



Co-branding Best Practices for AWS Partners

May 2023

Introduction

The co-branding best practices help you determine the appropriate co-branding treatment for marketing scenarios and creative assets developed by partner teams with shared investment from Amazon Web Services (AWS). Marketing scenarios include campaigns, events, communications, and initiatives. Accurate and consistent application of these treatments highlights your expertise and relationship with AWS to your customers.

This document complements the [AWS Partner Creative and Messaging Guide](#)^{*}, which contains comprehensive guidance on branding treatments.

^{*}Requires login to AWS Partner Central

Usage rules for co-branded scenarios

- The co-branded treatment includes the AWS smile logo and one or two partner logos placed next to it in a primary layout location (for example, in the top left corner of an asset). The co-branded treatment is restricted for use in marketing scenarios when AWS and an approved partner (and an additional partner, if applicable) have shared investment and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand through the established process.
- Once approved for use by AWS, the co-branded treatment may be used for joint marketing campaigns or jointly hosted event-specific promotions. Permission to use the co-branded treatment does not extend beyond the limited scope of a specific asset, campaign, or event.
- The co-branded treatment is allowed on the landing page, email, marketing assets, digital ads, and social media posts specific to the approved scenario's campaign or event.
- Limit the use of visual treatments that include the AWS smile to one per page/panel.
- Broader use of the co-branded treatment on the partner's website is not allowed, except when linking to the campaign or event-specific website or landing page. Broader use beyond the specific campaign or event is not allowed.
- Assets produced within an approved co-branded campaign can be used at third-party events, assuming that the assets are still current and are appropriate for use at the event.
- Use of the co-branded treatment in assets for AWS-led events is heavily restricted and requires permission and approval from AWS.
- The co-branded treatment may not be used on promotional items of any kind, including event giveaways or swag.
- The interior page layout location of co-branded marketing assets may include one brand treatment per page (see page 4 for details), subject to usage rules for each treatment.
- For additional options and details, see guidance for "partner-led treatments" beginning on page 7 of the [AWS Partner Creative and Messaging Guide](#) (requires login to AWS Partner Central).

Co-branded treatments

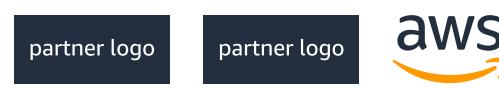
Primary treatment (use on first mention — covers, title screens, etc.)

- Only the AWS smile logo can be used in co-branded treatments. All other AWS brand marks cannot be used in co-branded treatments.
- Your AWS representative will submit co-branded requests to the AWS brand team on your behalf.
- When using customer logos (e.g., in customer reference documents or solution videos), please ensure that a) the customer has given approval to use their logo, and b) the customer logo is smaller and less prominent on the asset than the AWS/partner logos.

AWS and one partner logo lockup



AWS and partner + additional partner logo lockup



Interior/secondary treatments

- Secondary treatments include partner badges, Powered by AWS logos, and AWS Marketplace logos (see below).
- Please see the [AWS Partner Creative and Messaging Guide](#) for detailed usage and specifications guidelines for each treatment.
- Multiple treatments are permissible in the same document. But, you're required to limit usage of one treatment per page. If multiple treatments are used, you may vary the types of treatments, rather than using one treatment for all pages.

Partner badges



AWS Marketplace



Available in AWS Marketplace

Available in AWS Marketplace

Powered by AWS



Specifications

Size and arrangements

Co-branded arrangements

- Co-branded arrangements include the AWS and partner logos, with or without an additional partner logo.
- A maximum of three logos are allowed within the co-branded scenarios.
- Construct the co-branded arrangement using the specifications described, then scale the arrangement as needed.

Sizing of elements

- The AWS logo size is 150px high.
- The partner logo size is 150px high and centered vertically. It's acceptable to visually adjust the height of the partner logo so it is optically similar in size to the AWS logo.
- The pipe is 190px high and vertically centered with the AWS and partner logos (does not apply to the three-logo arrangement).
- The additional partner logo (when applicable) is 150px high and aligned with the AWS logo. It's acceptable to visually adjust the height of the additional partner logo so it is optically similar in size to the other two logos.

