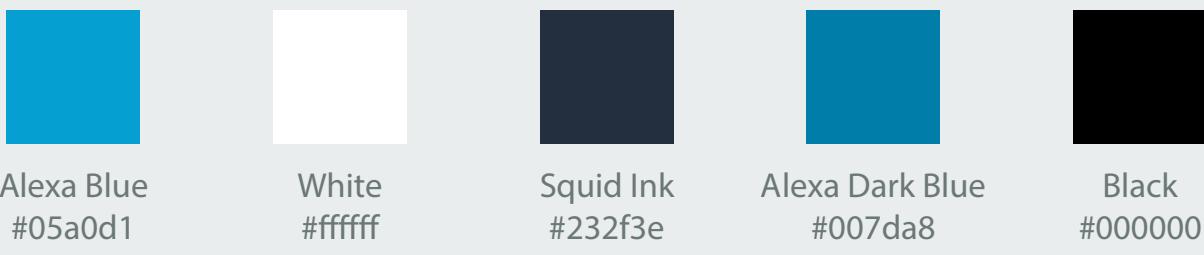


Alexa brand colors

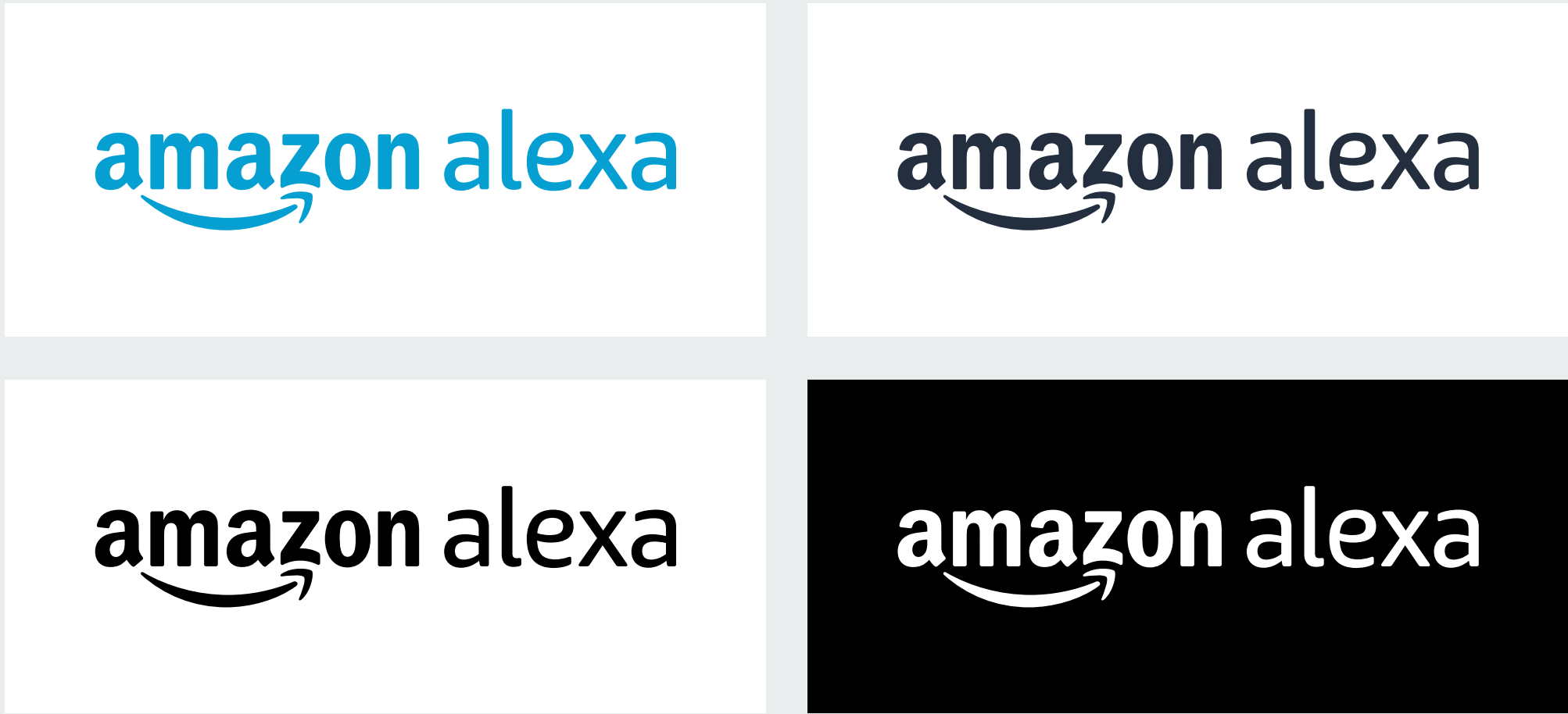


Alexa Smile Logo



The Alexa Smile logo is the primary Alexa brand logo.

Amazon Alexa Logo



In marketplaces the Alexa brand hasn't been fully established, the use of the Amazon logo in conjunction with Alexa is required

Alexa Talk Bubble



