, all assets that use these logos must include the following attribution: “Amazon, Echo, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.” Broadcast and print assets must always have the attribution. Please refer to the Trademark Guidelines for more information.
Logo variations
A variety of color and orientation options have been provided for different applications. Use the color logos whenever possible.

<table>
<thead>
<tr>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_url1" alt="Logo variations for COLOR" /></td>
</tr>
<tr>
<td><img src="image_url2" alt="Logo variations for COLOR" /></td>
</tr>
<tr>
<td><img src="image_url3" alt="Logo variations for COLOR" /></td>
</tr>
<tr>
<td><img src="image_url4" alt="Logo variations for COLOR" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK-AND-WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_url5" alt="Logo variations for BLACK-AND-WHITE" /></td>
</tr>
<tr>
<td><img src="image_url6" alt="Logo variations for BLACK-AND-WHITE" /></td>
</tr>
<tr>
<td><img src="image_url7" alt="Logo variations for BLACK-AND-WHITE" /></td>
</tr>
<tr>
<td><img src="image_url8" alt="Logo variations for BLACK-AND-WHITE" /></td>
</tr>
</tbody>
</table>
Clear space and minimum size

**CLEAR SPACE**

The clear space for the horizontal logo is the height of the letter ‘a’ from the wordmark. The clear space for the stacked logo is the height of the letter ‘l’ from the wordmark.

No other elements should encroach on the logo’s clear space. Whenever possible, use the maximum amount of clear space the placement in layout will allow.

**MINIMUM SIZE**

The horizontal Amazon Alexa logo should not appear smaller than 150 px in width for on-screen applications or 0.75” in width for printed applications.

The stacked Amazon Alexa logo should not appear smaller than 125 px in width for on-screen applications or 0.625” in width for printed applications.

Sizes below this width can damage the logo’s integrity.
Color
Brand colors

The Alexa brand’s primary color is Alexa Blue. Use it and the supplemental colors to ensure that your marketing materials remain consistent with the Alexa brand.

Alexa Blue
- PMS: 2190 C, 2915 U
- CMYK: 63/0/0/0
- RGB: 0/202/255
- HEX: #00CAFF

Squid Ink
- PMS: 432 C, BLACK 6 U
- CMYK: 53/36/0/86
- RGB: 35/47/62
- HEX: #232F3E

White
- PMS: NA
- CMYK: 0/0/0/0
- RGB: 255/255/255
- HEX: #FFFFFF
Alexa badging system
What is an Alexa badge?

Alexa-branded badges help communicate the relationship between Alexa and your products or services. We encourage you to make use of badges to drive consistency and brand recognition. Badges can be integrated into product packaging, online placements, and marketing collateral.

⚠️ Don’t reference or use logos of any musicians, artists, or Alexa-supported third-party services such as TuneIn, SmartThings, NFL, Domino’s, or Jeopardy! on marketing or product packaging unless you have written proof of consent from those musicians, artists, or third parties. Do not use multiple badges in your marketing collateral.
# Types of Alexa badges

▲ Don't use multiple badges in your marketing collateral.

<table>
<thead>
<tr>
<th>DEVELOPER TYPE</th>
<th>BADGE TYPE</th>
<th>REQUIREMENTS</th>
</tr>
</thead>
</table>
| Smart home and accessory device makers that work with Alexa-enabled devices | ![Works With Alexa](https://example.com/works-with-alexa) | • Must apply for and receive Works with Alexa (WWA) certification for your device.  
• Must meet the minimum requirements in the WWA Program Guidelines.  
• Must adhere to the WWA Trademark Usage Guidelines.  
• Visit the WWA Certification page or email wwa-support@amazon.com for more information about obtaining WWA certification.  
• For marketing approval, submit material to wwa-review@amazon.com. |
| Alexa Voice Service (AVS) developers of Alexa Built-in devices | ![Alexa Built-in](https://example.com/alexa-built-in) | • Must agree to Alexa Voice Service Terms and Agreements.  
• For marketing approval, submit material to avs-marketing-review@amazon.com |
| Alexa skill developer (excluding smart home) | ![Just Ask Alexa](https://example.com/just-ask-alexa) | • Skills created using the Alexa Skills Kit are qualified to use this badge.  
• Smart home skills may not use this badge. The only badging allowed for smart home is the Works With Alexa badge which must follow the certification process outlined on the WWA Certification page. |
**Badge guidelines**