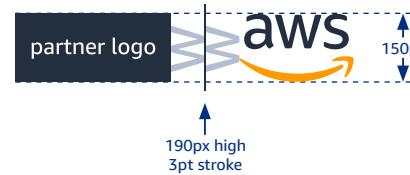
Standard arrangements

- The partner logo is 150px high and vertically centered on the AWS logo.
- The "w" from AWS logo is used to determine space between AWS, pipe, and partner logo.
- The AWS logo should always appear on the right side of the arrangement.

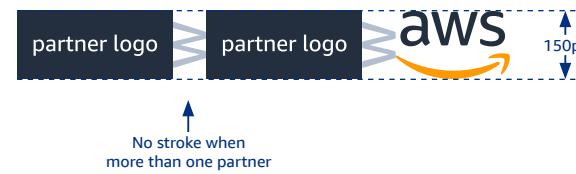
Multi-partner arrangements

- The partner logo is 150px high and vertically centered on the AWS logo. Align additional partner logo top and bottom to the AWS logo.
- The "w" from the AWS logo is used to determine space between all logos.
- The AWS logo should always appear on the right side of the arrangement.

Single-partner lockup:



Multi-partner lockup:



Specifications

Color and clearspace

Color and backgrounds

- The multicolor co-branded treatments include both logos (plus the additional partner, if applicable) in full color (Squid Ink and Amazon Orange for AWS). Use these treatments on white or light-colored backgrounds that provide sufficient contrast with the logo colors of both brands.
- Use the all-black version for light backgrounds that don't provide sufficient contrast with the logo colors.
- Use the all-white version for black or dark-colored backgrounds.
- Make the pipe the same color as the AWS logo, depending on background.

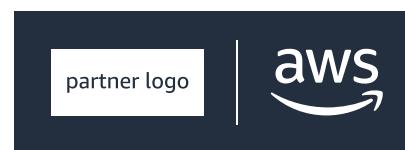
Multicolor version for use on white or light-colored backgrounds



Black version for light backgrounds that don't provide sufficient contrast for the full-color version



All-white version for use on black or dark-colored backgrounds



Clearspace

- The minimum clearspace around the logo is equal to the height of the letter "a" in the AWS logo.
- The pipe is not included when measuring clearspace.
- Clearspace requirements are the same for all arrangements and color variations.

Clearspace



Examples — documents

Case study

Solution brief

eBook

partner logo | 

EYEBROW TEXT GOES HERE

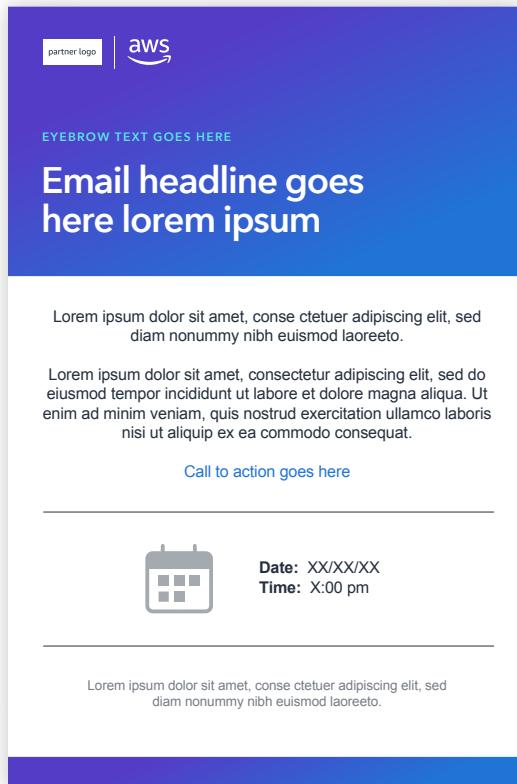
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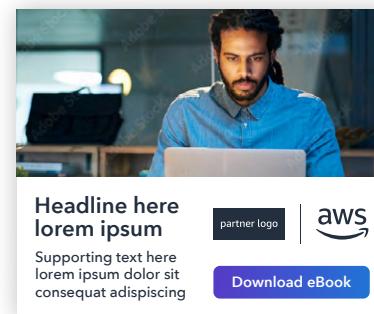
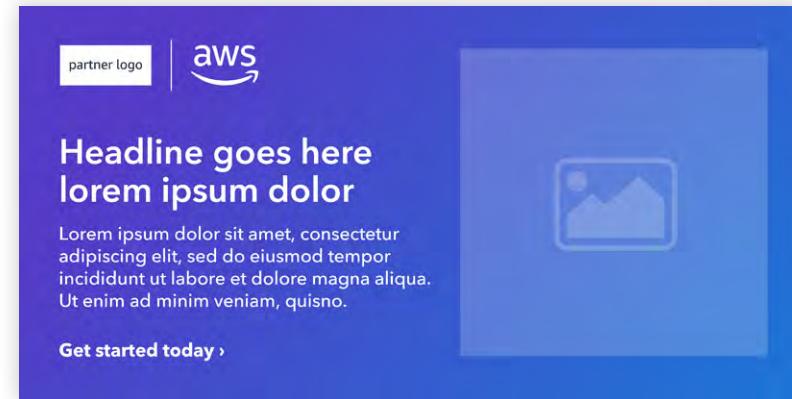
Front

