

EXCERPT FROM AUDIBLE BRAND GUIDELINES  
VERSION 7.0.3

# AUDIBLE LOGO GUIDELINES

FOR MEDIA



# PRIMARY LOGO

The Audible logo, without the Amazon byline, is our **primary, global logo**. It is identical around the world.

The logo is composed of two parts:

- The **Audible wordmark**, set in a customized version of the Brutal typeface.
- The **Audible chevron** (or “mark”), which represents the unleashing of the power of voice. The chevron appears in the superscript position above the right side of the wordmark, indicating that it is Audible, as a brand, that is unleashing the power of voice, and that power is exponential.



# LOGO VERSIONS

The Audible wordmark can either be Soft Black or White.

In two-color applications, the chevron is *always* Solar.

SOFT BLACK	SOLAR
HEX: #2D2D2D	HEX: #F7991C
RGB: 45.45.45	RGB: 248.153.28
CMYK: 70.64.63.64	CMYK: 0.46.99.0
PMS: BLACK 7C/BLACK	PMS: 2011C/7408U

## PRIMARY LOGO (WITHOUT BYLINE)

2-COLOR POSITIVE	
1-COLOR POSITIVE	
2-COLOR REVERSE	
1-COLOR REVERSE	

# LOGO SPACING & CENTERING

Keep the space around logo free of other visual elements.

The positioning of the Audible chevron mark with the wordmark creates a centering challenge.

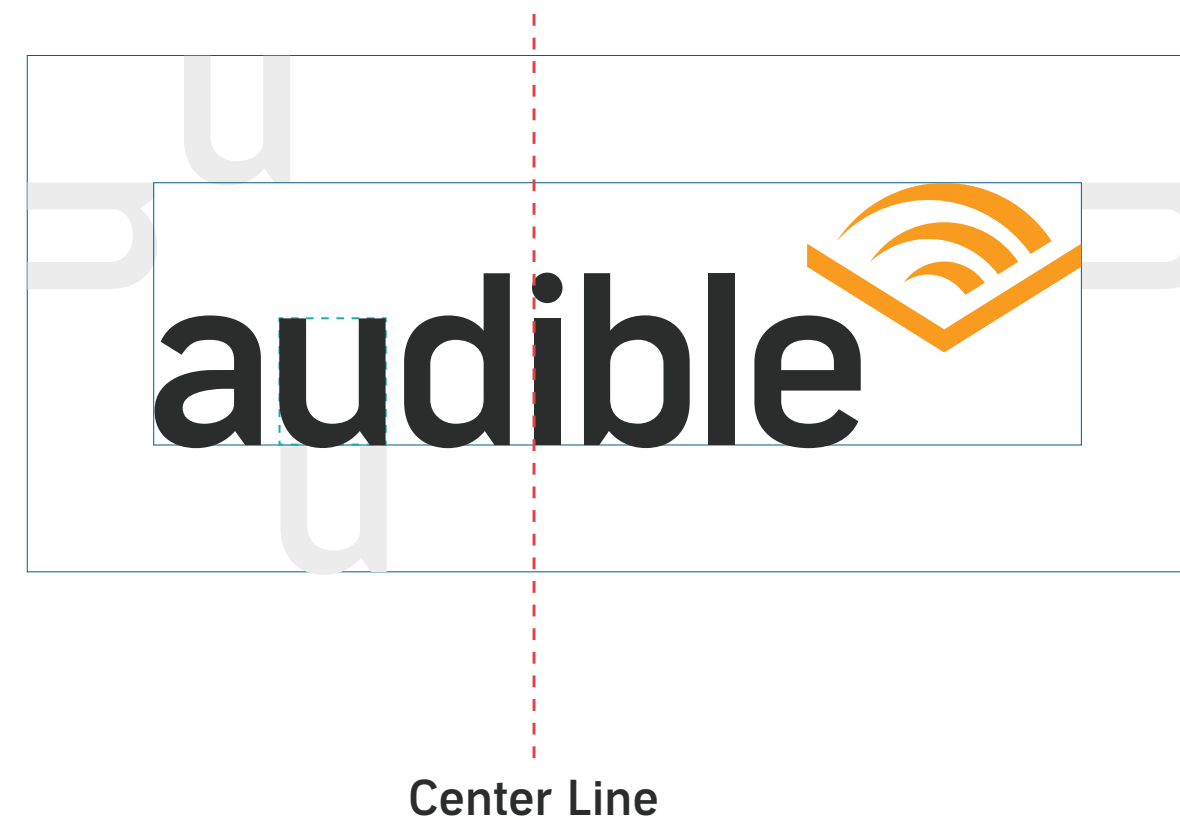
To achieve optical centering when the logo is on its own:

