

Amazon Gift Card Image: Usage Guidelines



AMAZON CONFIDENTIAL

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Gift card artwork

To maintain brand integrity, do not alter the approved gift card artwork, proportion, or color.

Approved card art



✔ Variable gift card



✔ Fixed denomination gift card

Amazon will provide artwork for all required fixed denominations.

Incorrect usage examples



✘ Do not recolor artwork.



✘ Do not change the scale or placement of the denomination.



✘ Do not move, rotate, or re-arrange any elements.



✘ Do not scale the artwork disproportionately.

Contrast

Ensure the gift card image is clearly visible against the background color.



❌ Do not place the gift card image over a photo background that does not provide enough contrast.



❌ Do not place the gift card image over a photo background that is too busy.



✅ The squid ink card is clearly visible against the background.

Clear space

Clear space around the gift card image is incredibly important. Do not overlap text within the minimum clear space. You can, however, stack multiple gift cards on top of each other within the clear space.

The clear space scales in proportion to the size of the gift card image, so when the image gets bigger, the clear space should too.



The minimum clear space is based on the primary Amazon logo. It is not based on the localized Amazon logos.



❌ Do not overlay text on top of the gift card image. The text is impeding on the minimum clear space.

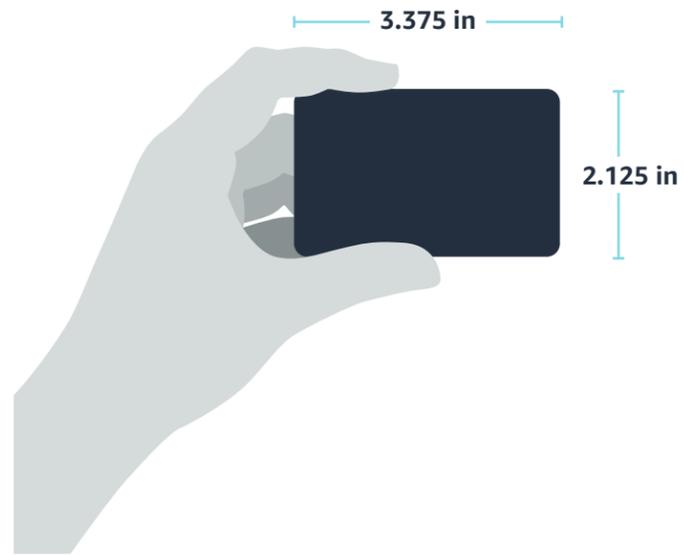


✅ The composition has been adjusted to provide minimum clear space for the gift card image.

Usage (continued)

Scale

The scale of the card artwork should be realistic in relation to the objects around it.



In real life, the gift card is approximately the size of a standard credit card.



❌ The scale of the gift card is too large.



✅ The gift card is scaled realistically within the scene.

Shadows

Use shadows to realistically set the gift card image within the scene.

Specify 25%–50% opacity multiplied for the drop shadow. Ensure the scale, distance, and blur creates a subtle, slightly off-set drop shadow that matches the direction of other shadows in the scene.



❌ The size/blur of the shadow is too large, giving the appearance that the card is floating. Additionally, it does not clearly correlate with the light source.



❌ The shadow is too opaque (set to 80% opacity). Additionally, it does not correlate with the light source, and the distance is off-set unrealistically.



✅ The shadow is subtle, off-set realistically, and correlates to the direction of the light source within the scene.

