

2018

Bitmoji

The logo for Bitmoji features the word "Bitmoji" in a bold, dark blue, rounded sans-serif font. Below the text is a horizontal bar composed of four colored segments: blue, green, yellow, and red, each with a slight diagonal cut at the top edge.

Brand Guidelines

Introduction

We developed these guidelines to help everyone use the Bitmoji brand.

When we say “brand assets,” we mean the Bitmoji word mark, Bitmoji app icon, Bitmoji logo, Bitmoji avatars, Bitmoji artwork, and our other features and product names, like Friendmoji and Actionmoji.

We update these guidelines periodically, so please check in often to see what’s new!



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Bitmoji Dos and Don'ts

A few things to keep in mind
when using Bitmoji.

Do:

- Use your Bitmoji for personal and non-commercial use
- Use your Bitmoji for non-monetized media, such as a personal profile picture
- Download and use visual assets provided in our [Press Kit](#)
- Follow all of Bitmoji and Snap Inc.'s Terms of Service, Community Guidelines, and Privacy Policy
- Make your grandma a Bitmoji

Don't:

- Monetize Bitmoji's brand assets or artwork
- Use Bitmoji's brand assets or artwork as part of your marketing materials
- Sell Bitmoji merchandise
- Copy the Bitmoji look and feel
- Use Bitmoji's brand assets or artwork in a way that suggests or implies partnership, sponsorship, or endorsement by Bitmoji or Snap Inc.
- Incorporate Bitmoji's brand assets, artwork, or anything confusingly similar, into any other trademarks, names, domain names, usernames, or logos
- Use visual Bitmoji brand assets taken from third-party sources
- Use trademarks, names, domain names, usernames, logos, or other content that imitate or could be confused with any of the Bitmoji brand assets
- Feature Bitmoji's brand assets in connection with pornography, illegal activities/marketplaces, or other materials that violate Bitmoji and Snap Inc.'s Terms of Service, Community Guidelines, or Privacy Policy



Logos

Bitmoji is represented by an app icon and a wordmark.

The Bitmoji logos symbolize a fun and personal experience.

Use the full-color Bitmoji app icon when displaying the logo beside other non-text logos.



App Icon



Wordmark



Misuse

We usually love it when people don't take us seriously!

A couple of exceptions, though.



Don't apply outlines



Don't transform or distort in any way – e.g. skew, rotate, stretch



Don't alter any elements – e.g. the face in the app icon



Don't add or subtract elements – e.g. removing the rainbow bar from the wordmark or adding facial features to the app icon



Don't add drop shadows or other special effects



Don't modify transparency



Don't type the word Bitmoji and connect it to the logo



Don't contain in a shape

Wordmark Usage

The Bitmoji wordmark either has dark or light text as found in the [Press Kit](#).

Never show the Bitmoji wordmark in any color other than what is in the [Press Kit](#).

The wordmark 'Bitmoji' is displayed in white, bold, sans-serif font. Below the letters 'i' and 'j' is a horizontal bar with segments of blue, green, yellow, and red. The entire wordmark is centered within a dark navy blue rounded rectangular background.

Bitmoji

On a dark background, use the wordmark in light text

The wordmark 'Bitmoji' is displayed in white, bold, sans-serif font. Below the letters 'i' and 'j' is a horizontal bar with segments of blue, green, yellow, and red. The entire wordmark is centered within a light blue rounded rectangular background.

Bitmoji

On a midtone color background, use the wordmark in light text

The wordmark 'Bitmoji' is displayed in dark navy blue, bold, sans-serif font. Below the letters 'i' and 'j' is a horizontal bar with segments of blue, green, yellow, and red. The entire wordmark is centered on a plain white background.

Bitmoji

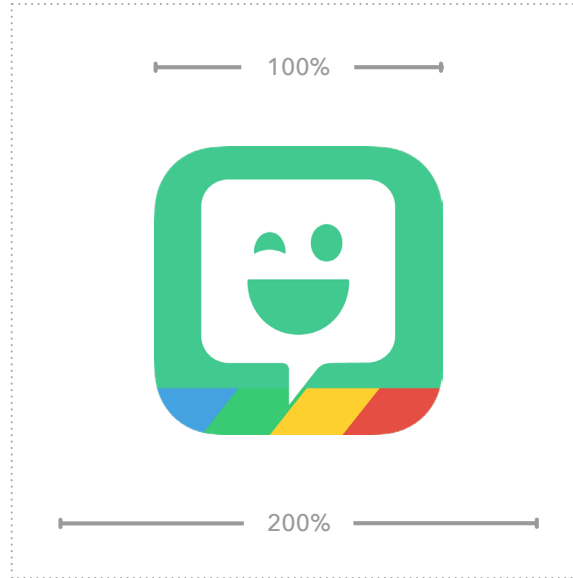
On a white background, use the wordmark in dark text

Clear Space and Minimum Size

Everyone needs some personal space, including the Bitmoji logo.