- center-align at the left edge of letter *i*
- *do not* center using the absolute width of the logo

When centering the logo with type, we must center on the wordmark, ignoring the chevron:

- center-align at the right edge of the letter *d*

## CENTERING THE LOGO IN SPACE



## CENTERING WITH TYPE



# LOGO SIZE REQUIREMENTS

All elements of the logo must remain legible. The logo must not go below the minimum sizes required.

**PRIMARY LOGO**  
(WITHOUT BYLINE)



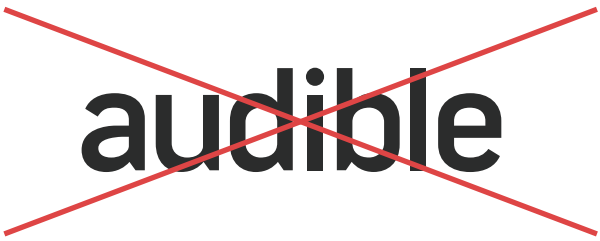
Minimum digital height: 30 px  
Minimum print height: 0.4" / 10 mm

# LOGO—IMPROPER USE

Never make any unapproved modifications to the logos. Examples of improper logo usage.



Do not use the “an Amazon Company” byline in media



Do not use the wordmark by itself or in a sentence



Do not use a color besides Solar



On Solar backgrounds, do not invert the Chevron. Instead, use the logo’s one-color version



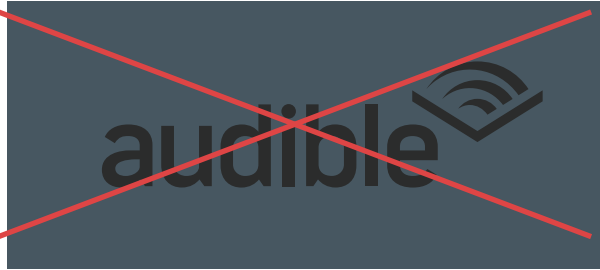
Do not use Solar for any part of logo *except* Audible mark



Do not change the typography of the logo



Do not rearrange the relationship between chevron and wordmark



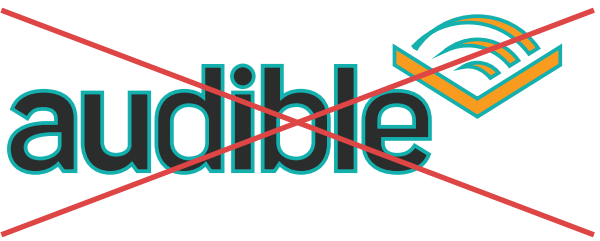
Do not place the logo on backgrounds with insufficient contrast



Do not angle, transform, or stretch the logo



Do not add a drop shadow to the logo



Do not add an outline to the logo



Do not use earlier logo iterations

# THANK YOU

FOR ANY QUESTIONS, PLEASE AUDIBLE PUBLIC RELATIONS:  
[PUBICRELATIONS@AUDIBLE.COM](mailto:PUBICRELATIONS@AUDIBLE.COM)

