

# BRAND GUIDELINES

---

## Amazon Pay Logo

DAY **D1** ONE

# Logo Variations

---

Full Logo [All marketing, ATL and BTL campaigns should use only this version of the logo]



In color



Monochrome

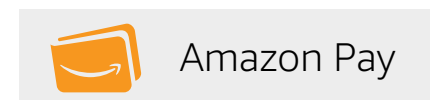
Mnemonic version [For UI applications only]



In color



Monochrome



Only to be used in digital UI applications with 'Amazon Pay' as UI text next to the logo (never standalone). [See example Pg.5](#)

Colors

---



HEX #000000



HEX #FF9900

# Logo Clear Space

---

## Logo Space Specifications :



The minimum clear space is defined as  $x$ , measured by the width of the vertical stroke of the letter 'n'. The minimum clear space of  $2x$  should always be applied. Try to maximize clear space whenever possible.



The minimum clear space is defined as  $x$ , measured by the space between the red lines shown above. Try to maximize clear space whenever possible.

## Resizing :



Always resize only diagonally



Always resize only diagonally

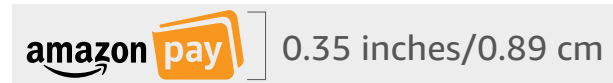
# Logo Spacing

---

Minimum size :



Minimum **height** on Web



Minimum **height** on Print

The minimum height of the logo is 25 px on screen, or 0.35in (0.89 cm) in print. In exceptional circumstances, smaller sizes for print may be necessary (e.g. on event merchandise). In such cases, legibility should always be your top priority.

Minimum size :



Minimum **width** on Web

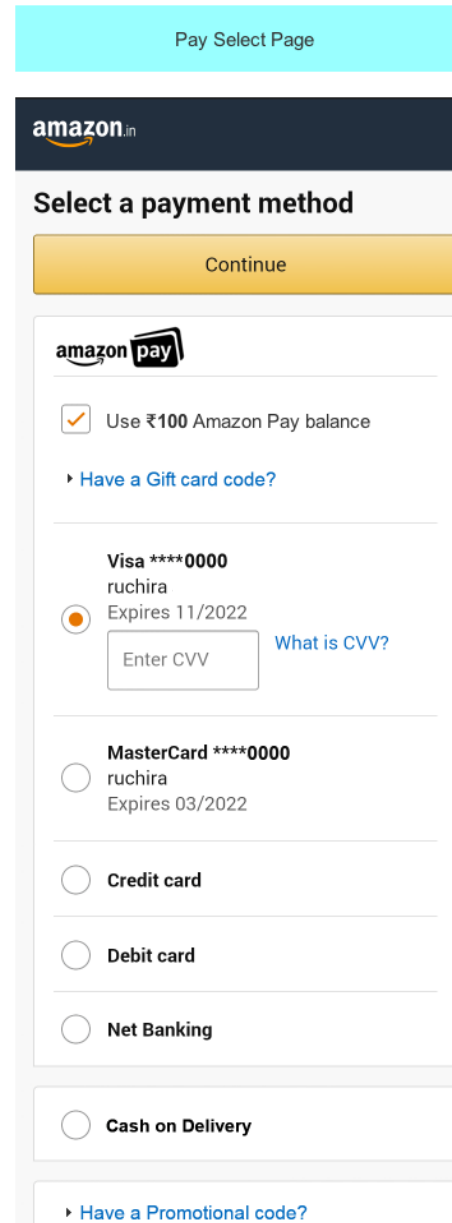
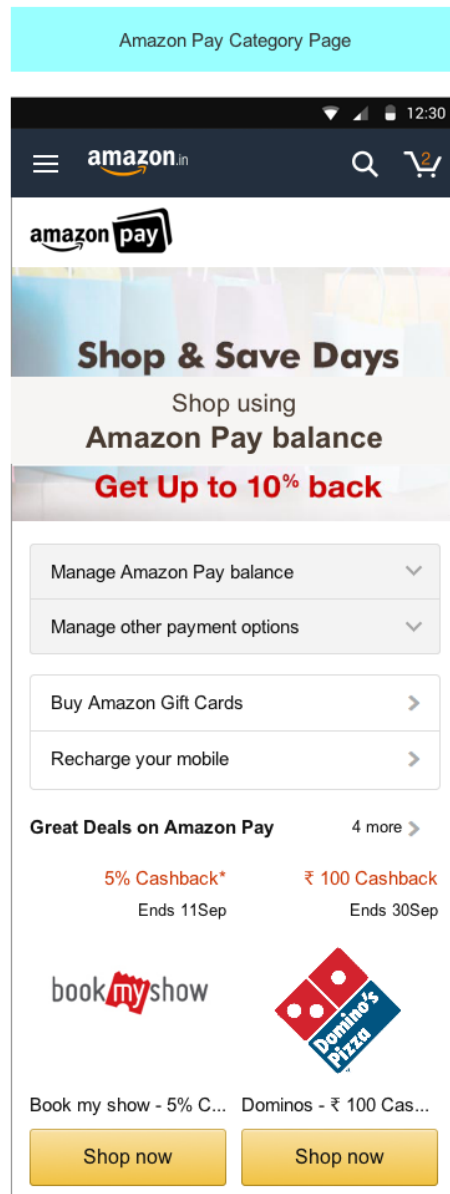
The minimum width of the logo is 34px on screen.

