



# Buy with AWS

## Creative and messaging guide

A supplement to the AWS Partner  
Creative and Messaging Guide

December 2024



This guide is for AWS Partners and AWS Marketplace sellers who are implementing [Buy with AWS](#) on their websites. To learn more about implementing Buy with AWS, [access the Buy with AWS onboarding guide](#). This guide is a supplement to the [AWS Partner Creative and Messaging Guide](#), accessible through the Resources tab of AWS Partner Central (requires APN login). Your use of AWS Marketplace is governed by the AWS Customer Agreement located here: <https://aws.amazon.com/agreement/>, and the Service Terms for AWS Marketplace Sellers located here: <https://aws.amazon.com/legal/seller-terms/>.

# Included in this guide:

## 1. [Introduction](#)

## 2. [Request a branding review](#)

## 3. [Branding guidance](#)

## 4. Example use cases:

- [Use case 1](#)  
AWS Marketplace catalog discovery experience that includes product listings not owned by the Partner (i.e., listings the Partner is authorized to resell)
- [Use case 2](#)  
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## 1. Introduction

# Buy with AWS

## Accelerate AWS Marketplace product discovery and procurement on AWS Partner websites

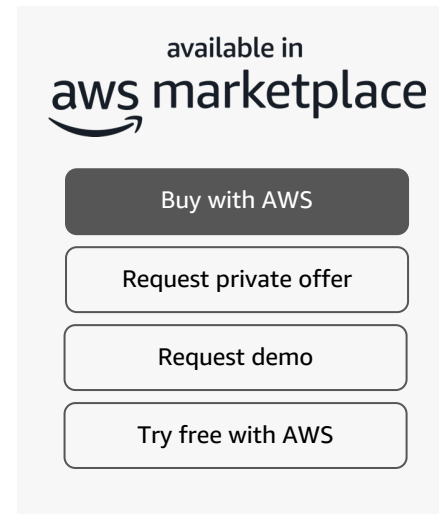
For AWS Partners who sell or resell products in AWS Marketplace, simplify the purchasing process for customers by enabling them to find and buy products from your website.

- Add Buy with AWS buttons and give customers access to a simplified procurement experience.
- Complete an integration with AWS Marketplace APIs and build new experiences that let your customers search curated product listings, filter products, and request custom pricing on your website.
- Popular implementation use cases on AWS Partner web properties include patterns for independent software vendors (ISVs), Channel Partners, and distributors.

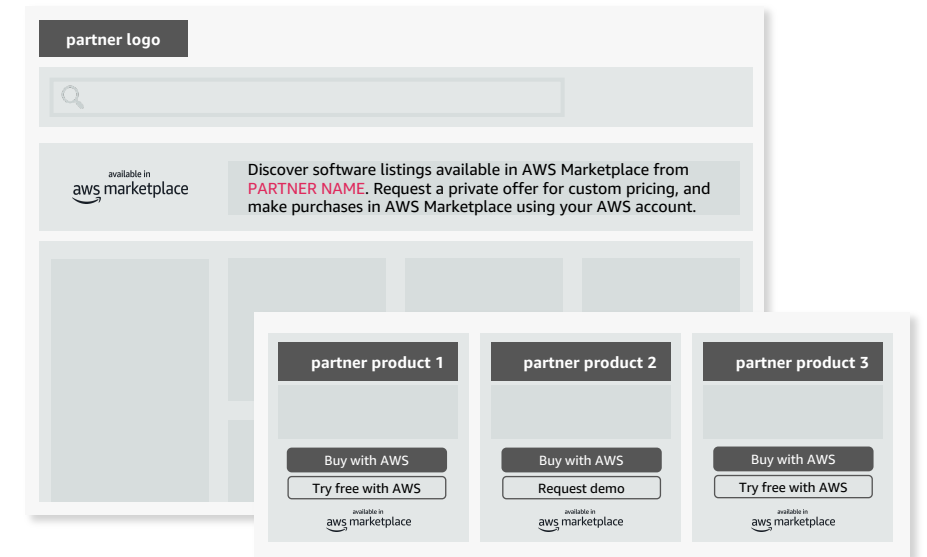
To learn more about Buy with AWS, visit: <http://aws.amazon.com/partners/marketplace/buy-with-aws>

To learn more about implementing Buy with AWS, [access the Buy with AWS onboarding guide](#).

