

amazon freight

Brand Standards

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Amazon Freight is fueled by purpose: to put the power of Amazon behind each and every one of our partners.



WHY?

As an Amazon brand, we are customer-obsessed—and that means we want to equip our partners with what they need to succeed. It means we deliver the Amazon experience for freight. *And we do it all with our signature smile.*



Welcome to Amazon Freight.



Amazon Freight is more than just a freight partner. We're an engine of opportunity for shippers, carriers, and drivers alike.

The Amazon Freight brand reinforces that opportunity by harnessing the appeal of the Amazon experience—commonly loved among all our audience segments. By leaning into our brand idea of *putting the power of Amazon behind your business*, we leverage the innate credibility and customer-obsession of the Amazon parent brand, while speaking to the network, assets, technology, and reliability that will help our partners find success and grow their businesses.

The Amazon Freight brand delivers a whole new way for us to appear in the marketplace—both in how we look and how we sound.

This book contains everything marketers, designers, and everybody else associated with Amazon Freight need—from positioning to tone and voice to visual identity and more—to bring the new brand to life. Consider it a tool that will guide us as we strive to build a single, unified brand.



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Throughout the guide, look for specific reference call-outs that can point you to other documentation and assets you'll need as you begin activating the new Amazon Freight brand.

EXAMPLE RESOURCE CALL-OUT BELOW:

RESOURCE

Meridian_Web_Stickersheet_3.4.1.sketch



BRAND FRAMEWORK

BRAND VISION

A brand vision is a north star for the future of the business—specific to Amazon Freight.

*Amazon Freight helps shippers, carriers, and drivers **succeed** by being the most **trusted** transportation **partner**—all around the **globe**.*

SUCCEED

Success looks different across each of our audiences, but we enable our customers to accomplish their goals, whether that's saving time, increasing efficiencies, growing their business, or improving their way of life.

TRUSTED

We earn trust with our audiences by delivering the most reliable, consistent, efficient, and hassle-free experience in transportation.

PARTNER

We foster relationships and treat our customers like true partners.

GLOBAL

As we evolve, we will deliver a global experience.



POSITIONING STATEMENT

A positioning statement is the summation of our unique offering—a concise description of how we serve our target customers better than the competition. It represents how we want our brand to be perceived in the industry, each word conveying what Amazon Freight stands for, both today and on the road ahead.



POSITIONING STATEMENT

For shippers, carriers, and drivers, Amazon Freight brings the **Amazon experience** to freight transportation, enabling our **partners** to leverage our **network, assets and technology** to put the power and **opportunities** of Amazon to work for them.

AMAZON EXPERIENCE

Leveraging the innate credibility and customer-obsession of the Amazon parent brand, which has a positive halo effect on perceptions of Amazon Freight, and is equated to reliability, efficiency, speed, and ease of use.

PARTNERS

In this relational business, the idea of a “partnership with Amazon” appealed to all audiences.

NETWORK

Shippers can share our lanes to realize cost savings and premium performance. Our shared network becomes a catalyst of growth for carriers and drivers, providing a wide selection of reliable work and technology to run efficiently.

ASSETS AND TECHNOLOGY

There is heightened interest in a company offering the technology and tools of a digital freight broker with the assets of a carrier among shippers, carriers, and drivers. The combination “sounds like the best of both worlds,” as it delivers on efficiency and simplicity.

OPPORTUNITIES

“Amazon Freight has promise,” and those opportunities translate to a partnership for years to come.



BRAND IDEA

Our brand idea captures the essence of our positioning, and summarizes the unique benefit we deliver to our customers.

Putting the power
of Amazon behind
your business.



BRAND NARRATIVE

Amazon Freight came to life because we saw an opportunity to improve the freight transportation industry as a whole by leveraging Amazon's innovation and logistics network to open doors for shippers, carriers, and drivers alike. We are fueled by our purpose: to put the power of Amazon behind each of our partners to equip them to succeed. We enable shippers to ship confidently, by letting them tap into our network, technology, and expertise. We empower carriers to find consistent work, AFPs to add assets, and help each grow their business. We are redefining the driving lifestyle, with better standards for safety and schedules. Everything we do is driven by our customer-obsession and desire to add the most value to the businesses of our partners. No matter which side of the road you're on, we're here to put Amazon to work for you.



BRAND VALUES

TENACIOUS

We strive to bring the world-class Amazon experience to freight shipping for all of our partners, and never settle in pursuit of those standards.

INVENTIVE

The freight industry is moving in real-time. Continuous improvement and optimization is essential to our business, and we invent and reinvent to stay ahead of the curve and deliver a loveable experience. Our entrepreneurial mindset channels into helping our partners grow their businesses, or start one from scratch, and is reimagining the lifestyle of those on the road.

AUTHENTIC

We treat our customers like true partners. Our pricing is clear, our communication is transparent, and our conversations are genuine.

PURPOSEFUL

We make intentional decisions, choose words wisely, and are willing to walk away from business if it doesn't make sense for us. We'll never sacrifice performance or safety for the sake of revenue or cost savings.

**OUR BRAND VALUES
SHOWCASE OUR CHARACTER,
GUIDE OUR DECISION MAKING,
AND REFLECT WHO WE
WOULD BE AS A PERSON.**



BRAND VOICE & TONE



BRAND VOICE

Our voice and tone is, quite simply, the way our brand sounds when we communicate. Informed by our brand strategy, it is intended as a guiding light for all points of communication-both internal and external. By adopting a singular voice, we ensure uniformity and consistency among all communications, no matter who authors them.

Our voice is built out of four brand traits and serves as a foundation for our messaging style and tone. It allows writers and content creators to have a “filter” for making creative decisions. Our voice is differentiated from our peers and competitors, but embodies the Amazon personality.

POSITIVELY RELIABLE

WELCOMING EXPERT

STRAIGHT SHOOTER

AMAZONIAN



BRAND VOICE: POSITIVELY RELIABLE

At the end of the day, our partners want to work with someone they can trust to get the job done right. Our language should focus on the opportunities and possibilities that exist with Amazon Freight, continually highlighting our optimism and our commitment to delivering the highest quality service.

We are: Dependable, dedicated, intentional, optimistic, certain, confident, assuring, positive

We are NOT: Unsure, inconsistent, over-promising

We are CLEARLY NOT: Scattered, flaky, shady, insecure, scared (hesitant), negative

→ **POSITIVELY RELIABLE**

WELCOMING EXPERT

STRAIGHT SHOOTER

AMAZONIAN



BRAND VOICE: WELCOMING EXPERT

We have the expertise, know-how, and ability to provide exceptional value to the freight industry. Our language should reflect this, while maintaining the warmth, welcoming, and accessible tone indicative of a true partner.

We are: Knowledgeable, imaginative, empathetic, warm, sincere, friendly, inventive, visionary, smart

We are NOT: Overly technical, out-of-touch, haughty, pedantic, singular, artificial, boastful, lofty

We are CLEARLY NOT: Arrogant, dismissive, cold, stand-offish

POSITIVELY RELIABLE

→ **WELCOMING EXPERT**

STRAIGHT SHOOTER

AMAZONIAN



BRAND VOICE: STRAIGHT SHOOTER

We speak in a way that prioritizes clarity and integrity over fluff. Our language is straightforward, never using flash to distract from our offerings. When we speak, our audience should feel like they can trust us because we are open and genuine.

We are: Concise, clear, steadfast, resourceful, trustworthy, direct

We are NOT: Overly aspirational, emotional, theatrical, funny/humorous, absolute

We are CLEARLY NOT: Dramatic, salesy, disingenuous, wordy

POSITIVELY RELIABLE

WELCOMING EXPERT

→ **STRAIGHT SHOOTER**

AMAZONIAN



BRAND VOICE: **AMAZONIAN**

Amazon Freight takes cues from the Amazon parent brand, and seeks to validate favorable perceptions of Amazon. While Amazon Freight bears distinct brand elements, our language should reflect the personality and the spirit of innovation you'll consistently find across the Amazon ecosystem.

We are: Welcoming, simple, empowering, authentic, creative, strategic, clever, up-beat, championing

We are NOT: Basic, uncertain, limiting, unsure

We are CLEARLY NOT: Rote, confusing, depressing, slow, inconsequential

POSITIVELY RELIABLE

WELCOMING EXPERT

STRAIGHT SHOOTER

→ **AMAZONIAN**



MESSAGING STYLE BASICS

With every message we create, we look to embody our brand voice. Here are some ways you can make that happen:

We use active voice whenever possible.

Use active voice whenever possible to give our writing more authority and energy. This also helps keep messaging concise, simple, and engaging.

We are genuine and honest.

It's easy to default to language that borders on being a little too boastful. Try to avoid that. We want to sound confident, but never in a bragging sort of way. Avoid making grandiose claims or using superfluous adjectives. Just be genuine. Be honest. More than anything else, be a good partner. We are here to help them—our shippers, our carriers, and our drivers. The language you use will help drive long-term relationships with our partners.

We always consider who we're talking to.

With multiple different audience segments, it's important to keep in mind who we're talking to in our communications. To speak the language of each of our audiences. Hone your messaging in a way that is relevant to the segment and the situation. And avoid Amazon-specific terminology.

