

# Hi there!

We've developed these guidelines to outline the do's and don'ts of using Snapchat's brand assets. If you'd like to use our brand assets in a way not covered by these guidelines, please reach out to us at [branding@snap.com](mailto:branding@snap.com). We updated these guidelines occasionally, so check-in periodically to see what's changed.

Thanks for spreading the love about Snapchat! :)



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# Rules of Thumb

- ✓ Make sure the brand assets are displayed clearly
- ✓ Download and use visual brand assets from our Snapchat Brand Guidelines Kit
- ✓ Follow all of Snap Inc.'s current [Terms of Service](#), [Community Guidelines](#), and [Privacy Policy](#)
- ✗ Use the brand assets in a way that suggests or implies partnership, sponsorship, or endorsement by Snap Inc.
- ✗ Incorporate Snapchat's brand assets, or anything confusingly similar, into any other trademarks, names, domain names, usernames, or logos
- ✗ Use visual brand assets taken from third-party sources
- ✗ Use trademarks, names, domain names, usernames, logos, or other content that imitate or could be confused with Snapchat or Snap Inc.
- ✗ Copy the Snapchat look and feel
- ✗ Feature Snapchat's brand assets in connection with pornography, illegal activities/marketplaces for followers/viewers, or other materials that violate the Snap Inc. Terms of Service, Community Guidelines, or Privacy Policy

# Ghost Logo

If you'd like to use the Ghost logo, please follow these rules and guidelines.

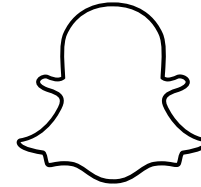
**Do:**

- Only show the logo in black and white
- Follow the clear space guidance on the next page

**Don't:**

- Alter, rotate, or modify the logo
- Obstruct the logo
- Surround the logo with other characters or creatures
- Use versions of the logo not found in our Snapchat Brand Guidelines Kit
- Use the Ghost logo to refer to any product or service other than Snapchat. Note that the Ghost logo should not represent Snap Inc. or Spectacles

The Ghost logo is available for download [here](#).



Ghost logo

# Clear Space and Minimum Size

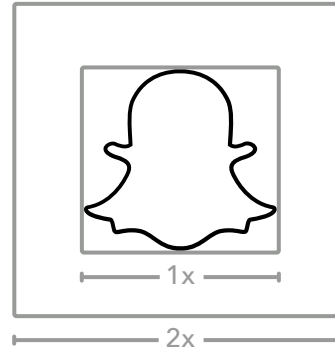
When you're using the Ghost logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not make the logo any smaller than a quarter inch or 18 pixels wide.

**Do:**

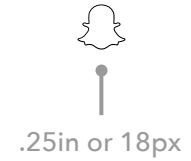
- Display the Ghost logo side-by-side with other logos. If you include the Ghost logo next to other logos, please display it in the same size as other logos

**Don't:**

- Display the Ghost logo larger than your own marks or branding



clear space



minimum size

# App Icon

Unless you're showing the Snapchat app icon on a mobile phone or in the context of mobile apps, use the Ghost logo guidelines on page five.



app icon

# Snapcode

Snapcodes make it easy for Snapchatters to add you as a friend and follow your Story! Feel free to publicize your Snapcode on the web, social media, and print, but make sure to test the Snapcode before doing so. You can download an image of your Snapcode on our website.

We recommend personalizing your unique Snapcode! Feel free to get creative within the Ghost logo that's in your Snapcode.

**Sign into your Snapchat account [here](#) and download the Snapcode Usage Guidelines for the dos and don'ts of personalizing Snapcodes.**



Snapcode



# Color Palette

## Spot

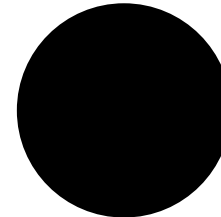
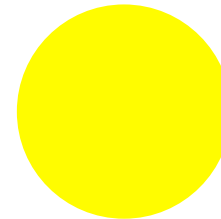
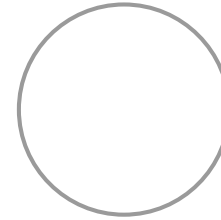
White PMS White  
Yellow PMS Process Yellow  
Black PMS Black

## Process

White 0, 0, 0, 0  
Yellow 0, 0, 100, 0  
Black 63, 62, 59, 94

## Hex

White #FFFFFF  
Yellow #FFFC00  
Black #000000



# Typeface

Our typeface is a visual representation of Snapchat's voice and tone.

