

amazon workforce

AMAZON WORKFORCE BRAND

Primary Colors — LOGO

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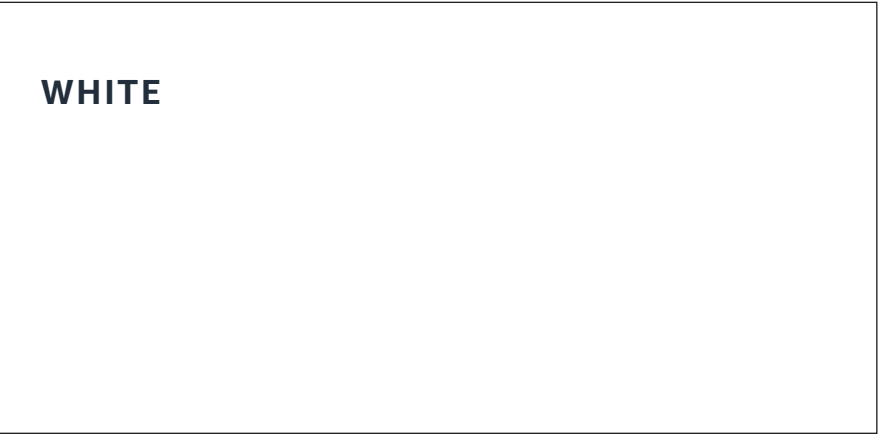
SQUID INK

SUMMER

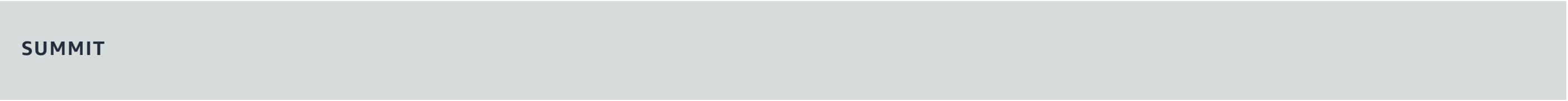
WHITE

PRIMARY COLOR STORY: Influenced by the bold colors of our warehouses, this palette reflects an industrial setting with a bright color pop.

PRIMARY COLORS



SECONDARY COLORS



DIGITAL

AMAZON EMBER CD Heavy

AMAZON EMBER CD Bold

AMAZON EMBER CD Medium

AMAZON EMBER Regular

AMAZON EMBER Light

AMAZON EMBER Thin

HEADER 1 AMAZON EMBER CD BOLD

SUB HEAD 1 Amazon Ember Medium

BODY COPY 1 Amazon Ember Medium

OOH

AMAZON EMBER Heavy

AMAZON EMBER Bold

AMAZON EMBER Medium

AMAZON EMBER Regular

AMAZON EMBER Light

AMAZON EMBER Thin

HEADER 2 AMAZON EMBER CD BOLD

SUB HEAD 2 Amazon Ember Regular

BODY COPY 2 Amazon Ember Regular

SAMPLE DIGITAL

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Photography



EMPLOYEE SHOTS

- Natural posing / positioning
- Not looking directly at the camera
- Showing environment
- Soft warm lighting
- Unexpected angles / crops
- Show diversity / inclusivity



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Photography



DETAIL SHOTS

- Tell the story with focus on hands
- Show diversity / inclusivity
- Use interesting crops
- Soft warm lighting
- Show environment if possible



