

## Brand guidelines checklist

- ✓ Follow all Amazon Echo and Alexa branding guidelines as outlined in this document. In particular, please ensure that you:
  - Describe the device, skills, and Alexa correctly.
  - Use the following disclaimer if Amazon is not a sponsor of the promotion that you are marketing:
    - "The [name of device(s)] is/are given away by [name of third-party running the promotion or sweeps]. Amazon is not a sponsor of this promotion."
  - Use approved device images from our [press room site](#).
  - Make appropriate claims about the Amazon Echo device or about Alexa.
  - Please note that the talent that provides the voice for Alexa is a SAG member. Please let us know if you'd like us to provide you with contact information for her agent.
- ✓ Follow all badging guidelines as outlined in this document.
- ✓ Follow all trademark guidelines and use the correct attribution as outlined in this document.
- ✓ Submit all marketing assets for review including product packaging, merchandising displays, TV, film, or live entertainment. Any TV, radio, social, or digital video may require an additional round of review.
- ✓ Submit any logo usage outside of the Alexa badging process [described in these brand guidelines \(on page 32\)](#) for separate review by Amazon.

## The review process

Please refer to these guidelines in order to use Amazon Echo or Alexa brand assets in your marketing materials, including but not limited to any product packaging, merchandising displays, TV, film, and digital/social programming. Any marketing, TV, media, or live integration must be submitted for review if applicable. Please allow up to 10 business days for review and feedback. You are responsible for independently obtaining rights to use any talent or content contained in your marketing collateral. **Amazon review is required for any marketing containing Amazon branding as outlined in these guidelines for Amazon Echo and Alexa brand usage.**

### Trademarks and third-party content

If you would like to feature third-party content in your marketing materials, including but not limited to photography, music, logos, or trademarks, you will be responsible for obtaining permission from the rights holder(s) directly. When featuring Amazon trademarks in your creative assets, please include the correct trademark attribution per the [Amazon Trademark Guidelines](#).

Please also refer to the Communication Guidelines as outlined in this document ([on page 11](#)).

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 PLEASE REFER TO THE [AMAZON TRADEMARK GUIDELINES](#) BEFORE USING ANY AMAZON TRADEMARKS IN YOUR MARKETING MATERIALS.

**Q: Where should I submit my marketing review request?**

**A: 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-review@amazon.com](mailto:avs-review@amazon.com)

**Smart Home Developers:**

[wwa-review@amazon.com](mailto:wwa-review@amazon.com)

**Alexa Skills Developers:**

[alexaskills-review@amazon.com](mailto:alexaskills-review@amazon.com)

**TV/Film/Media/Entertainment Integrations:**

[echomedia-review@amazon.com](mailto:echomedia-review@amazon.com)

**Q: How long will it take to receive feedback after my request has been submitted?**

**A: Please allow up to 10 business days for review and feedback.**

Guidelines for  
Amazon Echo & Alexa  
Brand Usage

For Third-Party Marketers



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# Introduction

## Introduction

### **What is this guide?**

A living and evolving source of the design and communication standards for the Amazon Echo and Alexa brands.

### **Why is it important?**

These guidelines were created to help you navigate the Amazon requirements for using our brand assets including names, logos, typography, and photography. Consistent and diligent use of these guidelines will protect our product integrity and help customers to instantly recognize references to Amazon Echo and Alexa, thereby ensuring that your brand's communications are clearly understood.

### **When should you use it?**

Use this guide whenever you are marketing Amazon Echo, Alexa, Alexa-enabled devices, smart home devices that work with Alexa, and third-party skills. Follow all guidelines and requirements for using brand assets on product packaging, retail displays, marketing materials, and TV, including commercial spots as well as in-show entertainment and live integrations.

# Amazon Echo

## What is Amazon Echo?

Amazon Echo is the device.

The Amazon Echo product line is a family of hands-free devices with built-in speakers, controlled by your voice. Amazon Echo devices connect to the Alexa Voice Service to play music, make calls, send and receive messages, provide information, news, sports scores, weather, and control your smart home, and more. All you have to do is ask.

### **The brand promise**

Amazon Echo provides the magic of hands-free voice control to let customers do more in life.

**Q: What are some key messages to highlight and ways to showcase Amazon Echo and Alexa across marketing communications?**

**A:** See [Communication guidelines: How to represent Amazon Echo and Alexa](#)

**Q: What are some recommendations to keep in mind when referring to Amazon Echo and Alexa?**

**A:** See [Communication guidelines: How to describe Amazon Echo and Alexa](#)

## Amazon Echo product lineup

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

### Amazon Echo

Amazon Echo devices should be shown in the kitchen or living room.



### Echo Plus

Echo Plus should be shown in the living room or kitchen and is best used for showcasing smart home features.



### Echo Dot

Echo Dot devices should be shown in the bedroom or hallway.



### Echo Show

Echo Show devices should be shown in the kitchen and are best used when messaging visual content such as video calling and smart home cameras.



# Alexa

## What is Alexa?

Alexa is the brain.

