



## Problem

Create a style guide that is similar to the 2016 Oscars style, while also meeting the Amazon brand guidelines.

## Solution

Followed the “We all dream in gold” slogan by having the lockup to be gold with a subtle gradient. Also used a thin font weight to match the original logo.

Used Helvetica Neue to align with Amazon's brand font. The font colors chosen were from the official ad like the light gray for subheads.

Dark background with full bleed art to be black and white to align with their Chris Rock ad. While having a light option for Amazon's built to white placements.