When you're using the Bitmoji logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 50% 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.



Clear space



.25in or 18px

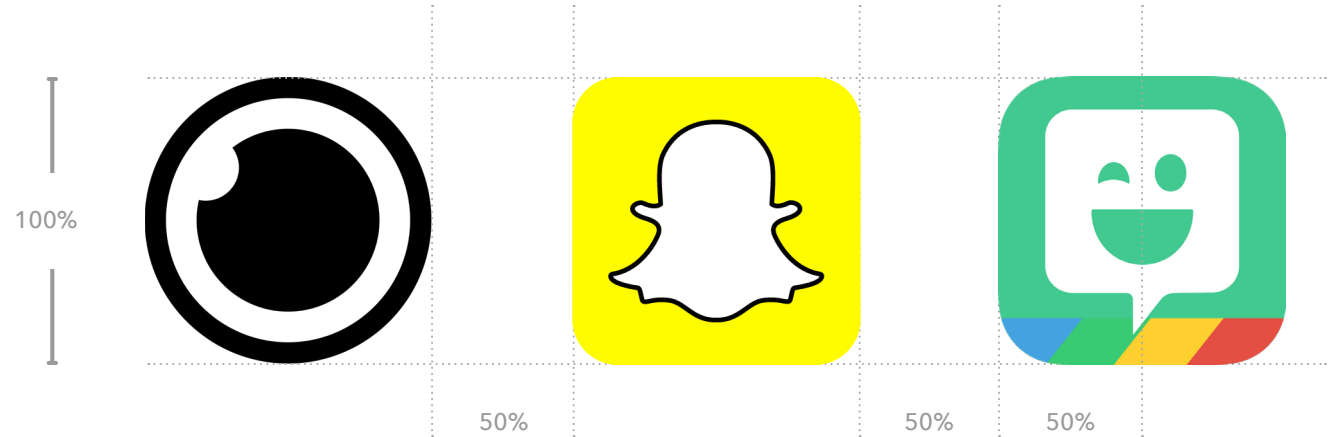
Minimum size

Clear Space and Minimum Size

Only display the Bitmoji logo alongside the Snapchat app icon and Spectacles logo as shown here.

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

Don't display the Bitmoji logo larger than your own marks or branding.



Color Palette

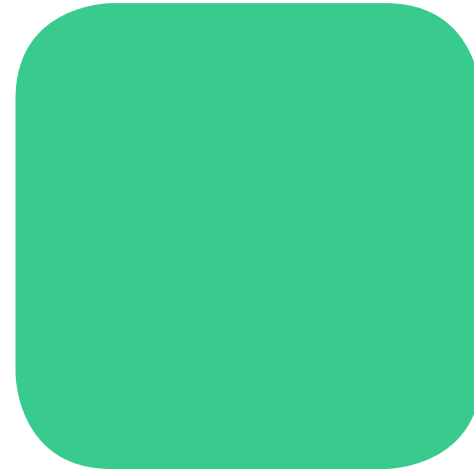
Primary Color – App Icon

Bitmoji Green is our brand color. It appears in our app icon and many of our visual assets.

App Icon



Bitmoji Green



#39CA8E
2412C
18,21,0,12



Color Palette

Secondary Colors – Wordmark

This color palette is used in the Bitmoji wordmark.

HEX #2E3945 is used in the dark version of the wordmark. HEX #FFFFFF is used in the light version of the wordmark.

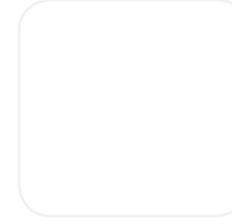
The other four colors are used in the bar beneath the text "Bitmoji."

Text Colors



DARK TEXT

#2E3945
432C
33,17,0,73



WHITE TEXT

#FFFFFF
N/A
0,0,0,0

Bar Colors



#3FA1E3
2171C
72,29,0,11



#2ECC71
7479C
77,0,45,20



#F1C40F
109C
0,19,94,5



#E74C3C
172C
0,67,74,9



Typeface

For titles, headlines, and body copy, use Avenir Next.