### Buy with AWS buttons



### Use cases and messaging copy for Partner websites



## 2. Required before you publish

# Request a branding review

Before launching a Buy with AWS experience on your website, you are required to request and complete a branding review.

### How to request a branding review:

1. Navigate to AWS Marketplace Management Portal and submit a [support ticket](#) for “**Commercial Marketplace**”, select “**Buy with AWS**” as the category, and “**Branding Review**” as the sub-category.
2. Provide the following in the ticket:
  1. Your seller ID
  2. Under “**Provide more details about your request**”:
    1. The URL where you will implement the Buy with AWS integration
    2. A link to your sandbox, live site, or mockups for the AWS Marketplace operations team to review. If you don't include a link, the operations team will request it after you submit the ticket.
3. The AWS Marketplace seller operations team will evaluate your implementation against Buy with AWS creative and messaging guidelines. They will provide feedback to ensure compliance. You must address all feedback and obtain approval before launching.

The screenshot shows a 'Contact us' form titled 'Submit a support request'. It includes fields for 'Primary email address' and 'Additional email addresses - optional' (with a note to use comma separation and a 10-address maximum). A dropdown menu asks if the question is about 'Commercial Marketplace' or 'Intelligence Community Marketplace', with 'Commercial Marketplace' selected. Another dropdown asks 'What do you need help with?' with 'Buy with AWS' selected. A third dropdown asks to 'Select a subcategory' with 'Branding Review' selected. A text area for 'Provide more details about your request' contains the following text: 'Hello AWS Marketplace Seller Operations Team, I need assistance with my Buy with AWS branding review. More information about my account and the request below. My Seller ID [Seller ARN value in AMMP under the Settings > Tags section]: Link to my Buy with AWS sandbox, live or mockup for review:'. A 'Submit' button is at the bottom right.

### 3. Guidance checklist

# Quick-reference checklist

Prior to submitting your experience for a branding review and publishing assets publicly, confirm that your webpages utilizing AWS Marketplace branding treatments and Buy with AWS CTAs comply with the requirements in this guide.

| Confirmed?               | Branding requirement   | Detailed guidance  |
|--------------------------|--|--|
| <input type="checkbox"/> | <b>“Available in AWS Marketplace” branding treatment</b> is present in the asset (graphic or text)   | → <a href="#">Branding guidance</a>                                |
| <input type="checkbox"/> | <b>Copy blocks are included</b> in the asset, if required by the aligned use case(s)   | → <a href="#">Required copy</a><br>→ <a href="#">Optional copy</a> |
| <input type="checkbox"/> | <b>At least one call-to-action button pointing to the AWS co-branded procurement page</b> is included on the web property for customers to view offers (public or private) and make a purchase | → <a href="#">Button text guidance</a>                             |
| <input type="checkbox"/> | <b>Call-to-action button text</b> corresponds to the options outlined in this guide  | → <a href="#">Button text guidance</a>                             |

## 4. Branding guidance

# AWS Marketplace branding specifications

## AWS Marketplace usage, color, and clearspace

When creating assets that include “Available in AWS Marketplace” branding elements and marks, please adhere to our guidelines. You are permitted to use AWS logos worldwide per these guidelines, with the exception that they do not extend to mainland China. You are not permitted to actively promote the AWS logo in China where the Amazon Cloud Technologies logo must be used instead.

Explore these logos by visiting the Marketing Toolkit in [AWS Partner Central](#).

### Color variations

- **One Color: Squid Ink**  
This option may be used on light-colored backgrounds.
- **One Color: white**  
This option may be used on dark-colored backgrounds.

### Clearspace

- The clearspace is the area that should be free of other logos, text, or graphics. Use the height and width of the letter “a” in the logo.
- Horizontal and vertical space requires the full height and width of the “a” on either side as shown.

### Available in AWS Marketplace treatment

available in  


You may choose to use either the visual branding treatment (in dark or light formats), or the text treatment to communicate to your customers that your software runs on AWS and is available in AWS Marketplace.