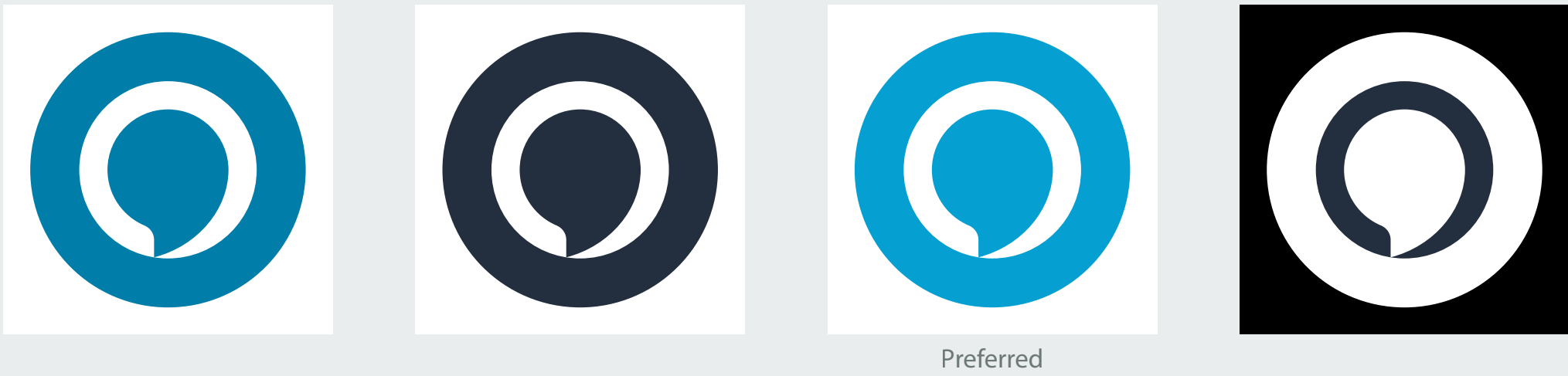
The role of the Alexa talk bubble symbol is to signal interaction and activation. The talk bubble symbol should be used to indicate to a customer that Alexa can be activated within an experience.

Alexa Talk Bubble Small



Use the small Alexa talk bubble logo when the size is at or below 30 px in height and width.