We sound conversational, but not unprofessional.

We like to sound conversational in our communications—personable, friendly, and relatable. Doing so will help us manifest the idea of partnership. Whenever possible, write in the first-person, and use pronouns like we, us, and you.



MESSAGING STYLE BASICS

With every message we create, we look to embody our brand voice. Here are some ways you can make that happen:

LIKE THIS: Assuring, genuine, active voice, conversational
We're here to help you ship confidently.

With Amazon Freight, you can leverage the power of Amazon's shipping network. When you book a load with us, you not only gain access to the reliability expected from the world's most customer-centric company, you can also take advantage of competitive rates, simple billing, online payments, and invoicing.

NOT LIKE THIS: Salesy, disingenuous, passive voice, dramatic
Businesses of all sizes get unparalleled savings by using Amazon Freight.

It's never been easier for businesses to save big on shipping! When you're booking a load through our easy-to-use, self-service portal, taking advantage of the best rates, simple billing, online payments, invoicing and more is within your grasp!



INCLUSION & ACCESSIBILITY

Your messaging has impact—sometimes in different ways than intended. We celebrate the diverse backgrounds and experiences of our customers, and develop communications that are respectful and inclusive. Always be intentional about your audience and how they will receive the material communicated in each use case.

When building customer-facing materials, consider these questions:

- Is my messaging free of non-inclusive pronouns and phrases that could be insensitive?
- Is my language considerate of the socioeconomic and educational background of my audience?
- Do my materials need to be translated to another language?
- Could someone quickly scan this document and recognize the material?
- Is my content accessible to anyone using a screen reader, keyboard navigation, or Braille interface, and to users of all cognitive capabilities?



EDITORIAL GUIDELINES

Amazon Freight uses the same editorial style as the master brand, based on the Chicago Manual Style. The preferred dictionary is Merriam-Webster. Below is a snapshot, but refer to the master texts for any copy and messaging questions not listed here.



EDITORIAL GUIDELINES

AMPERSANDS

- Use ampersands (&) for page titles and short titles.
- Use the full word “and” in headlines and body copy.

CAPITALIZATION

- Sentence case is primary usage for all communications.
- Title case can be used for category names, titles of three words or less, proper nouns, and branded terms.
- Titles/Captions should use all caps.
- Brand names are stylized according to their specific guidelines.Ex. FourKites, FreightWaves, DAT Solutions.

COLONS

- Avoid colons, unless explicitly needed to forge a connection between a message and the text that follows.
Agenda: Discuss network alignment opportunities.
- Don't include colons after labels on form fields.

COMMAS

- In a series of items, add a comma before the final conjunction: “Red, yellow, and blue.” This is known as a serial comma, a series comma, or an Oxford comma.

CONTRACTIONS

- Use contractions, like can't and that's. They are direct, concise, and conversational.

EMOTICONS/EMOJI

- Do not use anywhere except social media.

EXCLAMATION POINTS

- Do not use exclamation points, as it may prove difficult in other languages. It also could erode our sense of trust, as it could appear over-eager and inauthentic.

HYPHENS

- Two or more words that collectively act as an adjective (creating a compound adjective) should be hyphenated when they appear immediately before the noun they modify. (On-time delivery. High-priority lane.)
- Multiple hyphens should be used when adding words
- 1- and 2-hour delivery window.
- For compound nouns and verbs, check the dictionary.

NUMBERS & DATES

- Spell out months and days of the week, unless short on space, then abbreviate; do not abbreviate months that have five or fewer characters.
- If the date is today or tomorrow; just say “today” or “tomorrow.”
- It's recommended to write time numerically. Use a.m. and p.m. (lowercase, with periods) in longer-form copy, but in all other instances, use AM and PM (all caps, no period) with no spaces: 3PM.

QUOTATION MARKS

- Use single quotation marks for feature references, e.g., Select ‘Yes’. Do not use double quotation marks unless attributing copy to a person. Periods and commas always go inside quotation marks. Colons and semicolons always go outside quotation marks.

SEMICOLONS

- Use a semicolon to combine two sentences that have a logical connection. Don't use a semicolon with a conjunction (e.g. but, and, or).

STYLING

- Use the numeral and spell the word hour whenever possible (2-hour). In cases where space is limited, it is okay to abbreviate hour to hr (2-hr).
- Note there is no period after hr.

TENSE

- In most cases, write in the present tense. In cases where it makes sense to use the past or future tense, use simple verb forms.

TIME

- Separate the time by an en dash with no surrounding spaces. 9AM–9PM Daily.



OUR AUDIENCES



AUDIENCES: AN OVERVIEW

Our audiences cover two separate categories: those who use our shipping services to move their freight and those who partner with us to get the job done. Each audience has a different set of benefits associated with them, as well as different expectations for the process and end result. Across the board, our audiences expect a reliable, consistent, and dependable experience — that's table stakes for them. But those who partner with us look for an Amazon-worthy experience that will set us apart from the rest.

ENTERPRISE SHIPPERS

SMALL BUSINESS SHIPPERS (SMBs)

CARRIERS

DRIVERS



AUDIENCES: ENTERPRISE SHIPPERS

Enterprise Shippers are the largest shippers in size (defined by having more than \$750M in revenue), and often source a mix of freight solutions for their business. Generally speaking, they have a large volume of shipments, a fairly complex supply chain, and are varied geographically. For this audience, any one delay or issue could affect dozens of other shipments — so getting the job done right the first time is critical. However, their own internal complexities create a need for flexibility and visibility when working with a shipping partner, whether it's in pick-up times, scheduling, or last-minute changes. Enterprise Shippers expect professionalism from their shipping provider, as it informs their perception of efficiency and communicability. They are more focused on sustainability efforts than smaller shippers, and are intrigued by Amazon's global and multimodal presence.

→ **ENTERPRISE SHIPPERS**

SMALL BUSINESS SHIPPERS (SMBs)

CARRIERS

DRIVERS



AUDIENCES:

SMALL BUSINESS SHIPPERS (SMBS)

Small Business Shippers (SMBs) are small to medium-sized customers (defined by having less than \$750M in revenue) with shipping volumes ranging in size from a few loads shipped a month to hundreds. Generally speaking, SMBs tend to be more price-conscious than Enterprise Shippers, although they tend to pay higher prices due to contract volume. They have to be scrappier to secure business than Enterprise level shippers, and a deal goes a long way for them. At the end of the day, reliability is still paramount, and their leash is short for freight service providers who can't deliver on performance.

ENTERPRISE SHIPPERS

→ **SMALL BUSINESS SHIPPERS (SMBs)**

CARRIERS

DRIVERS



AUDIENCES: CARRIERS

Our Carrier partners power our business, quite literally. They run the fleets that move Amazon's freight and the freight of our shippers. Carriers seek professionalism and clear communication throughout their engagement. They desire reliability defined through the lens of predictable work available to them that suits their working model and helps grow their business. Many are willing to sacrifice steeper rates for consistency, but some look to last-minute opportunities for higher-pay. All desire fair, on-time payments. Carriers also often have an excellent perspective of the Driver experience, and challenges for their drivers often become challenges for them—including recruiting and retaining their drivers.

ENTERPRISE SHIPPERS

SMALL BUSINESS SHIPPERS (SMBs)

→ **CARRIERS**

DRIVERS



AUDIENCES: DRIVERS

Drivers are most importantly looking for consistent work and a frictionless, simplified experience. Drivers are used to being flexible and working whenever is needed, but when they have the option to schedule their work in advance, they'll opt for that. They loathe last-minute changes and disruptions, which can have a profound effect on their quality of life. Drivers respect a transportation partner who treats them professionally, respects their time, and clearly communicates.

ENTERPRISE SHIPPERS

SMALL BUSINESS SHIPPERS (SMBs)

CARRIERS

→ **DRIVERS**



AUDIENCE-SPECIFIC VALUE PROPS

Our value propositions reflect the unique key benefits Amazon Freight provides to each specific audience and highlights why our customers choose to partner with us. These value propositions should be used to inform and guide the development of copy and messaging.

Overall Value Proposition for: **SHIPPERS**

For businesses who want to tap into the efficiency, technology, and control available across Amazon's network for their own shipping needs, Amazon Freight delivers. When your network overlaps ours, you get to leverage our world-class performance, competitive pricing, and Amazon-worthy reliability. Amazon Freight is your chance to put Amazon to work for you.

Overall Value Proposition for: **CARRIERS & DRIVERS**

Amazon Freight opens the door for carriers and drivers to tap into the safety-first culture, reliability, and technology of Amazon, bringing consistency and simplicity to your day-to-day and helping you grow your business.



VALUE PROPS FOR: ALL SHIPPERS

AMAZON-WORTHY RELIABILITY.

We treat your freight like our own, while delivering efficiency and peace of mind from quote to delivery.

COMPETITIVE RATES.

We share our lanes to offer shippers premium service for an exceptional value.

SELF-SERVICE SIMPLICITY.

Onboard instantly and book spot loads 24/7 on our self-service portal. Manage shipments easily, add facilities on demand, and save time with simple billing, online payments, and invoicing.

ASSET-BASED. TECHNOLOGY DRIVEN.