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Photography - exploration



LOGO

- Logo on busy shots
- Logo on non-busy shots

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Icons



WORK SCHEDULE



PROMOTION



REMOTE ONBOARDING



CAREER GOALS



JOB SAFETY



BENEFITS



JOB TRAINING



SIGN ON BONUS

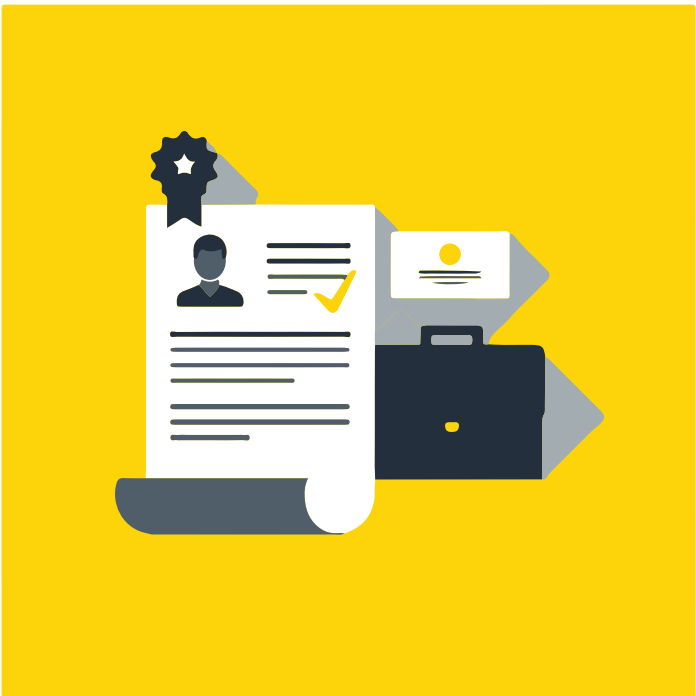
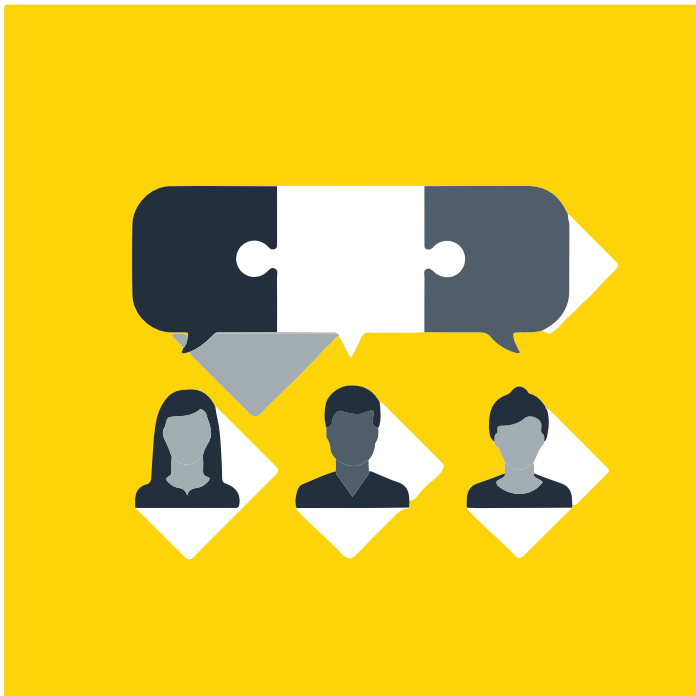
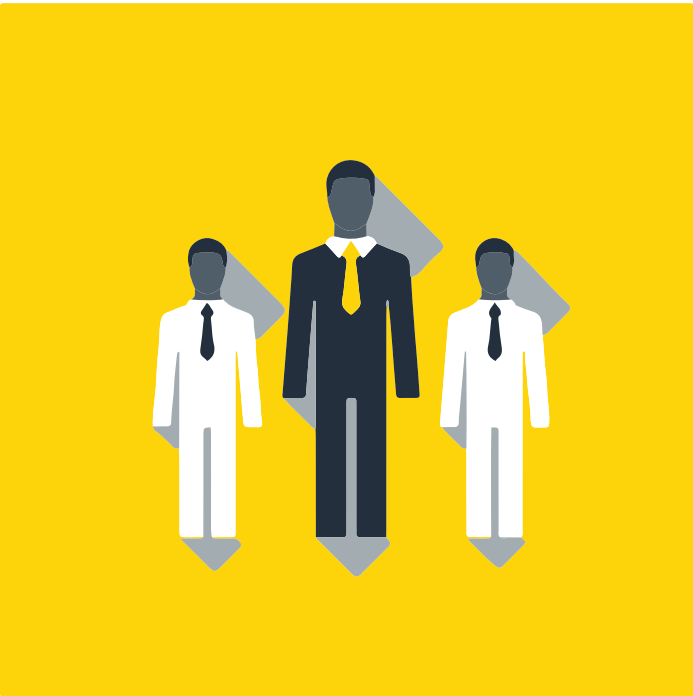
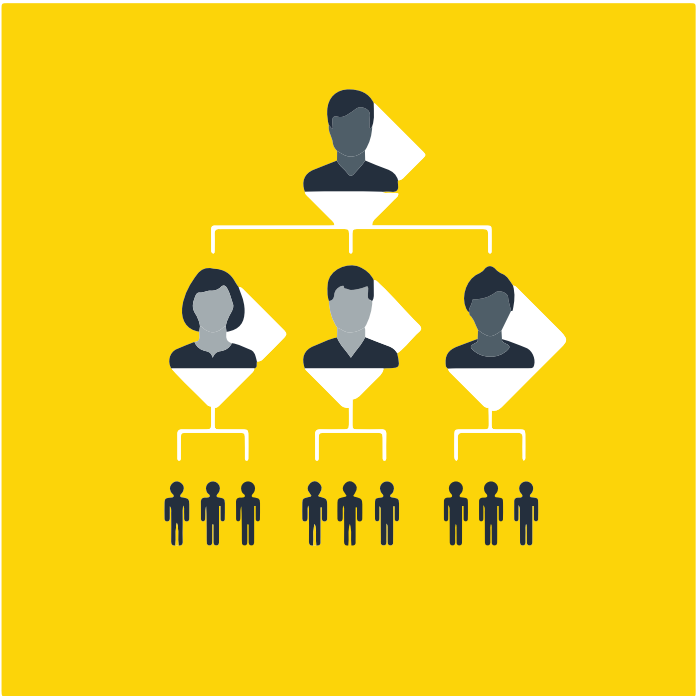


