



# amazon services

Selling on Amazon

Fulfillment by Amazon

Selling Services

Advertising

Payments



## Introduction

Our mission is simple: inspire and educate potential and existing sellers, empower them to use Amazon Services, and create experiences that are simple, direct, engaging, and fun.

These guidelines should be leveraged to ensure visual marketing consistency across product groups and solutions, providing the best possible experience for sellers.

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# Style Tenets and Philosophy

## > Style Tenets and Philosophy

1

### **Establish and Maintain Consistency**

With the amount of product groups, solutions, external, and internal initiatives, it's essential to unify everything under one brand. This will make for a much more dependable and easy to understand experience for the seller, in turn building trust and brand loyalty.

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2

### **Leverage Amazon's Equity**

Amazon has garnered an amazing amount of customer trust and loyalty over the years. Leveraging that brand equity for AS is essential in carrying over customer trust. Making sure the style is friendly, helpful, and simple to understand is key.

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3

### **Convey the Unique Identity of AS**

It's important for the customer to recognize the difference between Retail and AS to avoid confusion. Striking the right balance between the AS-specific style and the Amazon parent brand is essential to create a unique and sophisticated B2B experience.

---

4

### **Be Clear, Simple, and Direct**

Define a logical and clean visual hierarchy for content. Using a linear storytelling approach to content delivery will guide the seller and empower them to successfully navigate solutions. Avoid a shotgun-blast design approach just to get content above the fold, and let it breathe vertically instead.



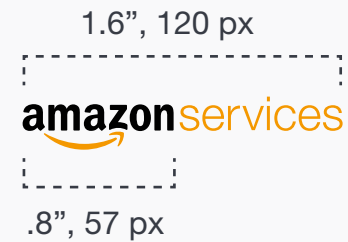
Logos

## > Logos

### Clear Space



### Minimum Size



### Two Color

amazon services

amazon services

### One Color

amazon services

amazon services

### Logo Use

Whether you're using the main AS logo, or a specific product logo, the same guidelines apply.

Clear space is derived from the bold "o" in the Amazon logotype. A half "o" clear space should always be measured from the top-most type extender.

For product group logo minimum size, use the "Amazon" measurement to dictate overall lockup size.

**Full color logos are preferred,** and can be used on dark or light backgrounds as needed. Make sure background colors are not neutral. The logo should have plenty of contrast.

> Logos

**amazon**services

**amazon**services  
Europe

selling on **amazon**

fulfillment by **amazon**

**amazon** sponsored products

**amazon**payments

**amazon** selling services

**amazon** global selling

**amazon**services

**amazon**services  
Europe

selling on **amazon**

fulfillment by **amazon**

**amazon** sponsored products

**amazon**payments

**amazon** selling services

**amazon** global selling

# > Logos

## DO

Full color on white



Full color on light



Full color, reversed on dark



Black on white/light



White on black/dark



Smile only:  
Occasional and  
relevant use only



## DO NOT

Leave out the smile



Alter colors



Use outdated or other  
typefaces



Keyline any element



Place over image



Place over neutral  
background







Colors

# > Color Palette

## Primary AS/SOA Palette

|  |   |   |  |  |   |
|--|---|---|--|--|---|
| <b>Amazon Orange</b><br>Hex #ff9900<br>RGB 255/153/0<br>CMYK 0/47/100/0<br>Pantone 1375 C<br>Pantone 137 U | <b>Squid Ink</b><br>Hex #303942<br>RGB 48/57/66<br>CMYK 78/66/54/48<br><br>70% Squid Ink<br>50% Squid Ink | <b>Squid Medium</b><br>Hex #cbcdd0<br>RGB 203/205/208<br>CMYK 20/14/13/0<br>25% Squid Ink | <b>Squid Light</b><br>Hex #f4f5f5<br>RGB 244/245/245<br>CMYK 3/2/2/0<br>5% Squid Ink | <b>White</b><br>Hex #ffffff<br>RGB 255/255/255<br>CMYK 0/0/0/0 | <b>Blue</b><br>Hex #0097d6<br>RGB 0/151/214<br>CMYK 80/25/0/0 |
| <b>Use:</b> Headlines, logos, accents, main CTAs   | <b>Use:</b> Headlines, subheads, copy, background fills, SOA graphics                                     | <b>Use:</b> Keylines, color fills, deselected states                                      | <b>Use:</b> Content backgrounds, keylines  | <b>Use:</b> Content backgrounds, copy                          | <b>Use:</b> Secondary and tertiary interaction                |

## Solution Palette

This palette should only be used to help identify specific solutions. Ideal for angled fills in header areas.

|   |   |  |   |
|---|---|--|---|
| <b>Yellow: FBA</b><br>Hex #ffde40<br>RGB 255/222/64<br>CMYK 0/10/85/0 | <b>Aqua: Selling Services</b><br>Hex #00b7c6<br>RGB 0/183/198<br>CMYK 80/0/25/0 | <b>Magenta: Advertising</b><br>Hex #c4005b<br>RGB 196/0/91<br>CMYK 0/100/30/20 | <b>Green: Payments</b><br>Hex #bdd753<br>RGB 189/215/83<br>CMYK 30/0/85/0 |
| <b>Use:</b> FBA graphics  | <b>Use:</b> Selling Services graphics   | <b>Use:</b> Advertising graphics   | <b>Use:</b> Payments graphics   |

## Color Usage

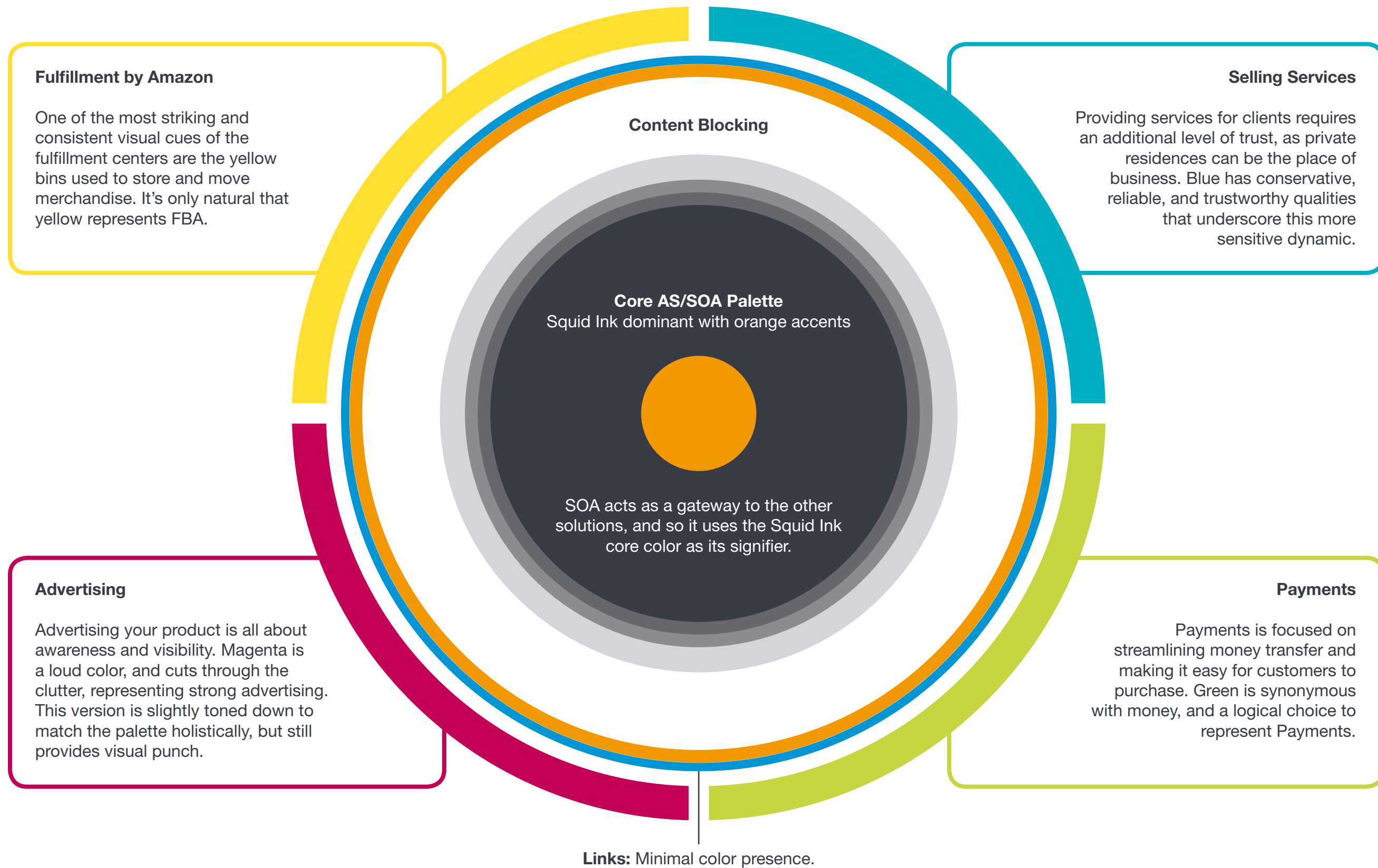
The AS palette leverages the equity of the **core Amazon brand palette**, but establishes sub-brand identity through a more **dominant ratio of Squid Ink**. This color emphasis helps provide a unique and sophisticated feel for our seller/B2B audience.

**Solution verticals** can use specific colors to help differentiate them and add a dynamic feel underneath AS. These colors should be used sparingly, and only for the assigned solution.

In general, moderate or larger volumes of content should live on light or white backgrounds to remain brand-compliant and ensure proper legibility.

**Other percentages of Squid Ink** may be used depending on the use case. For example, legal copy may use a 50% screen of Squid Ink for proper legibility instead of Squid Medium.

## > Color Ratio





Typography

## > Typography

### Primary Typeface: Static Headlines, Subheads and Copy

Helvetica Neue 75 Bold

Helvetica Neue 65 Medium

Helvetica Neue 55 Roman

Helvetica Neue 45 Light

Helvetica Neue 35 Thin

Helvetica Neue 77 Bold Condensed

Helvetica Neue 67 Medium Condensed

Helvetica Neue 57 Condensed

Helvetica Neue 47 Light Condensed

Helvetica Neue 37 Thin Condensed

### Preferred Web Font: Live Headlines, Subheads and Copy

Open Sans Bold (700)

Open Sans Regular (400)

Open Sans Light (300)

### Alternate Live Text: Backup for Headlines, Subheads and Copy

Arial Bold

Arial Regular

Verdana Regular

Verdana Bold

## Typography Usage

Typography, along with the suite of brand assets for Amazon Services, should be clean, simple, and always follow clear hierarchical structures.

Wherever possible, **use Helvetica Neue for headlines**, as its clean, modern style provides a progressive and sophisticated feel for the brand.

Web fonts can be used to render more elegant text online. **Open Sans** is the recommended typeface because it's very clean, provides the right spectrum of weighting, and is open-source, unlike Helvetica Neue.

Where SEO is a priority and web fonts or ALT text is not an option, use Arial for live text headlines.

Body copy for digital applications should use Open Sans, Arial, or Verdana. Print applications should use Helvetica Neue.

Page Headline: Title Case, No Period (“Quotes are sentence case.”)  
 Open Sans Light, 36-45px, White with **Orange Emphasis**

Subhead 1: Open Sans/Arial Light, 30px, Orange, Title Case

**Subhead 2: Open Sans/Arial Bold, 20px, squid ink.**

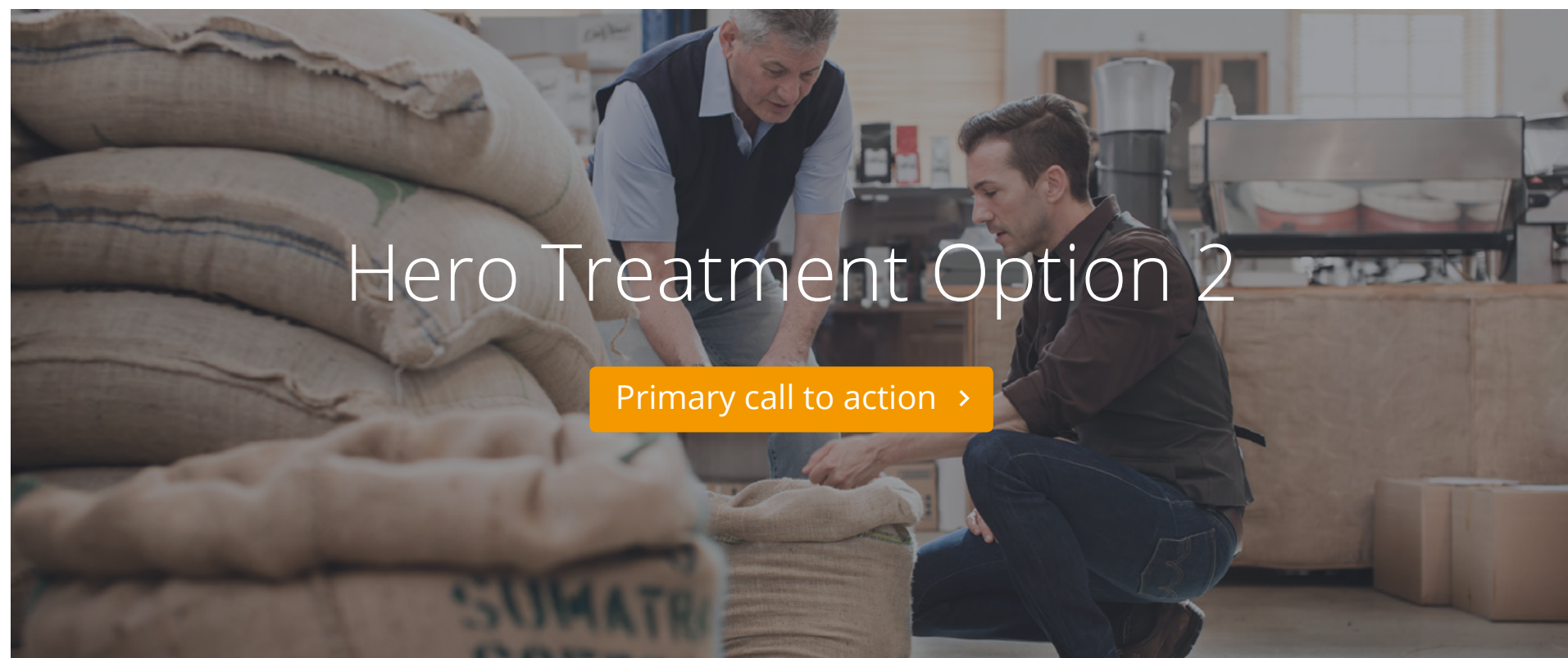
Body copy: Open Sans/Arial Regular or **Bold**, 15px, squid ink.

Lum sit qui denistrum sendelit, quatur sus, omnia ipis eos dis aditi beaqui as et ommoloratur a is dit vollupit, voluptatis eum volorest, corum int aut unt fugit molupta tatist voluptati qui sanihitate di alit voluptate voluptat la velleni cupta doluptiis nonsequatem accus abo. Us aut atet essi beat aut quunt enda pa dollatur simodio doluptatio es veliquam audae soloremquo consecae [in-line call to action >](#)

Footnotes and legal copy: Open Sans/Arial Regular, 11pt, 50% squid ink.

Lum sit qui denistrum sendelit, quatur sus, omnia ipis eos dis aditi beaqui as et ommoloratur a is dit vollupit, voluptatis eum volorest, corum int aut unt fugit molupta tatist voluptati qui sanihitate di alit voluptate voluptat la velleni cupta doluptiis nonsequatem accus abo. Us aut atet essi beat aut quunt enda pa dollatur simodio doluptatio es veliquam audae soloremquo consecae. Lum sit qui denistrum sendelit, quatur sus, omnia ipis eos dis aditi beaqui as et ommoloratur a is dit vollupit, voluptatis eum volorest, corum int aut unt fugit molupta tatist voluptati qui sanihitate di alit voluptate voluptat la velleni cupta doluptiis nonsequatem accus abo. Us aut atet essi beat aut quunt enda pa dollatur simodio doluptatio es veliquam audae soloremquo consecae.

## > Typography



### Hero Treatments

Heroes should generally follow one of the two treatment options.

**Treatment 1** uses an 80% screen of The Blade (*reference page 31*), with left-aligned and vertically centered headlines. This should be used for content-rich site pages where the goal is to drive traffic down the page.

**Treatment 2** uses a darker screen of Squid Ink over the entire image, with horizontally and vertically centered headlines. This should be used for landing pages where the goal is to immediately drive action and registrations.

Regardless of your headline treatment, keep the copy as simple and short as possible. **Make the point quickly, and move on.**



# Photography





## > Photography



### General Guidelines

In contrast to the product-focused retail environment, AS is service-focused, so the potential value of photography is much greater.

When considering imagery, the subject should ideally be an **actual seller, customer, or product in context**. This provides more value through content relevancy, and helps build brand trust.