It's a friendly, casual, and straightforward typeface that complements designs and experiences rather than overwhelming them.

For username attribution, use Avenir Next Demi Bold, with -10 tracking.

For titles or headlines, use Avenir Next Medium, with -30 tracking.

# Avenir Next

originally developed by Adrian Frutiger

# Username Attribution

Whether you're featuring Snapchat content or want to refer to your own username on Snapchat, here are some guidelines for publishing your username.

**Do:**

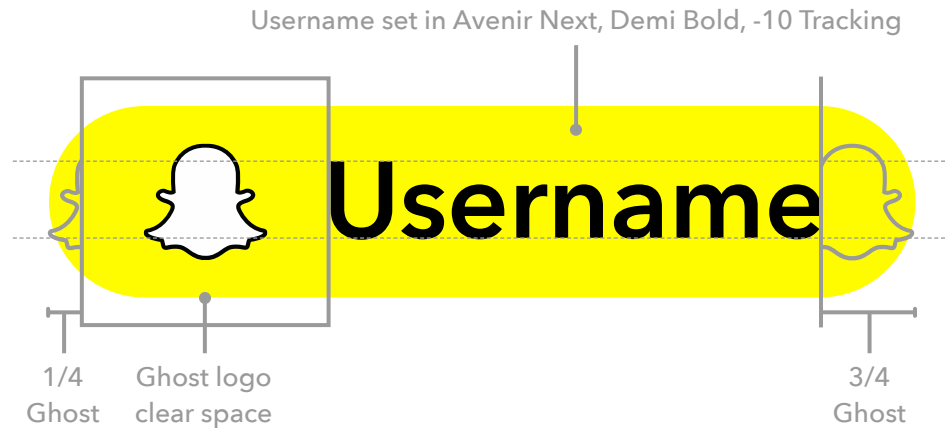
- Show Snapchat usernames in Avenir Next Demi Bold, with -10 tracking
- Always pair usernames with the Ghost logo
- Observe Snapchat's clear space rules, as well as the space on both ends of the lockup
- Feel free to include a clear call to action such as "Add us on Snapchat"

**Don't:**

- Use the Ghost logo in a way that suggests sponsorship, endorsement, or affiliation with Snapchat, or in a way that could confuse Snapchat with another brand