Alexa is a cloud-based voice service that can help you with tasks, entertainment, general information, and more. Alexa is always getting smarter, with updates delivered automatically and more functionality added over time. The more you talk to Alexa, the more Alexa adapts to your speech patterns, vocabulary, and personal preferences. Alexa gives Amazon Echo and other devices the power of hands-free voice control.

Using Alexa is as simple as asking a question. Just ask to play music, read the news, control your smart home, tell a joke, and more—Alexa will respond instantly. Whether you're at home or on the go, Alexa is designed to make your life easier by letting you voice control your world.

### The brand promise

Alexa lets customers do more through the power of voice.

**Q:** [What are some key messages to highlight and ways to showcase Amazon Echo and Alexa across marketing communications?](#)

**A:** [See Communication guidelines: How to represent Amazon Echo and Alexa](#)

**Q:** [What are some recommendations to keep in mind when referring to Amazon Echo and Alexa?](#)

**A:** [See Communication guidelines: How to describe Amazon Echo and Alexa](#)

**Q:** [How should I talk about Alexa?](#)

**A:** [See Communication guidelines: How to describe what Alexa is and how Alexa works using approved brand descriptions](#)

**Q:** [How should I describe my product's integration with Alexa?](#)

**A:** [See Communication guidelines: How to describe the different ways in which Alexa interacts with your products and services](#)

## The basics

A few things you need to know about Alexa.

### **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 Amazon Echo and/or Alexa interactions must use only approved Alexa utterances.

Approved Alexa utterances can be found on the [Meet Alexa](#) page.

### **Referring to Alexa**

Always refer to Alexa by name.

# Communication guidelines

## The brand voice

Amazon's brand voice is a reflection of its personality and core values. Keep the following principles in mind as you create marketing for Amazon Echo and/or Alexa.

### **The Amazon brand voice is:**

- **Welcoming:** We keep things simple by speaking casually and directly as if we're having a conversation with you in person.
- **Authentic:** We don't talk about ourselves. We focus on the customer and on the things we can help them to achieve.
- **Optimistic:** We're excited about the future we're helping to create. We're bright and open, not cool and sarcastic.
- **Empowering:** We're constantly inventing to make life more simple for our customers. We want to transform the impossible into the expected.
- **Delightful:** We want to make the customer smile. We know that a hint of unexpected humor can make even a UI message a little less ordinary.

## How to represent Amazon Echo and Alexa

### What to 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 Echo and Alexa in a customer's daily routine.
- ✓ Convey devices and Alexa as helpful, useful, and entertaining.
- ✓ Highlight the personal relationship customers have with their Amazon Echo devices and with Alexa.
- ✓ Highlight simple interactions that don't require cognitive leaps.
- ✓ Focus on examples where hands-free, voice-first interactions:
  - Solve problems and/or enhance lives.
  - Enable accomplishment of the customer need.
- ✓ Engage naturally with Amazon Echo devices as you would with a person, speaking at a normal volume and distance.
- ✓ Show Amazon Echo devices in the home environment. Refer to the Amazon Echo product lineup for examples of priority locations.
- ✓ Showcase the customer in a good light.
- ✓ Lean into the positive and charming.
- ✓ If the Alexa light ring is depicted, please add the following qualifier to the trademark attribution: **“...and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates.”**
- ✓ Showcase calling and messaging with Alexa as a way for customers to call and message friends and family without using their hands, which a cell phone can't do.

### What to Avoid:

- ✗ It is ok to show families in marketing collateral; however, please avoid showing children under the age of 13 interacting with the Amazon Echo device unless directly marketing a kid's skill.
- ✗ Don't diminish the power of hands-free, voice-first interactions by portraying customers shouting at or leaning into devices.

## How to interact with Alexa

### What to Do:

- ✓ Use exact, **approved Alexa utterances** when demonstrating how to interact with Alexa. Examples of approved utterances include: "Alexa, what's on my calendar today?" "Alexa, play song of the day." "Alexa, add milk to my shopping list." Additional approved Alexa utterances can be found on the [Meet Alexa](#) page.
- ✓ Test your utterance 3 times to ensure that you are using accurate language for your utterance.
- ✓ Use utterances that feature Alexa skills created by our community of skills developers. Make sure these utterances have been vetted through the marketing review process and have received written consent from trademark owners, if applicable.
- ✓ Always include the wake word "Alexa" in utterances. Wake words come at the beginning of an utterance.
- ✓ Prioritize features that highlight Alexa personality and minimize the number of "OK" or "Yes/No" responses from Alexa.
- ✓ Please note that the talent that provides the voice for Alexa is a SAG member. Please let us know if you'd like us to provide you with the contact information for her agent.

### What to Avoid:

- ✗ Don't use the wake words "Computer," "Amazon," or "Echo."
- ✗ Don't use a shopping utterance that includes audio of a customer confirming placement and completion of the order with Alexa.

## How to describe Amazon Echo and Alexa

When featuring Amazon trademarks in your creative assets, please include the correct trademark attribution per the [Amazon Trademark Guidelines](#), and follow all requirements set forth in the Trademark Guidelines.

