

AWS Certified Brand Guidelines

LAST UPDATE: MARCH 2019

OVERVIEW

This document is designed to assist AWS Certified individuals in the correct use of the AWS Certified logo associated with the achievement of an AWS Certification ("AWS Certification Mark"). These guidelines must be followed when using the AWS Certification Mark. Failure to abide by these guidelines and/or the AWS Certification Program Agreement governing our certification program will result in revocation of all usage rights.

AWS Certified logo

Application

Usage rules

AWS Certified badges

Legal guidelines

AWS Certified logo

Use the AWS Certified logo for any collateral specifically relating to AWS Certification or the AWS Certified brand. It is used both to market certification campaigns and as a personal credential for individuals who have achieved certification. Refer to the AWS Certified Brand Guidelines for further information regarding this logo.



LOGO COLORS

RGB: 35, 47, 62
HEX: #232F3E

RGB: 255, 153, 0
HEX: #FF9900

RGB: 84, 91, 100
HEX: #545B64

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AWS Certified logo: Application

The AWS Certified logo should be featured in an unaltered state, on white or very light backgrounds that are devoid of distracting patterns or imagery, with the appropriate tagline(s) placed below the logo.

Logos can be used on web, email, and printed collateral.

EMAIL

Subject

Greetings Pat,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sincerely,

Alex

Alex Smith

Sr. Manager, Marketing

AWS Training and Certification

e: alexsmith@amazon.com | c: 123.456.7890 | p: 206.123.4567

We're hiring! Ask me about opportunities on our growing team.

aws  **certified**

On screen: 150 px wide

BUSINESS CARDS

Jon Smith

The Virginia Company

(888) 888 - 8888

jsmith@company.com

aws  **certified**

In print: 4 cm wide

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AWS Certified logo: Usage rules

To maintain brand integrity, do not alter the logo artwork, proportion, or color in any way. There are versions of the logo available that will work for most scenarios. If you still have questions, or encounter a scenario not covered in these guidelines, contact the Training and Certification Brand team at tandc-brand-inquiries@amazon.com.



DO NOT use part of the logo on its own.



DO NOT use unapproved colors.



DO NOT put the logo on a background with low contrast.



DO NOT distort, skew, or put the logo on an angle.



DO NOT layer content over the logo or display half opacity.



DO NOT outline the logo.



DO NOT modify any part of the logo.



DO NOT add visual effects, like a drop shadow, to the logo.

AWS Certified badges

AWS Certified digital badges are a way to visually portray your AWS Certification achievement. Badges are tied to your public transcript and can be used to validate your AWS Certification with others. Clicking an AWS Certification badge will open a web certificate with proof of your achievement.

BADGE LEVELS



The lowest level AWS Certification, validating approximately six months of fundamental AWS Cloud and industry knowledge

BADGE COLOR  **RGB:** 35, 47, 62
HEX: #232F3E



The first level role-based certification, validating one year of experience solving problems and implementing solutions using the AWS Cloud

BADGE COLOR  **RGB:** 44, 119, 234
HEX: #2C77EA



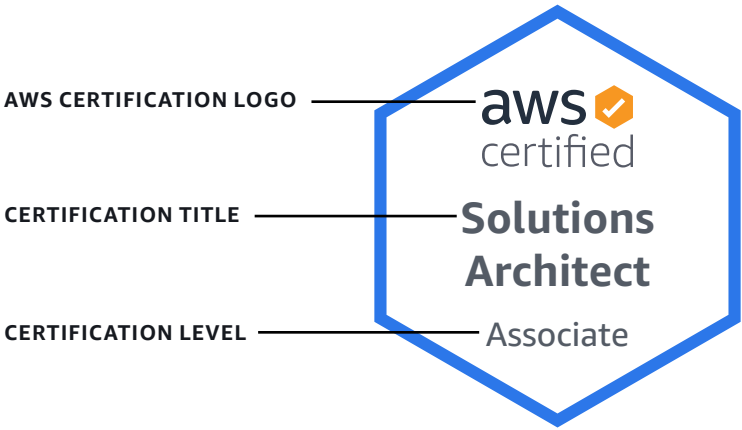
The highest level role-based certification, validating two years of comprehensive experience designing, operating, and troubleshooting solutions using the AWS Cloud

BADGE COLOR  **RGB:** 54, 194, 180
HEX: #36C2B4



Specialized skill-specific certification, validating two to five years of deep technical experience in the associated Specialty domain as it relates to the AWS Cloud

