

AMAZONSMILE CHARITY LISTS PROGRAM GUIDELINES

Last updated 10/29/21



Charity Lists Logo Guidelines

LOGO

Primary logo

charity lists

Reverse Logo



PRIMARY COLOR

Squid Ink

Pantone 432 C C:53 M:36 Y:0 K:86 R:35 G:47 B:62 #232F3E	C:0 M:0 Y:0 K:0 R:255 G:255 B:255 #FFFFFF
--	---

This is the primary neutral brand color.
This should be used in place of black.

White

The use of white and white space is
essential to the brand color palette.

INCORRECT LOGO USES

Do not break up the words
Do not alter font weight.
Do not use colors outside of style sheet.

~~charity
lists~~

~~charity lists~~

~~charity lists~~

MINIMUM CLEAR SPACE



Clear space is the area around the logo that should remain free of any other logos, graphics, text, or borders. While more is better, the minimum clear space for the logo should be equivalent to the x-height of the wordmark.

MINIMUM SIZE

charity lists) .3 in
or 21 px

The minimum size
(height) the logo can be
used is .3 in or 21 px.

TYPOGRAPHY

Amazon Ember

Amazon Ember is our brand typeface
and should be used in most cases.

LOGO USAGE

When using the Charity Lists logo, the AmazonSmile logo should always be present somewhere on the page or ad. It is important that customers understand that Charity Lists is a part of AmazonSmile.

In ads, Charity Lists should be treated as a header and Amazon Smile as the parent brand. See example:

charity lists

Giving to charity
has never been easier.