### What to Do:

- ✓ Use the following whenever possible: "Ask Alexa," "Just Ask Alexa," and "Just Ask."
- ✓ Leverage language from the [Meet Alexa](#) and Amazon Echo product detail pages for capability and feature claims.
- ✓ 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. You may not make any comparative claims (e.g., compatible with more smart home devices than competitors).
- ✓ Refer to skills using the following format: "[skill name] for Amazon Alexa" (e.g., Jeopardy! skill for Amazon Alexa).
  - If you have space limitations, the following format is acceptable: "[skill name] for Alexa" (e.g., Jeopardy! skill for Alexa).
- ✓ Use the #AskAlexa hashtag and tag @amazonecho in social media posts.
- ✓ Use Echo devices or Amazon Echo Family when referencing Echo products as a group.
- ✓ Refer to the family of devices with the Alexa Voice Service as "Alexa-enabled devices."
- ✓ Always refer to Amazon devices using the full names:
  - Amazon Echo
  - Echo Plus
  - Echo Dot
  - Echo Show
  - Amazon Tap
  - Amazon Fire TV
  - Fire TV Stick
  - Fire tablet (as a general reference only; please include the correct model name when referring to a specific tablet, e.g., Fire HD 8)



IF THE PRODUCT/SERVICE NAME YOU ARE FEATURING IS NOT LISTED HERE, PLEASE REFER TO THE AMAZON DETAIL PAGE FOR THE CORRECT NAME.

## How to describe Amazon Echo and Alexa

### What to Avoid:

- ✗ Don't use the following terms to describe Alexa:
  - Personal Assistant, Virtual Assistant, or Robot
- ✗ Don't use the term "Always listening" in reference to Amazon Echo or Alexa-enabled devices.
- ✗ Don't showcase Alexa responses when a wake word has not been used.
- ✗ Don't make any comparative claims with any other products.
- ✗ Don't combine skill names with Alexa (e.g., "Jeopardy! Alexa skill").
- ✗ Don't refer to your relationship with Amazon, Amazon Echo, or Amazon Alexa as a "partnership" or a "collaboration."
- ✗ Don't position Amazon logos in a way that implies there is endorsement from Amazon.
- ✗ Don't position any third-party brands in direct placement with Amazon trademarks (e.g., ABC Technologies Echo devices).
- ✗ Don't refer to Amazon trademarks in possessive or plural form (e.g., Echo Dots, Alexa's skills). If referring to multiple devices, please add a qualifier (e.g., Echo Dot devices or Alexa-enabled devices).

- ✗ Don't use shortened versions of product and service names such as "Dot" or "Tap" or blend product/service names such as "Kindle Fire." "Amazon" may be added to any product/service name as desired.
- ✗ Do not place ™ or ® symbols beside Amazon trademarks.
- ✗ Don't refer to a product/service as "All-New" or "New" if Amazon is not including this language on the product/service detail page.
- ✗ Don't use the #Alexa or #Echo hashtags in social media posts.
- ✗ Don't use Amazon logos as part of a sentence (e.g., Works with [Amazon Echo logo]).

## How to describe what Alexa is and how Alexa works using approved brand descriptions

Use the following descriptions to describe how Alexa lets you voice control your world.

### **How does Alexa work:**

Alexa is the cloud-based voice service from Amazon. Alexa is the brain behind Amazon Echo and other Alexa-enabled devices. Using Alexa is as simple as asking a question—just ask, and Alexa will respond instantly.

### **Alexa short description:**

Amazon Alexa lives in the cloud and is always getting smarter. Ask Alexa to play music, hear the news, check weather, control your smart home, and more.

### **Alexa long description:**

Amazon Alexa lives in the cloud and is always getting smarter, delivering new capabilities to your device automatically. The more you use Alexa, the more Alexa adapts to your speech patterns, vocabulary, and preferences, with new features continually being added. Ask Alexa to answer questions, play music, hear the news, get weather and traffic reports, control your smart home, and more.

## How to describe the different ways in which Alexa interacts with your products and services

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

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### How to talk about Alexa Voice Service

Describe your product's integration with Alexa as "Amazon Alexa-enabled."

### How to describe the relationship between your product, Alexa, and AVS for hands-free devices:

Amazon 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 (only list this feature if applicable to your product), hear the news, check weather, control smart home devices, and more. Alexa lives in the cloud and is always getting smarter, delivering new capabilities to your device automatically. Using Alexa on [your product] is simple and hands-free—just ask, and Alexa will respond instantly.

### How to describe the relationship between your product, Alexa, and AVS for push to talk devices:

Amazon 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 (only list this feature if applicable to your product), hear the news, check weather, control smart home devices, and more. Alexa lives in the cloud and is always getting smarter, delivering new capabilities to your device automatically. Using Alexa on [your product] is simple—just tap and ask, and Alexa will respond instantly.

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### How to talk about smart home

Describe your product's integration with Alexa as "Works with Alexa."

### How to describe the relationship between smart home, Alexa, and Alexa endpoints:

Alexa is the voice-controlled service that seamlessly communicates with [your product] through any Alexa-enabled device. Amazon Alexa lets you use your voice to control [your product] by speaking commands to Alexa. Add voice control to any certified "Works With Alexa" product by linking accounts to Alexa-enabled devices. Then, just ask Alexa to switch on a lamp, dim the lights, increase the temperature, or lock the front door. Some smart home products require a compatible hub.