Alexa Talk Bubble Button

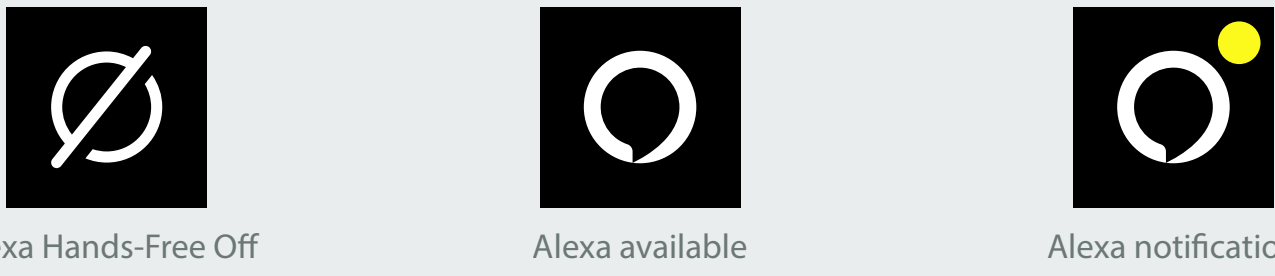


Preferred

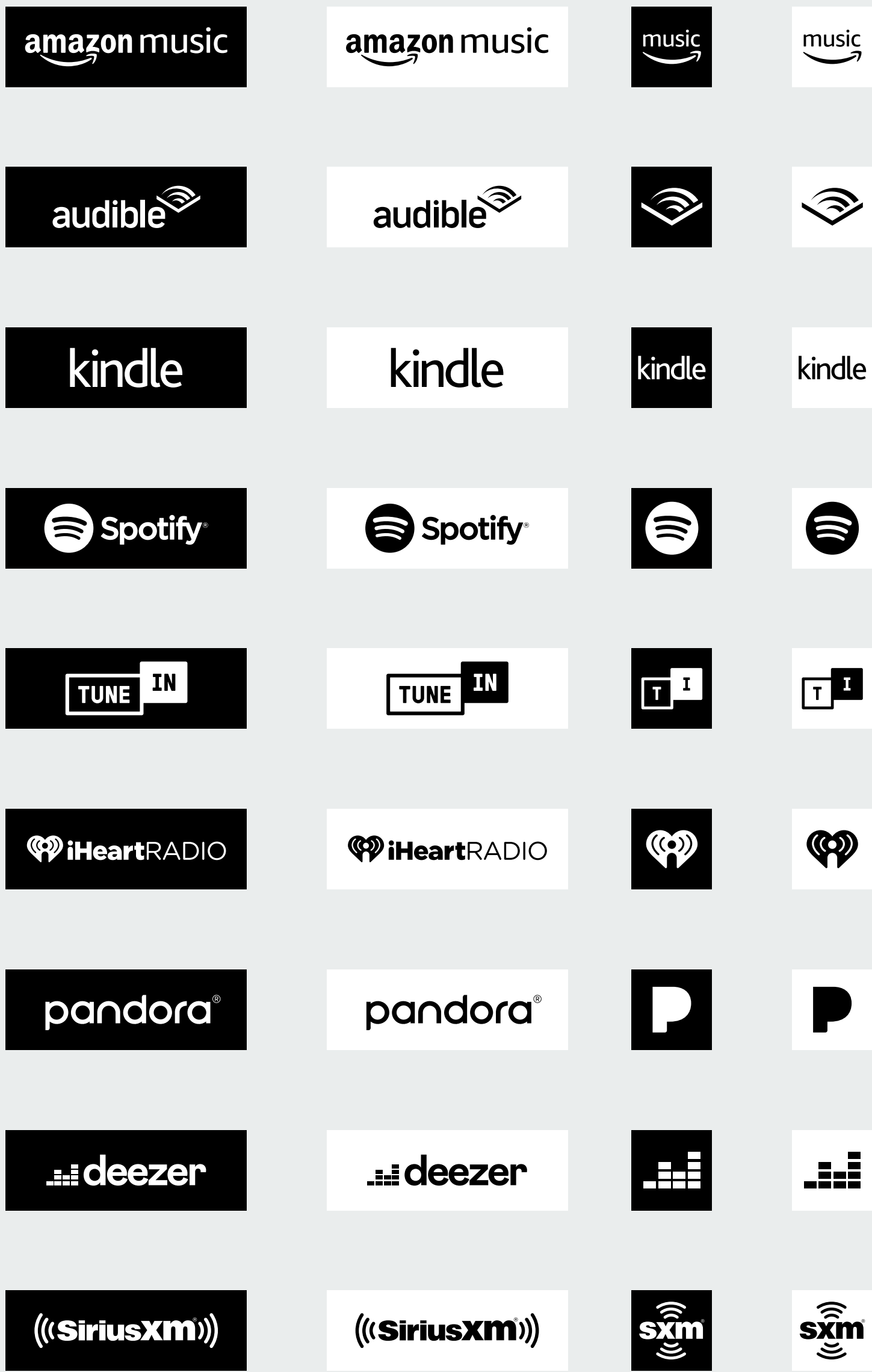
The Alexa talk bubble symbol should be used in a blue circle as a button to signify interaction with Alexa whenever possible.