Our model blends the best of both traditional and digital freight worlds—combining advanced technology and tools with 30,000+ owned trailers and relationships with 30,000+ trusted carrier partners to deliver on simplicity and performance.

FULL VISIBILITY.

Our all-in spot and contract rates are transparent through booking. GPS tracking and technology gives you full visibility into shipment status.

24/7 SHIPPER SUPPORT.

Our shippers come first. As earth's most customer-centric company, we provide around-the-clock support and network monitoring for every shipment.

Overall Value Proposition for:

SHIPPERS

For businesses who want to tap into the efficiency, technology, and control available across Amazon's network for their own shipping needs, Amazon Freight delivers. When your network overlaps ours, you get to leverage our world-class performance, competitive pricing, and Amazon-worthy reliability. Amazon Freight is your chance to put Amazon to work for you.



ADDITIONAL VALUE PROPS FOR: ENTERPRISE

Enterprise shippers leverage the SMB value props, with additions specifically for their audience.

OUR VISION INCLUDES MORE THAN TRUCKING.

Amazon Freight is your gateway into putting Amazon logistics to work for you. Our close partnerships with transportation teams across Amazon will offer opportunities to optimize your network across more modes and geographies.

OPTIMIZING FOR SUSTAINABILITY.

Our network optimization tool improves loaded drive time, resulting in more optimized tours and fewer empty miles. We are a contributor to Amazon's goal of being net carbon zero by 2040.

SEAMLESS TECHNOLOGY INTEGRATION.

We integrate with Shippers' existing technology and processes to offer instant quotes and booking through select transportation management systems (TMS) via EDI or API connections.

Overall Value Proposition for:

SHIPPERS

For businesses who want to tap into the efficiency, technology, and control available across Amazon's network for their own shipping needs, Amazon Freight delivers. When your network overlaps ours, you get to leverage our world-class performance, competitive pricing, and Amazon-worthy reliability. Amazon Freight is your chance to put Amazon to work for you.



ADDITIONAL VALUE PROPS FOR: INBOUND SHIPPERS

A SEAMLESS SOLUTION FOR SHIPPING TO AMAZON FACILITIES.

We waive transportation related chargebacks for vendors to add even greater value to our premium service WePay shippers can use self-service tools to make pickup date changes directly to make shipping more simple. We waive transportation related chargebacks for vendors to add even greater value to our premium service.

AUTOMATION ENHANCES SPEED AND PREDICTABILITY.

Inbound shippers receive automatic appointment delivery scheduling (within 30 minutes), and visibility from pickup through delivery. WePay shippers save time with a near "one-click" shipment creation experience, receive shipment consolidation nudges, can consolidate their facilities needed to ship to, and improve speed to market with updated website messaging based on shipment status. Sellers and vendors receive automatic appointment delivery scheduling (within 30 minutes), and visibility from pickup through delivery.

Overall Value Proposition for: SHIPPERS

For businesses who want to tap into the efficiency, technology, and control available across Amazon's network for their own shipping needs, Amazon Freight delivers. When your network overlaps ours, you get to leverage our world-class performance, competitive pricing, and Amazon-worthy reliability. Amazon Freight is your chance to put Amazon to work for you.



VALUE PROPOSITIONS FOR: CARRIERS

Our three Relay programs enable carriers to easily source work that fits within their goals and lifestyle.

SCALE YOUR BUSINESS, SIMPLY.

Carriers can easily apply to be a Relay carrier and instantly access loads in a few clicks with **Relay Load Board** or **Post-A-Truck** to reduce empty miles and idle time by sharing when and where your trucks are available.

CONSISTENT WORK—ON YOUR TERMS.

With several hassle-free booking options, carriers can secure single or multi-week **Short-Term Contracts** weeks in advance.

FAST, ACCURATE, AND EASY PAYMENTS.

Amazon Freight payments are quick and easy, and carriers are paid every week. Amazon-generated invoices and real-time access to invoice history reduces manual work and ensures transparency.

Overall Value Proposition for: **CARRIERS & DRIVERS**

Amazon Freight opens the door for carriers and drivers to tap into the safety-first culture, reliability, and technology of Amazon, bringing consistency and simplicity to your day-to-day and helping you grow your business.



VALUE PROPOSITIONS FOR: AMAZON FREIGHT PARTNER (AFP)

SMALLER CARRIERS CAN GO BIG.

The Amazon Freight Partner (AFP) program is designed to help ambitious small carriers and owner-operators grow their business with Amazon by offering long-term opportunities through consistent work within the Amazon Freight network.

STATE-OF-THE-ART AMAZON-BRANDED TRACTORS.

Amazon Freight Partners get access to Amazon-branded sustainable tractors with advanced safety features and zero down payment. Carriers and drivers can also leverage Amazon technology to improve efficiency.

EVERYTHING TO HELP YOUR BUSINESS SUCCEED.

Carriers who join the Amazon Freight Partner program get access to a variety of exclusive benefits, including maintenance on Amazon-branded tractors, replacement tractors, and Amazon-negotiated offers for employee health care, tractor insurance, car washes, and more.

REINVENTING THE TRUCKING LIFESTYLE.

We're improving the driver lifestyle with better schedules, higher standards, a more comfortable in-cab experience, and less time waiting.

Overall Value Proposition for:

CARRIERS & DRIVERS

Amazon Freight opens the door for carriers and drivers to tap into the safety-first culture, reliability, and technology of Amazon, bringing consistency and simplicity to your day-to-day and helping you grow your business.



VALUE PROPOSITIONS FOR: DRIVERS

SIMPLY EFFICIENT TECHNOLOGY

With the industry-leading Relay for Drivers app, drivers can get visibility to assigned work paired with real-time driver alerts for load cancellations. Electronic in-yard instructions and automated facility check-in/out process reduce driver dwell time.

SAFETY-FIRST CULTURE

Truck-specific navigation safely leads drivers to yard entry gates through commercial-friendly routes accounting for low bridges, weight limits, and other restrictions. With Amazon-branded tractors, drivers get access to advanced safety technology in-cab, including Relay Electronic Logging Devices and SafeDrive.

Overall Value Proposition for:

CARRIERS & DRIVERS

Amazon Freight opens the door for carriers and drivers to tap into the safety-first culture, reliability, and technology of Amazon, bringing consistency and simplicity to your day-to-day and helping you grow your business.



VISUAL IDENTITY



BRANDMARK

The Amazon Freight brandmark is a combination of the Amazon Operations brandmark and the word “freight” set in Amazon’s proprietary typeface Amazon Ember.

The Amazon Smile is a key graphic element of our brand and reinforces our friendly, helpful attitude, and the fact that we do everything from A to Z.



BRANDMARK VERSIONS

There are a limited number of approved versions of the Amazon Freight brandmark. The preferred orientation of the brandmark is horizontal.

There are three approved colorways, but the primary color combination should be used whenever possible.

The brandmark is available in RGB and CMYK versions to accommodate digital and print needs.

THE STACKED LOGO:

Available for use in very limited cases and small space uses, such as an app icon. To request use, please contact the Brand Team.



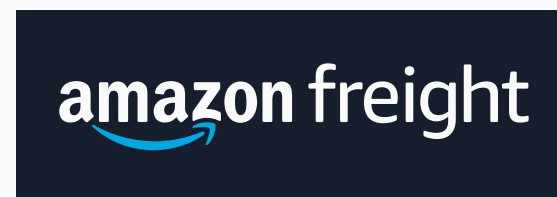
RESOURCE: [Download logo files.](#)



2-COLOR (PRIMARY COLOR COMBINATION)

Use whenever possible, always on light backgrounds.

CLEAR SPACE EQUAL TO WIDTH OF 'G'



2-COLOR (SECONDARY)

Use only on dark backgrounds.



1-COLOR (SQUID INK)

Use on backgrounds that would cause contrast issues with the Prime Blue smile.



1-COLOR (WHITE)

Use only on dark backgrounds.

MINIMUM SIZE
72PX (1IN) WIDE

MINIMUM SIZE
48PX (.66IN) WIDE



PROHIBITED BRANDMARK ALTERATIONS

No approved Amazon Freight brandmark should be altered in any way other than size, in which case it should always scale with constrained proportions.

Only the colorways found on the previous page are approved for use. **Never alter the colors of the approved brandmarks.**

If you have any additional questions regarding appropriate or approved use of the Amazon Freight brandmark, please contact: [Alex Trevisan](#).



DO NOT distort the brandmark.



DO NOT use unapproved colorways.



DO NOT rotate the brandmark.



TYPOGRAPHY

Typography plays an integral part in expressing our character and underscores our tone of voice. The correct use of typography creates hierarchy and smooths communication.

Amazon Ember is Amazon's proprietary typeface. It's design elements reflect our approachable nature.



FONT WEIGHTS AND STYLES

Amazon Ember is the primary typeface for Amazon Freight. Campaign-specific fonts can be introduced but must be approved by Amazon prior to launch.

Amazon Ember comes in 6 weights, giving you flexibility when it comes to using font styles to create emphasis. Each weight is also available in italics for *added* emphasis.

TITLES/CAPTIONS: Titles (such as the first word of this sentence), and captions should use **Amazon Ember Heavy**, set in **all-caps**. Titles should be five words or less in length.