### Logo with text clearspace



### Text only

**Available in AWS Marketplace**

**Available in  
AWS Marketplace**

Amazon Ember bold  
Tracking: 0  
Size: 10-12 pt  
Color: Squid Ink or white  
Leading: Auto

### Download assets

Download “Available in AWS Marketplace” branding treatment assets in AWS Partner Central (requires APN login):

[https://partnercentral.aws partner.com/partnercentral2/s/article?category=AWS\\_Marketplace\\_Market&article=Available-in-AWS-Marketplace-Branding-Treatment-v2024](https://partnercentral.aws partner.com/partnercentral2/s/article?category=AWS_Marketplace_Market&article=Available-in-AWS-Marketplace-Branding-Treatment-v2024)

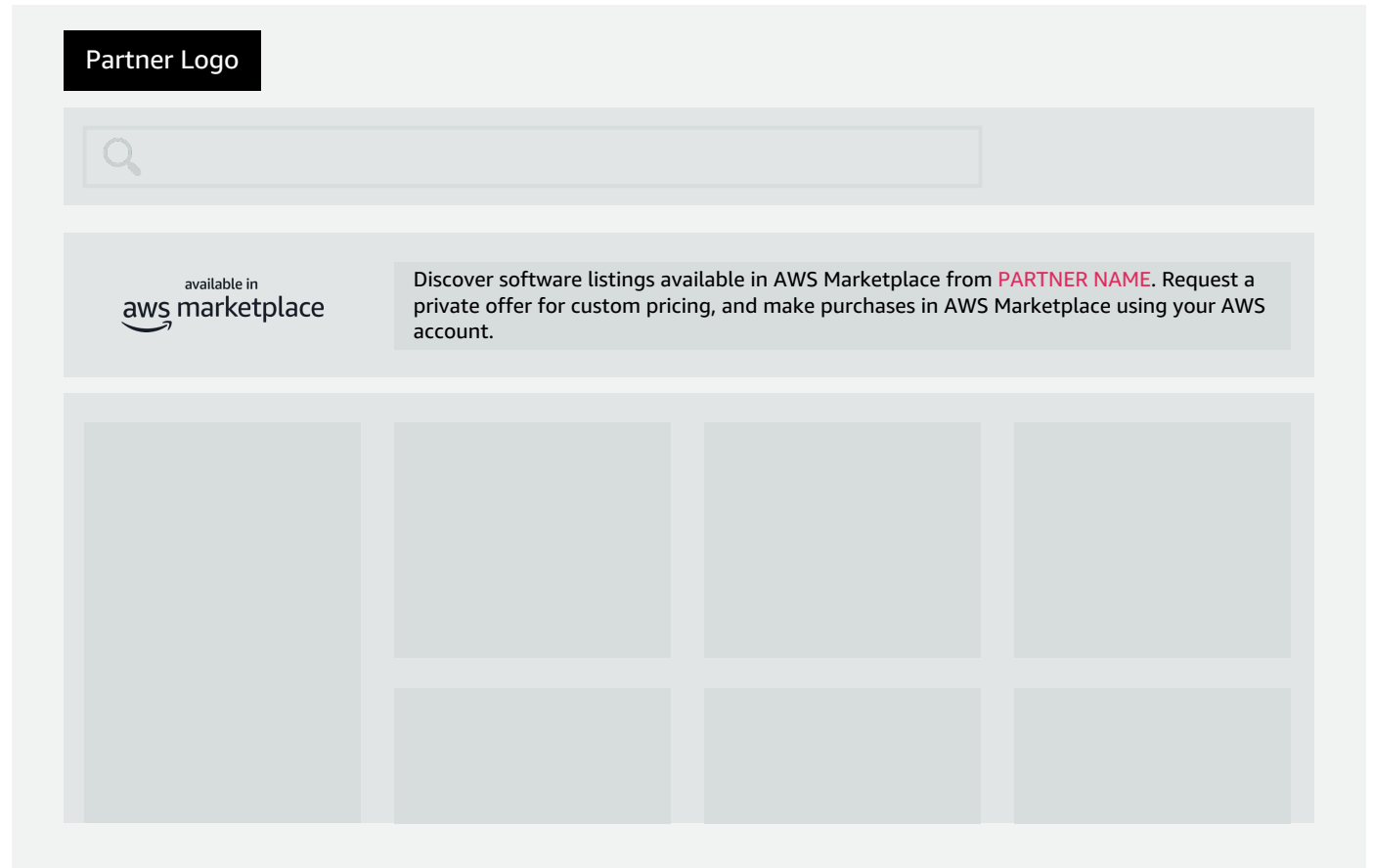
## USE CASE 1

# AWS Marketplace catalog discovery experience

Includes product listings owned and not owned by the Partner (i.e., listings the Partner is authorized to resell). All listings are available in AWS Marketplace.