When conducting a shoot is not an option, stock imagery can be used as a backup. Avoid overly posed shots, and go for more authentic and real compositions. Think small business owners engaged with their craft, product, or customers. In general, stay away from smiling, overly confident people posing with their arms crossed.

The photos on this page are sample photography, to be used in guiding photoshoots and image searches.

# > Photography Primer

## Composition



**DO** offset the subject, and focus more on the product or human interaction. Should have an authentic feel.



**DO NOT** use centered smiling people with crossed arms looking overly confident about nothing in particular.

## Color



**DO** use natural, even slightly muted color treatments.



**DO NOT** overly saturate color palettes.

## Lighting



**DO** use ambient and natural lighting. Studio shots should use diffused and indirect lighting to assimilate natural situations.



**DO NOT** use blown-out or extreme lighting, overly soft focus, or otherwise ethereal environments.

## Subject



**DO** place subjects in interesting and relevant business environments, engaged with the product or situation.



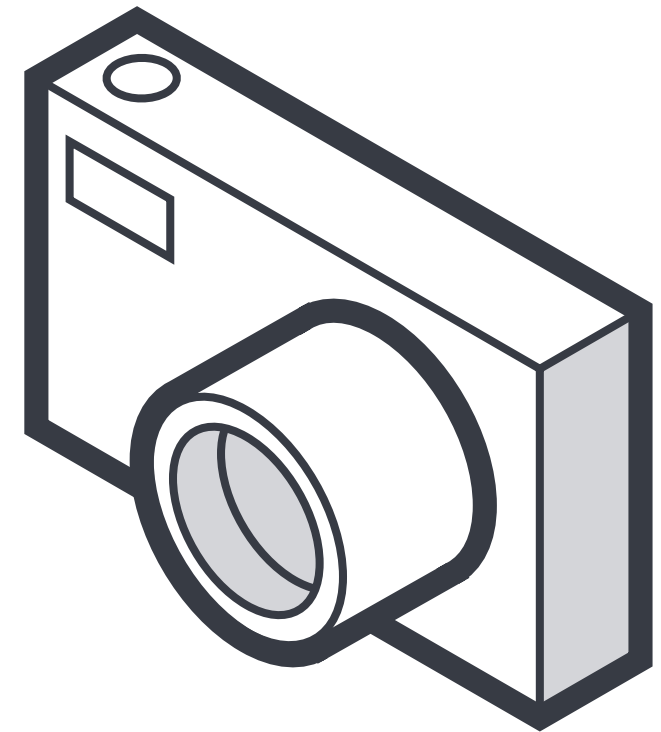
**DO NOT** use boring and staged environments with no context, and subjects that are obviously posed and unnatural.

### When directing a shoot, remember:

- **Use actual sellers.** They know their craft and their products best.
- **Authenticity is key.** Is the shot believable? Does it feel genuine and real?
- **Use natural or soft lighting.** No harsh or direct lighting.
- **Explore asymmetric compositions.** Not everything should be centered.
- **Shoot long and wide.** Images can always be cropped in post-production.
- **Try not to include any trademarked elements.**
- **Ensure that subjects sign a model release.**

### Final delivery

- **Preferred file format:** Camera RAW
- **Acceptable file formats:** TIF, EPS, JPG, PNG
- **Preferred ratio:** Landscape (horizontal), 16:9 or 4:3
- **Preferred size:** 3000 pixels wide @ 300 dpi
- **Minimum size:** 3000 pixels wide @ 72 dpi





Illustration

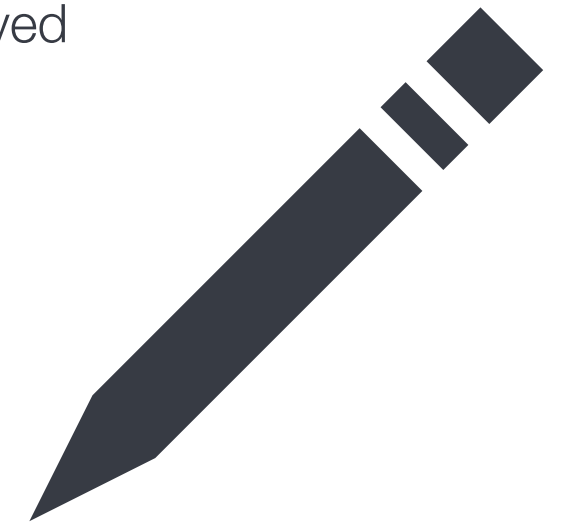
## > Illustration and Supporting Graphics

Illustration is useful for visualizing data and telling stories through infographics, header content, and supplemental imagery. Make sure the illustration concept and style are as simple as possible so the message is understood quickly.

Simple illustration can provide the right amount of visual punch and scannability. Illustration should never be used as filler, but rather as **visual punctuation marks** that relate to the content in a complementary and unobtrusive way.

Use illustration conservatively. Make sure the illustration and content it relates to have a symbiotic relationship. Avoid see-say scenarios.

To account for high-quality retina resolution, use **SVG format** or make sure images are saved **twice as large** for web.



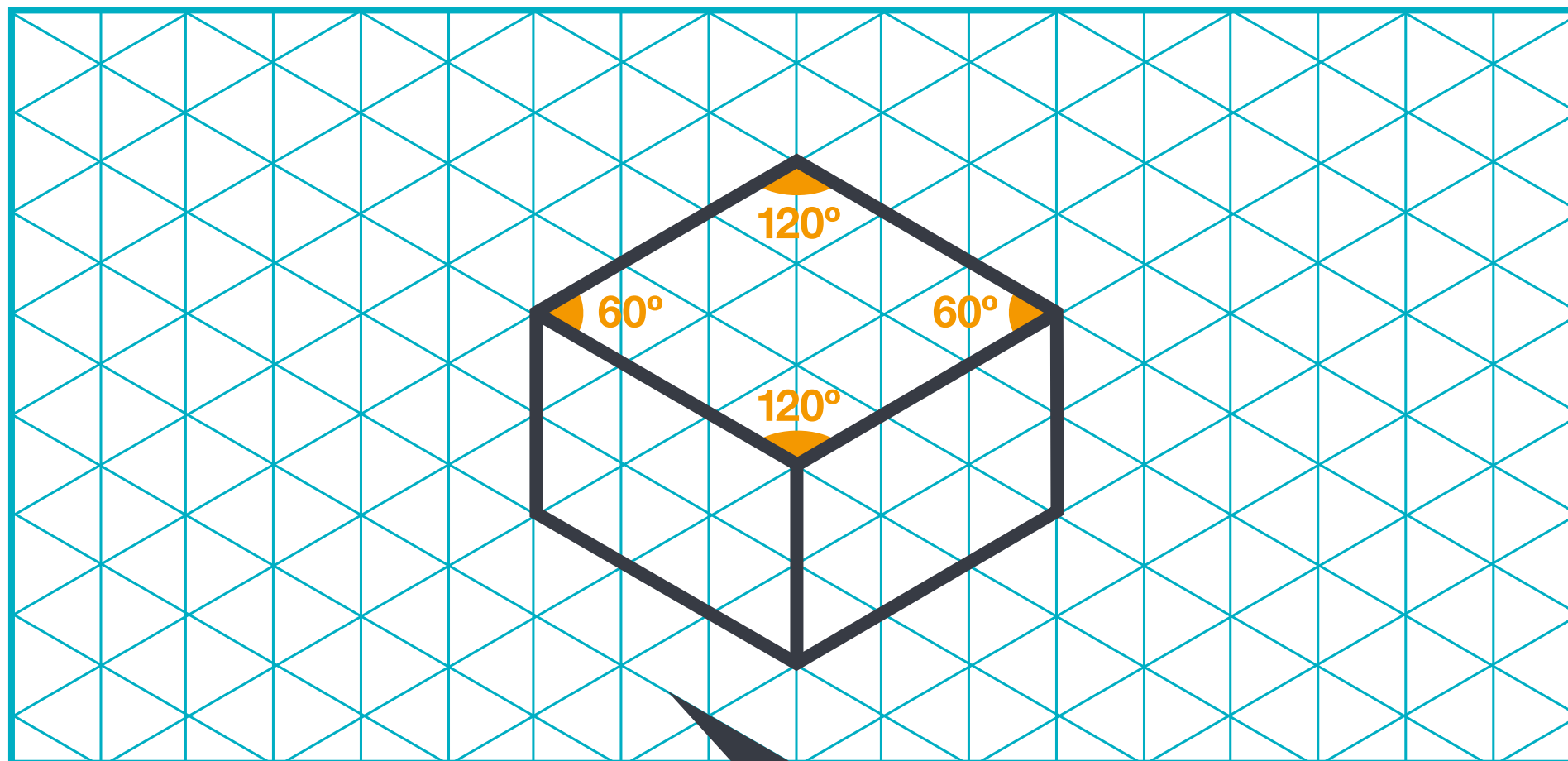
# > Illustration and Supporting Graphics

# Style 1: Isometric

Infographics, supplemental imagery, iconography



## > Illustration and Supporting Graphics



### Isometric Illustration

The isometric grid aligns paths on a hexagonal network of lines, following **60 degree** increments of rotational separation.

This technique works great for establishing **dimension and depth**, even on a very small scale. It can be useful for creating infographics, or other interesting, educational, or supporting illustrative elements.

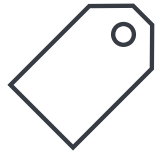
Start with an evenly spaced hexagonal grid, follow intersecting nodes to create shapes, then adjust proportions, stroke widths, and fills as needed to create the final illustration.

# > Illustration and Supporting Graphics

# Style 2: Flat

Navicons, content icons

## Selling on Amazon



## Fulfillment by Amazon



## Selling Services



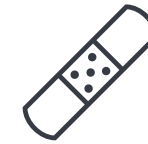
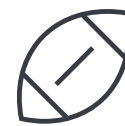
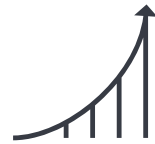
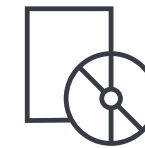
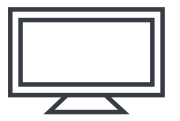
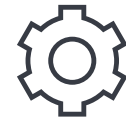
## Advertising



## Payments



## Vendor Express



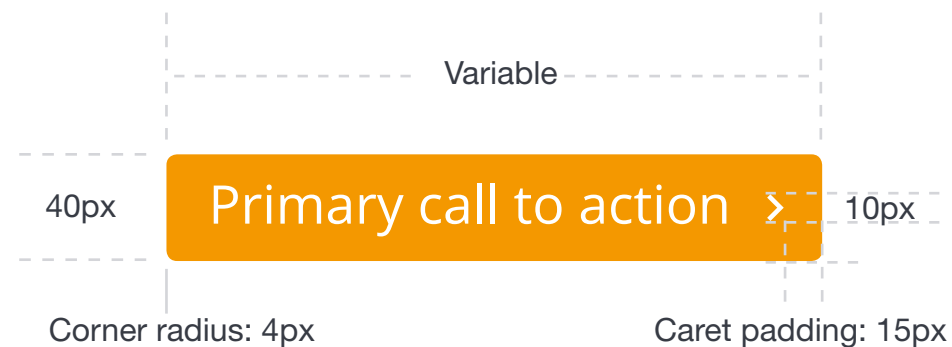




# User Interaction

# > User Interaction

## Primary CTAs

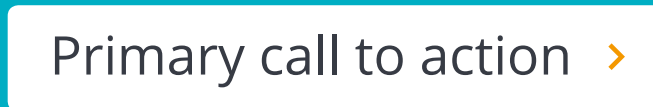


### Primary:

Hex #ff9900  
RGB 255/153/0  
CMYK 0/47/100/0  
Web font: Open Sans or Arial Regular  
Static font: Helvetica Neue 55 Roman  
Case: sentence  
Font size: 20px  
Font color: #ffffff

### Call out tag:

Web font: Open Sans or Arial Regular  
Font size: 36/15/20px (20px default)  
Font color: #ffffff  
Tag color: #0097d6  
Shadow: #303942, 50% Multiply  
Shadow width: 4px



### Primary Reversed:

Web font: Open Sans or Arial Regular  
Font size: 20px  
Font color: #303942  
Caret color: #ff9900  
Button color: #ffffff



### Call out tag, Reversed:

Web font: Open Sans or Arial Regular  
Font size: 36/15/20px (20px default)  
Tag color: 0% Alpha  
Tag stroke: 2 px  
Tag stroke color: #ffffff

## Driving Action

For most digital environments, online and offline, there will be a need to drive customers to a destination. For this purpose there are three button styles.

The **primary button** should be used strategically with the end goal of driving registrations, offers, or transactions.

For all instances on white, Squid Ink, or Squid Light, the orange CTA should be used, with or without the tag.

When CTAs need to be placed over the secondary palette, the reversed style can be used to maximize contrast and legibility.

# > User Interaction

## Secondary and Tertiary CTAs

Primary call to action >

**Secondary Button:**  
Web font: Open Sans or Arial Regular  
Case: sentence  
Font size: 20px  
Font color: #ffffff  
Button Color: #0097d6

Secondary call to action > 10px

**Secondary Text-Only:**  
Web font: Open Sans or Arial Regular  
Case: sentence  
Font size: 20px  
Color: #0097d6

Lorem ipsum dolor tertiary call to action >

**Tertiary:**  
Web font: Open Sans or Arial Regular  
Case: sentence  
Font size: 15px  
Caret: optional

## Interaction Iconography



## Driving Action

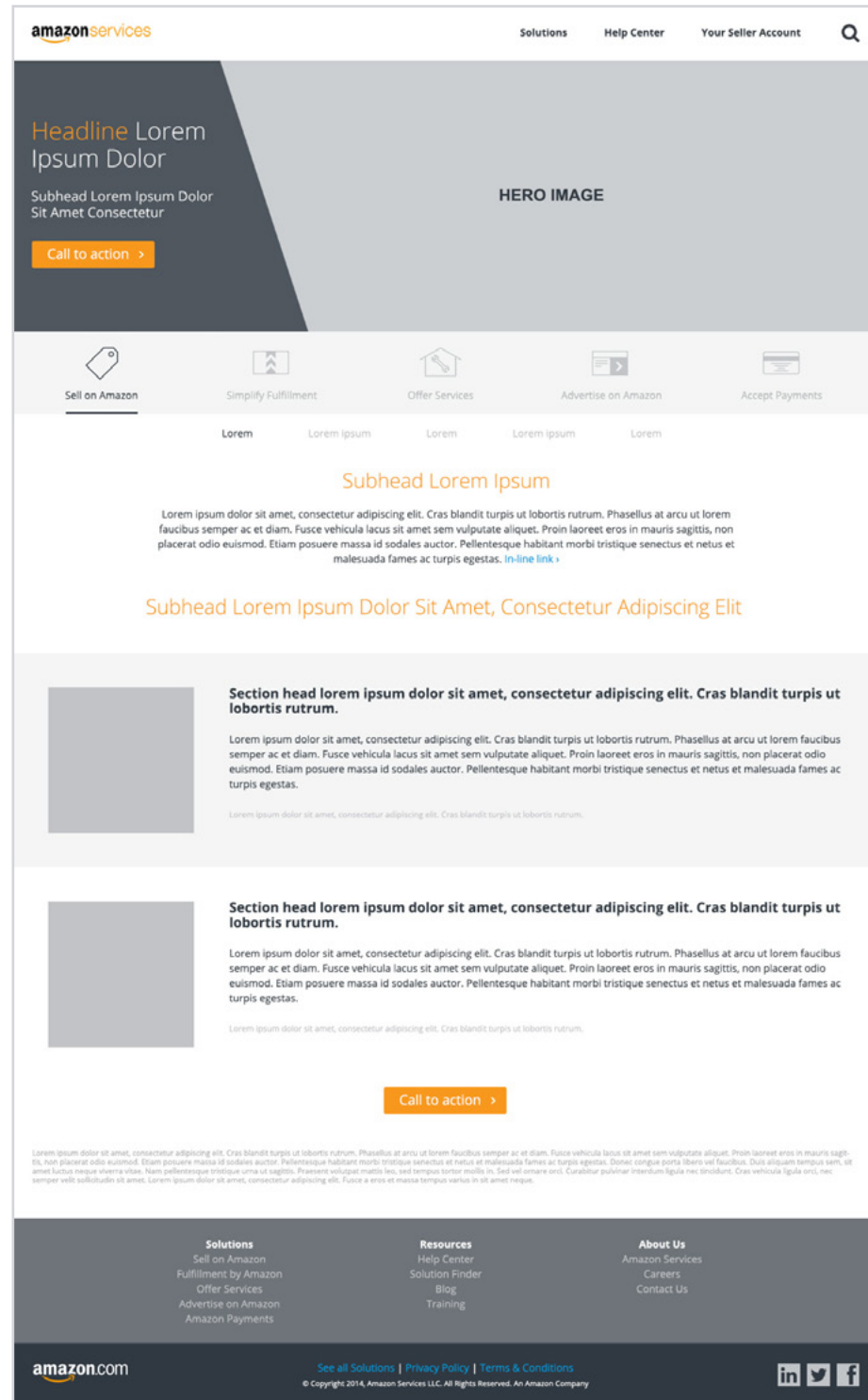
There are two **secondary CTA** styles that should be used more for content discovery situations, especially when multiple CTAs are needed on the same page.