Attribution lockup



# Broadcast Treatment

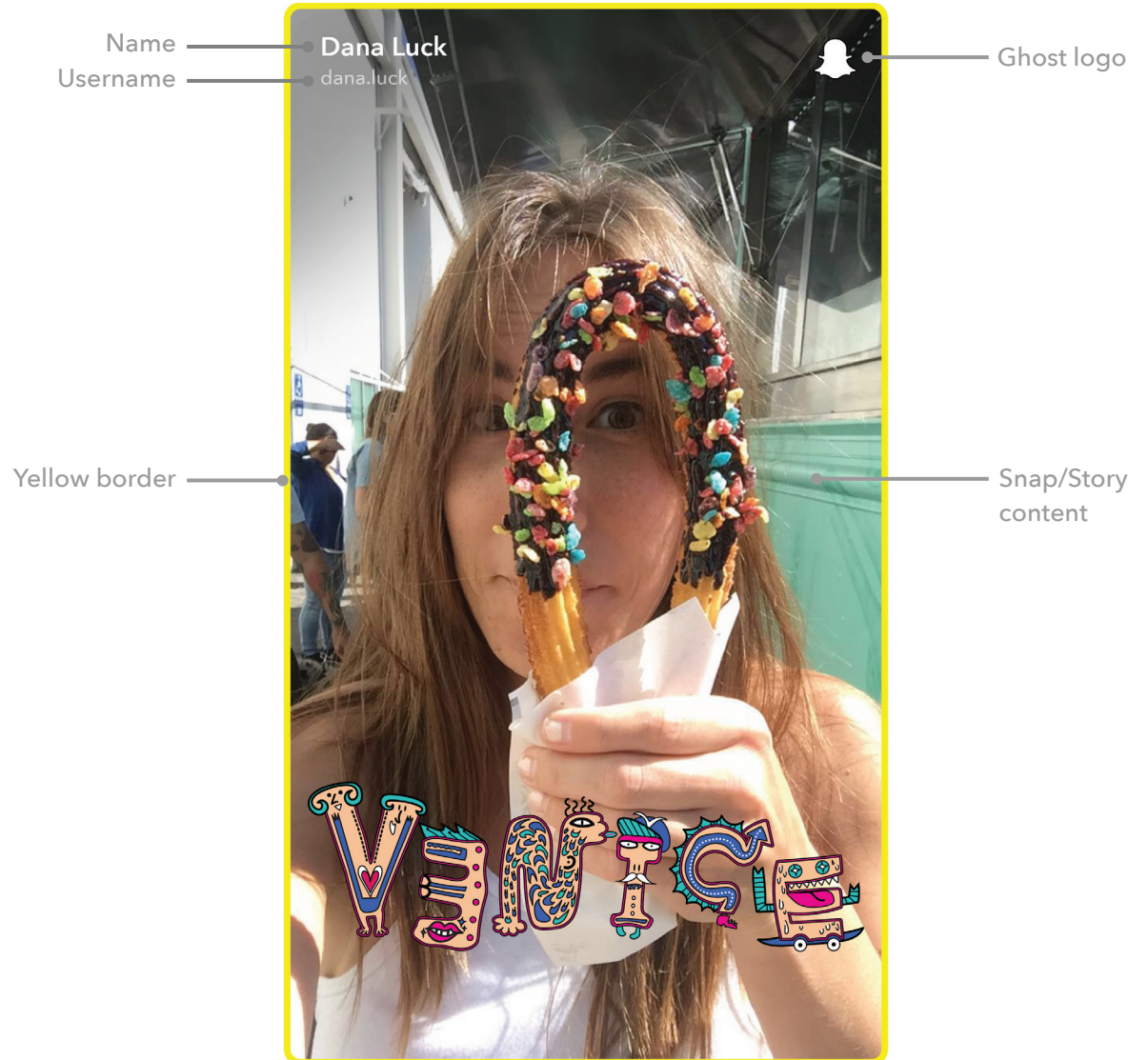
When you show Snapchat content outside of Snapchat, always present it in the way it was originally created. Do not add, remove, or alter audio, captions, doodles, and other design elements on the Snap.

Please note the following details in this treatment:

- Snaps from Snapchatters must always include their Name (if their account has one), Username, and Ghost logo in the upper corners
- Snaps from Our Stories must always include the Our Story's Name and Ghost logo in the upper corners
- Snapchat content should always be bordered by a yellow line
- Only Snap and Story content should appear within the yellow border

We update Snapchat often. Make sure you have the latest version of the app before you start filming!

You cannot use any brand assets in your TV show, book, film, or play without written permission from Snapchat's Marketing Team. Please email [branding@snapchat.com](mailto:branding@snapchat.com).



# Merch & Packaging

We encourage the use of Snapcodes to promote your account. However, we don't allow merchandise (t-shirts, mugs, stickers, posters, etc.) featuring any other Snapchat brand assets (Ghost logo, Snapchat app icon, etc.) without our permission. If you would like to request permission, please reach out to [branding@snapchat.com](mailto:branding@snapchat.com) with context and proofs of what you'd like to create.

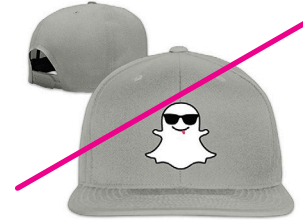
The following guidelines explain how you can use the brand assets to promote your Snapchat account on product packaging.

## Do:

- Use your Snapcode on product packaging so people can find your Snapchat account
- Display the Snapchat app icon if used beside other social media logos
- Display the black Ghost if used as a glyph

## Don't:

- Use the white Ghost logo on your product packaging that implies partnership, sponsorship, or endorsement by Snapchat. Please inquire for permission.