The blue circle button can be used on both white backgrounds or dark backgrounds. The blue circle is preferred as blue helps customers quickly recognize and identify Alexa. If Alexa is integrated in a UX where a neutral color is required, Squid Ink or black may be used as an exception.

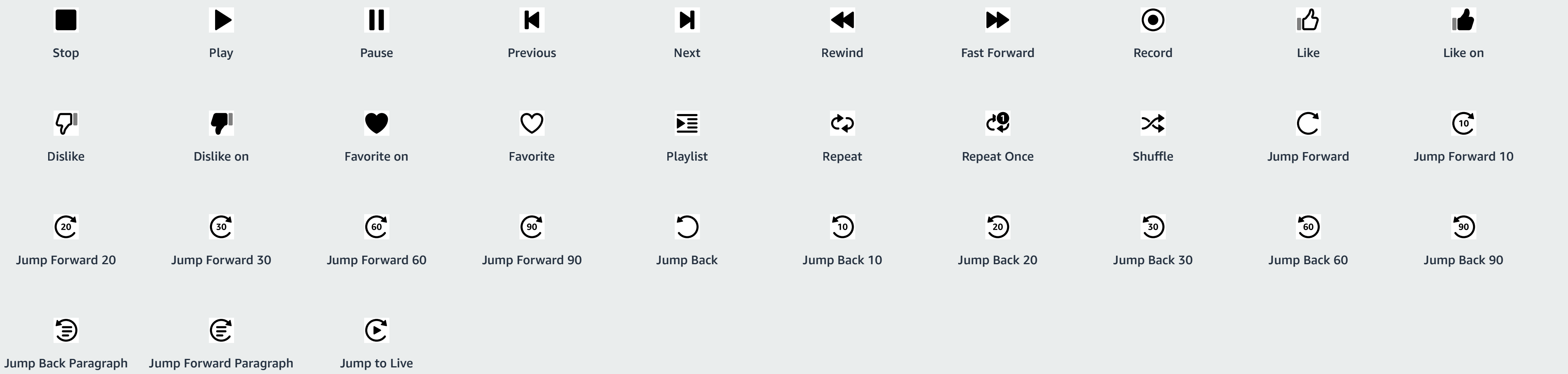
Alexa status



Media providers



Media player icons







alexa

The logo consists of the word "alexa" in a bold, lowercase, sans-serif font. Below the word is a thick, black, curved line that starts under the 'a' and ends under the 'a', with a small arrowhead pointing towards the right, resembling a smile.

alexa

The image shows the word "alexa" in a white, lowercase, sans-serif font against a black background. Below the text is the Amazon smile logo, which is a white curved arrow pointing from the left to the right, ending under the letter 'a'.

amazon alexa

amazon alexa

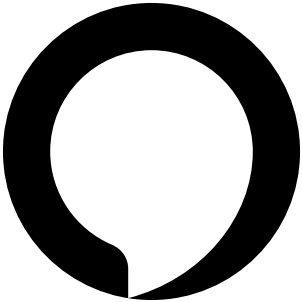
amazon alexa

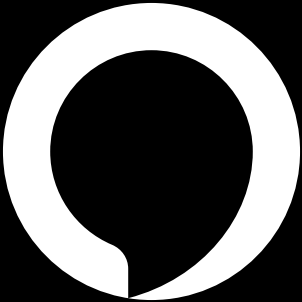
amazon alexa















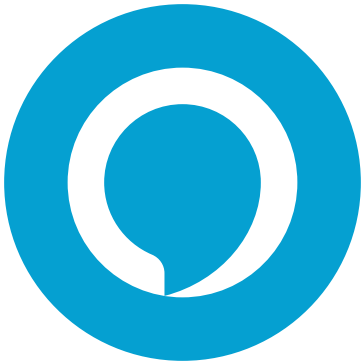




















amazon music

amazon music





audible



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