Examples — promotions

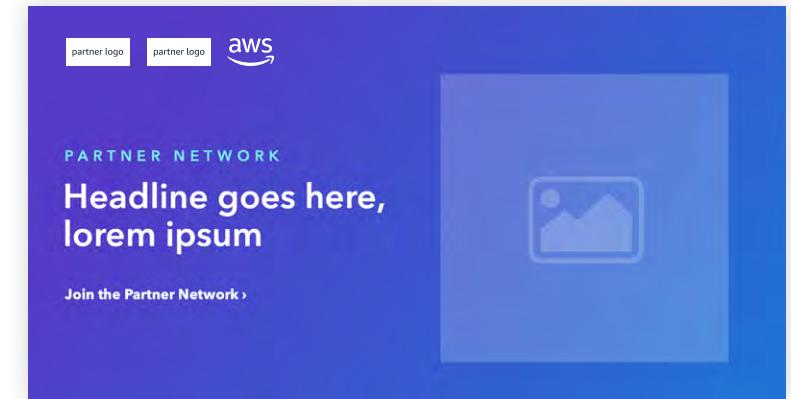
Email / invitation



Paid media banners



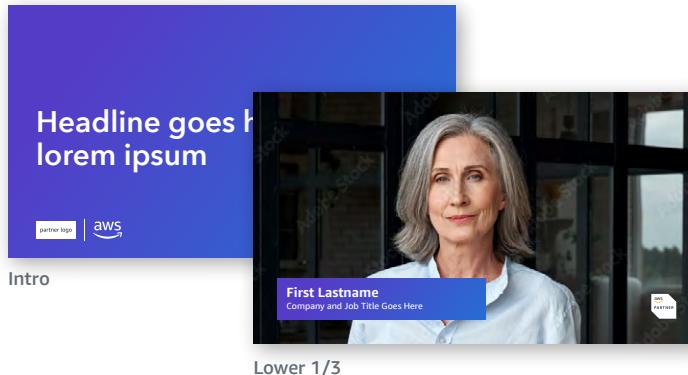
Social assets



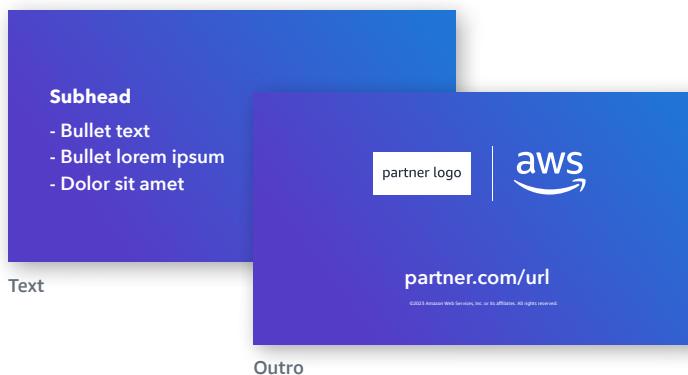
Examples — videos and presentations

Use the primary co-branded logo treatment in the intro and outro. In the middle, you can use the primary treatment, one of the secondary treatments, or nothing. Speakers can be AWS, partner, or third-party individuals.