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### How to talk about Alexa skills

Skills add new capabilities that allow you to create a more personalized experience with your Amazon Echo, Amazon Fire TV, and other Alexa-enabled devices. Skills let you receive flash briefings, order food, request a ride, track your fitness, and more. When you discuss customers setting up Alexa Skills, instruct them to "enable" (not download) the Skill, and if applicable, direct them to link their accounts in the Alexa app.

## Priority categories

An Alexa category is a specified sphere of activity or area of knowledge. The following priority categories are the ones we suggest featuring in your marketing or advertising as examples of the ways in which Alexa can help you voice control your world.



### Music

Alexa provides hands-free voice control for music and entertainment. Listen to music from services like Amazon Music and Pandora or catch up on your favorite podcasts with TuneIn. Alexa can also play Audible professionally narrated audiobooks or read compatible Kindle books out loud (services available dependent on Alexa-enabled device).

If you are referencing a music service in your creative, ensure that the service is still active and obtain permission from the rights holder(s) directly.

#### Ask Alexa:

*“Alexa, turn it up.”*

*“Alexa, play happy pop from Amazon.”*

*“Alexa, start my free trial to Amazon Music Unlimited.”*



### Smart home

Alexa lets you control smart home devices with just your voice. Switch on the lamp without getting out of bed, turn on the fan or space heater from your favorite chair, or dim the lights from the couch—all without lifting a finger.

#### Ask Alexa:

*“Alexa, turn on the coffee maker.”*

*“Alexa, show my kitchen camera.”*

*“Alexa, dim the lights.”*



### Fun and games

Hosting a game night? Whether your crew is into cards, board games, or role-playing, Alexa can help.

#### Ask Alexa:

*“Alexa, pick a card.”*

*“Alexa, flip a coin.”*

*“Alexa, tell me a joke.”*



### Alexa Skills

Personalize your Alexa experience with Alexa Skills. Skills add new capabilities so you can use your Alexa-enabled device to do more. Skills let you order a pizza, request a ride, track your fitness, and more. There are thousands of skills to choose from.

If you are highlighting Alexa skills that you have designed and built, use a branded third-party utterance that is specific to your skill experience.

If you are highlighting third-party Alexa skills that you have not designed and built, use an approved utterance that is specific to the skill experience. Approved Alexa utterances can be found on the [Meet Alexa page](#).

#### Here are a few customer favorites:

*“Alexa, start a 7-Minute Workout.”*

*“Alexa, ask TrackR to find my phone.”*

*“Alexa, play Twenty Questions.”*



### News and Information

Create a personalized lineup of news and sports from your favorite sources, plus get the latest updates on traffic and weather.

#### Ask Alexa:

*“Alexa, what's the news?”*

*“Alexa, what's my commute?”*

*“Alexa, will it rain today?”*



### Calling and messaging

Now you can use your Amazon Echo device to make hands-free calls. Making calls with Alexa is easy. Once you've synced your contacts in the Alexa App, just ask Alexa to place a call.

#### Ask Alexa:

*“Alexa, drop in on the kitchen.”*

*“Alexa, call Dad mobile.”*

*“Alexa, play my messages.”*



### Shopping

Let Alexa help you stock up on the stuff you need. Prime members can use Alexa to order Prime-eligible items and get exclusive deals on everything from home goods to electronics.

#### Ask Alexa:

*“Alexa, add hot chocolate to my cart.”*

*“Alexa, reorder paper towels.”*

*“Alexa, what's on my shopping list?”*

### Productivity

Alexa makes your home life easier. Let Alexa help you set timers and alarms, create shopping and to-do lists, and keep track of your calendar and appointments.

#### Ask Alexa:

*“Alexa, set a timer for 15 minutes.”*

*“Alexa, add an event to my calendar.”*

*“Alexa, add milk to my shopping list.”*

# Amazon Echo brand identity

## Color Variations

### Primary Option

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.



### Secondary Option

These color variations are only to be used when there is a conflict with the preferred option.



## Smile Product Logo Examples



## Color Variations

### Primary Option

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.



### Secondary Option

These color variations are only to be used when there is a conflict with the preferred option.



## Color Variations

### Primary Option

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



### Secondary Option

These color variations are only to be used when there is a conflict with the preferred option.

echo



No Smile Product Logo Examples

echo dot

echo plus

echo buttons

echo show

echo spot

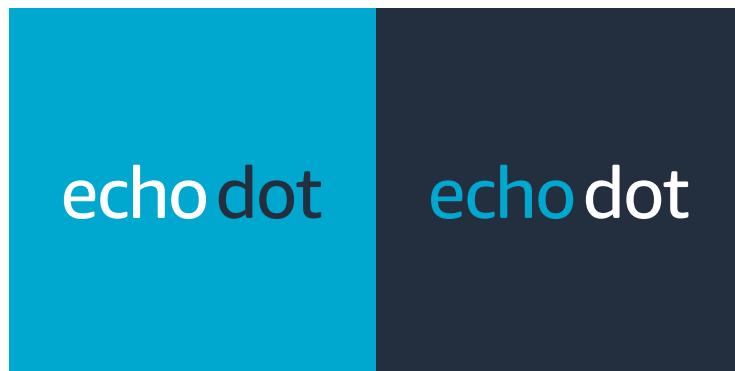
echo connect

## Color Variations

### Primary Option

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.