### Required elements:

1. "Available in AWS Marketplace" branding treatment is included to indicate that the listings displayed on the page are from AWS Marketplace
  - Single color branding, either squid ink or white, depending on light or dark background treatments
2. Copy block required for communicating the integrated AWS Marketplace catalog experience:
  - Discover software listings available in AWS Marketplace from **PARTNER NAME**. Request a private offer for custom pricing, and make purchases in AWS Marketplace using your AWS account.



## USE CASE 2

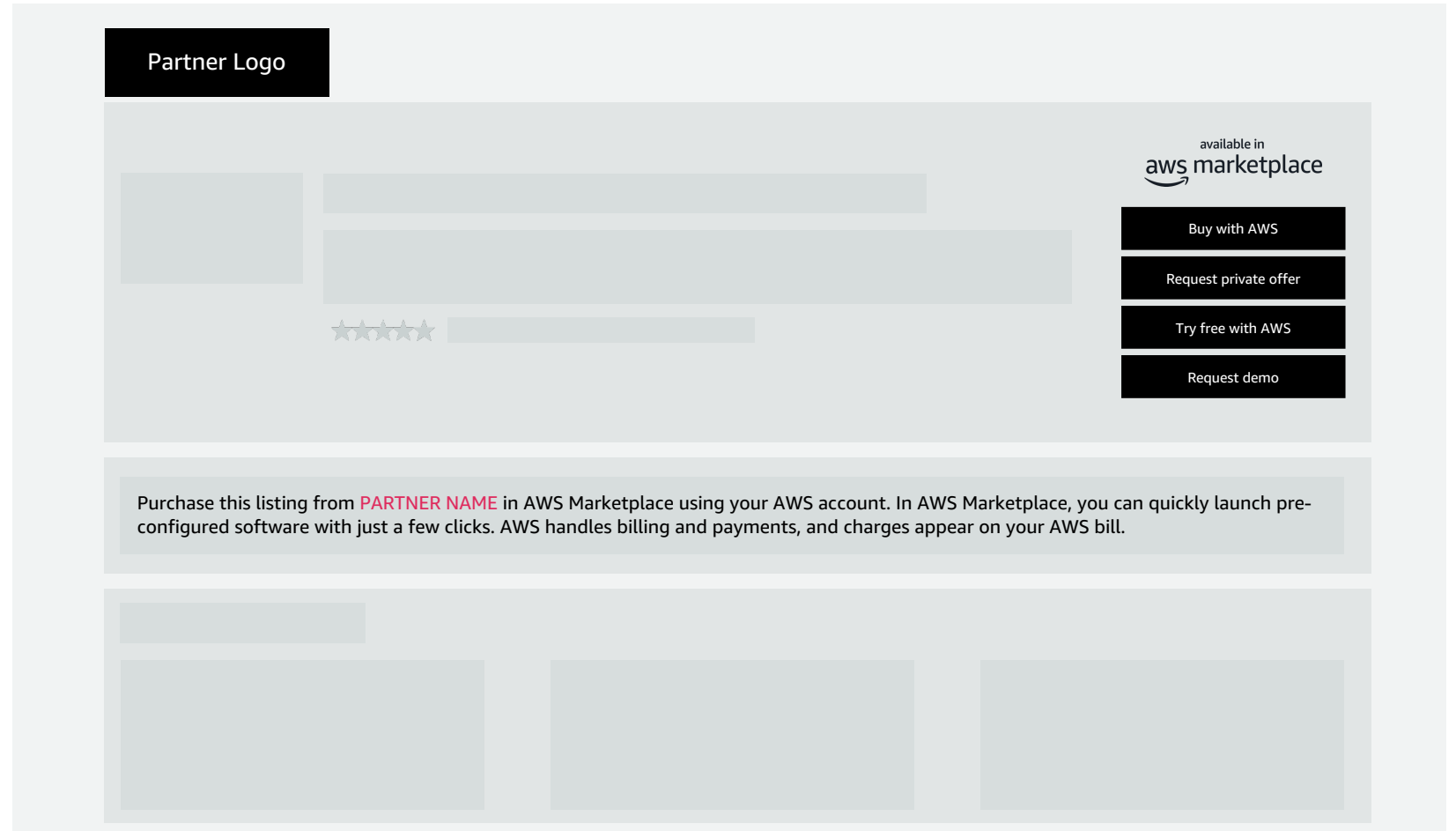
# Individual listing product detail page

