

~~Trademark usage guidelines~~

Guidelines for use of the Available at Amazon Badge by Sellers

If you are an Amazon Seller, you may use the "Available at Amazon" badge (the "Badge") provided below and if you comply with the Trademark Usage Guidelines (these "**Guidelines**") ("Guidelines") on this page. If you comply with the Guidelines, you do not need any further approval from Amazon to use the Badge. The Guidelines include requirements that:

- You use the Badge only to advertise that your products are available for purchase on an Amazon website.
- You not alter the Badge in any manner, and it must appear in its entirety.
- You may not use the Badge in any manner that implies sponsorship or endorsement by Amazon.
- You may not use any Amazon logos or other Amazon trademarks, other than the Badge, in your online or offline marketing materials (including product listings on Amazon websites) unless you have written permission from Amazon.

Trademark Usage Guidelines

These Guidelines apply to your use, in, of the Badge, which is a manner that has been approved in advance by Amazon, of the following logo (the "**Amazon Mark**") available on this page below trademark owned solely by Amazon. As used in these Guidelines, the term "we", "us", or "Amazon" means Amazon Services LLC, Amazon EU S.à R.L. or any of its affiliate companies, as the case may be, and "you" means the seller (either a person or business entity) using the Amazon MarkBadge. Strict compliance with these Guidelines is required at all times, and any use of the Amazon MarkBadge in violation of these Guidelines will automatically terminate any ~~license~~license related to your use of the Amazon MarkBadge.

~~1. YOU ARE ONLY ALLOWED TO USE THE AMAZON MARK TO ADVERTISE THE AVAILABILITY OF YOUR PRODUCTS ON AN AMAZON SITE. YOU MAY USE THE AMAZON MARK (a) ON YOUR OWN WEBSITE, (b) IN ONLINE ADVERTISEMENTS AND/OR (c) IN OFFLINE ADVERTISEMENTS.~~

~~2. YOU ARE ALLOWED TO LINK YOUR USE OF THE AMAZON MARK TO AN AMAZON SITE.~~

~~You may use the Amazon Mark~~

1. You are allowed to use the Badge only to advertise the availability of your products on an Amazon website. You may use the Badge only (a) on your own website, (b) in online advertisements, and/or (c) in offline advertisements.

2. You are allowed to link the Badge to an Amazon website.

3. You may use the Badge solely for the purpose expressly authorised by Amazon in these Guidelines, and your use must: (i) comply with the most up-to-date version of these Guidelines; and (ii) comply with any other terms, conditions, or policies that Amazon may issue from time to time that apply to the use of the Amazon MarkBadge.

- ~~2.4.~~ Below is the approved [Amazon MarkBadge](#) image for you to use. You may not alter the [Amazon MarkBadge](#) in any manner, including but not limited to, changing the proportion, ~~colour~~[color](#), or font of the [Amazon MarkBadge](#), or adding or removing any element(s) to or from the [Amazon MarkBadge](#).
5. [The Badge must appear in its entirety, with reasonable spacing between each side of the Badge and other visual, graphic, or textual elements. Under no circumstance should the Badge be placed on any background that interferes with the readability or display of the Badge.](#)
- ~~3.6.~~ Do not use the [Amazon MarkBadge](#) as part of a sentence. For example, do not say, "Our products are ([Amazon MarkBadge](#)), so please shop online"-."
- ~~4.7.~~ You may not use the [Amazon MarkBadge](#) in any manner that implies sponsorship or endorsement by Amazon, other than by using the [Amazon MarkBadge](#) as specifically authorised in these Guidelines by Amazon.
- ~~5.8.~~ You may not use the [Amazon MarkBadge](#) to disparage Amazon, its products or services, or in a manner ~~which~~[that](#), in Amazon's sole discretion, may diminish or otherwise damage or tarnish Amazon or Amazon's goodwill in the [Badge or any other Amazon Marktrademarks](#).
- ~~3.~~ ~~The Amazon Mark must appear in its entirety, with reasonable spacing between each side of the Amazon Mark and other visual, graphic or textual elements. Under no circumstance should the Amazon Mark be placed on any background that interferes with the readability or display of the Amazon Mark.~~
- ~~6.9.~~ ~~Product~~[Unless otherwise approved, product](#) images ~~should~~[must](#) not include any Amazon logos or [other](#) trademarks, or variations, modifications or anything confusingly similar to Amazon's logos and [other](#) trademarks. This includes, but is not limited to, any words or logos with the terms AMAZON, PRIME, ALEXA, or the Amazon Smile design, [as well as other Amazon badges, including "Amazon's Choice," "Premium Choice," "Amazon Alexa," "Works with Amazon Alexa," "Best Seller," or "Top Seller."](#)
- ~~4.~~ ~~Product images should not include any badges used on Amazon, or variations, modifications or anything confusingly similar to such badges. This includes, but is not limited to, Amazon's Choice, Premium Choice, Amazon Alexa, Works with Amazon Alexa, Best Seller or Top Seller.~~
- ~~7.10.~~ You may include the following statement in and on any materials that display the [Amazon Mark](#) (~~written~~[Badge \(hard copy](#) or electronic): "Amazon's trademark is used under ~~licen~~[e](#)~~nc~~[e](#) from Amazon.com, Inc. or its affiliates"-."
- ~~8.11.~~ You acknowledge that all rights to the [Badge, and all other Amazon Marktrademarks](#), are the exclusive property of Amazon, and all goodwill generated through your use of the [Amazon MarkBadge](#) will inure solely to the benefit of Amazon. You will not take any action that conflicts with Amazon's rights in, or ownership of, the [Badge, or any other Amazon Marktrademarks](#).

Amazon reserves the right, exercisable at its sole discretion, to modify these Guidelines and/or the approved [Amazon MarkBadge](#) 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. [If you need more information on the product image requirements, refer to this page.](#)

"Available at Amazon" [LookupBadge](#) Guidelines



[Available at Amazon Lockup Download \(US\)](#)

Logo assets for print and screen.

Available at Amazon [LockupBadge](#) (International Versions)

International versions of the [lockupBadge](#). Includes both motion and static files.

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- [Germany \(DE\)](#)
- [United Kingdom \(EN\)](#)
- [Spain \(ES\)](#)
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Animated versions of the [lockupBadge](#).