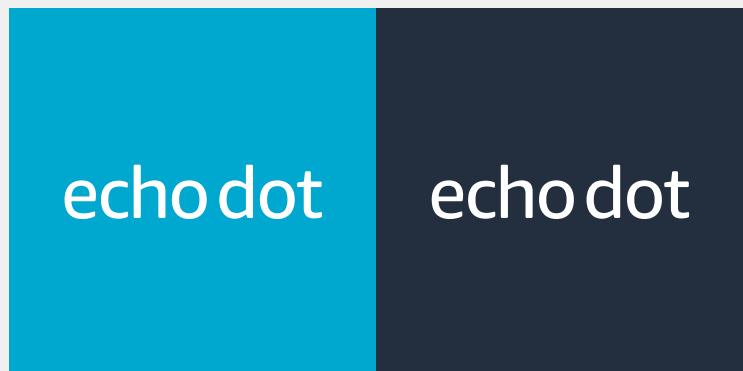
echo dot



### Secondary Option

These color variations are only to be used when there is a conflict with the preferred option.

echo dot



## Color Variations

### Primary Option

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.



### Secondary Option

These color variations are only to be used when there is a conflict with the preferred option.



## Amazon Lockup Product Logo Examples

amazon echo dot

amazon echo plus

amazon echo buttons

amazon echo show

amazon echo spot

amazon echo connect

## Clear Space

### For All Logos

Whether you are using the Smile logo, No Smile logo, or the Amazon lockup, 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 inches, or 14 pixels, from the baseline to ascender height. Sizes below this height can damage the logo's integrity.



## Incorrect Logo Usage

### 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.

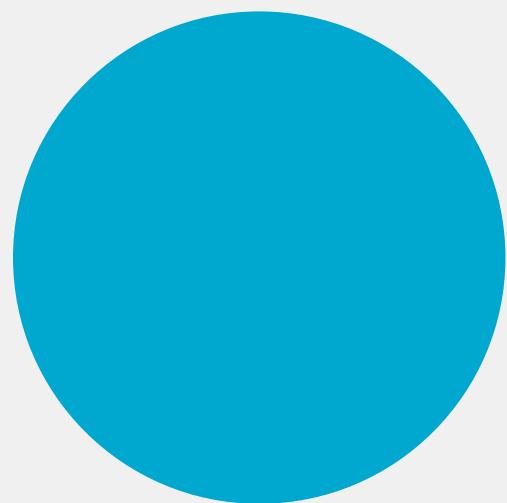


Do not place the logo within running text.

## Brand Colors

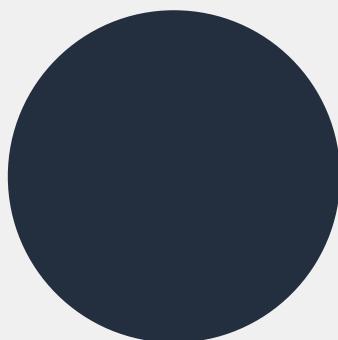
The Amazon Echo brand's primary color is Echo Blue. Use it and the following colors to ensure that your marketing materials remain consistent with the Amazon Echo brand.

### Primary Color Palette



#### Echo Blue

PMS 312 C  
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

Preferred color

Supplemental colors

## How to film or photograph an Amazon Echo

Our customers love interacting with Amazon Echo and Alexa-enabled devices, but depicting how these devices work and respond to utterances on camera and in photographs can pose a challenge. Here are some helpful tips and tricks to create the most accurate experience possible. The following tips and guidelines apply to all Amazon Echo devices, including Amazon Echo, Echo Dot, Echo Show, and Echo Plus.

### Helpful Tips

Ensure the post-production team is involved early in the production process to ensure tracking dots, lighting set-up, stand-in devices, and plates are captured as needed.

When adding the light ring and Alexa response 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. It is safer to read too slow than too fast.

If the team must shoot the device practically, they will need to have the device set up ahead of time, configured to the Wi-Fi on set, plugged into a power source, and have 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.

If device images will be edited onto multiple backdrops in post-production, capture the black, reflective surface of the device by shooting on black.



## How to film or photograph an Amazon Echo

### What to Do:

- ✓ Speak to Alexa like you would to a friend: casually and at a normal volume.
- ✓ Always use the most recent generation of a device.
- ✓ Shoot the Amazon Echo and Echo Dot so the cylindrical shapes register.
- ✓ Convey texture accurately.
- ✓ When applicable, show the light ring as powered on and ensure that it's visible. As a default, show the color of the light ring as a gradient blue. Show the other light ring states to depict applicable features. See [Glossary](#) for the Amazon Echo Light Key.
- ✓ Place the device so the Amazon logo is facing the camera and ensure the logo is visible.
- ✓ Ground the device in a space by conveying a surface.
- ✓ Add the light ring in post-production for most control over appearance.
- ✓ Use approved device images from the [press room site](#).



