



# AMP

## Brand guidelines

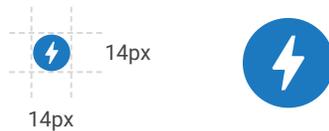
The AMP Project is an open-source initiative aiming to make the web better for all. The project enables the creation of websites that are consistently fast across devices and distribution platforms, are beautiful, and monetize well.

[Download brand assets](#)

# How to visually represent the AMP Project

## Size

There are no limits to scaling the icon up, but it can't appear smaller than 14x14 pixels square.



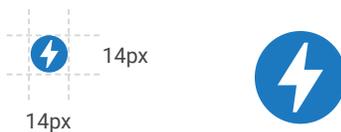
## Clear space

Don't obstruct or over complicate how you use the AMP icon. You must allow clear space around the icon that is at least half the width of the lightning bolt.



## UX icon

This version of the icon should be used in product UX:



## Color

The AMP icon can only appear in AMP Blue when used for marketing and branding.

AMP Blue

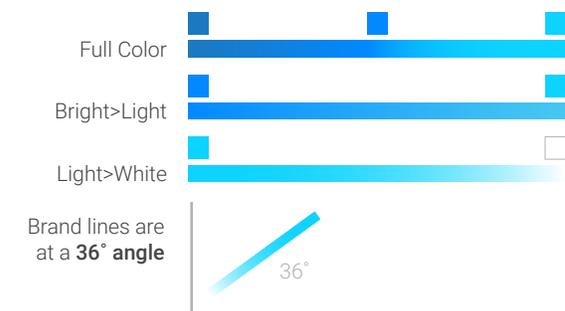


Accent colors



## AMP brand lines

Use brand lines sparingly, to indicate association with the AMP Project.



## Background

Use your judgement to maintain the best visual contrast between the AMP icon and the background color or image.



## Don'ts

You have ample freedom with the size and color of the icon, but it's important that the integrity of the icon remains intact.



Don't rotate the icon.



Don't add a shadow.



Don't skew or warp the icon.



Don't make multi-color versions.



Don't add or remove elements.



Don't use an outlined version.

# How to talk about the AMP Project

## The Accelerated Mobile Pages Project

Refers to the open-source initiative to make the mobile web better for all by building a performance-focused ecosystem comprising of publishers and technology providers. Note that Project is capitalized.

### Use

“AMP Project” when talking about the ecosystem or collaborative effort across multiple partners.

### Do not use

“AMP Project” to refer to the actual technology, instead use Accelerated Mobile Pages.

## Accelerated Mobile Pages, abbreviated as AMP

Refers to the technology to create fast mobile pages. Accelerated Mobile Pages is a web components library that consists of:

### AMP HTML

Extended HTML with custom properties to build rich content beyond basic HTML.

### AMP JavaScript

A JavaScript library for rendering AMP Pages.

### AMP Cache

Fetches AMP Pages and caches them, improving page performance automatically.

### Use

the expanded form with the abbreviation in parentheses for the first instance mentioned in a document, subsequent instances in the document can be abbreviated.

### Do not use

AMP as a verb. Instead use a regular verb along with AMP as a noun or as an adjective.

## Do not use AMPlify, AMP'd, AMPed or other variations

Using variations of the word AMP reduces the strength and recognition of the term. If you want to describe AMP content, simply use AMP with an applicable noun (e.g., page, pages, content, etc.).

## AMP Page

Refers to a web page or HTML document that utilizes AMP.

### Do not use

‘AMPs’, as AMP is already plural.

### EXAMPLES

- ✓ Accelerated Mobile Pages (AMP) offers reliably fast page load times
- ✓ Websites use AMP to ensure their content loads fast
- ✗ Websites AMP their content to ensure it loads fast

### EXAMPLES

- ✓ The website has AMP Pages
- ✗ The website has AMPed their pages

### EXAMPLES

- ✓ To create a basic AMP Page, include the required HTML
- ✗ Make sure your AMPs are discoverable