HEADLINES: All headline copy should be sentence case, and set in **Amazon Ember Regular**.

BODY COPY: All instances of body copy should be set in **Amazon Ember Light**. The **Regular Weight** can be used to emphasize a word or term, or enhance retention. Additionally, the Regular Weight can be used for text smaller than 12pt.

Amazon Ember Heavy
Amazon Ember Bold
Amazon Ember Medium
Amazon Ember Regular
Amazon Ember Light
Amazon Ember Thin



FONT SIZES AND LEADING

The Amazon Freight typography system relies on the 8pt grid. Font sizes should be multiples of 8 (exceptions can be made for text smaller than 16pt).

The leading (commonly known as line spacing) should also be a multiple of 8, and the Baseline Grid should have increments every 8pts. (24pt font would have a leading of 32pt. 16pt font would have a leading of 24pt. And 12pt font would have a leading of 16pt.)

Adopt the 8pt grid system to make working in digital formats easier. Most screen resolutions are multiples of 8, and many developers build products based on the 8pt grid system.

TRACKING & KERNING: Do not adjust the natural tracking measurement of Amazon Ember. Minimal kerning is allowed if necessary.

FONT SIZE : LEADING

64pt : 72pt

56pt : 64pt

48pt : 56pt

40pt : 48pt

32pt : 40pt

24pt : 32pt

16pt : 24pt

12pt : 16pt

8pt : 8pt

TITLE, HEAVY, ALL CAPS

This sentence case headline is set in 16pt Amazon Ember Regular. The leading is 24pt.

This example paragraph is set in 12pt Amazon Ember Light. The leading is 16pt. Both the headline and body copy align to the 8pt baseline grid. When creating separation between headlines, sub-headlines, and body copy, make sure to step down (or up), an increment in size using the chart to the left.

THIS CAPTION IS SET IN 8PT AMAZON EMBER HEAVY, ALL CAPS, WITH 8PT LEADING.



COLOR PALETTE

At its most basic, color is an identifying element that makes the brand feel more consistent and cohesive across multiple mediums and messages.

At a deeper level, color is evocative. It creates emotion, attraction, and psychological, subconscious response. The Amazon Freight brand uses color as an identifying element to cultivate recognition and consistency.



PRIMARY COLORS

Squid Ink and Prime Blue connect us with the Amazon Operations color palette. When combined with Meridian's Green, it creates a unique color family for Amazon Freight.

USAGE:

Squid Ink is the primary color choice for Amazon Freight, and should be used for headline text and body copy, as well as the stroke outlines of all [illustrations](#).

Prime Blue should be used for CTA messaging, hyperlinks, buttons, icons, and the occasional background color.

Jungle Green should be used as an accent color, or used to call out important elements.

SQUID INK

HEX: 232F3E

RGB: 35, 47, 62

CMYK: 85, 72, 51, 52

PMS: 432C, Black 6U



PRIME BLUE

HEX: 00A8E1

RGB: 0, 168, 225

CMYK: 74, 14, 0, 0

PMS: 2995C, 2202U



JUNGLE GREEN

HEX: ADE422

RGB: 174, 209, 54

CMYK: 37, 0, 100, 0

PMS: 160-8C, 160-8U



SECONDARY PALETTE

The secondary palette consists mostly of grays of varying values, and other colors sourced from the Meridian palette for user experience purposes, such as Red or Yellow for warnings or error messages.

SHADES OF GRAY:

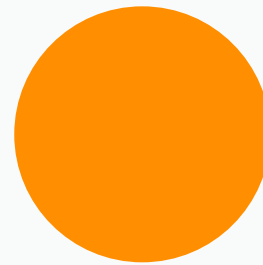
Gray-50 can be used as a background color as well as for headline and body copy text on dark backgrounds. **Gray-400** is for graphic elements like separators or rules. And **Gray-500** is for captions or other text of less emphasis. All other shades of gray should be used only when necessary, and at designers' discretion.

BACKGROUND COLOR:

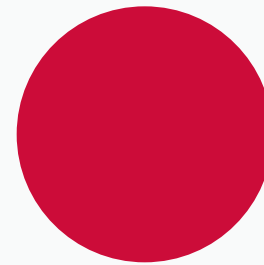
Dark Squid Ink is slightly darker in value than Squid Ink, and should be used as a background color only.



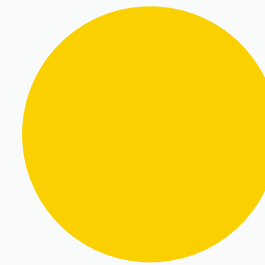
DARK SQUID INK
 HEX: 161E2D
 RGB: 22, 30, 45
 CMYK: 86, 76, 54, 66
 PMS: 432C, Black 6U



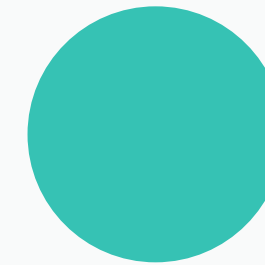
SMILE ORANGE
 HEX: FF9900
 RGB: 255, 153, 0
 CMYK: 0, 45, 95, 0
 PMS: 1375C, 2010U



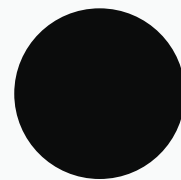
RED
 HEX: CC0C39
 RGB: 204, 12, 57
 CMYK: 13, 100, 80, 3
 PMS: 193C, 193U



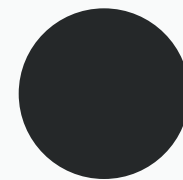
YELLOW
 HEX: FAD000
 RGB: 250, 208, 0
 CMYK: 3, 16, 100, 0
 PMS: 7405C, 7404U



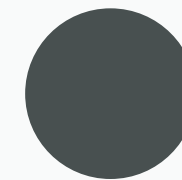
TURQUOISE
 HEX: 36C2B4
 RGB: 54, 194, 180
 CMYK: 67, 0, 37, 0
 PMS: 7465C, 7465U



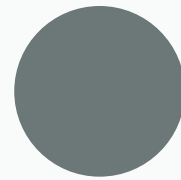
GRAY-800
 HEX: 0B0C0C
 RGB: 11, 12, 12
 CMYK: 69, 56, 57, 35
 PMS: N/A



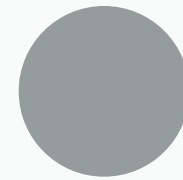
GRAY-700
 HEX: 252829
 RGB: 37, 40, 41
 CMYK: 74, 67, 66, 85
 PMS: 426C, Black 6U



GRAY-600
 HEX: 485050
 RGB: 72, 80, 80
 CMYK: 69, 56, 57, 35
 PMS: 446C, Black 6U 97%



GRAY-500
 HEX: 6C7778
 RGB: 108, 119, 120
 CMYK: 60, 44, 46, 12
 PMS: 444C, 445U



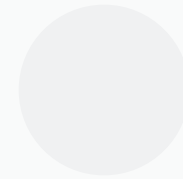
GRAY-400
 HEX: 949C9C
 RGB: 148, 156, 156
 CMYK: 45, 32, 35, 1
 PMS: 443C, 443U



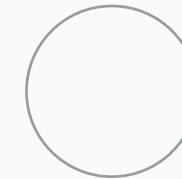
GRAY-300
 HEX: BBC0C1
 RGB: 187, 192, 193
 CMYK: 27, 19, 20, 0
 PMS: 441C, 441U



GRAY-200
 HEX: E7E9E9
 RGB: 231, 233, 233
 CMYK: 8, 5, 6, 0
 PMS: 420C 40%, 420U 35%



GRAY-100
 HEX: F0F1F2
 RGB: 240, 241, 242
 CMYK: 4, 3, 2, 0
 PMS: 420C 20%, 420U 20%



GRAY-50
 HEX: F9FAFA
 RGB: 249, 250, 250
 CMYK: 2, 0, 1, 0
 PMS: 420C 5%, 420U 5%



PHOTOGRAPHY

Photography is an essential component of telling the Amazon Freight story. Our photographic style is both functional and emotional—in order to strike a chord with our customers and be easily implemented in many use cases. These photography guidelines have been built from brand learnings and represent an approach that is ownable, polished, and customer-centric.

When designing, look to use photography first, supplemented with illustration if/when necessary. Photography is an important design element to showcase our assets and customers and helps to establish an emotional connection with our brand.



PHOTOGRAPHY TENETS

AVOID CLUTTER

Don't complicate the image with unnecessary detail. Have a single focal point and experiment with depth of field and simple backgrounds to leave room for copy and design.

DYNAMIC

Inline with the Amazon brand, we are never in stasis. Amazon Freight is always moving forward and helping our customers do the same, both literally and figuratively. Look for photo opportunities that capture movement and various times of day to highlight the 24/7 nature of our product and service.

BRIGHT & NATURAL

Our customer-obsessed brand is warm and inviting, as reflected in our photography. Shots showcase natural colors, without heavy overlays or filters.

BE HUMAN AND AUTHENTIC

Our photography is genuine, approachable, and optimistic. Transportation is a relational business, and Amazon Freight is focused on our customers, improving their lives and businesses. Photography captures real life and shots of people should be natural, candid, and not staged.

