Amazon Payments Trademarks and Usage Guidelines

The following document discusses Amazon's Trademarks & Usage Guidelines to ensure a positive customer experience for those buyers interacting with Amazon Payments™. This document is only relevant to those users who have signed the Amazon Payments User Agreement. If you have not signed the Amazon Payments User Agreement, you do not have permission to use the Amazon Payment trademarks.

Amazon reserves the right to revise these Guidelines at any time, and Amazon will exercise its sole discretion in enforcement of them, in association with the Marketing Toolkit and the Amazon Payments User Agreement, to ensure a positive customer experience.

Amazon Payments trademarks

You may use the designated Amazon Payments trademarks online, solely to identify that Amazon Payments is available as a method of payment on your website or application, provided that (a) you maintain an account in good standing with Amazon Payments subject to the terms of the User Agreement, and (b) you strictly adhere to these Guidelines and use the designated Amazon Payments trademarks only as indicated below. Any use of the Amazon Payments trademarks in violation of these Guidelines shall automatically terminate the limited license granted herein.

Definitions
"Amazon Payments trademarks" refer to the collection of branding features such as payments marks, graphics, and payment buttons which you use to communicate to your customers that you now accept the Amazon Payments service. The below chart summarizes some of the specific logo features of the Amazon Payments Trademarks and their functionality. You can learn more about marketing this functionality in the Marketing Toolkit.

Amazon Payments branding features

Feature	Description	Example
Amazon Payments Logo	Designates the Amazon Payments service	amazonpayments™
Amazon Payments Payment Mark	Use Payment Marks within your site where you refer to the other payment methods you accept to communicate to your customers that you now accept Amazon Payments.	amazonpayments™ VISA DISCOVER MasterCard amazon payments™
Payment buttons	Your customers place orders by clicking these button images which you place on your website.	Checkout with amazon The Simple, Trusted Way to Pay Checkout with amazon The Simple, Trusted Way to Pay Pay Now with amazon The Simple, Trusted Way to Pay Pay Now with amazon The Simple, Trusted Way to Pay Pay Now amazonpayments™
		Checkout with amazon The Simple, Trusted Way to Pay Checkout with amazon The Simple, Trusted Way to Pay Pay Now with amazon The Simple, Trusted Way to Pay Pay Now with amazon The Simple, Trusted Way to Pay Pay Now amazonpayments™

		Pay Now amazonpayments™	Pay Now amazonpayments™
		Subscribe with amazon The Simple, Trusted Way to Pay	Subscribe with amazon The Simple, Trusted Way to Pay
		Subscribe with amazon The Simple, Trusted Way to Pay	Subscribe with amazon The Simple, Trusted Way to Pay
		Subscribe amazonpayments™	Subscribe amazonpayments™
		Subscribe amazonpayments™	Subscribe amazonpayments™
Donation buttons	Your customers can make charitable contributions by clicking these button images which you place on your website.	Donate with amazon The Simple, Trusted Way to Pay	
		Donate with amazon The Simple, Trusted Way to Pay	Donate with amazon The Simple, Trusted Way to Pay
		Donate amazonpayments™	Donate amazonpayments™
		Donate amazonpayments™	Donate amazonpayments™
Graphics	Use graphics on your website to inform your customers that you now accept Amazon Payments.	Now accepting amazonpayments™	Pay easily with amazonpayments™

Usage Requirements

1. Place the appropriate Amazon Payments trademarks prominently on your website to communicate to your customers that you now accept Amazon Payments.

2. You may use the Amazon Payments trademarks solely for the purpose authorized by Amazon, if you have signed the Amazon Payments User Agreement and are in good standing.

3. You may not alter the Amazon Payments trademarks in any manner. See examples of correct and incorrect usage below:

   Correct Trademarks Usage:

   ✔ amazon payments™ ✔ Checkout with amazon

   ✔ amazonpayments™ VISA DISCOVER MasterCard ✔ Now accepting amazonpayments™

   Incorrect Trademarks Usage:

Do not stretch, scale up, scale down and or alter the size of the trademark in any way.

Do not rotate, flip or alter the orientation of the trademark in any way.

Do not fade, darken or alter the shade of the trademark in any way.

4. Place Payment buttons, as described in "definitions" section, above or below every existing checkout button or link in your website so that your customers can place orders easily using Amazon Payments. If your customers are required to sign in or create a new account, the Payment buttons must be visible before your customers log in.

5. Your customers must be directed to Amazon Payments upon clicking the Payment buttons, without seeing any intermediate web-pages. Align the Payment buttons with existing checkout buttons on your website.

6. You may not use the Amazon Payments trademarks to disparage Amazon, its products or services, or in a manner which, in Amazon's reasonable judgment, may diminish or otherwise damage Amazon's goodwill in the Amazon Payments trademarks.

7. The Amazon Payments trademarks must appear with reasonable spacing (at least 2px) between each side of the Trademarks and other graphic or textual elements.

8. You must include the following statement in any materials that include the Amazon Payments trademarks: *The Amazon Payments logo is a trademark of Amazon.com, Inc. or its affiliates*.

9. You acknowledge that all rights to the Amazon Payments trademarks are the exclusive property of Amazon, and all goodwill generated through your use of the trademarks will inure to the benefit of Amazon.

10. ALT/TITLE ATTRIBUTE: The Alternative Text (alt/title attribute of the image tag) should must either be set to the following text, or be left blank: "Pay using Amazon Payments"

11. HYPERLINKING: You will make your best effort to link the "Amazon Payments mark" and "Amazon Payments logo" (as depicted above) directly to the following URL, wherever technically feasible: http://payments.amazon.com

If you have questions about these guidelines or use of this or any other AMAZON trademarks, please contact trademarks@amazon.com for assistance, or write to us at: Amazon.com, Inc., Attention: Trademarks, PO Box 81226 Seattle, WA 98108-1226