The blue button exists as a step between the primary CTA and the text-only secondary. If too many buttons exist in the same space, the text-only style can be used to maintain proper hierarchy.

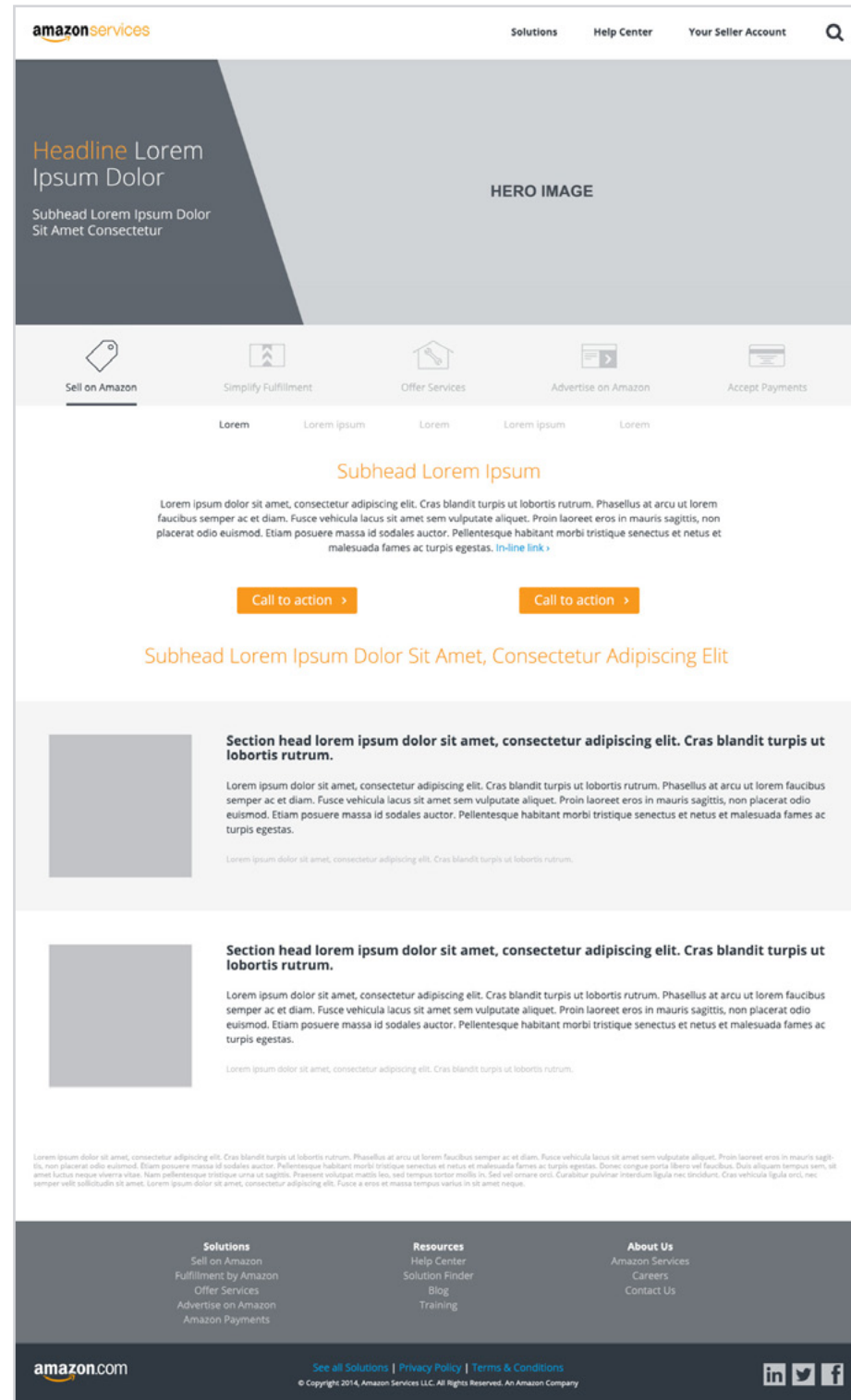
The **tertiary link** is used for in-line body copy. It can be used with or without the caret, depending on if it's mid-sentence, or a finishing thought.

**Interaction iconography** can be used for site navigation, media controls, or supplemental content graphics.

# ➤ User Interaction



Single CTA: Preferred Placement



Multiple CTAs

## CTA Placement

Buttons initiate the path to registration, and as such become one of the most important elements on the page.

Wherever possible, main CTAs should be locked up with the headline in the hero.

Certain pages may require multiple CTAs that don't work well in the header. In this case, placement should be as high as possible on the page to maximize awareness and interaction.

Additionally, bookending the page with instances of the same CTA near the hero and footer allows more chances for the user to engage.

# > User Interaction

## DO

White background

Primary call to action >

Dark background

Primary call to action >

Secondary palette:  
Reversed

Primary call to action >

Secondary call to action >

All backgrounds:  
Blue text and caret

Secondary call to action >

Lorem ipsum tertiary call to action >

Lorem ipsum tertiary call to action >

## DO NOT

Alter colors

Primary call to action >



Alter caret or  
text size

Primary call to action >



Place orange button  
over secondary  
palette

Primary call to action >



Secondary call to action >



Alter link colors

Secondary call to action >



Lorem ipsum tertiary call to action >





# Design Elements



## > Design Elements



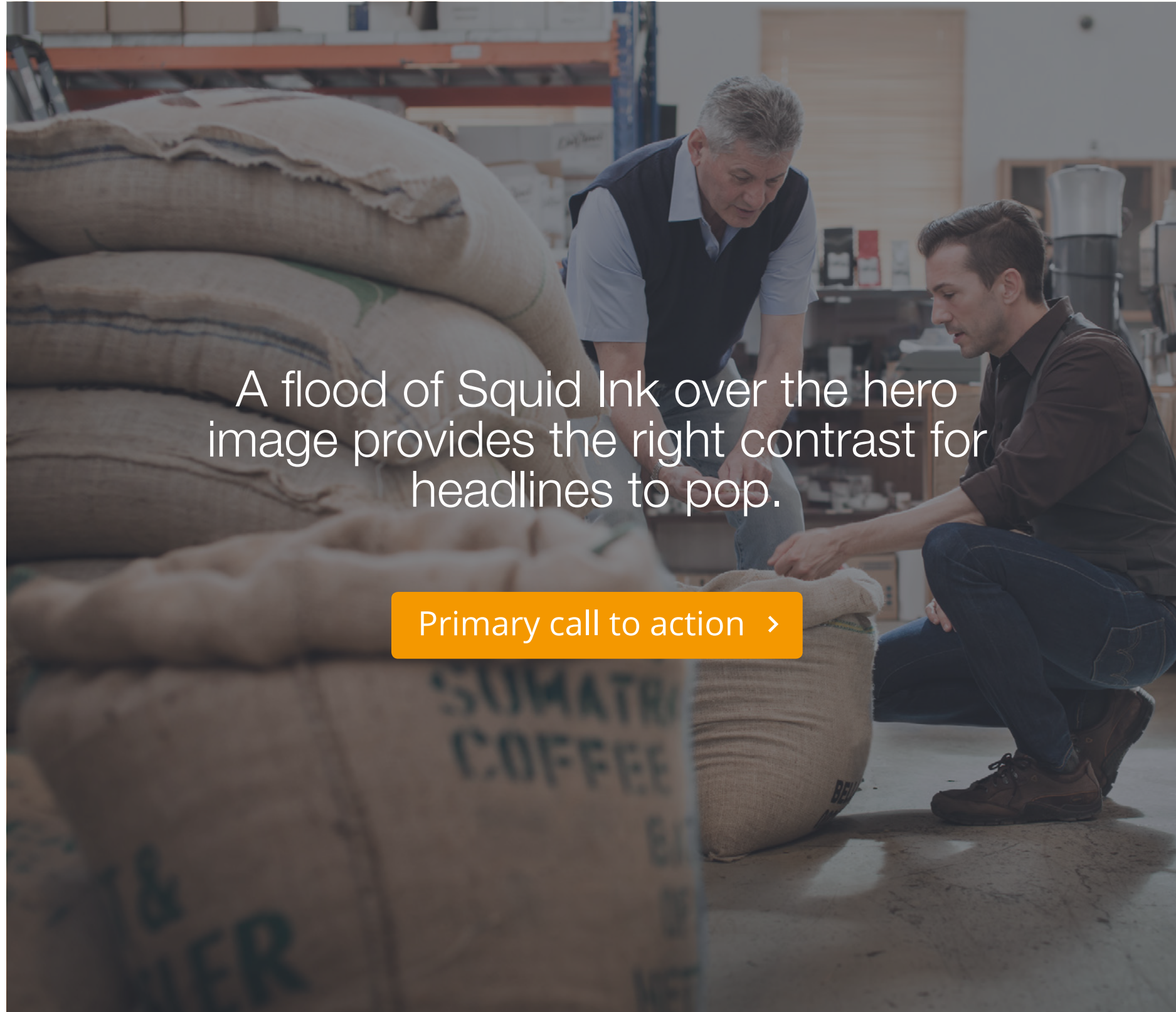
### Treatment 1: Angled Fill (*The Blade*)

Content-focused site pages can benefit from the unique visual interest of anchoring one side of the hero with a fill of Squid Ink, **rotated 18 degrees**, and screened to **80% opacity** when overlaying imagery.

The angled element conveys a feeling of energy and movement when used in the right context, and can help **direct the eye downward** toward content when that is the goal of the page. Choose it to visually append interesting imagery or underscore a headline or CTA element.

When used without imagery, the blade should use a full opacity fill of Squid Ink.

## > Design Elements



### Treatment 2: Flood

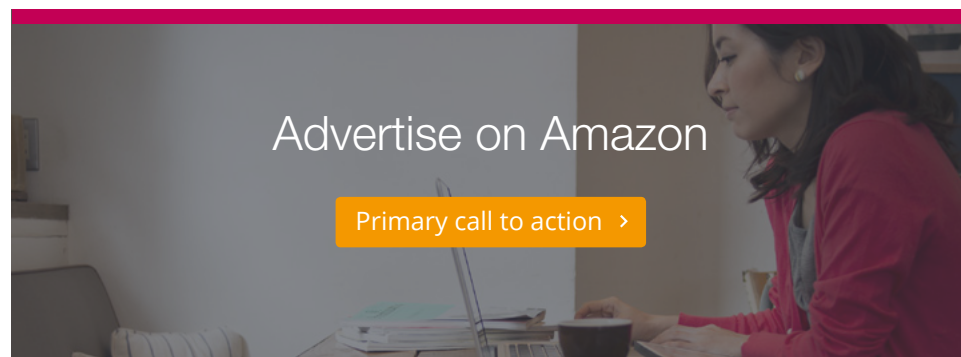
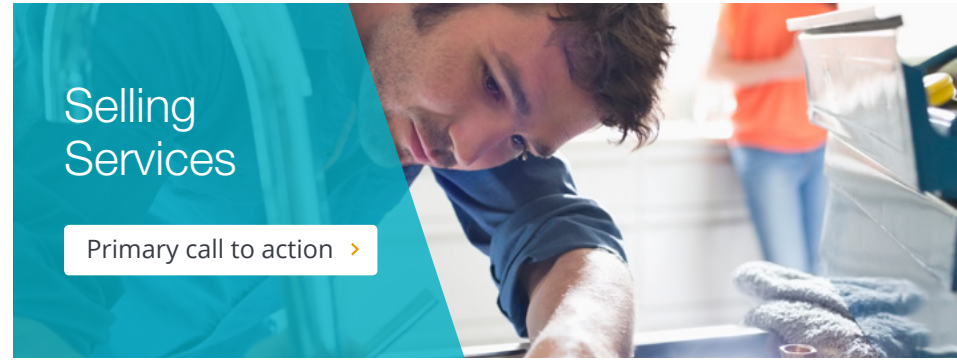
In situations where the goal is to immediately drive traffic and registrations such as landing pages, treatment 2 puts the message and CTA front and center for maximum visibility and engagement opportunity.

Use a flood of Squid Ink over the hero image and screen it back to **60-70%**, depending on image clarity and text legibility.

Text should be short and impactful, locked up with the CTA and centered horizontally and vertically.



## > Design Elements



### Solution Differentiation

As a way to differentiate the solutions, **color coding** can be used for both hero treatments. For treatment 1, the blade takes on the appropriate solution color and opacity, using the reversed out CTA for color palette cohesion.

Since treatment 2 uses a screen of Squid Ink over the image, the code color takes the form of a **thin stripe** anchored along the top border. For web instances, the stripe should be 10px in height.

When shooting or choosing photography, try to **use a pop of color in the image** that aligns to the specific solution. This ties in the overall palette and makes for a more cohesive and integrated visual experience.



# Content Blocking

## > Content Blocking

This page represents a rough example of simple content delineation. This area represents a header element with appropriate hero image.

## Content Hierarchy

Good content hierarchy boils down to a couple things. Stripping out everything that takes away from the core message, and making sure content is delivered in a linear way so that viewers can clearly understand.

Potential  
image or  
icon

### Storytelling

Avoid a shotgun-blast approach to get content “above the fold.” Instead, deliver chunks of content sequentially. In this way, it becomes more of a storytelling exercise.

Potential  
image or  
icon

### Color Blocking

Color blocking can be extremely useful for delineating different pieces of content, and helping guide the viewer through the page or communication. This can be accomplished by alternating fields of color in an unobtrusive way.

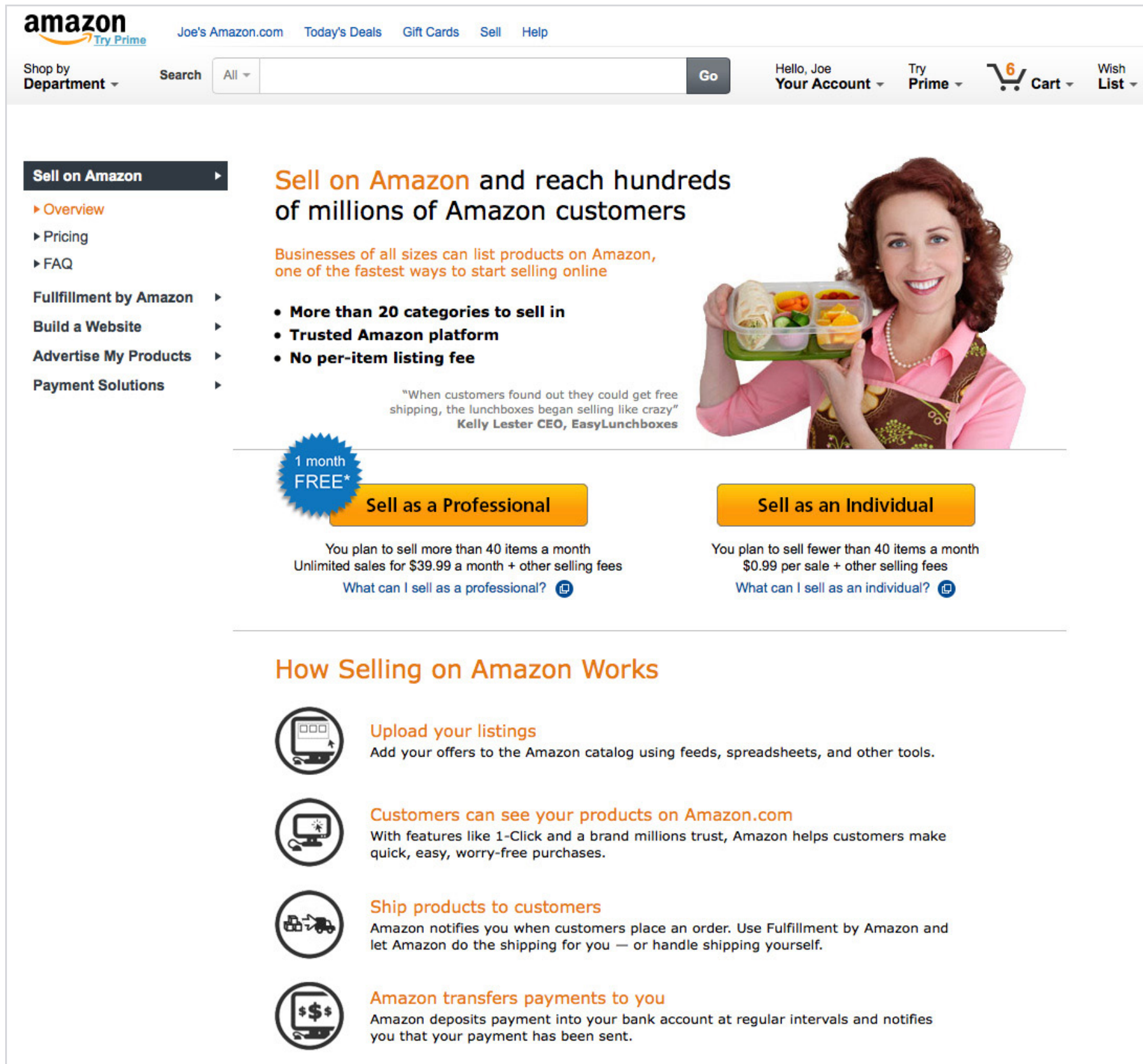
Potential  
image or  
icon

### Less is More!

Of course, try to streamline copy where possible to minimize cognitive load and maximize messaging impact.