### Required elements:

1. “Available in AWS Marketplace” branding treatment used on individual product page to indicate that the listing is from AWS Marketplace.
  - Branding treatment should only be used once on a single page
  - Single color branding, either squid ink or white, depending on light or dark background treatments
2. Utilize standard button CTAs outlined in guidance on [page 11](#)
3. If **use case 1** is not part of the experience, must include ‘Available in AWS Marketplace’ copy block:
  - Purchase this listing from **PARTNER NAME** in AWS Marketplace using your AWS account. In AWS Marketplace, you can quickly launch pre-configured software with just a few clicks. AWS handles billing and payments, and charges appear on your AWS bill.

### Optional elements:

- Include informational text from [optional copy blocks](#):
  - Description for communicating what “available in AWS Marketplace” means
  - Benefits of purchasing in AWS Marketplace – short or long bullets





## USE CASE 3

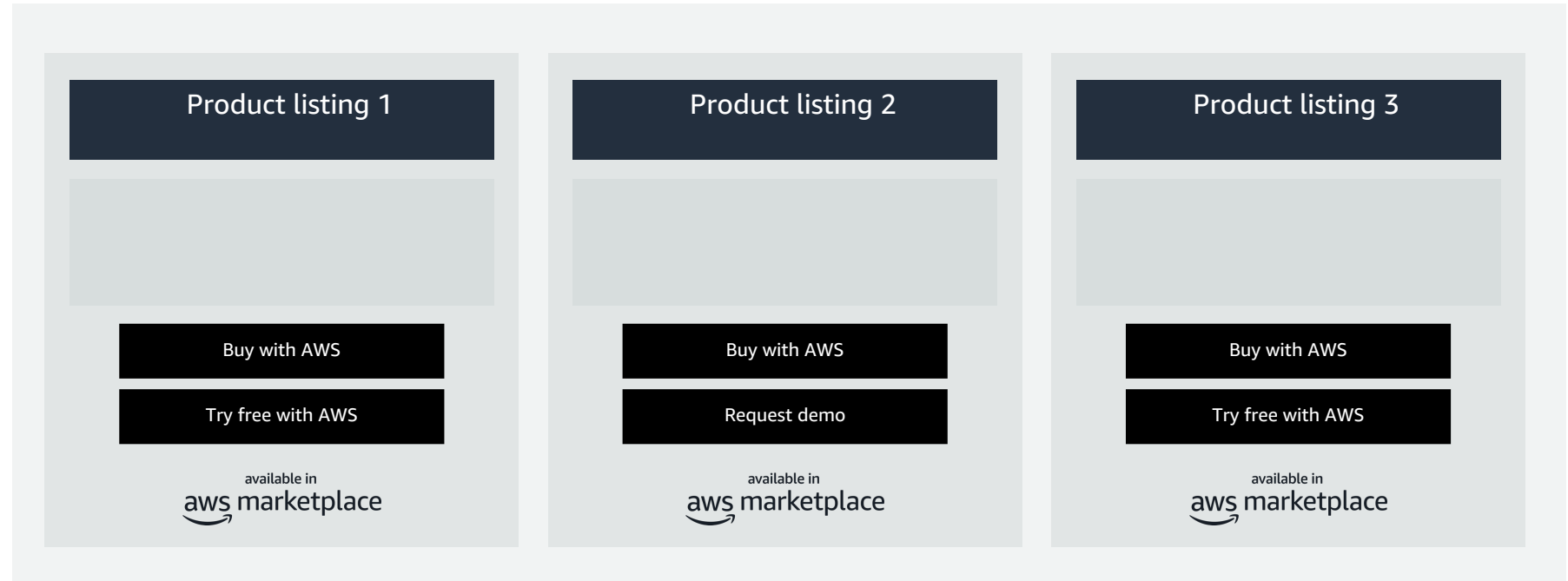
# Small sample of individual listings (three or less on single page)

