



AWS Event Marketing Content Rules and Guidelines

*All content, collateral, booth giveaways, booth graphics, demos, and presentations must be reviewed and approved by AWS prior to **AWS Events**. Any assets, videos, or promos that are not approved or are noncompliant with our guidelines will be pulled at the event.*

*All sponsors that create marketing materials for the **AWS Event(s)** that reference AWS must comply with all the guidelines in the <https://aws.amazon.com/partners/logo-guidelines/>.*

Please submit all files to the AWS Event(s) Sponsor Portal for review before the deadline noted for each event.

Before you submit files for review, please confirm that the most commonly referenced guidelines have been followed. For additional guidelines, review the APN Messaging and Branding Guide.

Does your marketing material follow the guidelines?

In the APN Messaging and Branding Guide

- | | |
|--|--------------------|
| ☐ Includes no statements that insinuate AWS is not secure, not scalable, not cost effective, not accessible, etc. | Section 14 – p. 52 |
| ☐ Does not promote the use of your solutions on other cloud platforms in high-visibility assets such as booth graphics, session content, in-booth demos and videos, and display ads. If you prefer not to refer to AWS specifically, you may reference “the cloud” or “your cloud.” | Section 3 – p. 48 |
| ☐ High-visibility assets shouldn’t include the names or logos of other public cloud providers in copy, graphics, visuals, or images. High-visibility assets include booth graphics, session content, in-booth demos and videos, and display ads. | Section 11 – p. 51 |
| ☐ Any declarative statements around being “the best,” “the first,” “the only,” “the most,” etc. are clearly substantiated by 3rd party research and cited. | Section 13 – p. 51 |
| ☐ Make sure it does not sound like your solution runs “in” AWS or is “integrated in” AWS. It’s more appropriate to reference that your solution runs “on” or “integrates with” AWS. | Section 1 – p. 48 |
| ☐ If used, the AWS Logo is only being used by Select tier and above APN Partners to communicate (1) that your solution supports AWS, or (2) that AWS as a cloud services provider your organization works with, or (3) how your solution works with AWS, subject to certain restrictions. | Pages 8 –16 |

- *If used, the AWS Logo is only used in a website(s), landing pages, email marketing, marketing assets, and event assets. It's not used in ads, social media, or promotional items.* Page 11
- *If the AWS Logo is inside a shape or illustration it follows the "clear space" design requirements, and is not used as a standalone logo, which could be interpreted as co-branding.* Page 8
- *If used, the APN Badge has the correct tier and designations, and only has 1-5 designations on one badge per asset.* Page 26
- *If used, the Powered by AWS Logo, the AWS Marketplace Logo, the AWS Competency Logo, the APN Badge, the APN Training Logo, the AWS Architecture Icon, or AWS Device Qualification Program Logo are up-to-date and not altered.* Pages 17 – 35
- *No AWS Icons, Logos, or Badges are next to your own logo, and no design elements (pipes, ampersands, pluses, x signs, equal signs, etc.) are used to denote the APN relationship.* Page 38
- *Inappropriate or potentially offensive language is not used.* Page 53
- *Your information is factual and can be backed up with supporting data, sources, and references.* Page 53
- *When referring to AWS Marketplace use the phrasing "in" AWS Marketplace, not "on." AWS Marketplace.* Section 18 – p. 52
- *Your logo is the most prominent feature and larger than any AWS or APN logo in your content.* Page 38
- *You have secured approval to use all logos or copyrighted creative material from 3rd party companies.* Section 29 – p. 53
- *No AWS Kickoff logos or branding are used in any assets.* Section 24 – p. 53
- *Diagrams are using the correct architecture icons and labels.* Page 33
- *AWS service names are referenced correctly* Page 54

A collection of the most commonly used service names.

First Use	Subsequent Use
<i>Amazon Web Services (AWS)</i>	<i>AWS</i>
<i>Amazon Simple Storage Service (Amazon S3)</i>	<i>Amazon S3</i>
<i>Amazon Elastic Compute Cloud (Amazon EC2)</i>	<i>Amazon EC2</i>
<i>Amazon Relational Database Service (Amazon RDS)</i>	<i>Amazon RDS</i>
<i>AWS Lambda</i>	<i>Lambda</i>
<i>Amazon DynamoDB</i>	<i>DynamoDB</i>
<i>Amazon GuardDuty</i>	<i>GuardDuty</i>
<i>Amazon CloudFront</i>	<i>CloudFront</i>
<i>Amazon CloudWatch</i>	<i>CloudWatch</i>
<i>AWS CloudTrail</i>	<i>CloudTrail</i>
<i>Amazon Route 53</i>	<i>Route 53</i>
<i>Elastic Load Balancing</i>	<i>ELB</i>
<i>Amazon Aurora</i>	<i>Aurora</i>
<i>AWS CloudFormation</i>	<i>AWS CloudFormation</i>

Resources

- [*Download and review the APN Messaging and Branding Guide*](#)
- [*APN Partner Central*](#)
- [*Most up-to-date icons for architecture diagrams*](#)
- [*APN Marketing Central*](#)
- [*https://aws.amazon.com/co-marketing/*](https://aws.amazon.com/co-marketing/)