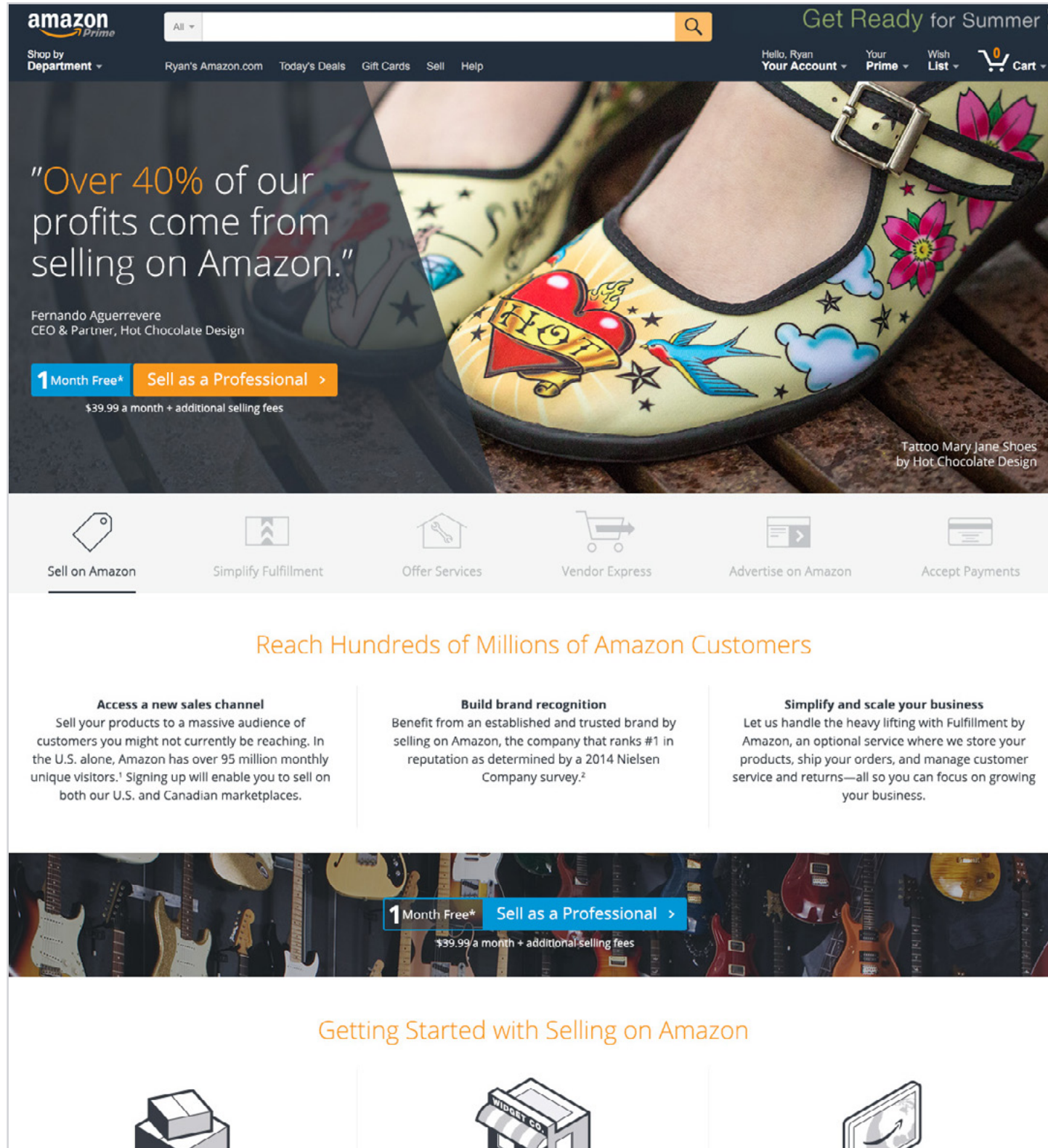


# Site Design

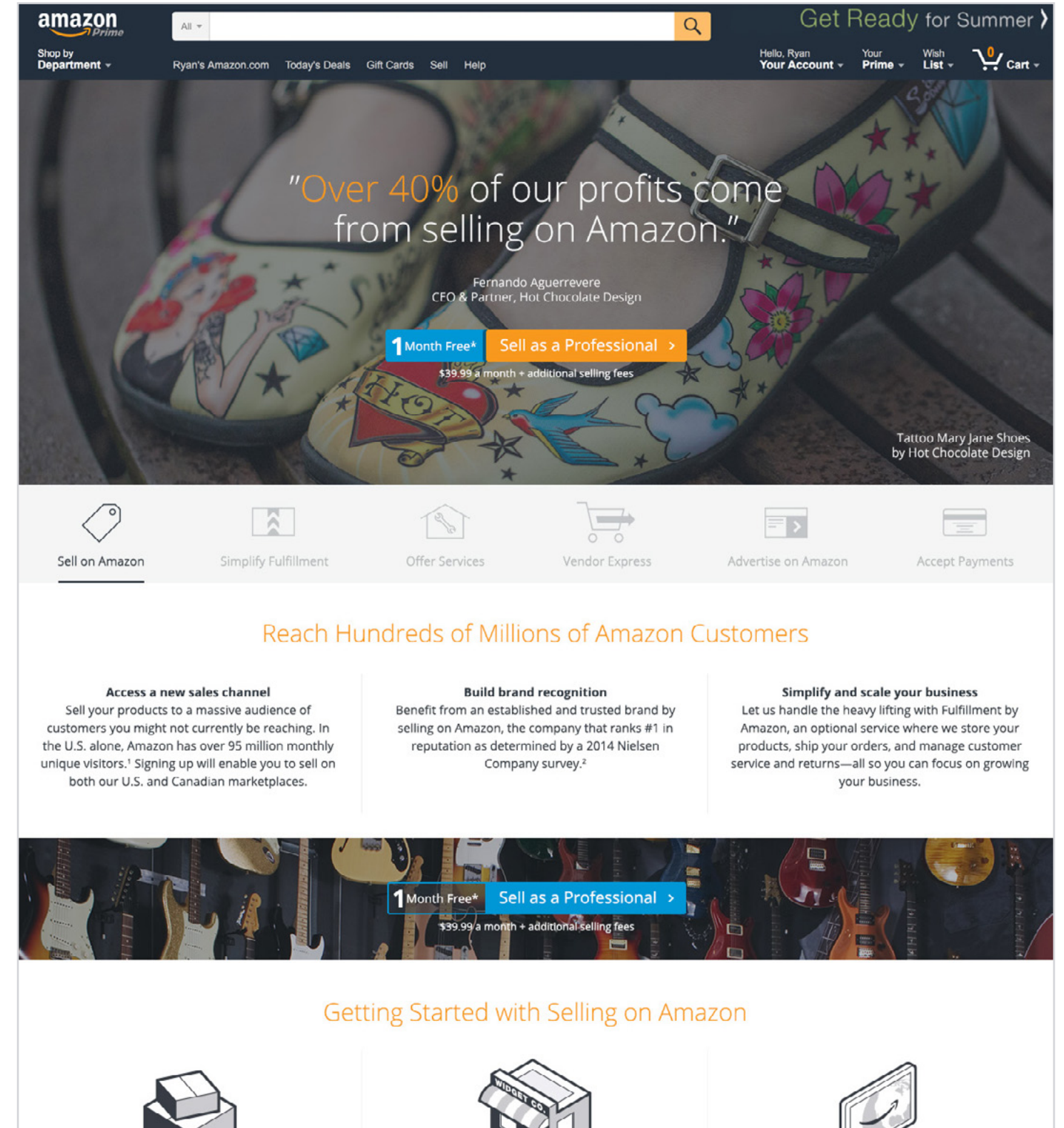


## SOA Retail: BEFORE

- Elements do not make efficient use of page space
- Left navigation style is outdated
- Multiple CTAs create registration path confusion
- Content does not represent an effective hierarchy
- Photography treatment does not add value to the page
- Color palette is monochromatic and does not help delineate content



Treatment 1: Left justified hero with blade



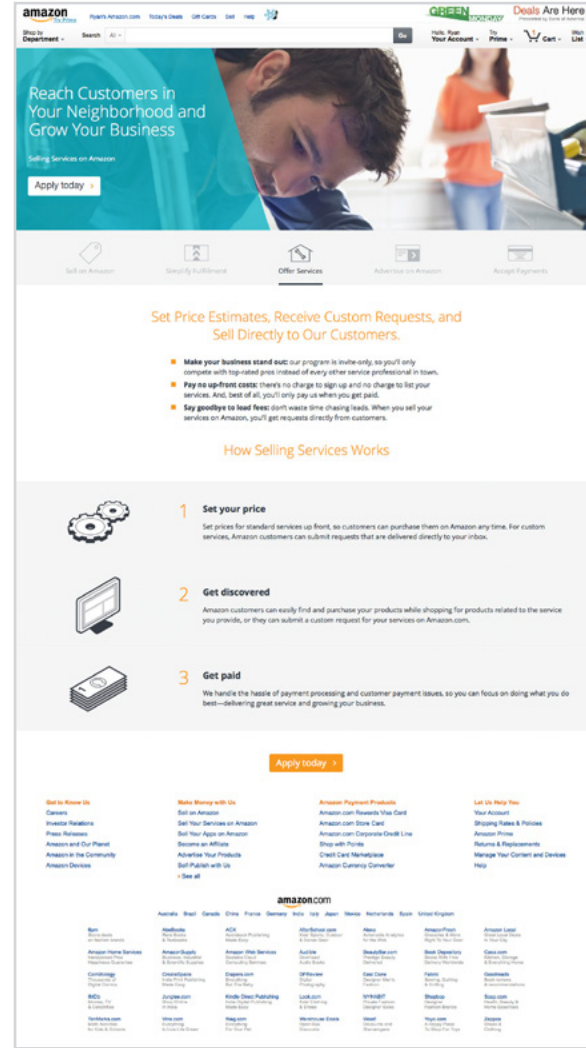
Treatment 2 (Winner): Center justified hero with screen of Squid Ink



Selling on Amazon



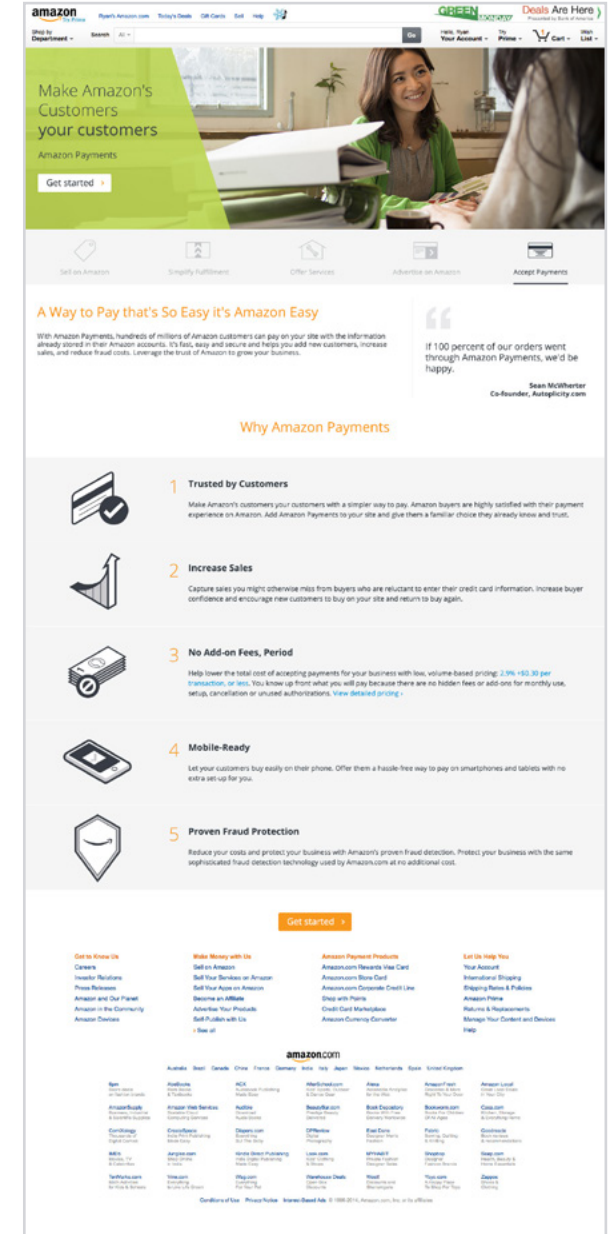
Fulfillment by Amazon



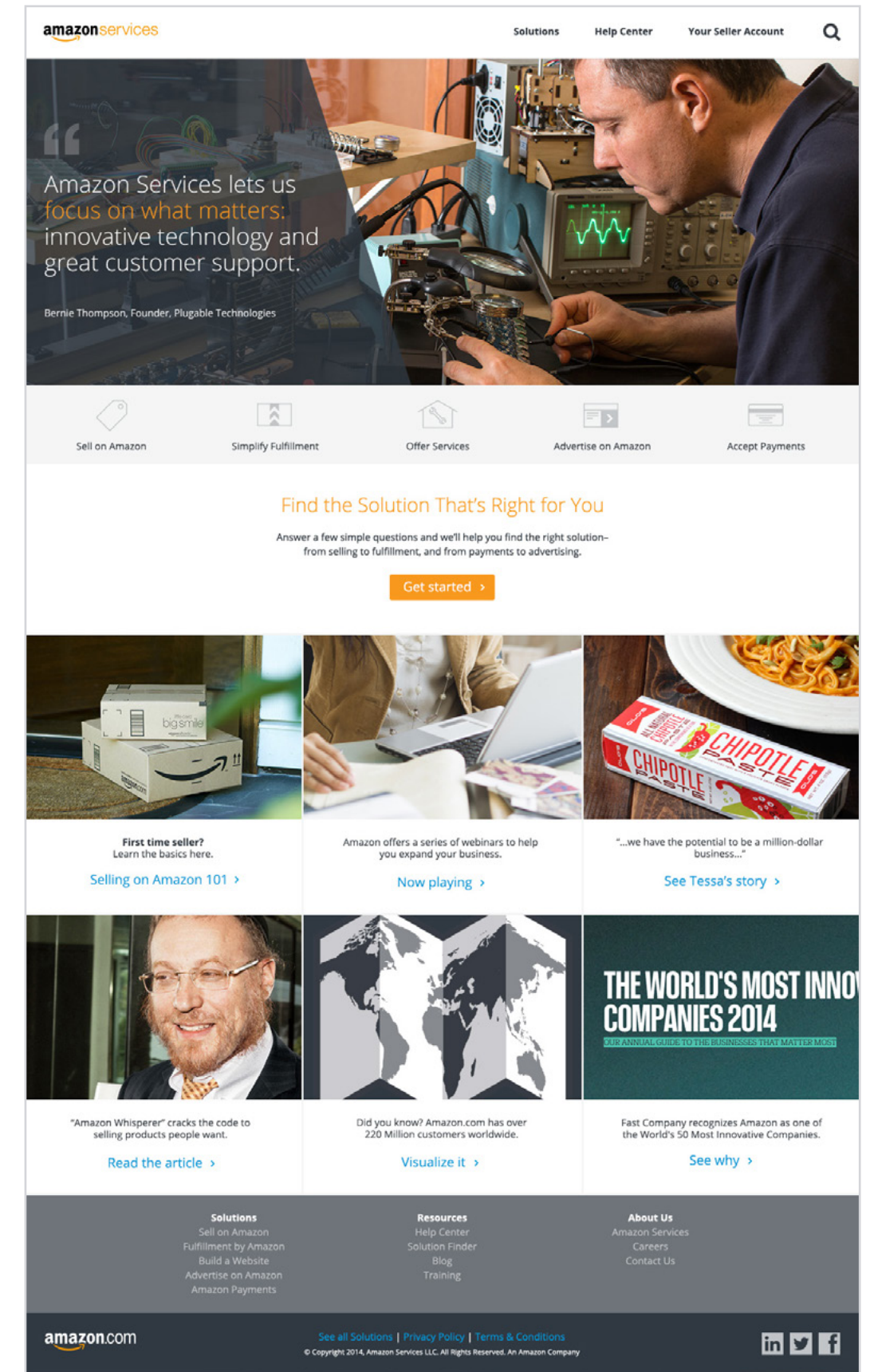
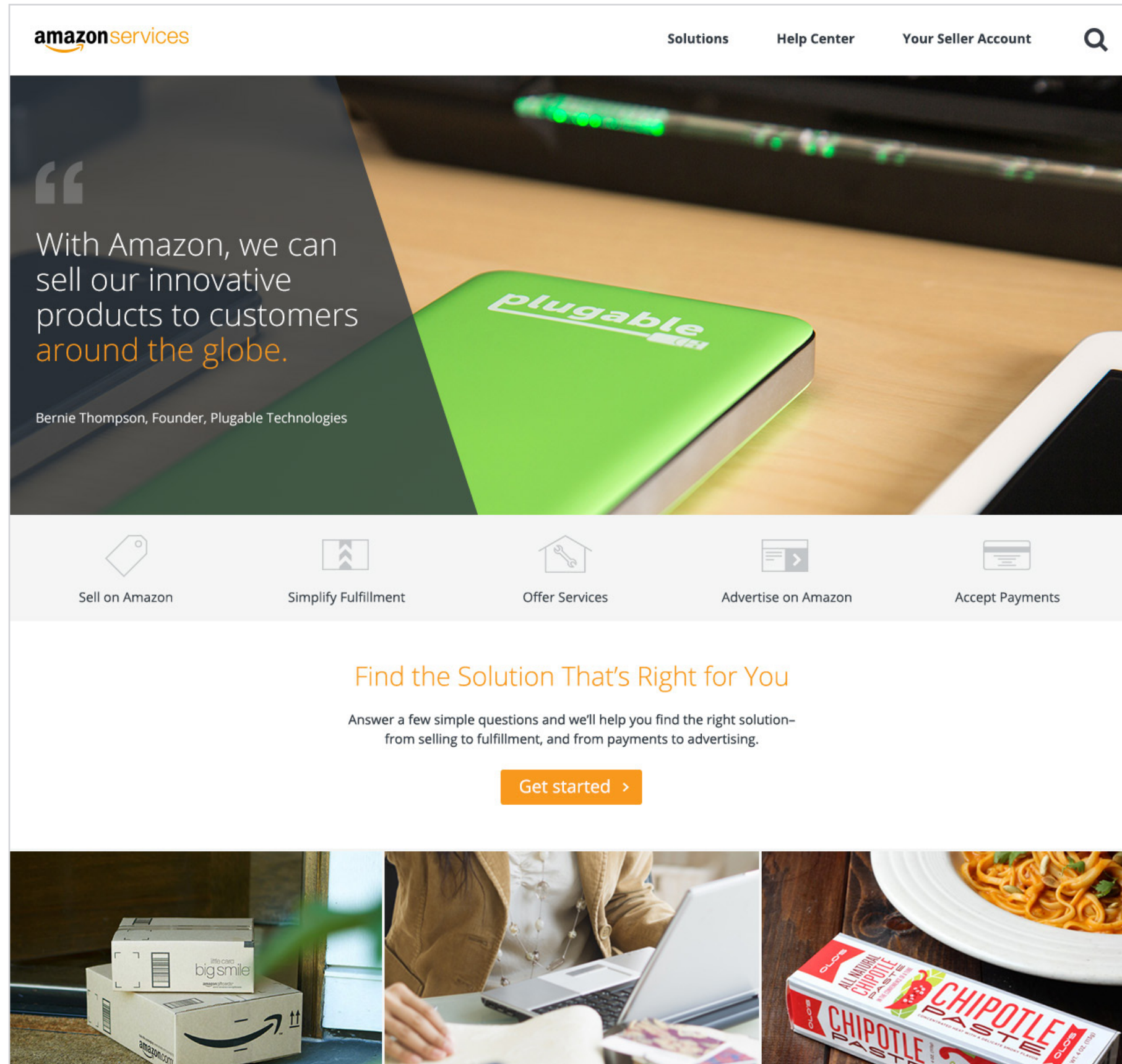
Selling Services