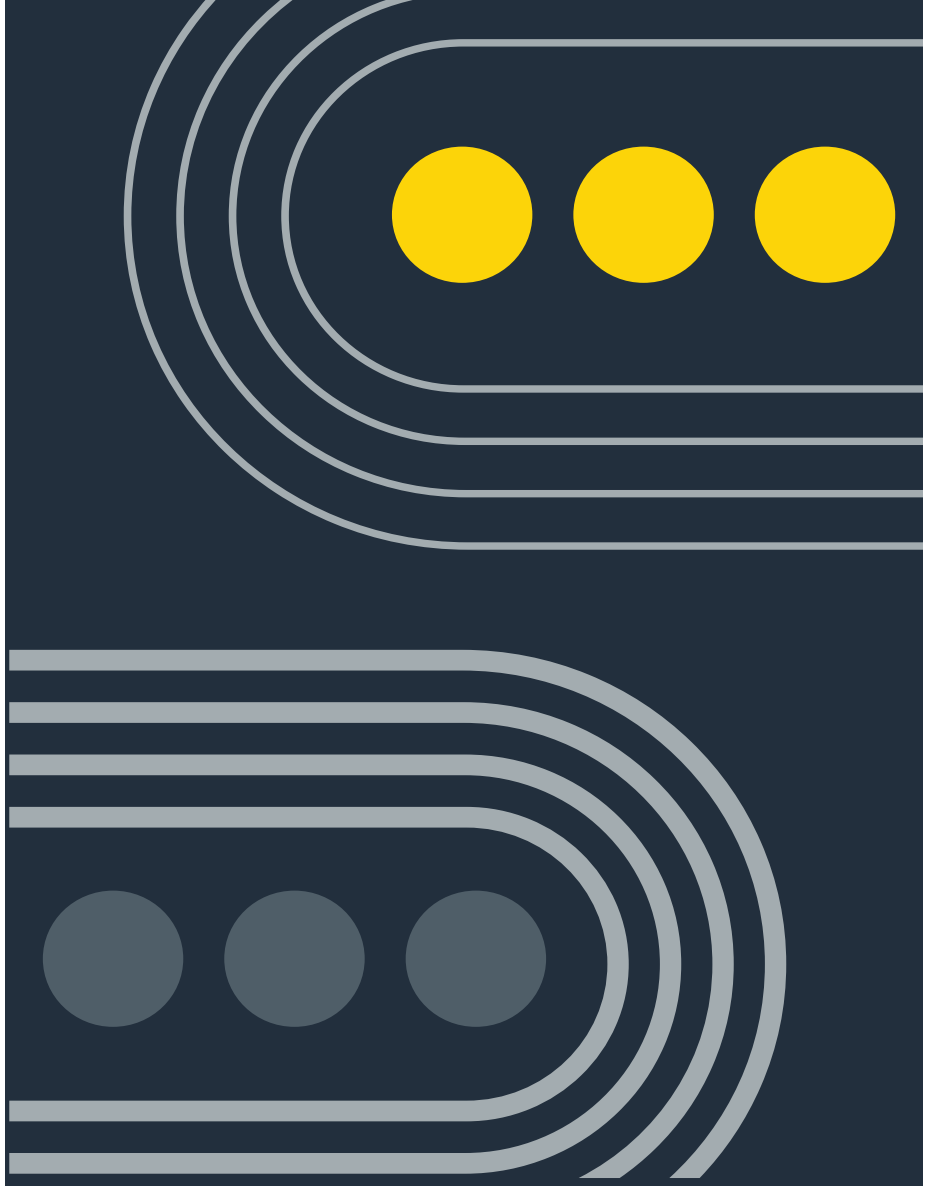
RESUME



FLEXIBILITY

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Illustration

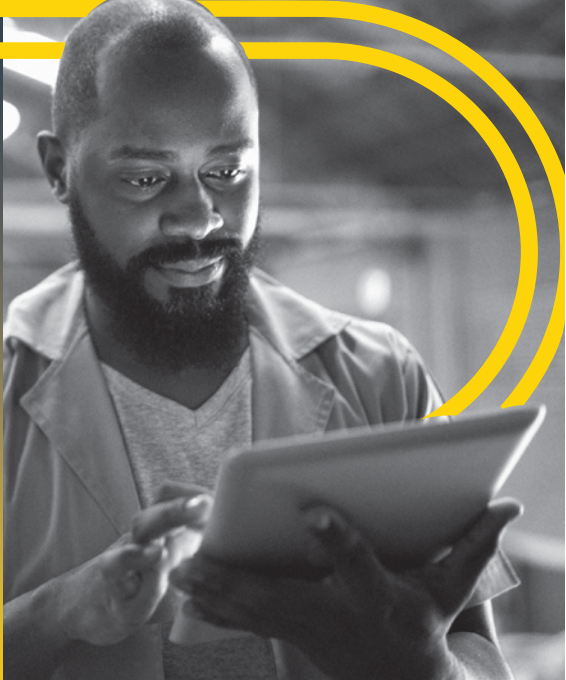




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BUS SHELTER SIGN



BILLBOARD