**Badge color use**

The white badges are to be used on lighter backgrounds. The black/Squid Ink badges are to be used on darker backgrounds. Only when colors are not possible should the one-color versions of the badge be used. Note that black is specified for CMYK/print applications of the badge in lieu of Squid Ink.

**Clear space**

The clear space for the Alexa badge is half the height of the Alexa icon. No other elements should encroach on the logo’s clear space. Whenever possible, use the maximum amount of clear space the placement in layout will allow.

**Minimum size**

Alexa badges should not appear smaller than 190 px in width for on-screen applications or 1’ in width for printed applications. Sizes below this width can damage the badges’ integrity.

⚠️ For applications smaller than the minimum badge size, the Amazon Alexa logo may be used instead of the badge.
Co-branding guidelines

Non-Amazon brands follow these guidelines when co-branding with Amazon Echo or Alexa products and services. These guidelines should be used in addition to all requirements for using the Amazon Echo logo or Alexa badges. The logo guidance tenets must be followed regardless of brand dominance.

**DO:**

- Use the default full color logo on a white background whenever possible.
- Use the logos in a horizontal positioning whenever possible.
- Make both logos the same visual size.
- Separate the logos by the distance of (horizontally) two Os (using the O in “echo”) and (vertically) one-and-a-half Os.
- Vertically center-align both logos for best balance.

**DON’T:**

- Don’t reference or use logos of any musicians, artists, or Alexa-supported third-party services such as TuneIn, SmartThings, NFL, Domino’s, or Jeopardy! on marketing or product packaging unless you have written proof of consent from those musicians, artists, or third parties.
- Don’t combine full-color and black-and-white versions of logos. Logo color spaces should match.
Speech bubble guidelines
What is the speech bubble?

The speech bubble is a graphic way to illustrate examples of Alexa utterances. They are a quick and visual way to give customers examples of what they can ask Alexa.

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**FLAG**
The speech bubble can have a flag in one of six positions. Always face the flag toward the speaker, even if that speaker is off frame.

**TYPEFACE**
The speech bubble uses Bookerly Regular Italic. Each utterance begins and ends with curly “smart” quotes and uses sentence case. For rare digital cases when Bookerly Regular Italic cannot be used (e.g., HTML emails), Georgia Italic and Times New Roman Italic may be used as a backup option.

**HEIGHT**
The size of the speech bubble is measured in relation to the corner radius. For three lines of copy, the speech bubble should be 6 units high. For two lines of copy, the speech bubble should be 4 units high. For one line of copy, it should be 3 units high.

**WIDTH**
The speech bubble should always be wider than it is tall. The width of the speech bubble should reduce by quarter lengths.

**COLOR**
The speech bubble is rendered in white with a 50% Squid Ink stroke with a weight approximately 20% of the point size of the type contained within. The typography is rendered in Squid Ink.

**CALL AND RESPONSE**
White speech bubbles are used to represent the customer and blue bubbles are used to represent Alexa.

"Alexa, play jazz music"

"Here’s a station for jazz music"
Alexa skills

The co-branded speech bubble is a tool for developers and Amazon designers to market third-party Alexa skills. It is based on the standard speech bubble, but incorporates the partner’s skill icon. The general tenets are the same as for the standard utterance bubble, with one notable difference: the Just Ask Alexa badge must accompany the bubble in third-party creative.