It's a friendly, casual, and straightforward typeface that complements the Bitmoji brand.

Avenir Next

– Created by Adrian Frutiger, 1988



Talking About Bitmoji

“Bitmoji” can refer to the product, the app, personalized stickers, or your avatar.

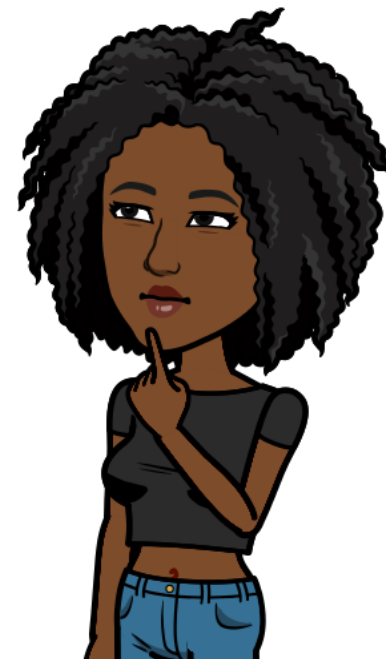
Sometimes you may need to refer to Bitmoji and our other products and features. To discuss them, you may explain how your product is integrated with Bitmoji, or describe your product as it relates to Bitmoji.

Do:

- Use the full name “Bitmoji” without any modification
- Capitalize the word “Bitmoji,” except when you’re referring to Bitmoji’s web address bitmoji.com
- Refer to stickers as Bitmoji stickers
- Refer to your avatar as a Bitmoji avatar
- Display the word “Bitmoji” in the same font size and style as the content surrounding it – e.g. within an article, title, or report

Don’t:

- Modify the word “Bitmoji” in any way, such as by capitalizing the “M”, adding extra characters, or separating it into two words (e.g. BitMoji, Bit emoji, Bit Moji)
- Translate “Bitmoji”



Talking About Friendmoji

Friendmoji is special because friendship is special!



Do:

- Use the full name "Friendmoji" without any modification
- Capitalize the word "Friendmoji"
- Refer to Friendmoji as a product of Bitmoji or Snap Inc.

Don't:

- Modify the word "Friendmoji" in any way, such as by capitalizing the "M" or separating it into two words (e.g. FriendMoji, Friend Moji)
- Translate "Friendmoji"



Talking About Actionmoji

Driving to a party? Flying out? Actionmoji knows where all the action is at.

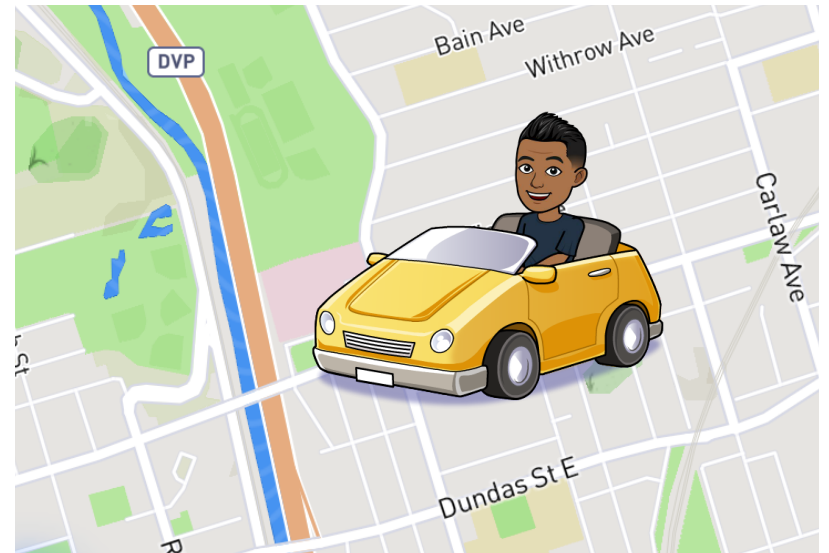


Do:

- Use the full name “Actionmoji” without any modification
- Capitalize the word “Actionmoji”
- Refer to Actionmoji as a product of Bitmoji or Snap Inc.