Hero video

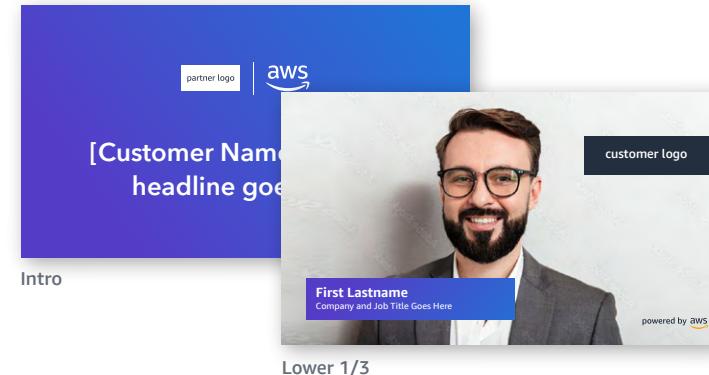


Intro
Lower 1/3

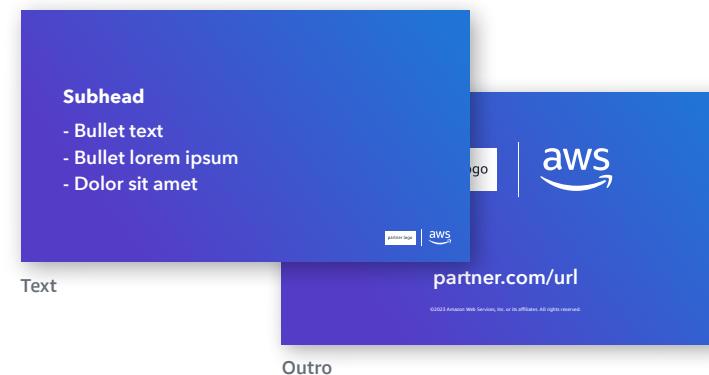


Text
Outro

Solution video

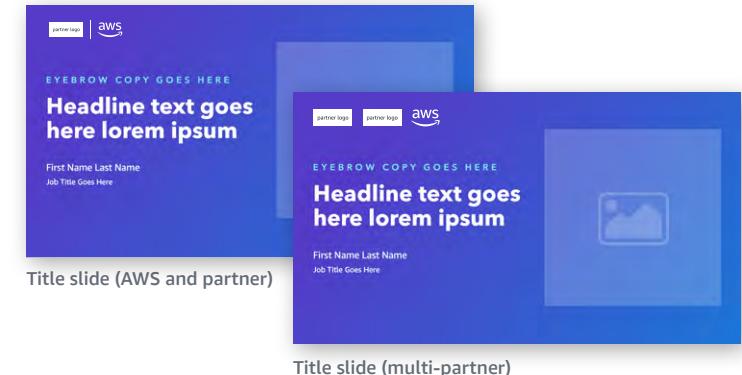


Intro
Lower 1/3

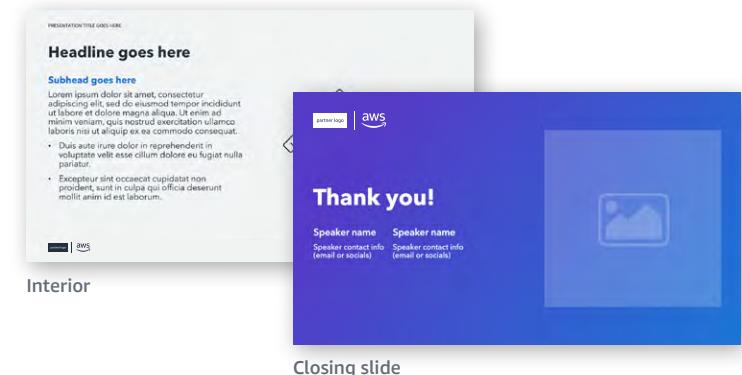


Outro

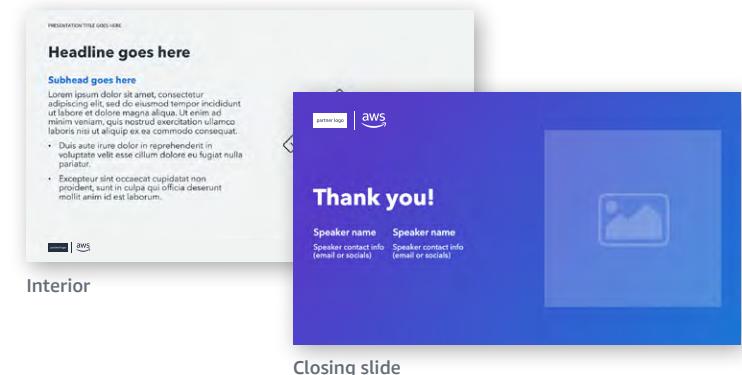
Sales presentation



Title slide (AWS and partner)



Title slide (multi-partner)



Interior



Thank you!