### Required elements:

1. “Available in AWS Marketplace” branding is included when there are three or less individual product listings on one page, or if AWS Marketplace listings are included on pages where there are other listings that are not available in AWS Marketplace
  - Single color branding, either squid ink or white, depending on light or dark background treatments
  - Partner may choose to use either the visual branding treatment, or text treatment
  - If more than three listings on one page, use ‘available in AWS Marketplace’ text treatment instead of visual treatment
2. Utilize standard button CTAs outlined in guidance on [page 11](#)

### Optional elements:

- Include informational text from [optional copy blocks](#):
  - Description for communicating what “available in AWS Marketplace” means
  - Benefits of purchasing in AWS Marketplace – short or long bullets



**Note:** If more than three listings are included on a page and all listings are available in AWS Marketplace, [refer to use case 1](#) for including the AWS Marketplace visual treatment and description copy

## USE CASE 4

# AWS Marketplace and non-AWS Marketplace listings on the same page

### Required elements:

1. If more than three listings on one page, use “Available in AWS Marketplace” text treatment instead of visual treatment to indicate which listings are available in AWS Marketplace
2. Utilize standard button CTAs outlined in guidance on [page 11](#)

### Optional elements:

- Include informational text from [optional copy blocks](#):
  - Description for communicating what “available in AWS Marketplace” means
  - Benefits of purchasing in AWS Marketplace – short or long bullets

**Note:** If more than three listings are included on a page and all listings are available in AWS Marketplace, [refer to use case 1.](#)

The diagram shows six product listing cards arranged in a 2x3 grid. Each card represents a different combination of AWS Marketplace availability and call-to-action (CTA) buttons.

- Product listing 1:** Available in AWS Marketplace. CTAs: Buy with AWS, Try free with AWS.
- Product listing 2 (not AWS Marketplace):** Not available in AWS Marketplace. No CTAs.
- Product listing 3:** Available in AWS Marketplace. CTAs: Buy with AWS, Try free with AWS.
- Product listing 4 (not AWS Marketplace):** Not available in AWS Marketplace. No CTAs.
- Product listing 5:** Available in AWS Marketplace. CTAs: Buy with AWS, Request private offer.
- Product listing 6 (not AWS Marketplace):** Not available in AWS Marketplace. No CTAs.

## 5. Button text guidance

# Required text for your calls to action

### Buy with AWS / BUY WITH AWS

- Directs customer to the Buy with AWS co-branded procurement page to view offers (public or private) and make purchases.
- This page requires the customer to log in to their AWS account.

### Try free with AWS / TRY FREE WITH AWS

- Directs customer to the Buy with AWS co-branded procurement page to view and subscribe to the free trial offer.
- This page requires the customer to log in to their AWS account.

### Request demo / REQUEST DEMO

- Directs user to Partner-owned form, where contact information is provided to the Partner for contacting the customer to schedule a demo.
- Alternatively, the form is a gate that leads a customer to a recorded demo once completed.

### Request private offer / REQUEST PRIVATE OFFER

- Directs user to a Partner-owned form that is required for the Partner to create a private offer for the customer. The Partner creates the private offer in AWS Marketplace, and the private offer is sent directly to the customer. The customer can transact in AWS Marketplace through the emailed private offer link. The customer will also see the private offer on their private offers page when logged into the AWS Marketplace console.

### View offers on AWS / VIEW OFFERS ON AWS

- For Partners using the 'Request private offer' CTA only. Directs customer to the Buy with AWS co-branded procurement page to view offers (public or private) where they can purchase.
- This page requires the customer to log in to their AWS account.