BADGE COLOR  **RGB:** 77, 39, 170
HEX: #4D27AA



EXAMPLE BADGES



MINIMUM SIZE



AWS Certified badges

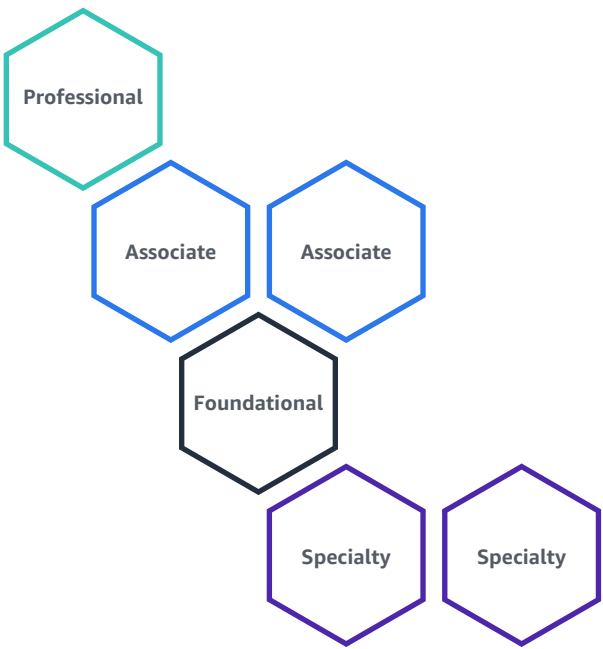
We recommend that badges be organized by certification level, displaying the highest level achieved first. They may be displayed side by side or stacked in a honeycomb shape. You may omit any Associate or Foundational certifications that are implied by higher-level certifications achieved.

SPACING

Use the width and height of the checkmark icon for spacing between badges.



VERTICAL HIERARCHY



COMBINATIONS



AWS Certified badges: Application

AWS Certified badges are an additional way for our customers to visually validate their AWS Certification achievements on websites, in email signatures, and through other digital and print applications.

EMAIL

Subject Lorem ipsum dolor sit amet

Greetings Pat,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sincerely,

Alex

Alex Smith
Sr. Manager, Marketing
AWS Training and Certification
e: alexsmith@amazon.com | c: 123.456.7890 | p: 206.123.4567

We're hiring! Ask me about opportunities on our growing team.



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Sincerely,

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Alex Smith
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We're hiring! Ask me about opportunities on our growing team.



AWS Certified badges: Usage rules

DO

The AWS Certified badge should be featured in an unaltered state, on white or very light backgrounds that are devoid of distracting patterns or imagery, with the appropriate tagline(s) placed below the logo.

DO NOT

Download from unauthorized websites.



DO NOT distort the badge.



DO NOT alter the badge.



DO NOT alter the colors.



DO NOT overlay graphics or text.



DO NOT place on a patterned background.



DO NOT put the badge over busy imagery.



DO NOT put the badge on a background with low contrast.

AWS Certified logo

AWS Certified badges

Legal guidelines

Legal guidelines

AWS authorizes use of the AWS Certification Mark in accordance with the rules set forth below:

- AWS Certification requires meeting specific certification requirements, including passing an AWS Certification Exam. Only individuals who have been certified by an official AWS testing provider are allowed to use AWS Certification Mark.
- The AWS Certification Mark may only be used in connection with you presenting yourself as an AWS Certified individual. This AWS Certification Mark is non-transferable.
- AWS Certification Mark must be used and reproduced in accordance with the AWS Certification Logo Usage Guidelines.
- AWS Certification Mark may only be reproduced from approved artwork and may not be recreated by any other means, in any other form, or altered in any way, including the use of unapproved taglines, abbreviations, or translations.
- AWS Certification Mark must never be used to portray AWS products and/or services in a negative way.
- AWS Certification Mark may not be combined with any other symbols, including words, other logos, icons, graphics, photos, slogans, numbers, or any other design elements.
- AWS Certification Mark should not be used to imply or suggest:
 - That you have achieved a level of certification that you have not achieved or do not currently have;
 - That any partnership, joint venture, or other relationship exists between you and AWS;
 - That AWS recommends or endorses your services.
- You shall make any revisions respecting the AWS Certification Mark in such materials that AWS may request.

Your acceptance of AWS Certification Mark in this document indicates your acceptance of the terms and conditions of these guidelines and reconfirms your acceptance of the AWS Certification Program Agreement. AWS reserves the right to change these guidelines and the nature of this program at its own discretion.

Questions?

AWS TRAINING AND CERTIFICATION BRAND TEAM
TANDC-BRAND-INQUIRIES@AMAZON.COM