ANGLES ARE YOUR FRIEND

Use top down, ground up or human sight line angles, but only one per shot. Various angles in different shots provide variety and further promote the dynamic nature of our brand and customers.

THINK SUSTAINABLY

Both from an environmental and functional standpoint. Use photography to capture green landscapes and natural backgrounds that advance our sustainability message. Images should be able to serve multiple purposes and last for months or years.



ON THE ROAD PHOTOGRAPHY

Photography should be relevant to the message being delivered in a specific piece of communications. Images of tractors and trailers will tell a different story to a small business shipper than it will to a carrier partner, so consider photography as a part of the overall story.

On the road photography shows just that: Amazon Freight's work in action. In line with the Amazon brand, this photography shows movement and progress. The Amazon Freight brand is always moving and helping our customers and partners achieve their goals.



LIFESTYLE PHOTOGRAPHY

Lifestyle photography should still be relevant to the message being delivered and features the people behind the work. This look brings a level of authenticity to our brand.

DIVERSITY & INCLUSION

Our customers represent people from many different walks of life. It's crucial we reflect this by showing diversity in skin color, gender, body type, and age. Think intentionally about your customers, and choose photography that's diverse and representative of your audiences. When casting, aim for "real people" talent as opposed to overly-commercial looks and models. Better yet, highlight actual customers and employees when possible, to further enhance the authenticity of our brand.



COVID-19 PHOTOGRAPHY GUIDELINES

During the COVID-19 pandemic, be extra thoughtful in using photography and the message it conveys. Use photography featuring people in masks, practicing social distancing when:

- Creating materials that speak to safety and COVID-19 directly.
- Showcasing Amazon employees in an Amazon facility.

For general marketing materials or assets with a longer shelf life, use of standard photography is acceptable.



BRANDED BLUE CABS

Our branded blue cabs represent the Amazon Freight Partner program. They should only be used when messaging to a carrier audience that includes AFP carriers.

WHITE OR NON-BRANDED CABS

For assets targeted at shippers, drivers or carriers that are not part of the AFP program, avoid using the AFP branded cab photography. White or other colored cabs should be used.



ICONOGRAPHY & ILLUSTRATION

An icon is a graphic that represents a single concept. Icons are not logos. An Amazon Freight customer should know what a symbol or icon means without explanation—otherwise, the icon is unnecessary visual clutter.

An icon can be used as a visual cue to aid in wayfinding of an experience, to enhance a concept that is important, and to express hierarchy of information.



ILLUSTRATION TENETS & CALL-OUTS

Illustrations should be thoughtfully paired with other elements, such as copy, so that they reinforce the overall message being communicated.

USE COLOR WITH A PURPOSE

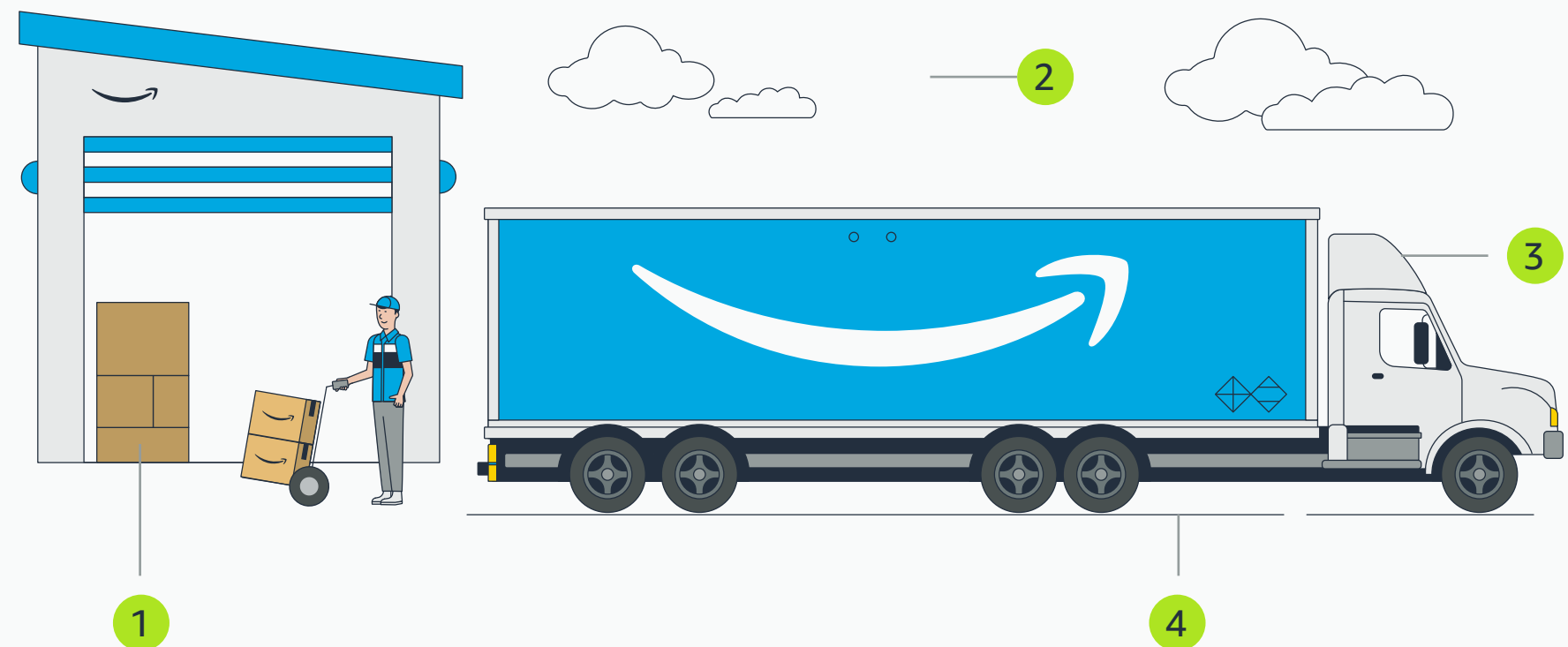
The illustration color palette was selected to help tell the Amazon Freight story. Be intentional with how color is used in illustration to represent how objects and people would appear in the real world.

SIMPLE IS GOOD

Less is more. Do not combine illustrations to tell a more complex story unless absolutely necessary.

THINK SMALL, START BIG

Often times illustrations need to pull double duty across multiple views. All illustrations should work in the largest and smallest form.



- 1 COLOR**
Use the color palette to create color variation based on the messages being illustrated.
- 3 STROKES**
Stroke should be 1pt thick, and thickness should be consistent across the illustration.

- 2 BACKGROUND**
Illustrations should appear on white, but a dark background version is available for hero illustrations.
- 4 GROUNDING LINE**
A dashed horizontal stroke should be used to ground the illustration in space.



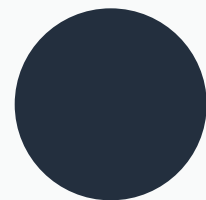
ILLUSTRATION COLOR PALETTE

The illustration color palette expands upon the overall brand color palette by introducing neutrals and browns.

These two additional palettes help bring Amazon's iconic packaging to life and show off the diversity of Amazon Freight customers and employees.

STROKES:

All illustration outlines/strokes should be set in Squid Ink, no exceptions.



SQUID INK

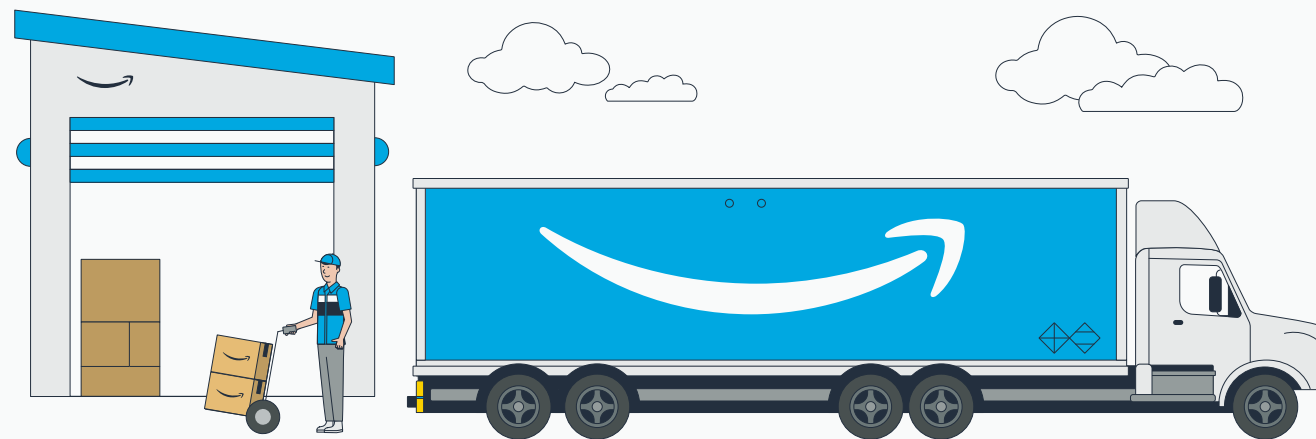
HEX: 232F3E
 RGB: 35, 47, 62
 CMYK: 85, 72, 51, 52
 PMS: 432C, Black 6U