### 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 shoot 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.



## How to film or photograph an Echo Show

### **The following guidelines apply specifically to the Echo Show:**

- ✓ Showcase voice commands on Echo Show over showcasing touchscreen.
- ✓ The Echo Show is best displayed with the camera at roughly the same level as the device.
- ✓ Show the device with just a hint of the side to ground it, allowing viewers to see the shape, and keep it feeling sleek and modern.
- ✓ Place primarily in kitchen or living room environments.
- ✓ The device should face into a space, giving you line of sight from a large area.
- ✓ The device should blend into the environment and feel architectural in nature. It shouldn't sit in the middle of an open space or counter where it would interfere with other activities.
- ✓ Choose a device color that most naturally complements its environment.
- ✓ Actual on-screen experiences should be represented, including the blue voice bar.
- ✓ When not actively showcasing screen content, show the resting state on the home screen.
- ✓ Utilize hero background images when possible.
- ✓ Add screen and screen elements in post-production.
- ✓ The customer needs immediate feedback that their request was heard correctly. To show how the device functions, it is important to showcase how the device shows/hears a response from Alexa whenever a customer recites an utterance.
- ✓ Device cords should not be visible when realistically possible to conceal them. When this is not possible (e.g., a birds-eye shot of the device), the cord must be shown to avoid any misconception of the device functionality.



## How to depict the Alexa voice and light ring

### Capturing the Alexa voice

If you are an external partner and would like to request a recording of Alexa, please ask your Amazon contact for assistance.

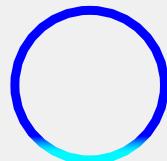
### Voice quality

The Alexa voice recording should always sound as human and conversational as possible. Occasional imperfections in the voice capture should be edited to convey the optimal customer experience.



### Device states

Depict the device as accurately as possible. Show the correct light ring pattern depending on whether Amazon Echo devices are actively listening, thinking, responding, calling, or messaging. Other light ring states exist; however, they are not to be used in marketing. Please refer to the [Glossary](#) for more info.



#### Actively listening

Light blue facing towards the direction of the speaker.



#### Thinking

Alternating light pattern.



#### Responding

Slow, pulsing glow.



#### Calling

Green light spinning.



#### Messaging and notifications

Yellow light pulsing.

## Images & photography guidelines

### What to Do:

- ✓ Use approved device images from the [press room site](#).

### What to Avoid:

- ✗ Don't feature images of Amazon Echo or Alexa-enabled devices obtained from sources other than the [press room site](#).
- ✗ Don't use lifestyle images from the press room site. Email [echophotography@amazon.com](mailto:echophotography@amazon.com) for review of device images to be used.



## 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.



Settings



Privacy



Bluetooth



Bluetooth Off



Brightness



Brightness High



Brightness Low



Warning



Do Not Disturb Off



Do Not Disturb On



Closed Caption



Closed Caption Int.



Volume Off



Volume On



Volume Muted



Settings Cog



Tablet



Information



Stop Watch



Alarm On



Alarm Off



Alarm Snooze



Headphones



Applications



USB



USB Disconnected



Battery Low



Remote



Remote Disconnected



Profile



Contact



Cloud



Cloud Download



Cloud Upload



Site Loading



Upload



Download



Download Failed



Download Complete



Accessibility



Help

# Alexa brand identity

## What is an Alexa badge?

Alexa-branded badges help communicate the relationship between Alexa and your products and services, provided you have been authorized under any applicable agreements to use such badging. 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 third-party logos on marketing or product packaging unless you have written proof of consent from third parties.

⚠ FOR ALEXA BADGE VISUAL NEEDS,  
REACH OUT TO YOUR ALEXA  
MARKETING CONTACT. ANY LOGO  
USAGE OUTSIDE OF THE ALEXA  
BADGING PROCESS DESCRIBED  
IN THESE BRAND GUIDELINES  
(ON PAGE 32) REQUIRES SEPARATE  
REVIEW BY AMAZON.

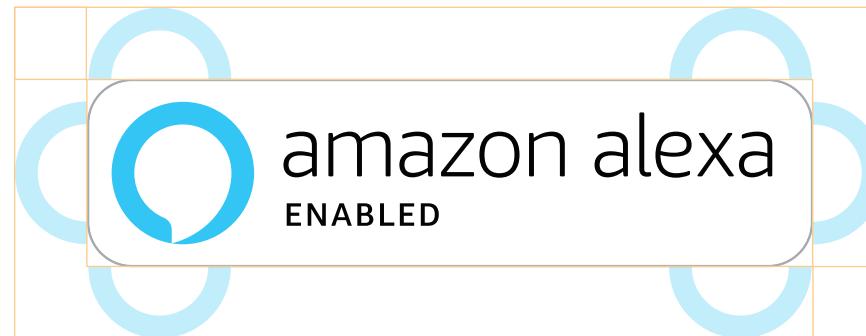


## Badge guidelines

### 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.



### Badge color use

The white badges are to be used on lighter backgrounds. The black badges are to be used on darker backgrounds. Only when colors are not possible should the one-color versions of the badge be used.