### Common elements:

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- Button text is either in all-caps or sentence case, depending on Partner website styling preferences
- Button colors/styles can follow Partner website styling preferences (no required colors)
- Button text can be center or left-justified, following Partner website styling preferences

### Button placement best practices:

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- When the "Available in AWS Marketplace" branding treatment is used, the standardized CTAs are required to be in the same area of the page
- For Partners using the 'Request Private offer CTA, ensure you also place a "Buy with AWS" or "View offers on AWS" CTA as part of your implementation. This will enable customers to access the AWS procurement page where they can see the offer that you created.

## 6. Required copy

# Required AWS Marketplace copy by use case

| Use case   | Use case description   | Scenario when required  | Required copy on page   |
|------------|--|---|---|
| Use case 1 | AWS Marketplace catalog discovery experience                       | Page includes product listings owned and not owned by the Partner (i.e., listings the Partner is authorized to resell). All listings are available in AWS Marketplace.  | Discover software listings available in AWS Marketplace from <b>PARTNER NAME</b> . Request a private offer for custom pricing, and make purchases in AWS Marketplace using your AWS account.  |
| Use case 2 | Individual listing product detail page                             | If including an individual listing product detail page on your website and use case 1 is not part of the experience, this copy is required. Not required if product detail page is part of an AWS Marketplace catalog experience. | Purchase this listing from <b>PARTNER NAME</b> in AWS Marketplace using your AWS account. In AWS Marketplace, you can quickly launch pre-configured software with just a few clicks. AWS handles billing and payments, and charges appear on your AWS bill. |
| Use case 3 | Small sample of individual listings (three or less on single page) | If more than three listings are included on a page, and all listings are available in AWS Marketplace, refer to use case 1 for including the AWS Marketplace visual treatment and description copy.                               | N/A   |
| Use case 4 | AWS Marketplace and non-AWS Marketplace listings on the same page  | If more than three listings are included on a page, and all listings are available in AWS Marketplace, refer to use case 1.   | N/A   |

## 7. Optional copy samples

# Optional AWS Marketplace definitions and benefit statements

### What is AWS Marketplace?

- **Short:** AWS Marketplace is an online store where you can buy, deploy, and manage software from AWS Partners that runs on AWS.
- **Long:** AWS Marketplace is a curated digital storefront that you can use to find, buy, deploy, and manage third-party software, data, and services that you need to build solutions and run your businesses. AWS Marketplace also simplifies software licensing and procurement with flexible pricing options and multiple deployment methods. AWS handles billing and payments, and charges appear on your AWS bill.

### Why buy in AWS Marketplace?

#### Accelerate time-to-value with faster procurement

- AWS Marketplace gives builders faster access to the tools you need to drive innovation without being delayed by long procurement times.

#### Consolidate and optimize costs

- Manage your third-party software purchases with AWS billing. Utilize AWS cost management tools to understand how your usage and costs are trending.

#### Enhance security, governance, and control

- Enable your builders to move fast while also improving visibility into usage, and maintaining access and purchasing controls.

### What is an AWS Marketplace private offer?

- **Short:** A private offer is custom pricing and terms for products in AWS Marketplace extended by a seller to a buyer's AWS account.
- **Long:** A private offer in AWS Marketplace enables buyers to receive product pricing and licensing terms from a seller that aren't publicly available. Private offers are created by AWS Marketplace sellers for the AWS account you designate. You can review and accept private offers in AWS Marketplace and start receiving negotiated pricing and terms for product subscriptions.

### AWS account sign-ins and SSO

**Note:** Customers must sign in to their AWS account in order to view purchasing and trial offers in AWS Marketplace. Customers that use single sign on (SSO) will be required to use their authentication framework in order to view offers. If you wish to give customers guidance, here is sample copy you may use:

- **SSO:** If you use single sign on (SSO) to access your AWS account, you will need to first log in using your authentication framework before buying or viewing your AWS Marketplace offers.
- **AWS Account sign-in:** Sign in to your AWS account to view offers and make purchases in AWS Marketplace.
- **No AWS account:** New to AWS? [Create a new AWS account](#) to get started.

# Use your AWS Partner badges

Refer to the [AWS Partner Creative and Messaging Guide](#), accessible through the Resources tab of AWS Partner Central (requires APN login), for guidance on how to use your AWS Partner badge and designations.