HERO ILLUSTRATIONS

HERO CALL-OUTS

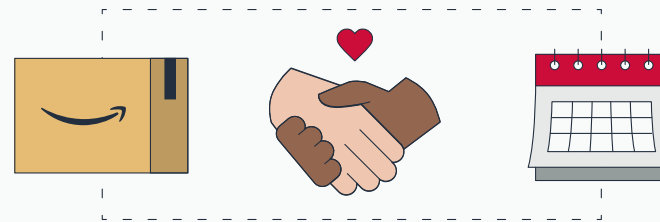
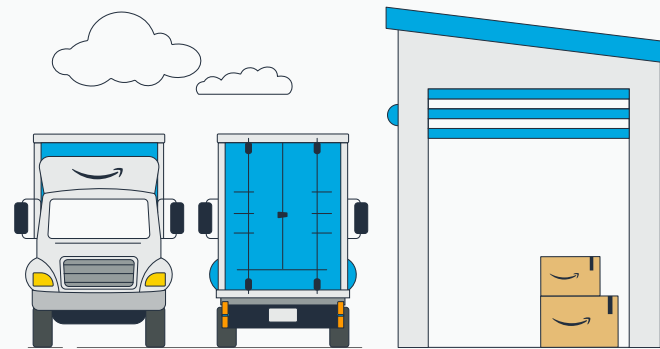
- Use the full-color illustrations to build a more detailed graphic.
- Add in small details such as clouds and grounding road lines.
- The dark background color should be Squid Ink BKGD.



EDITORIAL ILLUSTRATIONS

EDITORIAL CALL-OUTS

- Use the full-color illustrations to build a more detailed graphic, with a smaller artboard than Hero illustrations.
- Add in small details such as clouds, dashed lines, road lines.
- Editorial illustrations should always be used on a white background.



100X100 SPOT ILLUSTRATION LIBRARY

The illustration library is used to build editorial and hero scenes, and is constantly growing. Do not create additional illustrations without consulting with the Amazon Freight brand team.

SPOT
ILLUSTRATIONS



50X50 ICONOGRAPHY

Icons should be used as a visual cue to aid in wayfinding of an experience, to enhance a concept that is important, and to express hierarchy of information. Otherwise, the icon is unnecessary visual clutter. Icons represent various products, systems, and key benefits within the Amazon Freight universe, and should be in the appropriate context.

ONE-COLOR NOTES

- One-color icons should be used as stand alone objects, such as within flyers, presentations, and on the website.
- Icon should be Prime Blue to work on both light and dark back grounds, or white on dark backgrounds.

FULL-COLOR NOTES

- Full-color icons are available for limited use cases, such as small form display advertising.
- The full-color icons should be used on a white background.

UX/UI ICONOGRAPHY

Amazon's Meridian style guide includes a library of 24x24 standard icons and 16x16 utility icons for UI interactions and product design. Utilize these standards for designing product experiences.



CHARACTER ILLUSTRATIONS

USE CHARACTERS SPARINGLY

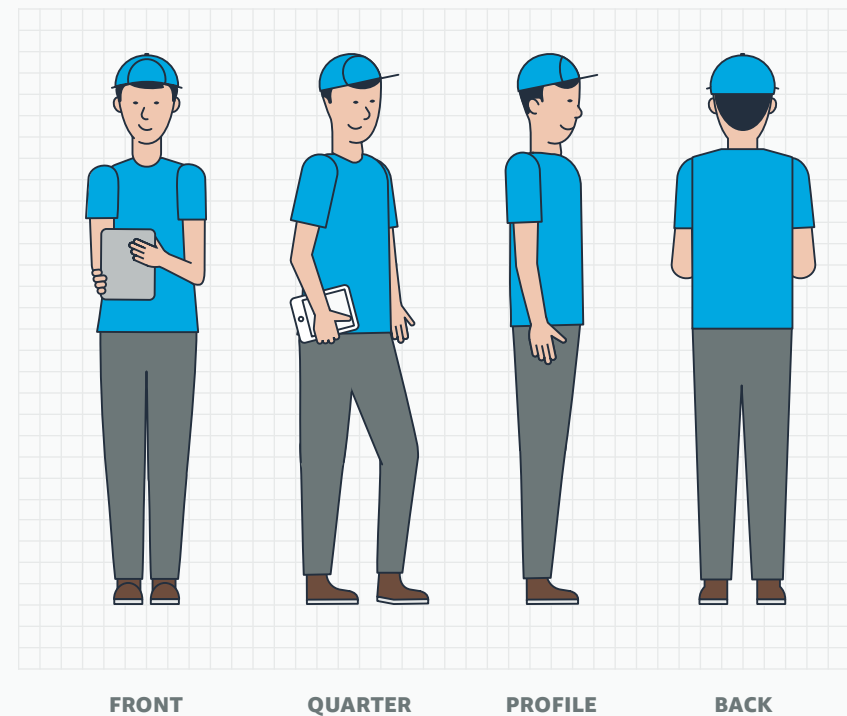
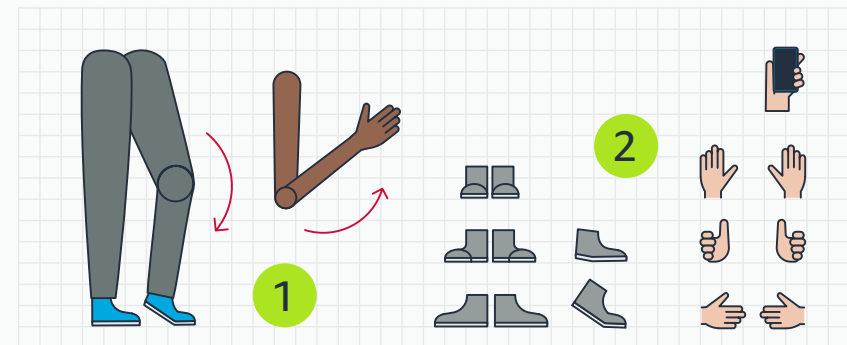
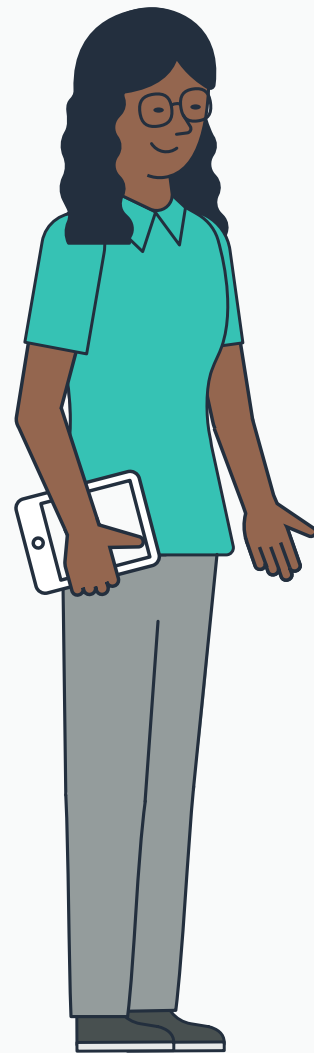
In general, look to create illustrations without people to focus on objects or actions that are most important to our customers.

BUILT FOR MOTION

Characters are built to be motion friendly and handle a variety of different actions that our audiences might make.

1 CHARACTER JOINTS ARE BUILT TO ROTATE ON A CIRCLE TO INDICATE MOTION.

2 HAND AND FEET ASSETS CAN SWAP OUT FOR VARIOUS ACTIONS AS NEEDED.



CHARACTER ILLUSTRATIONS

The characters in our system represent the diversity of shippers, carriers, and drivers all around the world. The character library accommodates a wide variety of character faces, and body diversity can be achieved through height and thickness adjustments.



ILLUSTRATION DETAIL SCALING

As size increases so can the amount of details being shown. The system can accommodate large scenes with backgrounds or simple, single-object spot illustrations for smaller areas.