# Talking About Snapchat

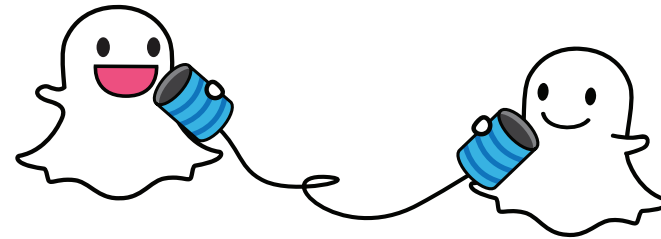
Sometimes you may need to refer to Snapchat to discuss the Snapchat service, describe your presence on Snapchat, display your Snapchat username, or describe your products or services as they relate to Snapchat.

**Do:**

- Use the full name "Snapchat," without any modification
- Capitalize the word "Snapchat," except when you are referring to Snapchat's web address
- Within the body of an article, title, or report, display the word "Snapchat" in the same font size and style as the content surrounding it

**Don't:**

- Modify the word "Snapchat" in any way, such as by capitalizing the "c" or separating it into two words (i.e., SnapChat, Snap chat, or Snap Chat)
- Use the Ghost logo in place of the word "Snapchat"
- Pluralize the word "Snapchat," use it as a verb, or abbreviate it



# Naming Apps & Products

If you offer an app, website, or product that is compatible with or related to Snapchat, you can describe how your app, website, or product relates to Snapchat. But you can't combine any part of the brand assets as part of your own brand, or suggest that Snapchat sponsors or endorses your app, website, or product.

## Do:

- Name your app, website, or product something that is unique and original to you
- Design your own original logo or app icon that represents your brand

## Don't:

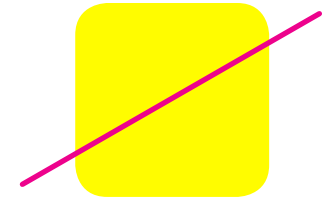
- Use "Snapchat" or "SC" in your app name, website name, domain name, or product name
- Use any of Snap Inc.'s trademarks or logos or other source-identifiers (Snapchat user interface, Lenses, yellow color, etc.) as part of your brand identity, which includes your app icon, logo, and product design
- Describe your app as "for Snapchat" when it is not integrated with the Snapchat platform or specifically designed to compliment the Snapchat app



"SC" in Domain Name



Snapchat in Product Name



App for Snapchat

# Speaking Snapchat

## Bitmoji

Bitmoji is your own personal emoji that can be sent to other Snapchatters as a sticker in Chat and on Snaps.

## Publisher Stories

Publisher Stories are collections of Snaps from publishers like CNN, BuzzFeed, Mashable, and more – updated every day.

## Geofilter

Art overlays that you can place on Snaps. Geofilters appear in specific locations like neighborhoods and landmarks, and are created by Snapchat, members of the Snapchat community, and brands.

## Lens

You can make Snaps even more fun by adding real-time special effects and sounds with Lenses!

## Our Stories

Our Stories are a compilation of Snaps taken by Snapchatters at an event or in a specific place. They are curated by Snapchat, and allow Snapchatters to contribute their unique points of view to the same Story, creating a community narrative.

## Memories

A personal collection of the Snaps and Stories you save, backed up by Snapchat. Just swipe up from the Camera screen, or tap the circle underneath the Capture button. Memories is the only way to post Snaps from the past to your Story.

## My Story

A compilation of Snaps that you post over the course of 24 hours. Stories play in chronological order, so you and your followers can experience moments in the order they were captured. Each Snap in a Story lasts 24 hours, so your Story is always current! You can check the number of views for each of the Snaps in your Story before each Snap's 24 hour expiration.

## Premium Content

Storytelling isn't one-size-fits-all. That's why Snapchat includes every perspective from the street to the studio – a new landscape for storytelling where creators and editors rule, not the clicks of your friends or the whims of an algorithm.

## Shows

Shows are wholly original programming from some of the world's best storytellers, produced and shot for mobile.

## Snap

A picture or video taken on Snapchat in the moment. Snaps can be decorated with emojis, captions, filters, Lenses, and more. By default, Snaps disappear from the screen once they are viewed. But remember – friends or followers can always take a screenshot!

## Snapcode

Snapcodes are unique, scannable codes that make adding new Snapchat friends and opening Snapchat content even easier!



Happy Branding!