# Logo Usage (Background Color)

---



# Logo Usage (On Amazon.in)



# Logo Usage (On Amazon.in)

---

GW Desktop Billboard

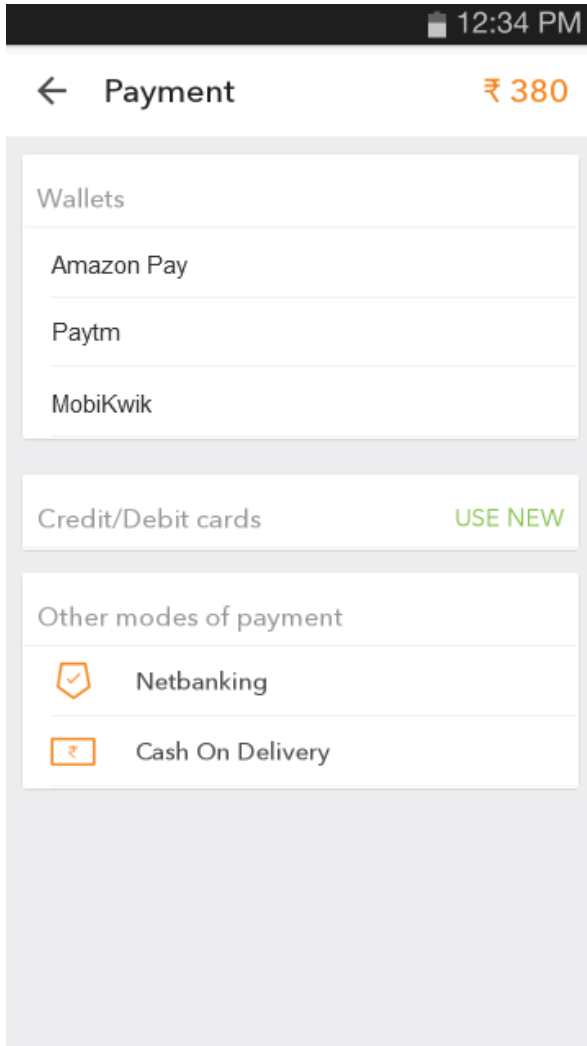


GW Mobile Billboard

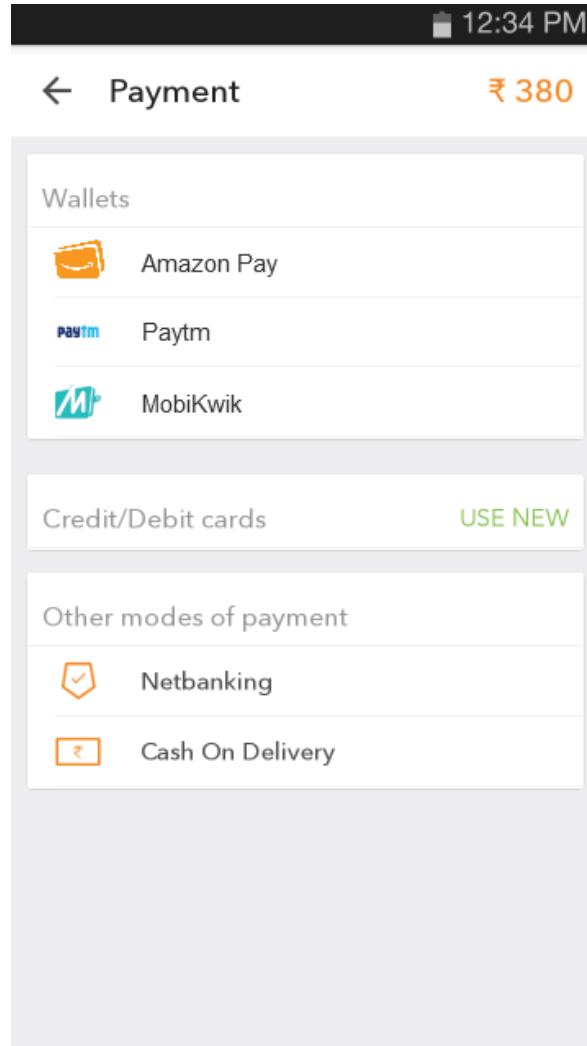