**ICON**
The co-branded bubble must feature the same icon that appears in the skill description in the Alexa companion app.

**TYPEFACE**
The speech bubble uses Bookerly Regular Italic. Each utterance begins and ends with curly “smart” quotes and uses sentence case. For rare digital cases when Bookerly Regular Italic cannot be used (e.g., HTML emails), Georgia Italic and Times New Roman Italic may be used as a backup option.

**WIDTH**
The speech bubble should always be wider than it is tall. Long utterances should be split onto two lines. Overly long utterances (longer than 60 characters, including punctuation, quotation marks, and spaces) should be avoided.

**COLOR**
The speech bubble is rendered in white with a 50% Squid Ink stroke with a weight approximately 20% of the point size of the type contained within. The typography is rendered in Squid Ink.
How to represent Echo devices and Alexa in marketing materials
How to interact with Alexa

**DO:**
- Reinforce the power of hands-free, voice-first interactions by highlighting situations where customers are multitasking or their hands are occupied.
- Reinforce the usage of Amazon devices and Alexa in a customer’s daily routine as helpful, useful, and entertaining; solving problems/enhancing lives, and enabling accomplishment of the customer’s needs.
- Highlight the personal relationship customers have with Alexa.
- Use exact Alexa utterances when demonstrating how to interact with Alexa, or when demonstrating capabilities and features. Examples of utterances include: “Alexa, what’s on my calendar today?” “Alexa, play song of the day.” “Alexa, add milk to my shopping list.” Additional Alexa utterances can be found on the All Things Alexa page.
- If you make any claims about Amazon devices (e.g., fills the room with immersive, 360-degree omni-directional audio), please use the claims listed on our product detail pages.
- Use utterances that have been tested and validated. Test your utterance three times to ensure it functions properly. For examples of good utterances to use, see the All Things Alexa page.
- Always include the wake word “Alexa” in utterances. Wake words come at the beginning of an utterance.
- Obtain rights for any talent or content featured in your marketing (see SAG Guidelines on page 46 for more information).
- For TV and radio ads, if you are using a wakeword, ensure that the 3 seconds immediately before the wakeword have distinguishable audio content at a volume similar to that of the wakeword.

**DON’T:**
- Don’t refer to Alexa as a platform or ecosystem.
- Don’t use the following terms to describe Alexa: personal assistant, virtual assistant, or robot.
- Do not refer to Alexa with “hey” in any utterances when promoting or co-marketing with Alexa and Echo (e.g., “Hey Alexa”).
- Don’t use the term “always listening” in reference to Amazon Echo or Alexa Built-in devices.
- Don’t make any marketing of your device overtly attractive to children (i.e., marketing should not encourage children to ask their parents to purchase your device).
- Don’t show individuals who appear to be under the age of 13 (“children”), interacting with Alexa unless you are directly marketing:
  - Kid-specific devices (e.g., Echo Dot Kids Edition).
- Don’t make any comparative claims (e.g., “compatible with more smart home devices than competitors”).
- Don’t diminish the power of hands-free, voice first interactions by portraying users shouting at or leaning into devices.
- Don’t confirm a purchase if you are using a shopping utterance in your audio.
- If using a wakeword in audio, don’t put it at the beginning of the ad. Additionally, don’t pause after saying the wakeword.
General film and photography guidelines

WHEN SHOOTING AN ECHO Device:

✓ Always use the most recent generation of a device.
✓ Add the light ring in post-production for most control over appearance.
✓ Speak to Alexa like a friend: casually and at a normal volume.
✓ Shoot the Amazon Echo and Echo Dot so the cylindrical shapes register.
✓ Place the device so the Amazon logo is visible and facing the camera.
✓ Use approved device images from the press room site.
✓ Refer to the SAG Guidelines on page 46 when considering using audio responses from Alexa.