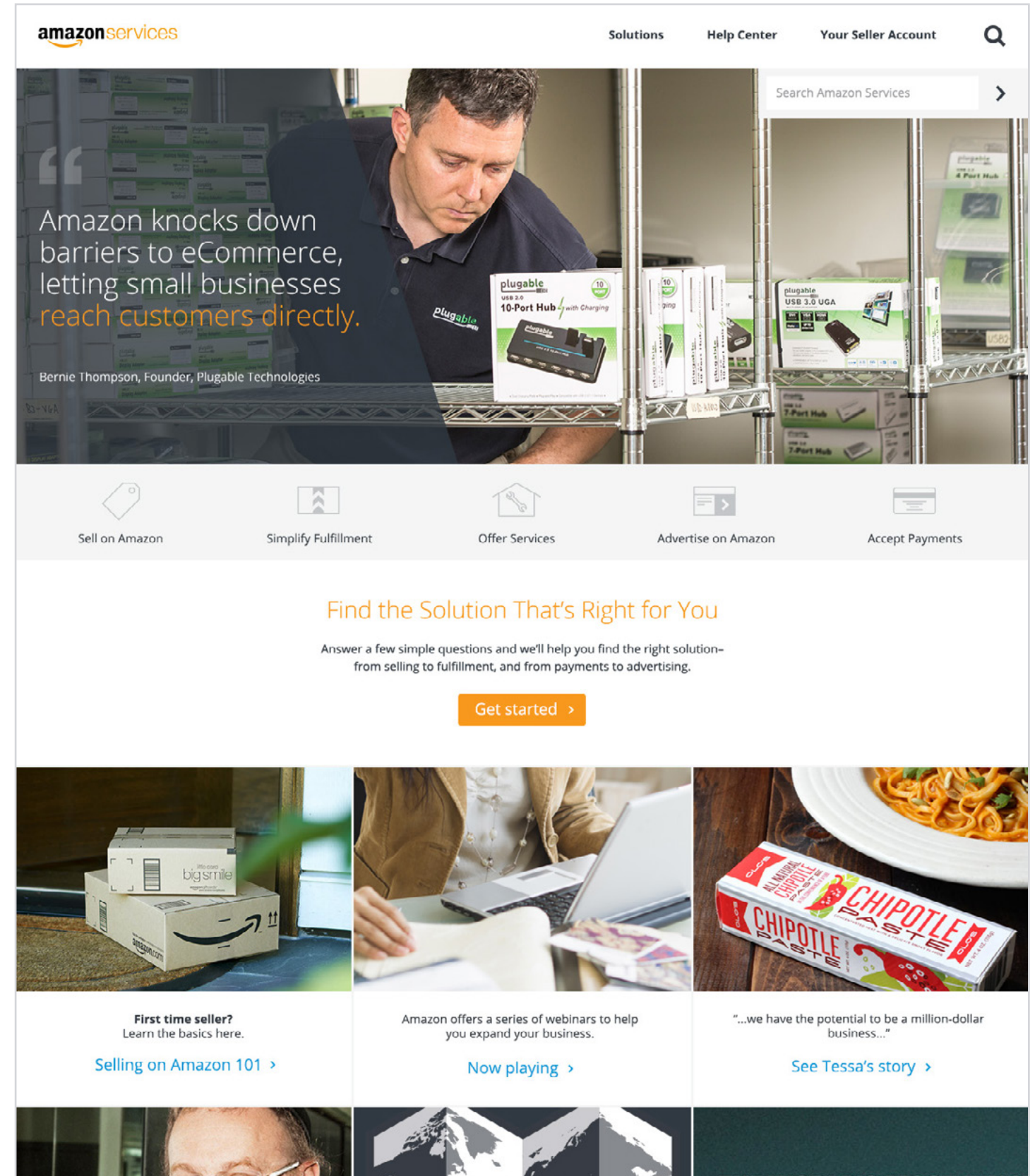
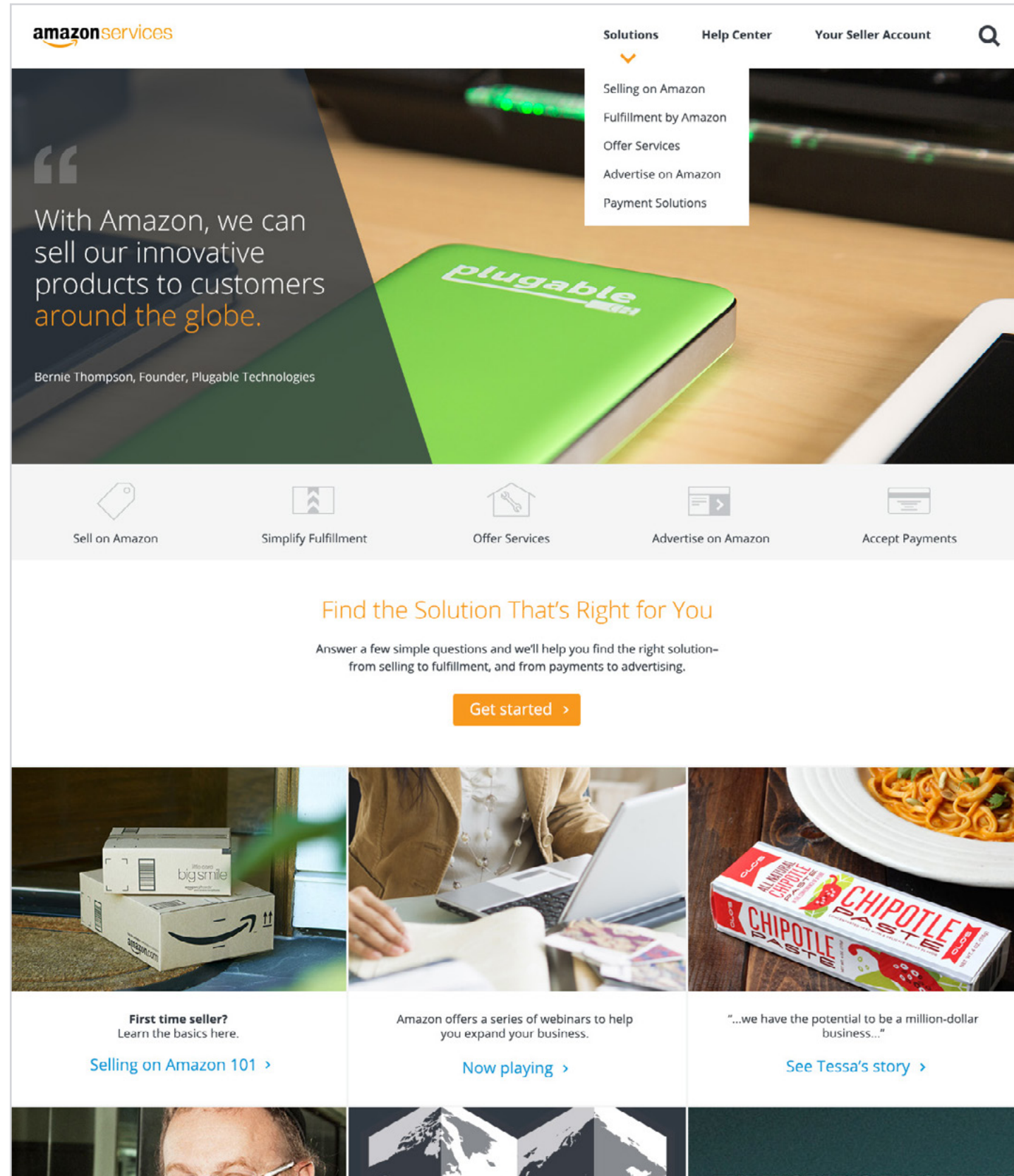
Product Ads



Payments





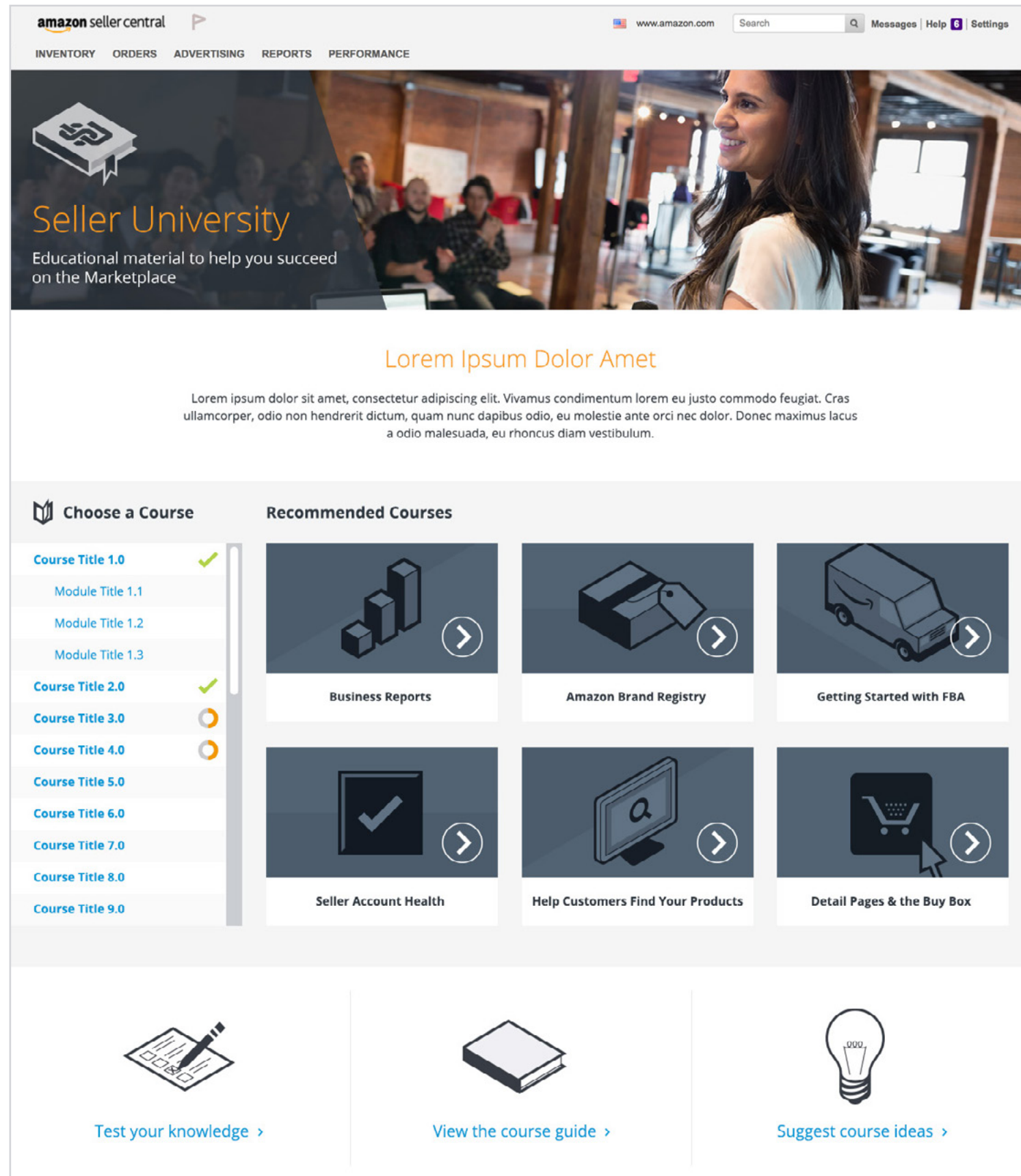


- Overall page style should follow the AS style guidelines. This includes logo, color palette, CTA, typography, imagery, and layout.
- Headline, overall message, and design should be consistent with, and play off the message of the pieces driving to it.
- Headline should be able to answer the question, “What is this page about?”
- There should be a very clear hierarchy of information, presented in an uncluttered way that takes a matter of seconds to scan and understand.
- Copy should be seller-obsessed and benefit-driven, not focused on features.
- Benefits should be bulleted or sequentially numbered where possible to increase quick scanning and message absorption.
- The header image should be relevant to the message and market, and follow the photography tenets of the style guide.
- There should be one primary call to action.
- Landing pages should have a singular messaging focus.
- CTAs should be accessible above and below “the fold.” One CTA may be appropriate, or it may be wise to bookend the content with multiple CTA instances depending on content length.
- It should be clear what will happen by clicking the CTA.
- Do not ask for unnecessary information through form fields unless lead generation is a requirement.
- If lead generation is a requirement and an incentive is offered, the details of the incentive should be clearly outlined and located near the form.
- If an email field is required for lead generation, include a privacy policy link either next to it, or in the footer with an asterisk.
- Form buttons and CTAs should be descriptive. Do not use “Click Here” or “Submit.”
- If more information needs to be included, use expandable panels or modals to keep the customer on the page.
- Do not use pop-up windows that launch in a new browser window, as they take the customer out of the experience.
- Footers should include privacy and/or terms and conditions.
- Claims and facts need to be verifiable.
- If video is present on the page, allow customers to self-direct playback instead of setting to autoplay.
- Video should end with a strong CTA.
- Wherever possible, set up A/B testing to determine what variables convert better. Content brevity versus length is a good example.



# Seller Education

## > Seller Education



### Seller University

Seller University is a comprehensive learning experience built on the Seller Central platform for the advancement and understanding of the seller.