Don't:

- Modify the word “Actionmoji” in any way, such as by capitalizing the “M” or separating it into two words (e.g., ActionMoji, Action Moji, Action moji)
- Translate “Actionmoji”



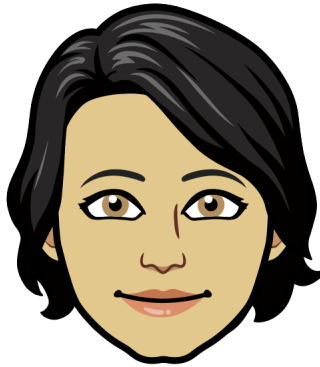
Talking About Bitmoji Avatar Styles

There are three different art styles for Bitmoji avatars.

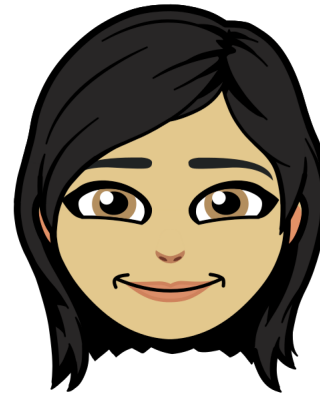
Capitalize the avatar style names: Bitmoji Deluxe, Bitmoji Classic, and Bitstrips.

Don't translate the avatar style names.

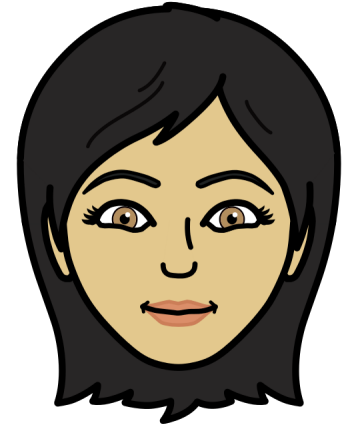
Bitmoji Deluxe



Bitmoji Classic



Bitstrips



Designing Your Apps & Products

Here are some tips on how to describe your product's uniqueness while being mindful of Bitmoji's trademarks.

Do:

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



Don't:

- Use "Bitmoji," "Bitmo," or other confusingly similar terms in your app name, website name, domain name, or product name
- Use any of Bitmoji's trademarks or logos or other source-identifiers (Bitmoji avatar and/or Bitmoji stickers) as part of your brand identity, which includes your app icon, logo, and product design
- Describe your app as "for Bitmoji" when it is not integrated with the Bitmoji platform or specifically designed to complement the Bitmoji app
- Use any of Bitmoji's brand assets or artwork as your own or as part of your product and its services
- Suggest that Bitmoji sponsors or endorses your app, website, or product



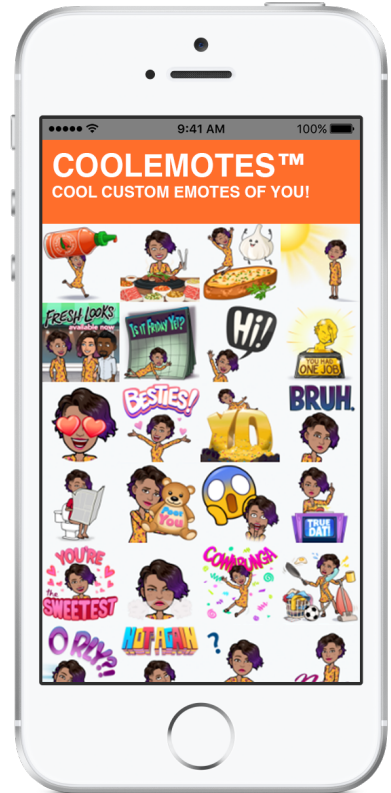
Designing Your Apps & Products

Examples of Misuse

Do not incorporate any Bitmoji artwork or brand assets or elements into your apps or products, including promotional materials such as app store screenshots.



BITMO'CLOCK



Speaking Bitmoji

Bitmoji

Bitmoji can refer to the product, the app, personalized stickers, or your avatar.

Friendmoji

Friendmoji includes you and a friend in a single Bitmoji.

Actionmoji

Actionmoji shows what your Bitmoji is doing on the Snap Map. Actionmoji can change based on your location, the time of day, and how fast you're traveling.

Avatar Style

The art style of your avatar – Bitmoji Deluxe, Bitmoji Classic, and Bitstrips.

Avatar Designer

The section in the Bitmoji app for creating and modifying your avatar and changing outfits.



Press Inquiries

For press inquiries, please contact
media@bitstrips.com