WHEN SHOOTING AN ECHO WITH A SCREEN:

✓ Showcase voice commands over showcasing touchscreen.
✓ A screen is best shown with the camera at roughly the same level as the device.
✓ Show the side of the screened device at an angle to provide context.
✓ The kitchen or living room are preferred locations for Echo devices with a screen.
✓ Actual on-screen experiences should be represented, including the chrome voice bar.
✓ When not actively showcasing screen content, show the resting state on the home screen.
✓ Add screen and screen elements in post-production.

HELPFUL TIPS:

• Ensure the post-production team is involved early in the production process to ensure tracking dots, lighting setup, stand-in devices, and plates are captured as needed.
• When adding the light ring and Alexa response in post-production, a team member will need to read Alexa responses on set. This provides the actors something to react to and ensures the scene meets time constraints. Alexa speaks slightly slower than the average person, so it’s important that Alexa responses are read slowly.
• If the team must shoot the device practically, they should set the device up ahead of time, configured to the on-set Wi-Fi, plugged into a power source, and with the volume turned down as low as possible.
• It is important that the director and actors allow the device to return to its pre-wake state between takes so the device response is accurate. It is also important to capture close-ups with varying lengths of utterances and responses for control during the edit.

WHAT TO AVOID:

✗ Don’t shout or lean in to the Amazon Echo to talk. The far-field capabilities can capture your voice easily wherever you are in the room.
✗ Don’t portray the Amazon Echo from an extreme or dramatic angle that distorts, elongates, or makes the device appear oblong.
✗ Don’t show the color of the light ring outside of approved colors.
Screen Actors Guild guidelines

Please note that the talent that provides the voice for Alexa is a SAG-AFTRA member. Please let us know if you’d like us to provide you with contact information for her agent. Amazon is not a SAG-AFTRA signatory, and Amazon’s agreement with the voice talent does not cover fees that may be owing by third parties who use the voice of Alexa in advertising, television or other video productions that fall under the jurisdiction of SAG-AFTRA.
Trademark guidelines

The below guidelines should be observed for all uses of the Amazon Trademarks, including Amazon Trademarks that are not in the Echo devices family ("Trademarks"). For the Non-Exhaustive List of Amazon Trademarks, see here.

• Do not alter the Trademarks, including shortening them (e.g., Dot rather than Echo Dot), or changing the proportion, color, font, or adding or removing any element(s) when in logo format.
• Do not use Trademarks as a verb (e.g., Echo your love for new skills)
• Do not use Trademarks as a pun (e.g., Fire up the content selection on your Kindle device)
• Do not use Trademarks in possessive or plural (e.g., Echo’s newest features just launched, enter now to win two Echoes)
• Do not use TM or ® symbols, including for 3P trademarks. If an exception is needed, business VP approval must be obtained.
• Do not directly combine 3P trademarks with Amazon Trademarks (e.g., [3P brand name] [Amazon Trademarks]. This implies ownership of and/or endorsement from the Amazon Trademarks. The correct convention when referring to Alexa skills is “[3P skill name] skill for Amazon Alexa” (not “3P Alexa skill”).

Exceptions are as follows:
- Marketing in accordance to the co-branding guidelines on page 39.
- Significant marketing deals (generally outside of the Developer Program). Such logos must be approved by the applicable marketing team and trademarks.

• The trademark attribution language should always be included, except if there are space constraints.

[AMAZON BRAND], [AMAZON BRAND], and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates.

Each Amazon brand that is depicted in the creative should be included in the attribution.

The trademark attribution language can be translated if desired, provided that none of the Amazon Trademarks themselves are translated. Do not translate any Amazon Trademarks unless approval is given by the Devices Trademarks team.

• Avoid using Amazon taglines (e.g., “Just ask,” “Always ready, connected, and fast”) in ways that we haven’t used them previously (e.g., if we haven’t used it in print, don’t use it in print). New Amazon taglines require a minimum of two weeks for trademark clearance.
• Follow all branding requirements with respect to logo placement, color, backgrounds, etc.