The site is responsive and follows all elements of the AS Style Guide, including:

- Page templates
- Color palette
- Fonts
- Illustration style
- Blade integration

# > Seller Education

# Seller University Site Experience

amazon seller central

INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

Seller University  
Educational material to help you succeed on the Marketplace

Course Title

Home > Course Title > Module Title Lorem Ipsum Dolor

Choose a Course

Module Title Lorem Ipsum Dolor

Take the quiz >

Key Module Takeaways

- Takeaway Title**  
A brief description of a key takeaway idea
- Takeaway Title**  
A brief description of a key takeaway idea
- Takeaway Title**  
A brief description of a key takeaway idea

Was this course useful?

Rate this page | Contact Seller Support

amazon seller central

INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

Seller University  
Educational material to help you succeed on the Marketplace

Course Title

Home > Course Title > Module Title Lorem Ipsum Dolor > Quiz

Choose a Course

Quiz: Module Title

Question 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec varius odio ut ornare efficitur?

Question 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec varius odio ut ornare efficitur?

Question 3  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec varius odio ut ornare efficitur?

Submit >

Key Module Takeaways

- Takeaway Title**  
A brief description of a key takeaway idea
- Takeaway Title**  
A brief description of a key takeaway idea
- Takeaway Title**  
A brief description of a key takeaway idea

Was this course useful?

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INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

Seller University  
Educational material to help you succeed on the Marketplace

Course Title

Home > Course Title > Module Title Lorem Ipsum Dolor > Quiz

Choose a Course

You scored XX out of YY!

Hi [Seller],  
Based on your score, we recommend you [action based on score]. As you think about the next topic to tackle, we'd recommend [next course in series or related material].  
Thanks!  
The Seller University Team

We'd recommend the following course as a next step:

Course: [Course Title]  
Title: [Topic Title]  
Last Updated: [Last updated date]

Description:  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec varius odio ut ornare efficitur. Phasellus non leo libero. Duis id nibh malesuada, pellentesque eros sit amet, finibus lacus. Curabitur at sem at risus commodo semper ac eu arcu. Phasellus a vulpate arcu. Sed rhoncus libero gravida leo tincidunt varius. Proin vulpate, orci vitae eleifend placerat, mi purus eleifend ligula, sit amet.

Was this course useful?

Rate this page | Contact Seller Support

amazon seller central

INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

Seller University  
Educational material to help you succeed on the Marketplace

Test Your Knowledge

Home > Test Your Knowledge

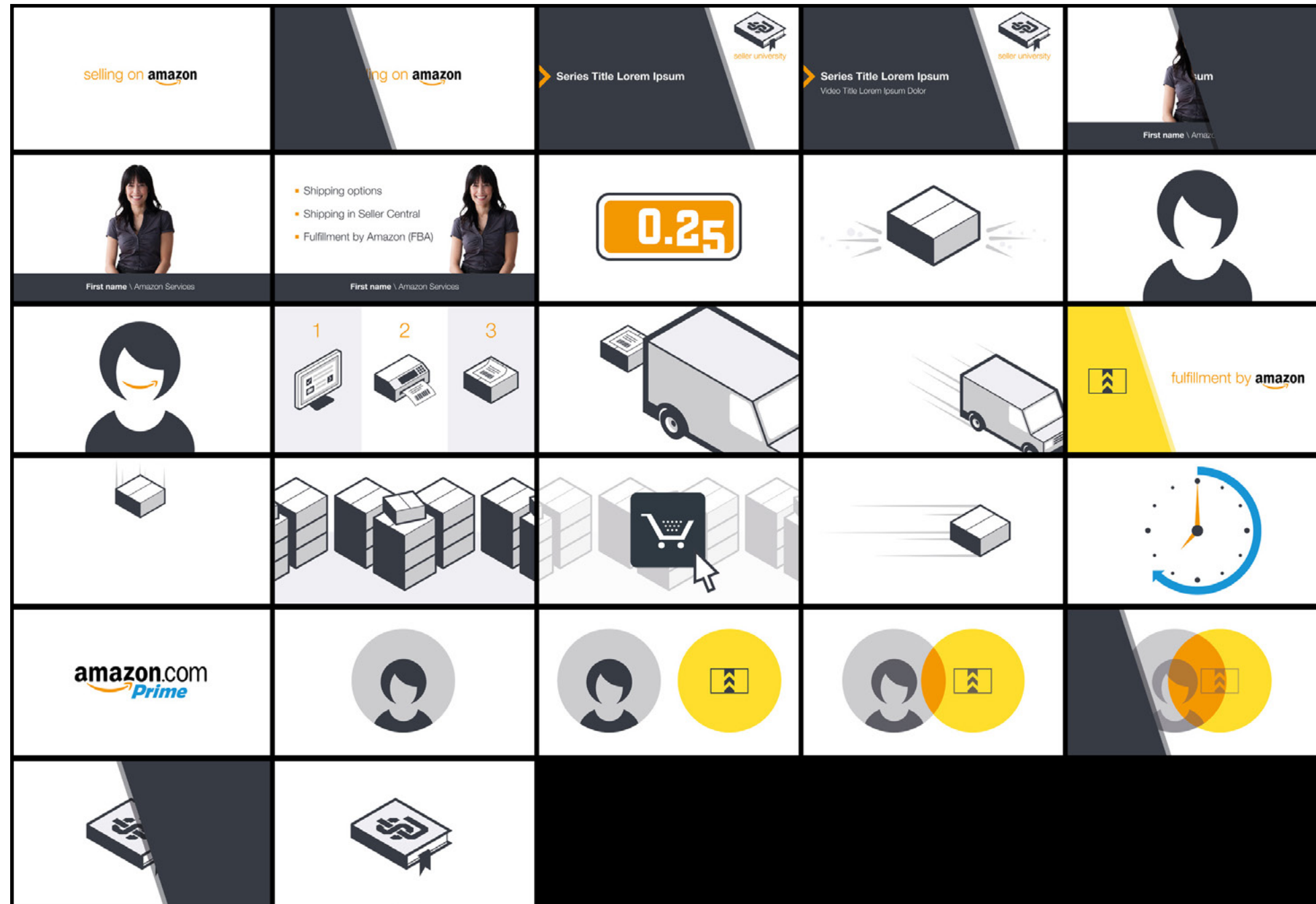
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dictum orci sapien, eget convallis ipsum accumsan in. Cras vestibulum justo felis, ullamcorper imperdiet erat mattis vitae. Suspendisse sit amet urna cursus, imperdiet dolor vel, consectetur nunc. Vivamus id fermentum risus, in vestibulum felis. Morbi auctor arcu ac facilisis ultrices. Cras facilisis velit risus, sed lacinia quam pellentesque in. Curabitur laoreet at libero eget convallis.

| Course                            | Date Last Attempted | Score |
|-----------------------------------|---------------------|-------|
| Business Reports                  | February 14th, 2015 | 85%   |
| Amazon Brand Registry             | March 17th, 2015    | 45%   |
| Getting Started with FBA          | March 25th, 2015    | 20%   |
| Seller Account Health             | Not Yet Attempted   | N/A   |
| Help Customers Find Your Products | Not Yet Attempted   | N/A   |
| Detail Pages & the Buy Box        |                     |       |

Was this course useful?

Rate this page | Contact Seller Support

## > Seller Education



Storyboard Example

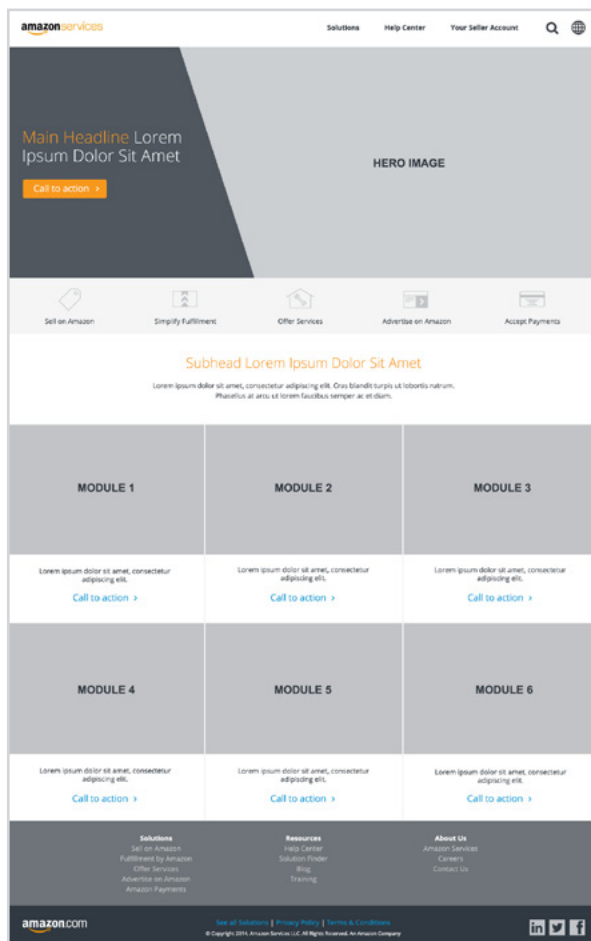
## Video Content

Producing quality educational video content is helpful in streamlining the selling experience. When employing the AS style, adhere to the following guidelines:

- Squid Ink is the dominant text color
- Orange should be used sparingly for accents only
- Squid medium and light can be used to highlight and delineate sections
- The Helvetica Neue font family should be used for all text
- Bullets should be square and orange
- Illustration style should be isometric, and animated with natural and quick kinetic movement
- Above all, keep the style and flow simple... less clutter equals greater impact and engagement



# Templates



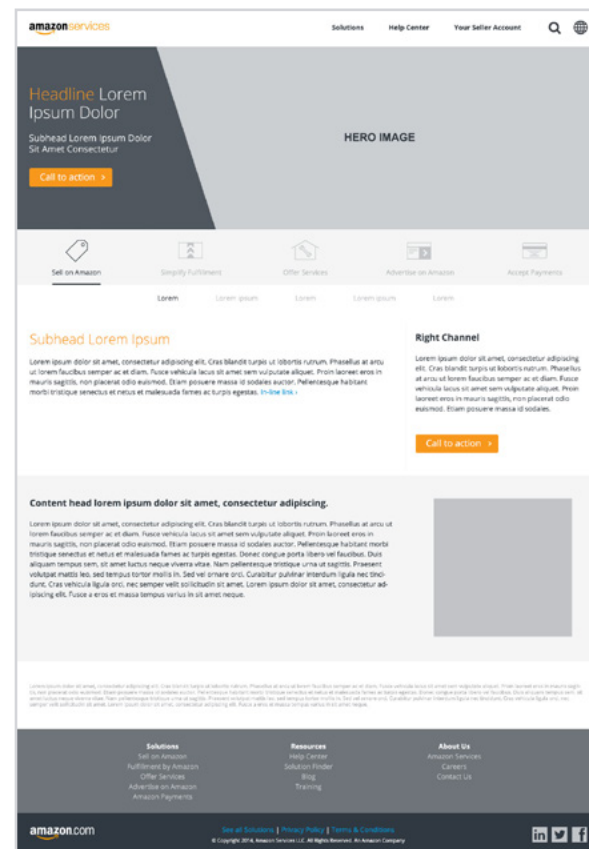
## A: Rich Content/Home Page

- 500px tall hero
- Video or image hero
- Sub nav
- Modular content
- Full bleed content
- Bias for imagery vs copy
- Prominent CTA



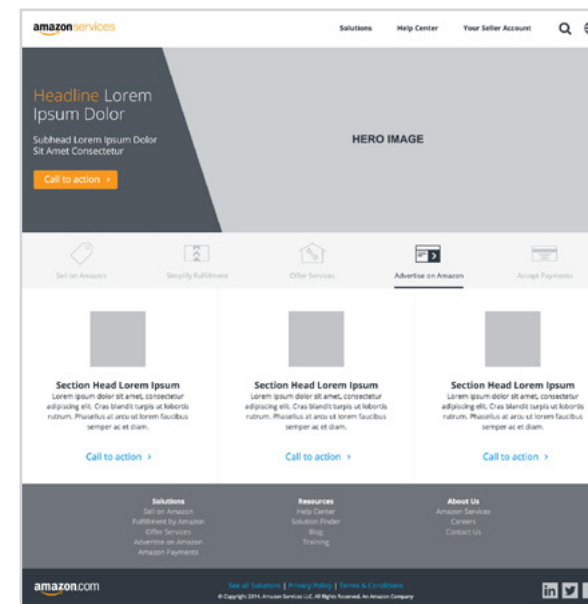
## B1: Solution Sub Page, Single Column

- 400px tall hero
- Video or image hero
- Sub nav
- Higher level content
- Full width video player option
- Color blocked content



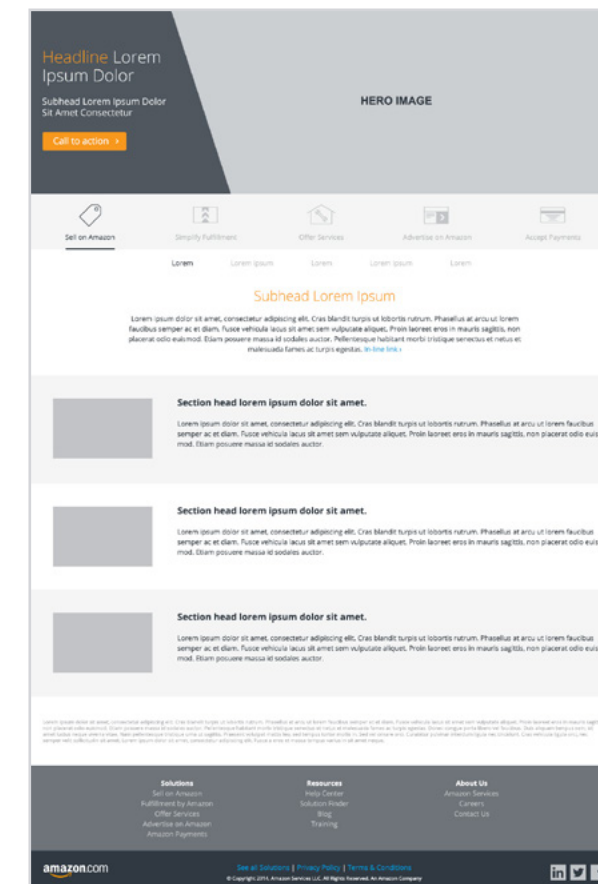
## B2: Solution Sub Page, 2 Columns

- 400px tall hero
- Video or image hero
- Sub nav
- Higher level content



## B3: Solution Sub Page, 3 Columns

- 400px tall hero
- Video or image hero
- Sub nav
- Higher level content



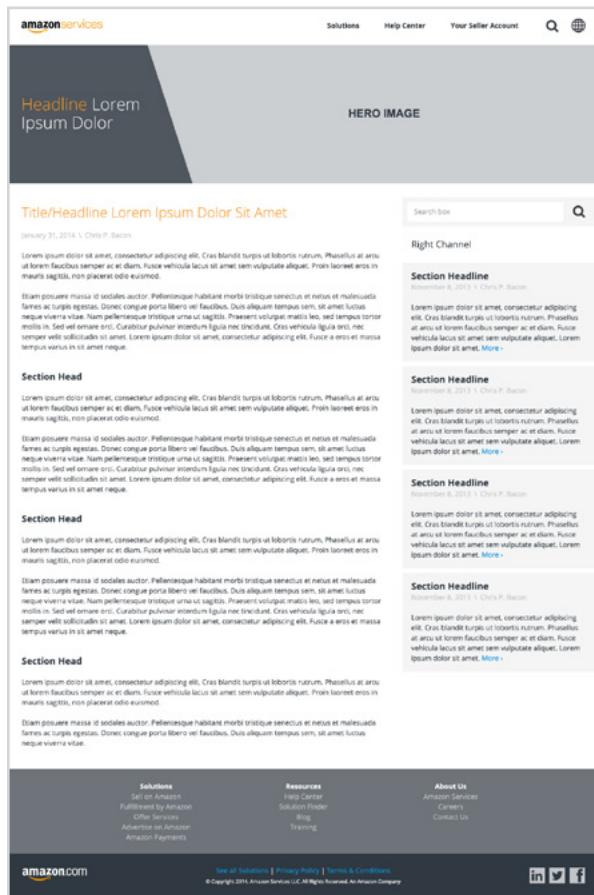
## B4: Solution Sub Page on Retail

- 400px tall hero
- Video or image hero
- Sub nav
- Higher level content
- No main nav (uses Retail nav)