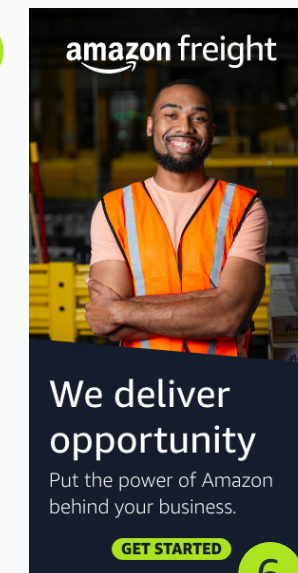
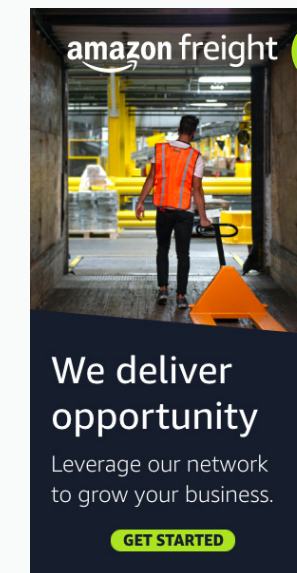
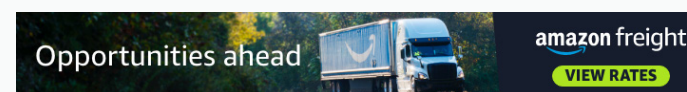
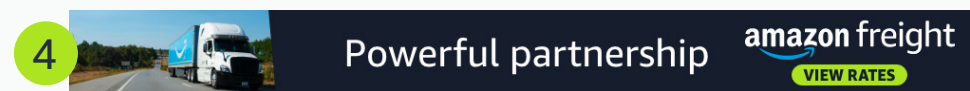
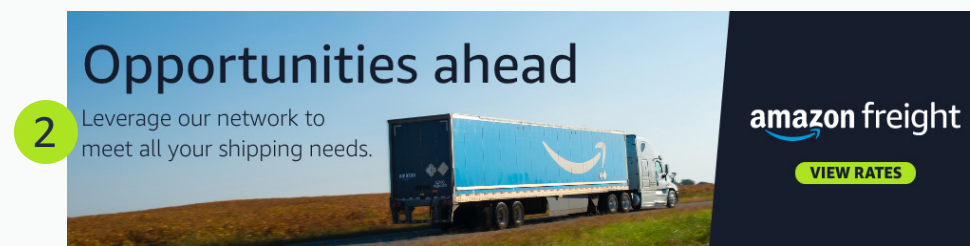
BRAND VISUALS



DIGITAL DISPLAY

Digital display advertising should leverage photography, strong headlines and clear calls-to-action, when possible. Text-based versions can leverage clean backgrounds but should avoid using illustrations unless necessary for animation or movement.

- 1 **HEADLINES:**
ALL HEADLINE COPY SHOULD BE SENTENCE CASE, AND SET IN AMAZON EMBER REGULAR. FOR SIZES AND LEADING SEE PAGE 43.
- 2 **BODY COPY:**
ALL INSTANCES OF BODY COPY SHOULD BE SET IN AMAZON EMBER LIGHT. THE REGULAR WEIGHT CAN BE USED TO EMPHASIZE A WORD OR TERM, OR ENHANCE RETENTION. IF THE DIGITAL DISPLAY SIZE IS SMALLER THAN _____, BODY COPY IS NOT NECESSARY AS THE LEGIBILITY WILL BE LOW. FOR SIZES AND LEADING SEE PAGE 43.
- 3 **ANGLED BACKGROUND:**
ALL SOLID COLOR BACKGROUNDS SHOULD BE ROTATED BY 5 DEGREES TO FORM A SLANT OR ANGLED LINE.
- 4 **PHOTOGRAPHY:**
WHEN POSSIBLE PHOTOGRAPHY SHOULD BE ADDED TO ALL DIGITAL DISPLAYS TO ADD VISUAL INTEREST. IF THE HEADLINE WILL NOT BE PLACED ON THE IMAGE, CROP THE PHOTO TIGHT TO THE CAB OR INDIVIDUAL. IF THE HEADLINE OR BODY COPY WILL BE OVER THE IMAGE, LEVERAGE IMAGES THAT ARE MORE PROPORTIONATELY SKY.
- 5 **LOGO:**
WHEN LOGO IS PLACED ON AN IMAGE USE THE 1-COLOR WHITE VERSION. OTHERWISE USE THE STANDARD TWO COLOR OPTION.
- 6 **CALL TO ACTION BUTTONS:**
CTA TEXT ARE CONSIDERED TITLES AND SHOULD USE AMAZON EMBER HEAVY, SET IN ALL-CAPS.



SALES COLLATERAL

Sales support materials should be engaging with relevant messaging to targeted audiences. Given the specific use case, sales materials may rely more on value propositions and messaging as opposed to brand visuals.

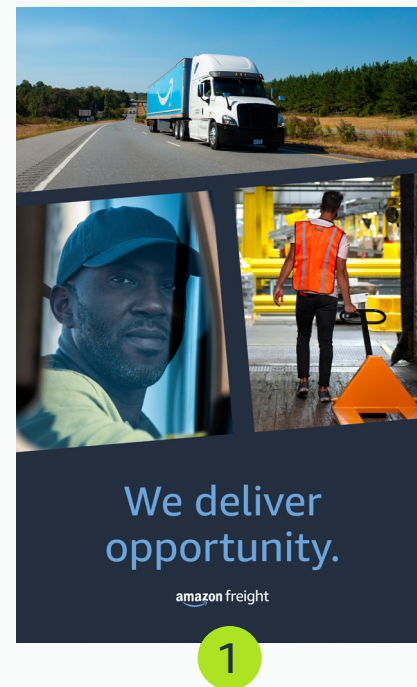
- 1 **LOGO:** WHEN THE LOGO IS PLACED ON AN IMAGE USE THE 1-COLOR WHITE VERSION.
- 2 **HEADLINES:** ALL HEADLINE COPY SHOULD BE SENTENCE CASE, AND SET IN AMAZON EMBER REGULAR. FOR SIZES AND LEADING SEE PAGE 43.
- 3 **BODY COPY:** ALL INSTANCES OF BODY COPY SHOULD BE SET IN AMAZON EMBER LIGHT. THE REGULAR WEIGHT CAN BE USED TO EMPHASIZE A WORD OR TERM, OR ENHANCE RETENTION. FOR SIZES AND LEADING SEE PAGE 43.
- 4 **ANGLED BACKGROUND:** ALL SOLID COLOR BACKGROUNDS SHOULD BE ROTATED BY 5 DEGREES TO FORM A SLANT OR ANGLED LINE.
- 5 **PHOTOGRAPHY:** WHEN POSSIBLE PHOTOGRAPHY SHOULD BE ADDED TO SALES MATERIALS TO ADD VISUAL INTEREST. IF THE HEADLINE WILL NOT BE PLACED ON THE IMAGE, CROP THE PHOTO TIGHT TO THE CAB OR INDIVIDUAL. IF THE HEADLINE OR BODY COPY WILL BE OVER THE IMAGE, LEVERAGE IMAGES THAT ARE MORE PROPORTIONATELY SKY.
- 6 **TITLES:** TITLES (SUCH AS THE FIRST LINE OF THIS PARAGRAPH), AND CAPTIONS SHOULD USE AMAZONEMBER HEAVY, SET IN ALL-CAPS. TITLES SHOULD BE 5 WORDS OR LESS IN LENGTH WHEN POSSIBLE.
- 7 **ICONS:** ICONS SHOULD BE PRIME BLUE TO WORK ON BOTH LIGHT AND DARK BACK GROUNDS, OR WHITE ON DARK BACKGROUNDS
- 8 **COLORS:** FOR ACCESSIBILITY PURPOSES USE A STRONG CONTRAST IN COLORS FOR ALL TEXT.



POSTERS

Posters should attempt to bring the brand to life in a visually engaging way as opposed to heavy messaging and communications around products or offerings. Creative should speak to individual audiences and deliver both pointed and relevant information based on who we are speaking to.

- 1 **LOGO:** WHEN LOGO IS PLACED ON A DARK BACKGROUND USE THE 2-COLOR SECONDARY MARK. WHEN THE LOGO IS ON AN IMAGE USE THE 1-COLOR WHITE VERSION. FOR ADDITIONAL LOGO REQUIREMENTS SEE PAGES 39-40.
- 2 **HEADLINES:** ALL HEADLINE COPY SHOULD BE SENTENCE CASE, AND SET IN AMAZON EMBER REGULAR. FOR SIZES AND LEADING SEE PAGE 43.
- 3 **ANGLED PHOTOS:** IF A COLLAGE OF PHOTOS IS BEING USED. ROTATING THE IMAGES BY 5 DEGREES CAN CREATE A MORE UNIQUE AND INTERESTING DESIGN.
- 4 **BODY COPY:** ALL INSTANCES OF BODY COPY SHOULD BE SET IN AMAZON EMBER LIGHT. THE REGULAR WEIGHT CAN BE USED TO EMPHASIZE A WORD OR TERM, OR ENHANCE RETENTION. ADDITIONALLY, THE REGULAR WEIGHT CAN BE USED FOR TEXT SMALLER THAN 12PT. FOR SIZES AND LEADING SEE PAGE 43.
- 5 **PHOTOGRAPHY:** PHOTOGRAPHY SHOULD BE ADDED TO ALL POSTER DESIGNS TO ADD VISUAL INTEREST AND BETTER COMMUNICATE THE AMAZON FREIGHT STORY.