# 'Payments' on off Amazon.in use case- Mobile

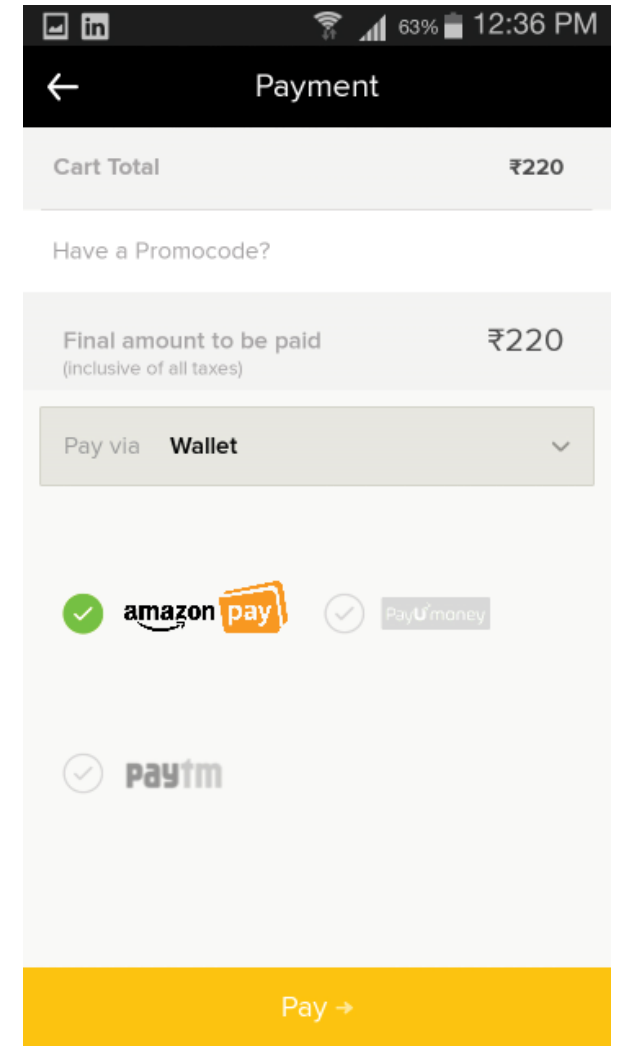
Style 1 -Narrative



Style 2 - Mnemonic + Narrative



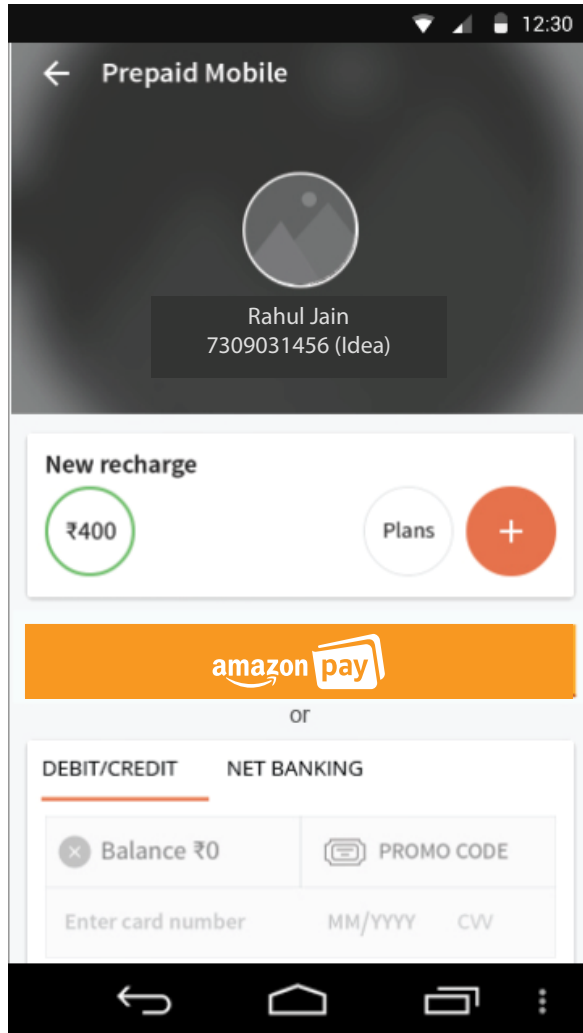
Style 3 - Logo



Amazon & Pay are two separate words.