In addition to the supplemental guidance provided in this guide, ensure that you are also following guidance in the AWS Partner Creative and Messaging Guide.

## PARTNER-LED TREATMENTS

### AWS Partner badges

**AWS Partner badges**

- AWS Partner badges help customers identify your expertise and relationship with AWS.
- To showcase your relationship with AWS, you may use the standalone AWS Partner badge or your earned designation badges as represented on this page.
- Download your partner badge using [Badge Manager](#) in AWS Partner Central. This is available to organizations that have met the requirements to access the AWS Partner badge.

**Single-designation badge**

- To showcase your AWS expertise with your earned designation, use the partner badge with a single designation within the badge.
- This badge includes earned designations such as partner tiers (Select, Advanced, or Premier, as applicable), specializations (AWS Competency, Managed Service Provider, Service Delivery, Service Ready), and more.

**Multiple-designations badge**

- To showcase between 2–10 designations, use the partner badge with multiple designations, which will appear to the right of the badge.

**AWS Partner badge**



**Single-designation badge**



**Multiple-designations badge**



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## MESSAGING

### Highlight how you work with AWS and AWS Marketplace

**DO:**

- Use the term "AWS Partner" to showcase your relationship with AWS.
- When using the term "AWS Partner," use "AWS Partner" in full in the first instance. Use the term "partner" for subsequent references in the same document.
- Use descriptions from the AWS website when describing AWS products and services.
- When used to promote a partner-led engagement, the words "Featuring" or "Guest Speaker" must appear above the AWS logo to make it clear that AWS is a guest/featured speaker/presenter and the event is not being co-hosted or co-marketed in any way.
- You may refer to AWS hybrid cloud solutions as "AWS Hybrid Cloud Solutions," "Hybrid Cloud with AWS," "AWS hybrid cloud services," or as otherwise described on the [AWS Solutions for Hybrid and Multi-Cloud](#) page.
- Showcase your expertise to your customers with program and partner tier designations using the terminology below. AWS no longer refers to partners as Consulting Partner or Technology Partner.

**Single designation examples**

- AWS Advanced Tier Services Partner
- AWS Advanced Tier Training Partner
- AWS Migration Competency Partner
- AWS Partner with an AWS Qualified Device offering
- AWS Partner with an AWS Qualified Software offering

**Multiple designation examples**

- AWS Premier Tier Services Partner with an AWS Qualified Software offering and Migration Competency
- AWS Partner with Migration Competency and AWS Managed Service Provider designation

**DO NOT:**

- When referencing AWS Marketplace, the word "Marketplace" should always be one word and have a capital "M."
- AWS Marketplace does not endorse any AWS Marketplace seller, feature, product, or benefit.
- You may say that your feature or product is available in AWS Marketplace.
- When referring to AWS Marketplace sellers, features, products, or benefits, you must use the phrasing "in AWS Marketplace, not "on AWS Marketplace.
- Use the terms "partnership" or "strategic alliance" to describe your relationship with AWS. Opt for language such as "agreement," "teamed," "in cooperation with," "working with," or "relationship."
- When speaking about the cloud, do not refer to AWS as "AWS hybrid," "AWS hybrid cloud," or "ecosystem." You may refer to AWS as "AWS" or "AWS Cloud."
- When promoting your security solutions, do not use terms that create fear, uncertainty, or doubt, such as "exploit," "attack," "breach," or "hacker."
- For high-visibility assets used in AWS-led campaigns or at AWS events, such as booth graphics, session content, in-booth demos and videos, and display ads at AWS events, do not include the names or logos of other public cloud providers. If you prefer not to use AWS specifically, you may reference "the cloud," "your cloud," "hybrid cloud," or "multi-cloud."
- Use the term "3rd-party" or "third-party" when referring to sellers in AWS Marketplace. Instead, please use "independent software vendors" (preferred), "software sellers," or "data providers." You can abbreviate "independent software vendors" to "ISVs" as long as it's not the first reference in the document.

**When referring to AWS Marketplace, always include "AWS" before Marketplace. At no time should the term "Marketplace" be used as a standalone term. You must always spell out AWS Marketplace in every instance it is referred. Do not abbreviate to AWS MP, AWSMP, MP, or any other variation.**

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aws marketplace

**Thank you!**