1



2



3

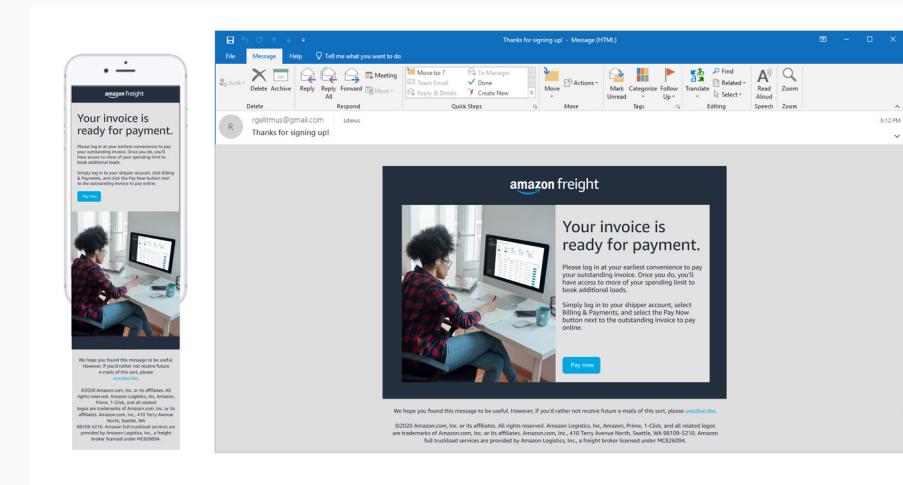
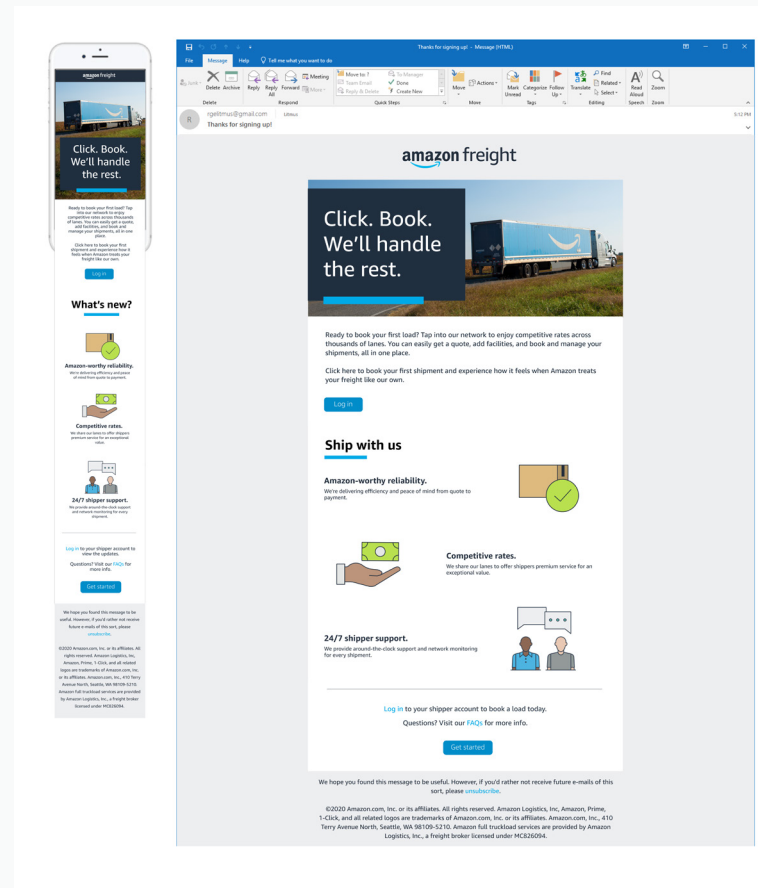


5



EMAILS

Email communications range from welcoming new carriers to Amazon Freight to sending shippers notifications about payments and service interruptions. While messaging points will vary, we should keep visuals rooted in the Amazon Freight brand while adhering to best practices around digital environments.



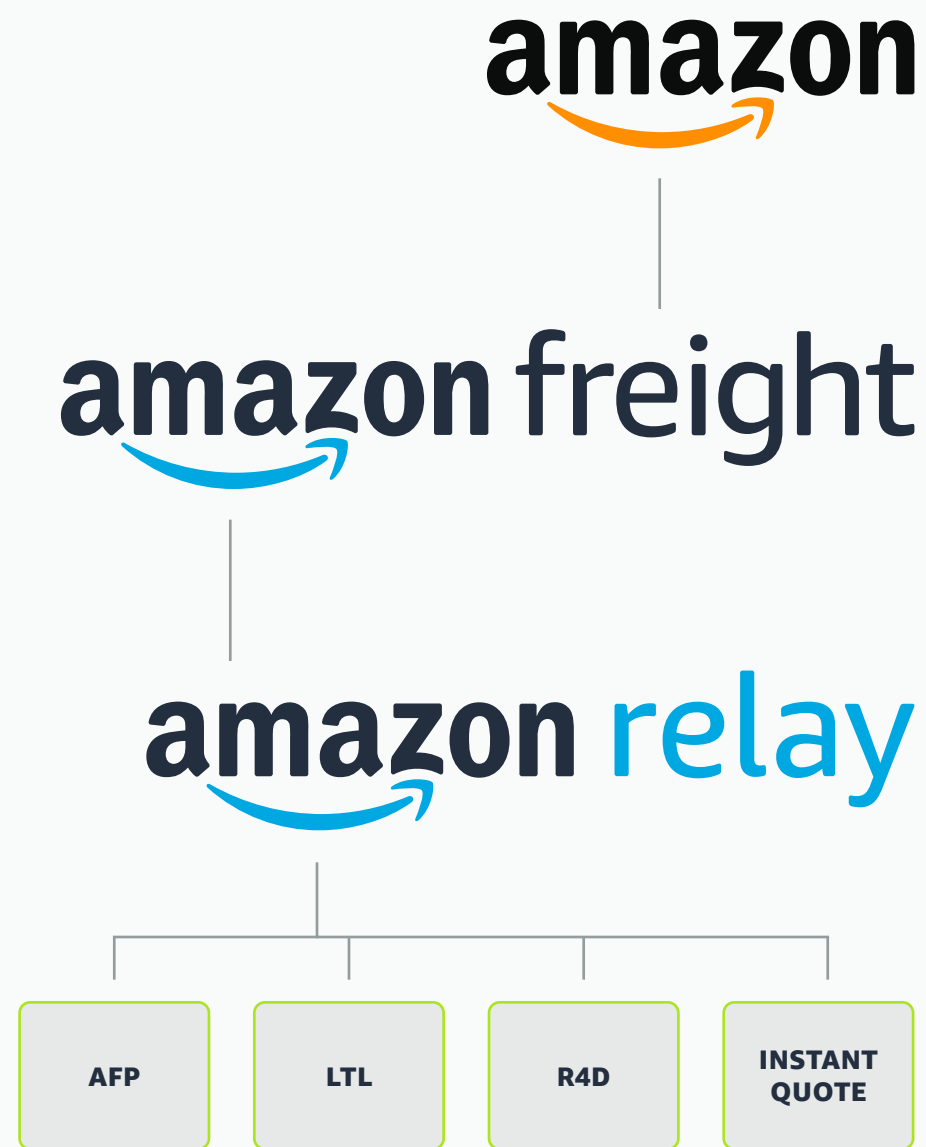
APPENDIX



BRAND ARCHITECTURE

Our brand architecture is structured around categories, programs, products, and services—branded and non-branded—which represent our offering to customers. It showcases how different elements within our brand system are organized, related to one another, and fit within the Amazon parent brand.

View the [full brand architecture](#).



PARENT BRAND

The overarching Amazon brand.

BRAND

Our specific brand offering that stretches the parent brand into a new category—in our case, middle-mile transportation.

PRODUCT BRAND

Amazon Relay is the technology that powers Amazon Freight for shippers, carriers, and drivers.

Note: Long-term, we will explore how to better associate Relay with with overarching AF brand.

NON-BRANDED OFFERINGS

Named or unnamed programs, services, product experiences, and product features that live within the Amazon Freight universe. This is a select sample.



LEGAL & PR GUIDELINES

LANGUAGE TO AVOID

There are certain terms and phrasing to avoid in written communication. Please be thoughtful and cautious of how your message may be perceived by our audiences. All new messaging and communication should be reviewed by PR and Legal before publishing.

DO NOT:

- Refer to Amazon Freight as a carrier.
- Make reference to the size or scale of Amazon.
- Use absolute language, unless it can be substantiated with data (i.e. “We never reject a load.”)
- Publish figures related to growth or revenue.
- Use language that comes across as bragging or self-centered.
- Do not use the terms “market,” “platform,” or “ecosystem.”

BRAND VS. LEGAL ENTITY

A brand is different from a legal entity. “Amazon Freight” is the brand name and used for the purposes of sales and advertising, across all customer touchpoints. “Amazon Logistics, Inc.” denotes the legal entity as a licensed freight broker.

LEGAL DISCLAIMERS

The legal © disclaimer should be used in the footer of all marketing and sales communications.

APPROVED COPYRIGHT LANGUAGE

©2021 Amazon Confidential. Amazon Freight is offered by Amazon Logistics, Inc., a freight broker licensed under MC826094.



QUESTIONS? WE'RE HERE TO HELP.

All customer-facing materials should be reviewed by the Brand Team before being published. Please adhere to these guidelines and submit a [SIM](#) for materials needing review. For any needs relating to this brand book and to request assets, please use the following contact information.

FOR BRAND-RELATED INQUIRIES:

ALEX TREVISAN

Associate Creative Director, Amazon Freight
altrea@amazon.com

JILLIAN KOSIC

Head of Product Marketing, Amazon Freight
jkosic@amazon.com

NOHANA ROONEY

Art Director, Amazon Freight
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MARKETING TEAM ALIAS

af-marketing-escalation@amazon.com



amazon freight

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