# 'Payments' on off Amazon.in use case - Mobile (cont.)

## Style 4 - Button with Logo



## Three color options for buttons

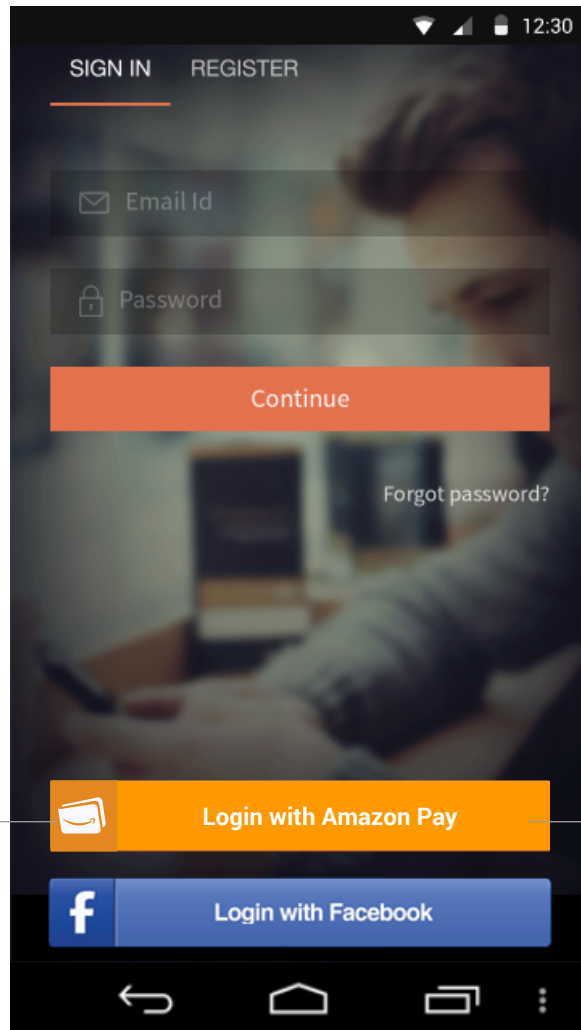


## Specification of Button



# 'Login' on off Amazon.in use case- Mobile

## Login Page (third party app)



HEX #e58720

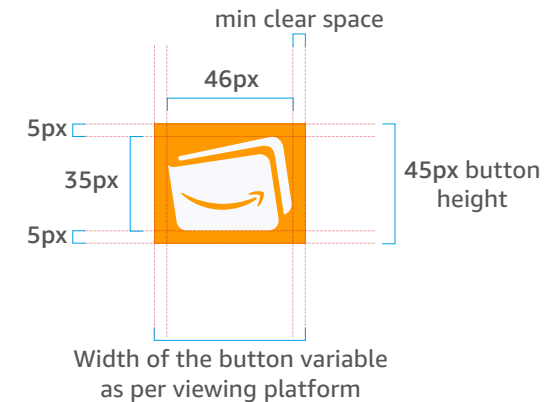
HEX #FF9900

## Login Page Button Color

The button color should be #FF9900 in the third party login pages. The text and the logo should be in white.