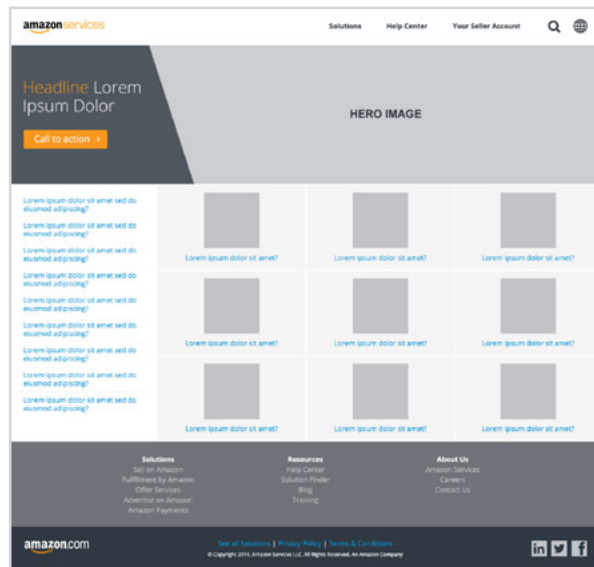
# Templates

# Site: Desktop



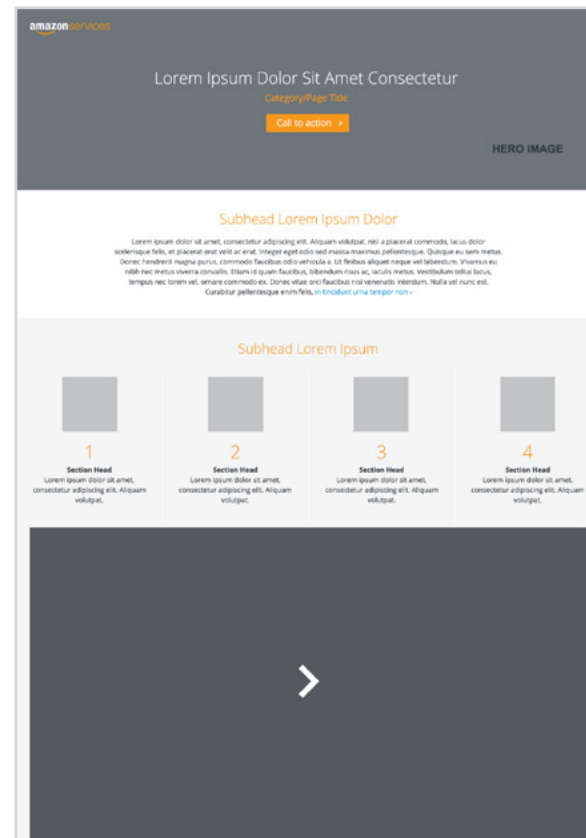
## C1: Article

- 300px tall hero
- Image hero
- No sub nav
- Right channel



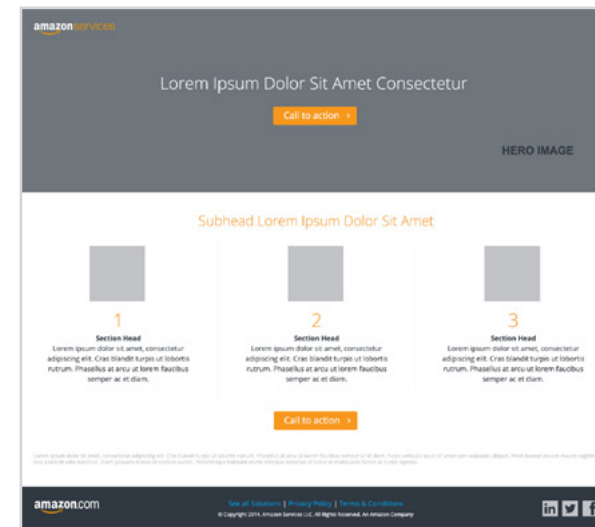
## C2: Help Center

- 300px tall hero
- Image hero
- No sub nav
- Four channels
- Modular content nav



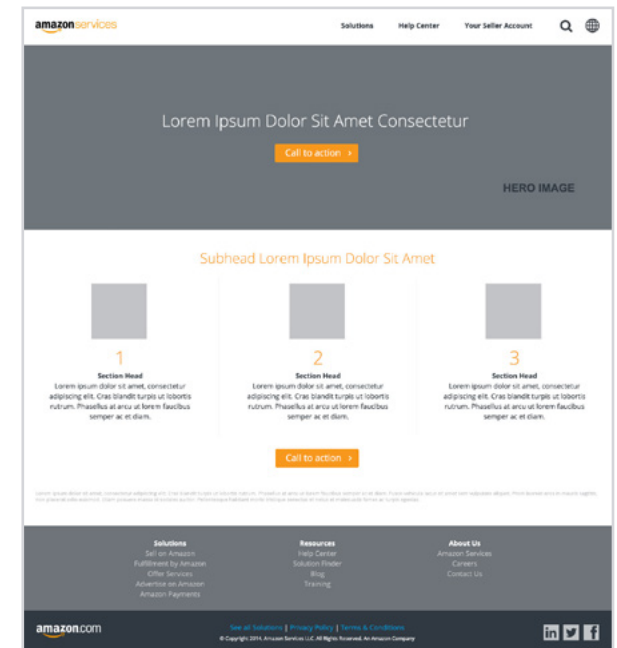
## D1: Category Landing

- 400px tall hero
- Image hero
- No main or sub nav
- Single-focus, action-driven



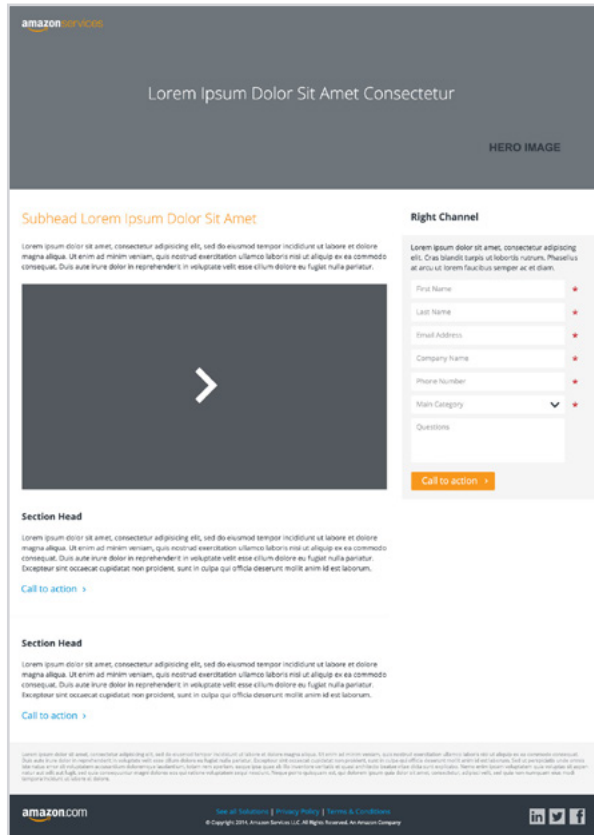
## D2: Landing

- 400px tall hero
- Image hero
- No main or sub nav
- Single-focus, action-driven
- 3 sequential columns



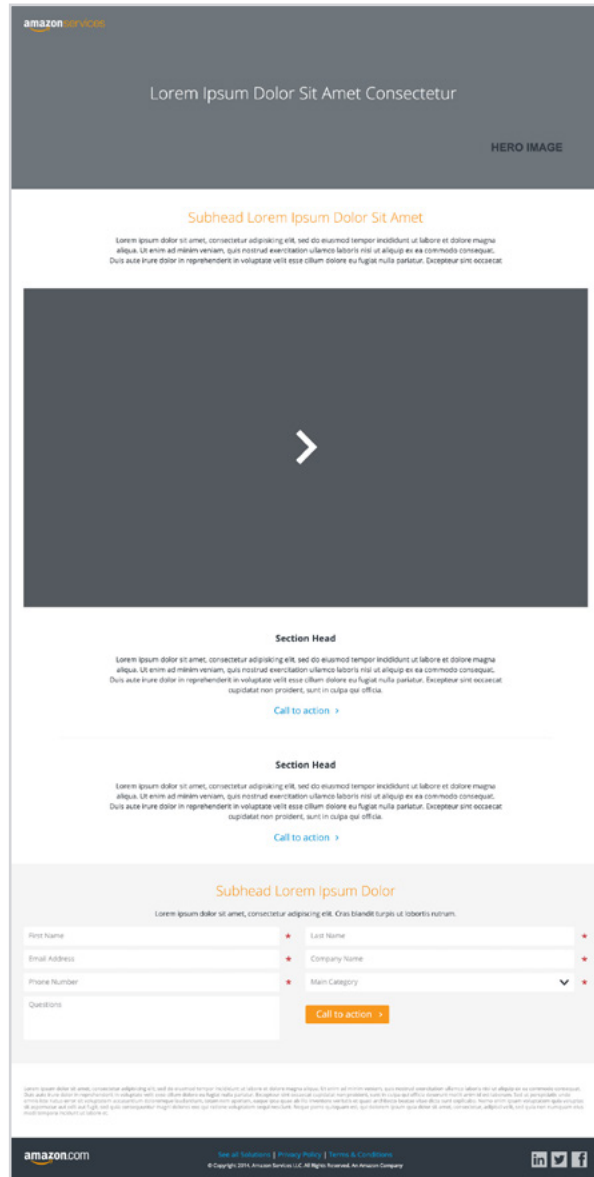
## D3: Retail Footer Landing

- 400px tall hero
- Image hero
- No sub nav
- Main nav and footer included
- Single-focus, action-driven
- 3 sequential columns



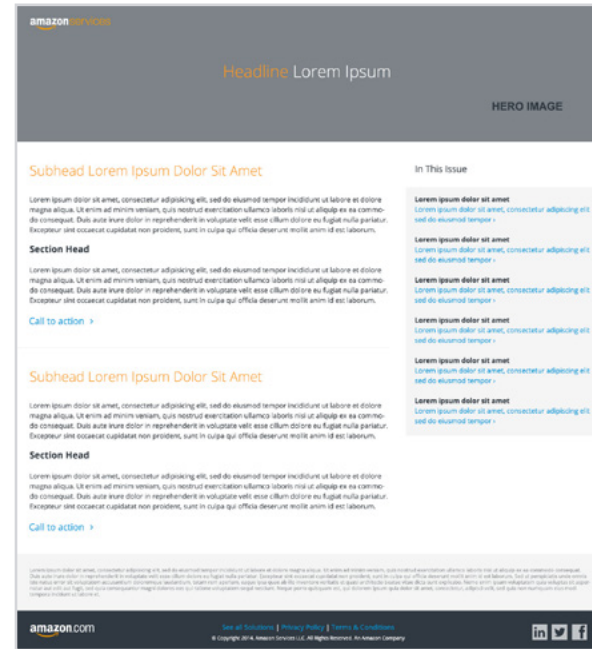
## D4: Landing, Lead Capture 1

- 400px tall hero
- Image hero
- No main or sub nav
- Right channel form



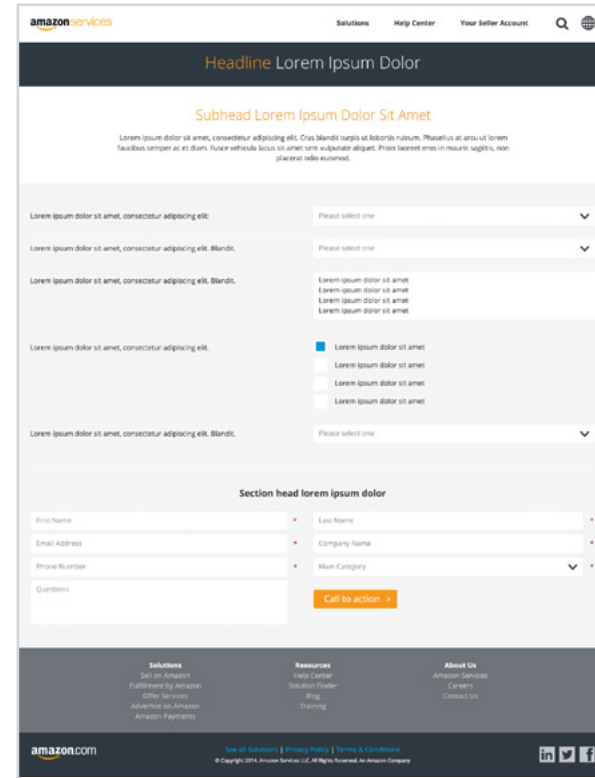
## D5: Landing, Lead Capture 2

- 400px tall hero
- Image hero
- No main or sub nav
- Single column
- Dual column form block



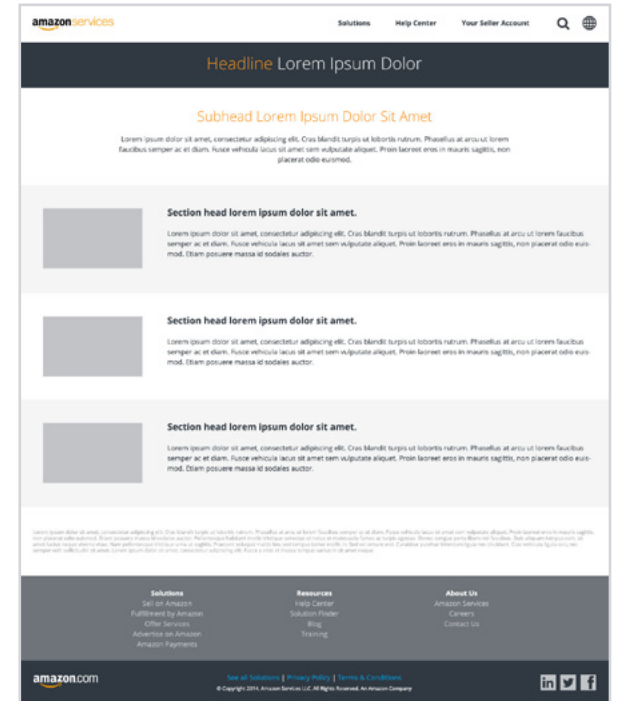
## D6: Newsletter

- 300px tall hero
- Image hero
- No main or sub nav
- Right channel
- Multiple articles/content blocks



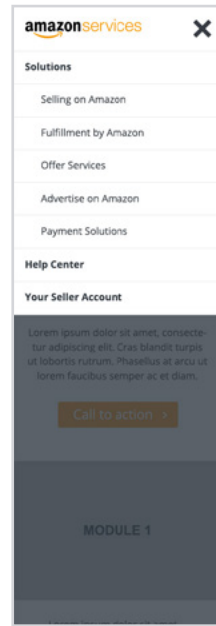
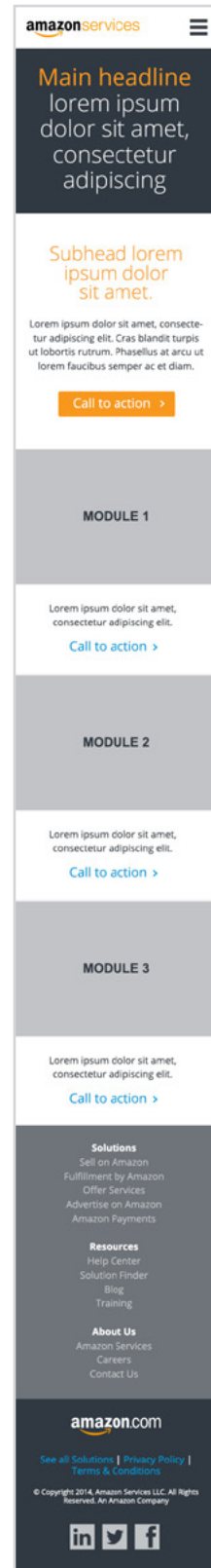
## E1: Base Level, Form

- 110px tall headline hero
- No hero image
- No sub nav
- Dual or single column form blocks

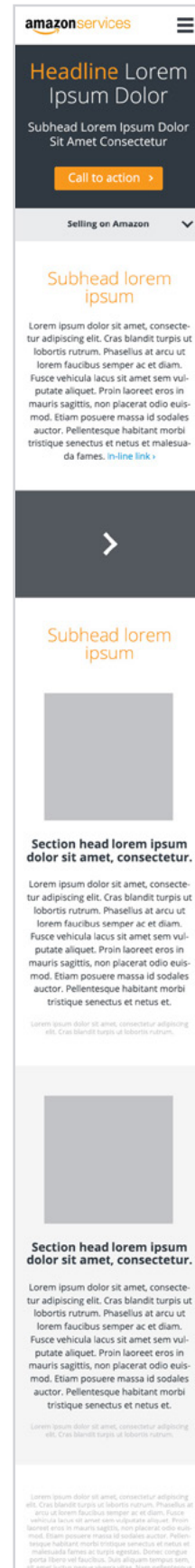


## E2: Base Level, Content

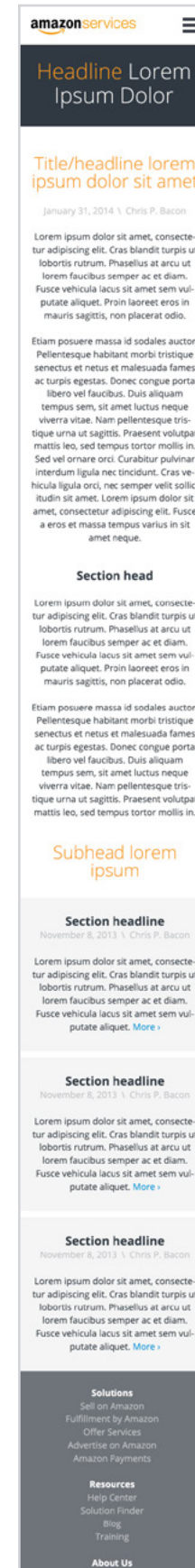
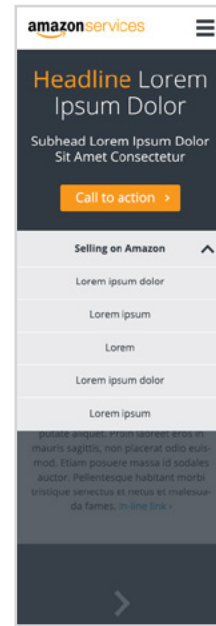
- 110px tall headline hero
- No hero image
- No sub nav
- 1, 2, or 3 columns
- Color blocked content