### 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 can damage the badges' integrity.



190 px / 1"



FOR APPLICATIONS SMALLER THAN THE MINIMUM BADGE SIZE, THE AMAZON ALEXA LOGO MAY BE USED INSTEAD OF THE BADGE.

## Types of Alexa badges

Smart Home and Accessory Device Makers that Work with Alexa-Enabled Endpoints



Receive Works With Alexa (WWA) certification and comply with the [WWA Program Guidelines](#) and [WWA Trademark Usage Guidelines](#)

Alexa Voice Service (AVS) Developers of Alexa-Enabled devices



Adhere to [AVS Badge Guidelines](#) and [Terms & Agreements](#)

Alexa Skill Developer (excluding smart home)



Create skill using [Alexa Skills Kit](#) and adhere to badge guidelines

**⚠** ANY LOGO USAGE OUTSIDE OF THE ALEXA BADGING PROCESS DESCRIBED IN THE BRAND GUIDELINES (ON PAGE 32) REQUIRES SEPARATE REVIEW BY AMAZON.

## Works With Alexa for smart home and accessory devices that work with Alexa-enabled endpoints

### Requirements to use badge:

- 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](#).
- Must adhere to the review process.
- Visit the WWA Certification page or contact your Business Development contact for more information about obtaining WWA certification.



## Alexa Voice Service (AVS) badge

### Requirements to use badge:

- Must agree to [Alexa Voice Service Terms and Agreements](#).
- Must adhere to [Amazon Alexa Badge Assets and Badge Guidelines](#).
- Must adhere to the review process.



## Alexa Skills badge

### Requirements to use badge:

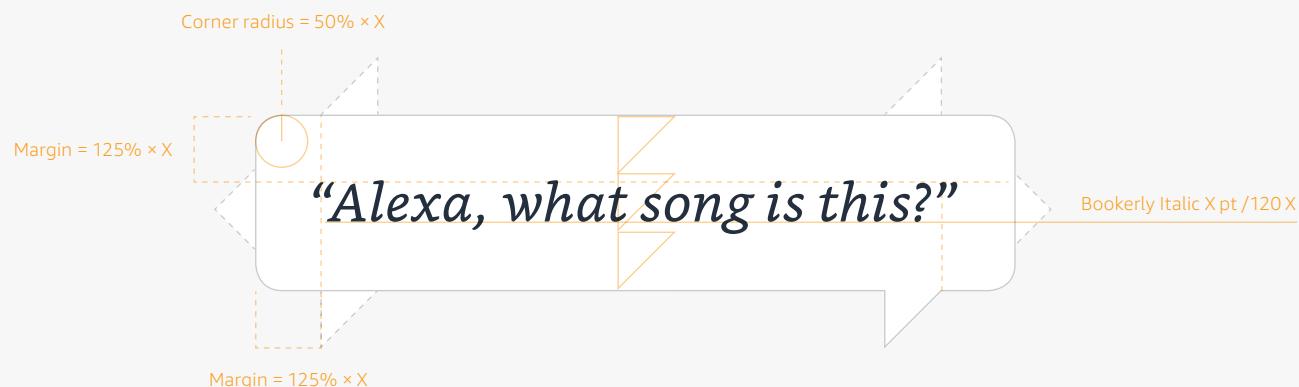
- Skills created using the [Alexa Skills Kit](#) are qualified to use this badge.
- Smart home skills may not use this badge. The only badging allowed for smart home is the Works With Alexa badge, which must follow the certification process outlined on the previous page.
- Must adhere to the Just Ask Alexa Badge Guidelines.  
Please contact your Amazon marketing POC for assets.
- Must adhere to the review process.



## What is the speech bubble?

The speech bubble is a graphic way to illustrate examples of Alexa utterances or the vocal commands and questions that trigger corresponding Alexa actions. They are a quick and visual way to give customers examples of what they can ask Alexa.

For speech bubbles featuring a third party, please refer to the [Co-branded Utterance Bubble Guidelines](#).



**⚠** USE THE [ALEXA SPEECH BUBBLE TEMPLATE](#) WHEN DESIGNING YOUR SPEECH BUBBLE.

### 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 quotations 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. 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.

# Co-branding guidelines

## Co-branding guidelines: badges

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 and Alexa badges. The logo guidance tenets must be followed regardless of brand dominance. Any logo usage outside of the Alexa badging process described in these Brand Guidelines ([on page 32](#)) requires separate review by Amazon.

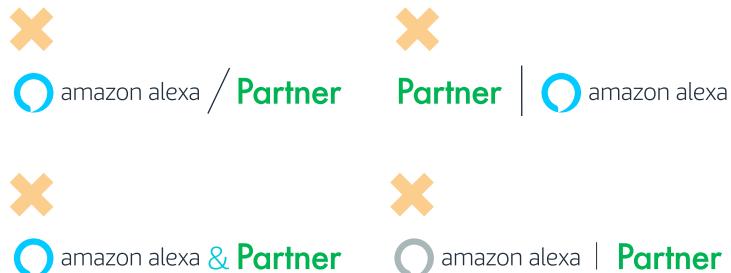
### What to Do:

- ✓ Use the primary full color logo on a white background whenever possible.
- ✓ Use the logos in a horizontal positioning whenever possible.
- ✓ Ensure both logos are roughly equal in visual weight.
- ✓ Separate the logos by a space equal to the Alexa speech bubble with a Squid Ink or black,  $\frac{1}{2}$  pt vertical rule extending a full x-height above and below the largest ascending and descending elements.
- ✓ Optically align logos to best balance.