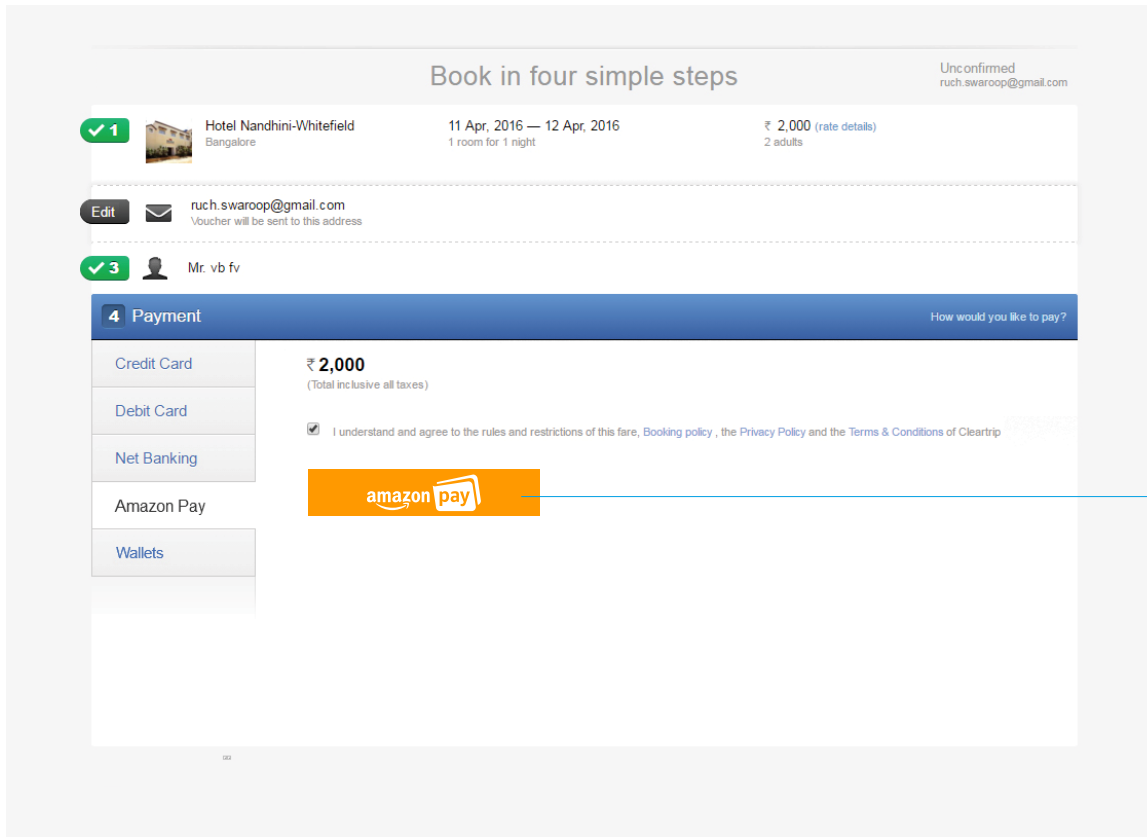
Only orange colored background buttons are allowed for this format. Do not use Grey and Light Grey for the mnemonic logo.

## Specification of mnemonic

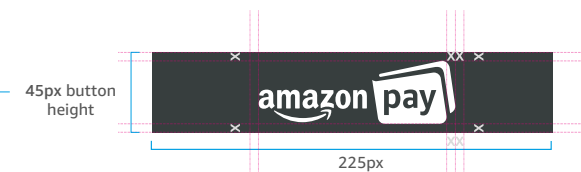
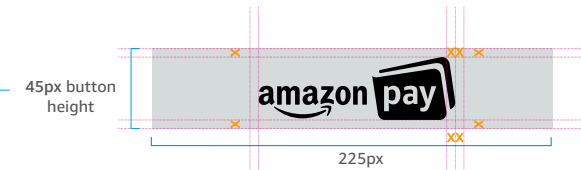
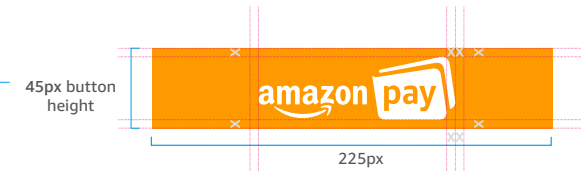


# 'Payments' on off Amazon.in use case- Desktop

## Style 1 - Narrative +Button



## Button color & specification




# 'Payments' on off Amazon.in use case- Desktop (cont)

## Style 2 - logo


### Book in four simple steps


Unconfirmed  
ruch.swaroop@gmail.com

✓ 1  Hotel Nandhini-Whitefield  
Bangalore

11 Apr, 2016 — 12 Apr, 2016  
1 room for 1 night

₹ 2,000 (rate details)  
2 adults

Edit  ruch.swaroop@gmail.com  
Voucher will be sent to this address

✓ 3  Mr. vb fv

#### 4 Payment

How would you like to pay?