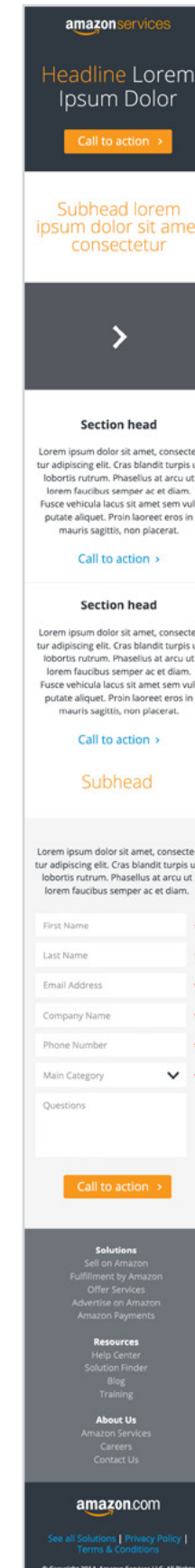
- A: Rich Content/ Home Page**
- No hero image
  - Hamburger menu
  - Stacked modules



- B: Sub Page**
- No image hero
  - Hamburger menu
  - Subnav dropdown
  - Stacked and color blocked content



- C: Article**
- No image hero
  - Hamburger menu
  - Longer form scrolling



- D: Landing**
- No image hero
  - No hamburger menu
  - Stacked content
  - Lead capture: single column form

**Hello from Amazon.**


Body copy: Open Sans or Arial 15px, squid ink. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et.

In sodales consectetur imperdiet. Praesent id ligula et elit condimentum ornare eu vel mauris. Praesent elementum rhoncus velit, in dignissim nunc iaculis id. Sed suscipit tortor massa, ac luctus mi laoreet eu.

Etiam felis risus, vehicula non eleifend nec, pellentesque non tellus.

**Best,**

**Full Name | Title**  
 Amazon Services LLC - an [Amazon.com](#) Company  
 2201 Westlake Ave Suite 500 Seattle, WA 98121  
 E: [alias@amazon.com](mailto:alias@amazon.com) | P: XXX-XXX-XXXX




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## Personal

- No fills or branding aside from footer logo
- Rich text
- Ideal for more personal communications



**Dear Amazon Seller,**

Body copy: Open Sans or Arial 15px, squid ink. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et, consectetur enim. In sodales consectetur imperdiet. Praesent id ligula et elit condimentum ornare eu vel mauris. Praesent elementum rhoncus velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et, consectetur enim. In sodales consectetur imperdiet. Praesent id ligula et elit condimentum ornare eu vel mauris. Praesent elementum rhoncus velit, in dignissim nunc iaculis id. Sed suscipit tortor massa.

Lorem ipsum [dolor sit amet](#) to learn more:

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## Operational

- Branded header and footer
- Branded call to action
- Servicing type messaging



**Dear Amazon Seller,**

Body copy: Open Sans or Arial 15px, squid ink. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et, consectetur enim. In sodales consectetur imperdiet. Praesent id ligula et elit condimentum ornare eu vel mauris. Praesent elementum rhoncus velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et, consectetur enim. In sodales consectetur imperdiet. Praesent id ligula et elit condimentum ornare eu vel mauris. Praesent elementum rhoncus velit, in dignissim nunc iaculis id. Sed suscipit tortor massa.

Lorem ipsum [dolor sit amet](#) to learn more:

[Register now >](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at risus tempor, molestie mauris et, consectetur enim. In sodales consectetur imperdiet.

- Lorem ipsum dolor sit
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- Lorem ipsum amet
- Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit.


**Full Name | Title**  
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 2201 Westlake Ave Suite 500 Seattle, WA 98121  
 E: [alias@amazon.com](mailto:alias@amazon.com) | P: XXX-XXX-XXXX

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## Professional

- Branded header and footer
- Branded call to action
- Color blocked sections
- Longer form/multi-message content



**HERO IMAGE**

**Headline: Open Sans or Arial, Minimum 30px, Orange, Title Case**

Dear Seller,

Body copy: Open Sans or Arial 15px Squid Ink. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec semper est. Praesent hendrerit ultrices ex, at condimentum sapien blandit nec. Donec non ipsum justo.

**Subhead lorem ipsum dolor**

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec semper est. Praesent hendrerit ultrices ex, at condimentum sapien blandit nec. Donec non ipsum justo. In non mi nec nulla fringilla volutpat.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec semper est. Praesent hendrerit ultrices ex, at condimentum sapien.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec semper est. Praesent hendrerit ultrices ex, at condimentum sapien.

[Start listing now >](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec semper est. Praesent hendrerit ultrices ex, at condimentum sapien blandit nec.

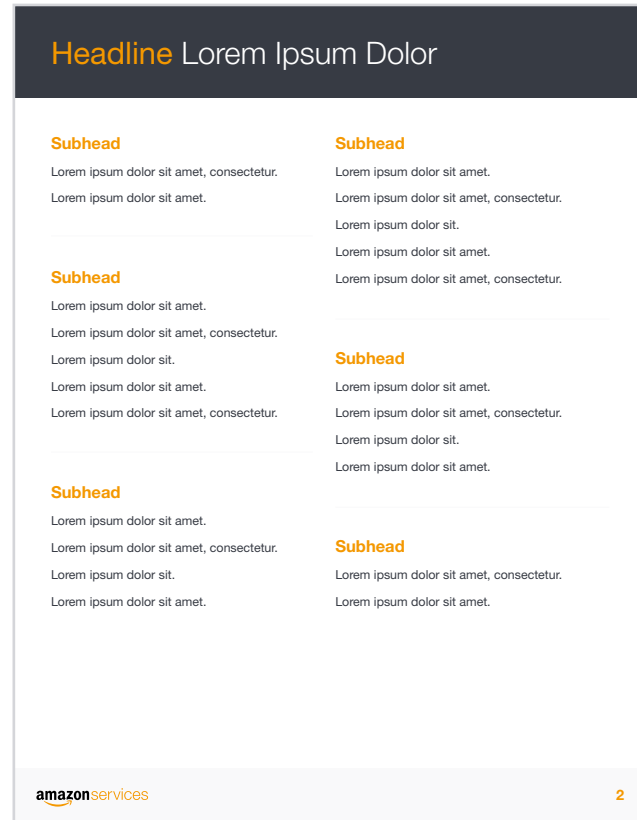
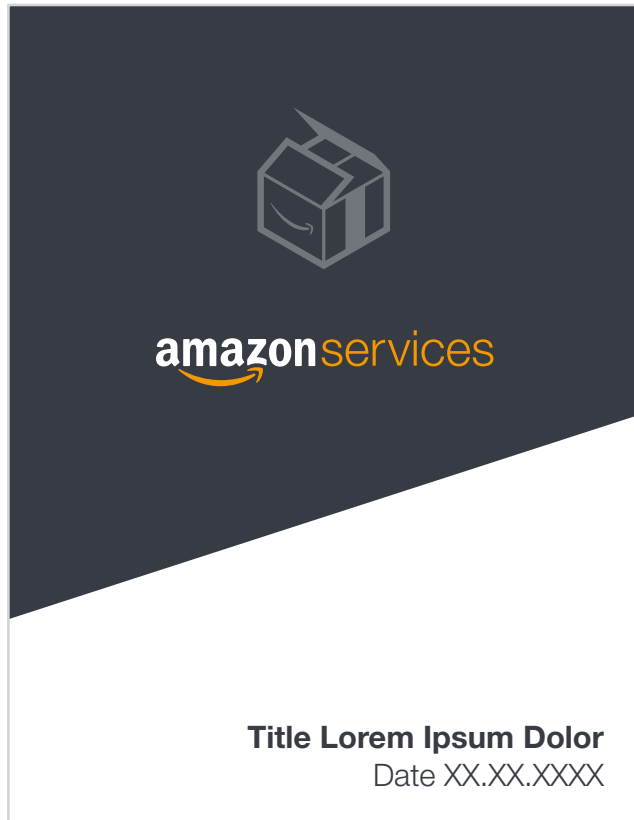
Sincerely,  
 The Amazon Services Team

We hope you found this message to be useful. However, if you'd rather not receive future e-mails of this sort from Amazon Services, please [unsubscribe](#).

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## Promotional

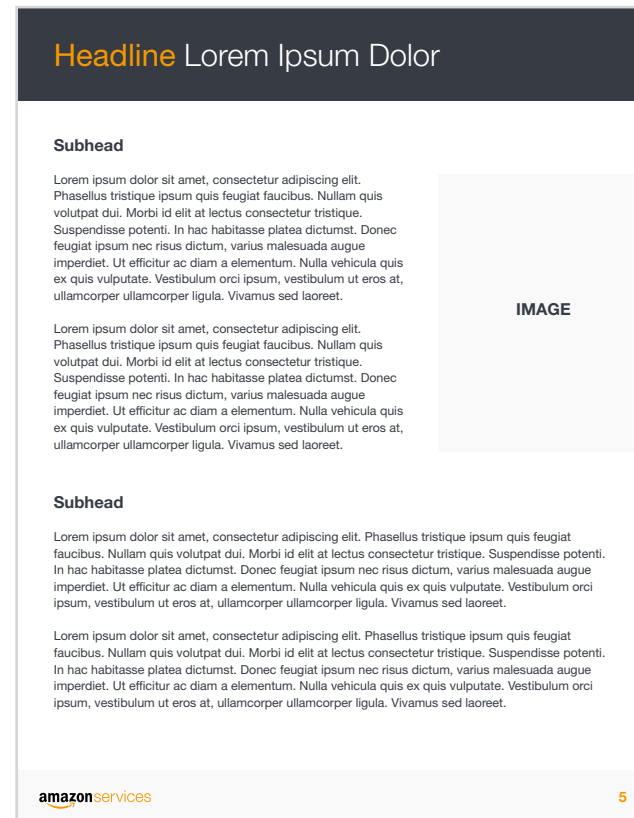
- Branded header and footer & CTA
- Color blocked sections
- Hero image & headline
- Bulleted list optional
- Newsletters, offers, marketing

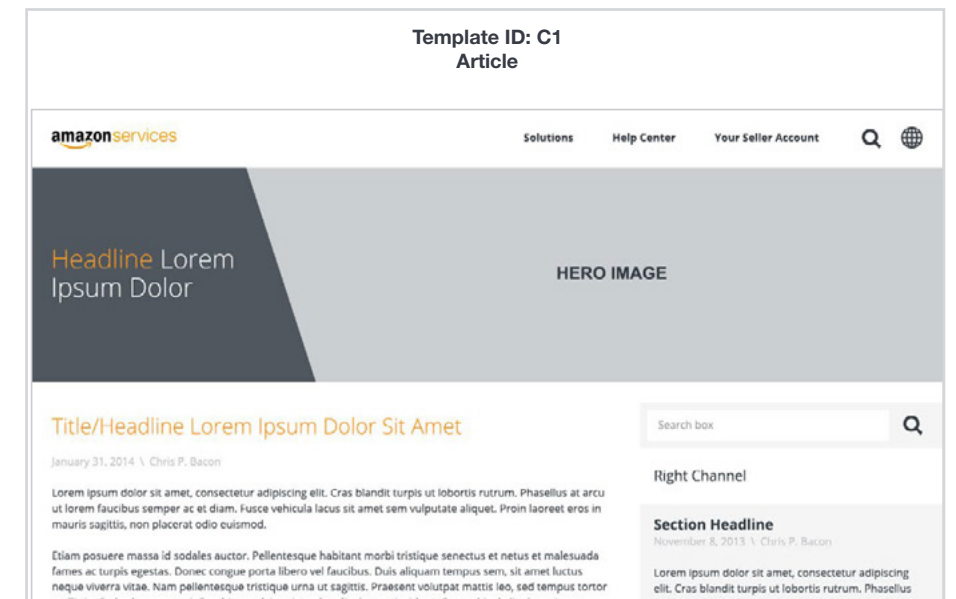
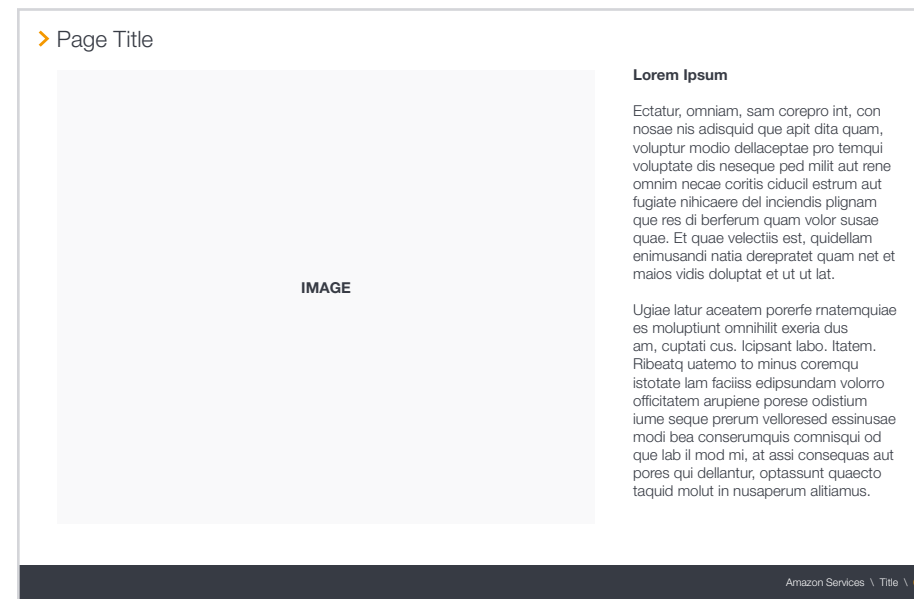
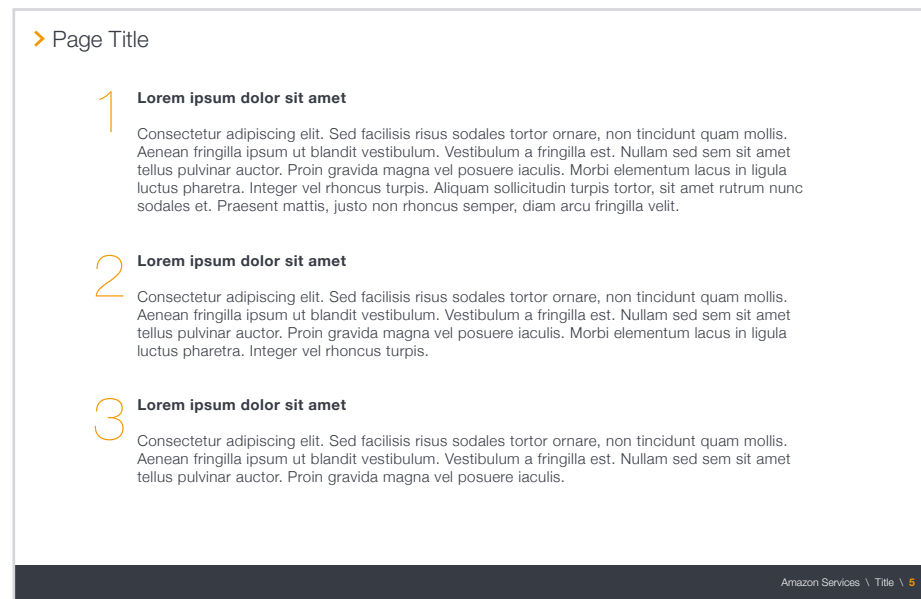


These print templates are designed at standard letter size, and are meant to be used for a variety of internal and customer-facing communications.

The structure is general, and should be tailored specifically for each use case. Colors, styles, typography, and general sizing proportions should be followed closely to ensure brand consistency.

Images can be added as needed, but should follow the photography and illustration guidelines outlined earlier in this guide.





These templates can be used as a starting point when building internal presentation decks or customer-facing decks, depending on content. Always ensure all core brand elements are used properly and guidelines are adhered to.