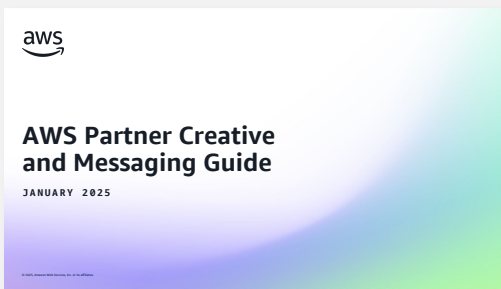




Partner creative and messaging checklist

As an AWS Partner, you're central to the success of Amazon Web Services (AWS) and our customers. You are uniquely qualified to help customers transform and accelerate their journey to the cloud.

Use this checklist to develop marketing assets that highlight your AWS expertise and deliver a consistent, valuable experience to customers.



The [AWS Partner Creative and Messaging Guide](#) available in AWS Partner Central (login required) contains comprehensive guidance on AWS logos and branding treatments, including:

- How to leverage visual and verbal brand treatments
- How to use your AWS Partner badge to showcase your expertise and relationship with AWS
- Messaging guidelines and examples

Content checklist

Before creating assets that reference AWS or use AWS branding, double-check the following:

Are you using AWS branding correctly?

- Use your AWS Partner Badge to highlight your relationship with AWS. Download your badge in [Badge Manager](#). Don't alter any elements of the badge.
- Use a "Powered by AWS" logo only if your application is built on AWS.
- Use an "AWS Marketplace" or "Available in AWS Marketplace" logo only if your application or software is available in AWS Marketplace.
- Ensure that any AWS logos are smaller and less prominent than your own logo. Limit use of AWS branding treatments to one per panel/page/asset.
- Download the latest AWS logos in the [AWS Marketing Toolkit](#) on AWS Partner Central (login required).

Is your information factual?

- Ensure your information can be backed up with data, sources, and/or references.
- Don't make claims about being "the best," "the first," "the only," "the fastest," unless it can be substantiated by third-party research (i.e., Gartner, Forrester, IDC).

Are you referencing AWS services?

- Make sure that references to service names (i.e., "Amazon Redshift," "AWS Outposts"), and/or uses of service or architecture icons are correct. Use the full service name followed by the short name in parentheses on first use.
- Download the latest service names and icons [here](#).



❑ Are you using non-competitive language?

- Don't directly compare products or companies, or companies' strengths or weaknesses.
- Don't include the names or logos of other public cloud companies in copy, graphics, visuals, or images.

❑ Are you avoiding "FUD" (fear, uncertainty, or doubt)?

- Position your security products to demonstrate how they can enhance security for the customer, not to suggest that they are necessary for customers' security.
- Avoid using terms that promote FUD, such as "exploit," "attack," "breach," or "hacker."
- Use messaging on the [AWS Cloud Security page](#) as a guide.

❑ Are you following messaging best practices?

- When speaking about the cloud, refer to AWS as a "cloud provider" or a "cloud services provider."
- Sponsors can be found "in AWS Marketplace" (not "on" AWS Marketplace, or in "the" AWS Marketplace). Similarly, sponsors' solutions run "on AWS" and not "in AWS."

Messaging dos and don'ts

When	Use	Avoid
Describing your relationship with AWS...	AWS Partner Partnering Collaboration Cooperation Working with Relationship	Alliance Strategic alliance
Referring to AWS...	Cloud provider Cloud services provider Architecture Environment Infrastructure	Gateway Ecosystem Platform Cloud platform
Referring to your solutions...	Runs on AWS Support AWS	Runs in AWS
Discussing your security offerings...	Messaging that describes how your solution can add value for customers	Terms that promote fear, uncertainty, and doubt, like exploit, attack, breach, or hacker

Resources

- Find current AWS logos in the [Marketing Toolkit](#) (login required)
- Access [Badge Manager](#) to generate a badge for your company
- Download the latest service names and icons [here](#)

All assets that reference AWS must comply with these guidelines. Noncompliant assets may be pulled at the event.