Credit Card

Debit Card

Net Banking

Wallets

Select a wallet to make your payment.

amazon pay

Paytm money

Mobikwik

OLAMONEY powered by ZPGCash

paytm

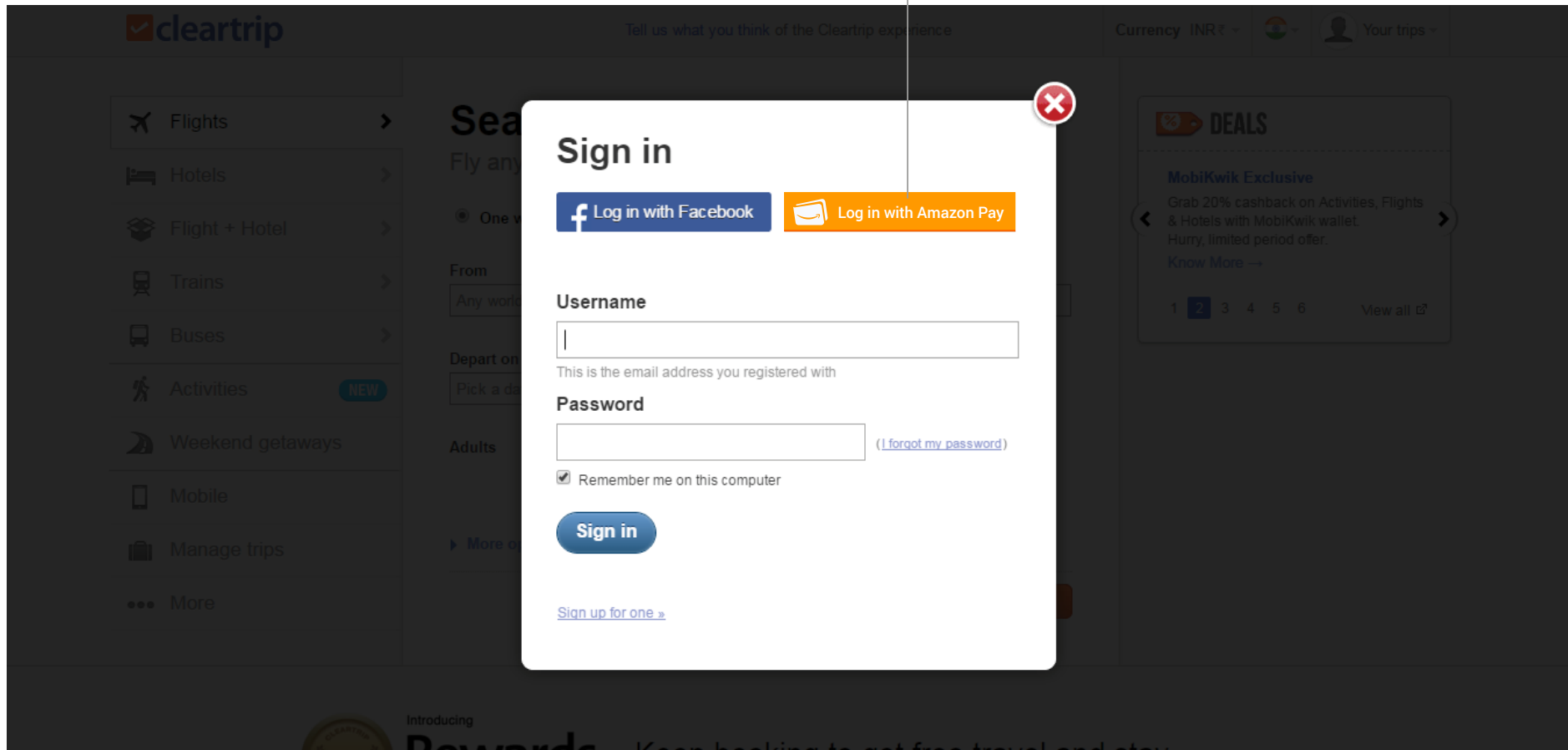
I understand and agree to the rules and restrictions of this fare, [Booking policy](#), [the Privacy Policy](#) and the [Terms & Conditions of Cleartrip](#)

₹ 2,000  
(Total inclusive all taxes)

[Make payment](#)

# 'Login' on off Amazon.in use case- Desktop

HEX #FF9900



# Touch Button Icons

---

## 3D UI Buttons

---



Twitter



Youtube



Facebook



Amazon Pay

## Flat UI Buttons

---



Twitter



Youtube



Facebook



Amazon Pay