### What to Avoid:

- ✗ Don't reference or use third-party logos on marketing or product packaging unless you have written proof of consent from third parties.
- ✗ Don't alter the divider between the logos or add any extraneous design elements.
- ✗ Don't combine full color and B&W versions of logos together. Logo color spaces should match.



# Glossary

**Alexa Skills:** Skills add new capabilities that create a more personalized experience with your Amazon Echo, Amazon Fire TV, and other Alexa-enabled devices. Enabling skills lets Alexa do even more.

**Alexa Skills Kit (ASK):** A collection of self-service APIs, tools, documentation, and code samples that allow third-party (3P) designers, developers, and brands to build skills including entertainment, content, services, and more. Once enabled, skills should be available for use on all Alexa endpoints.

**Alexa Smart Home:** Alexa Smart Home Devices leverage the Alexa Voice Service. Currently, they must also connect to a separate Alexa endpoint so that they can be controlled via voice. Primary examples include lights, switches, and thermostats, but these also extend outside of the home.

**Alexa Voice Service:** The Alexa Voice Service (AVS) enables developers to integrate Alexa directly into their products, bringing the convenience of hands-free voice control to any connected device. AVS provides developers a full suite of resources to quickly and easily build Alexa-enabled products, including APIs, hardware development tools, software development kits, and documentation. Through AVS, device makers can add a new intelligent interface to their products and offer customers access to a growing number of Alexa features, smart home integrations, and skills. Just ask, and Alexa will respond instantly.

**Badges:** Symbols for marketing of Alexa endpoints, smart home, and Alexa skills. Badges communicate the relationship between Alexa and products and services. They can be integrated into marketing materials to drive consistency, clarity, and simplicity of messaging for the customer. Badges must be approved by Amazon and meet terms and conditions for use. See the Review Process and Alexa Badges sections for details.

**Call & Response:** Dialogue pattern between a customer and Alexa. Clear speech bubbles are used to represent the customer and blue bubbles are used to represent Alexa.

**Category:** A specified sphere of activity or knowledge base. Categories include Music, Smart Home, Information, Productivity, Communications, Entertainment, Games, Shopping, and Skills.

**Endpoints:** Any device or dedicated app that allows a customer to directly interact with Alexa. Endpoints include first-party (1P) devices such as Amazon Echo, Amazon Fire TV, and Fire tablets in addition to third-party (3P) devices.

**Far Field Voice Recognition:** Microphone technology embedded in Alexa-enabled devices that allows users to control Alexa with their voice.

**Golden Utterance:** The phrase a user says to trigger a response from Alexa, spoken verbatim the way in which it was anticipated and written. These phrases can be included in emails, tweets, etc. An example of a Golden utterance is "Alexa, good morning," as opposed to "Alexa, good morning to you today" or "Alexa, top of the morning."

**Invocation Names:** Specific phrases used to awaken/activate enabled skills.

**Speech Bubble:** The speech bubble is a graphic that conveys the vocal commands or questions someone uses when speaking to Alexa. It is a clear mark that combines a speech bubble with a branded font used across the Alexa App, on device, and in marketing, that informs users of a skill or feature on Alexa. See Alexa Basics and the Alexa Brand Identity sections for details.

**Wake Word:** Key word used to activate or "awaken" Alexa (Alexa).

#### Amazon Echo light key

**Blue light:** Spinning – device is starting up. Solid pointing in direction of speaker – indicates Amazon Echo is streaming audio to the Cloud. Spinning blue that ends in a solid purple – Do Not Disturb is enabled.

**Green light:** Spinning – indicates Amazon Echo is placing or receiving a call. Pulsing – indicates a message is waiting.

**Orange light:** Spinning clockwise – indicates Amazon Echo is connecting to Wi-Fi.

**Red light:** Indicates microphones are turned off.

**White light:** Indicates volume level is being adjusted.

**Violet light:** Continuously oscillating – indicates error in setting up Wi-Fi. Single flash – following interaction indicates that Do Not Disturb is enabled.

# Contact

**ALEXA VOICE SERVICES** [avs-review@amazon.com](mailto:avs-review@amazon.com)

**SMART HOME DEVELOPERS** [wwa-review@amazon.com](mailto:wwa-review@amazon.com)

**ALEXA SKILLS DEVELOPERS** [alexaskills-review@amazon.com](mailto:alexaskills-review@amazon.com)

**TV/FILM/MEDIA/ENTERTAINMENT INTEGRATIONS** [echomedia-review@amazon.com](mailto:echomedia-review@amazon.com)

**ECHO MARKETING TEAM** [echomedia-review@amazon.com](mailto:echomedia-review@amazon.com)

