

# Brand Guidelines



# The basics

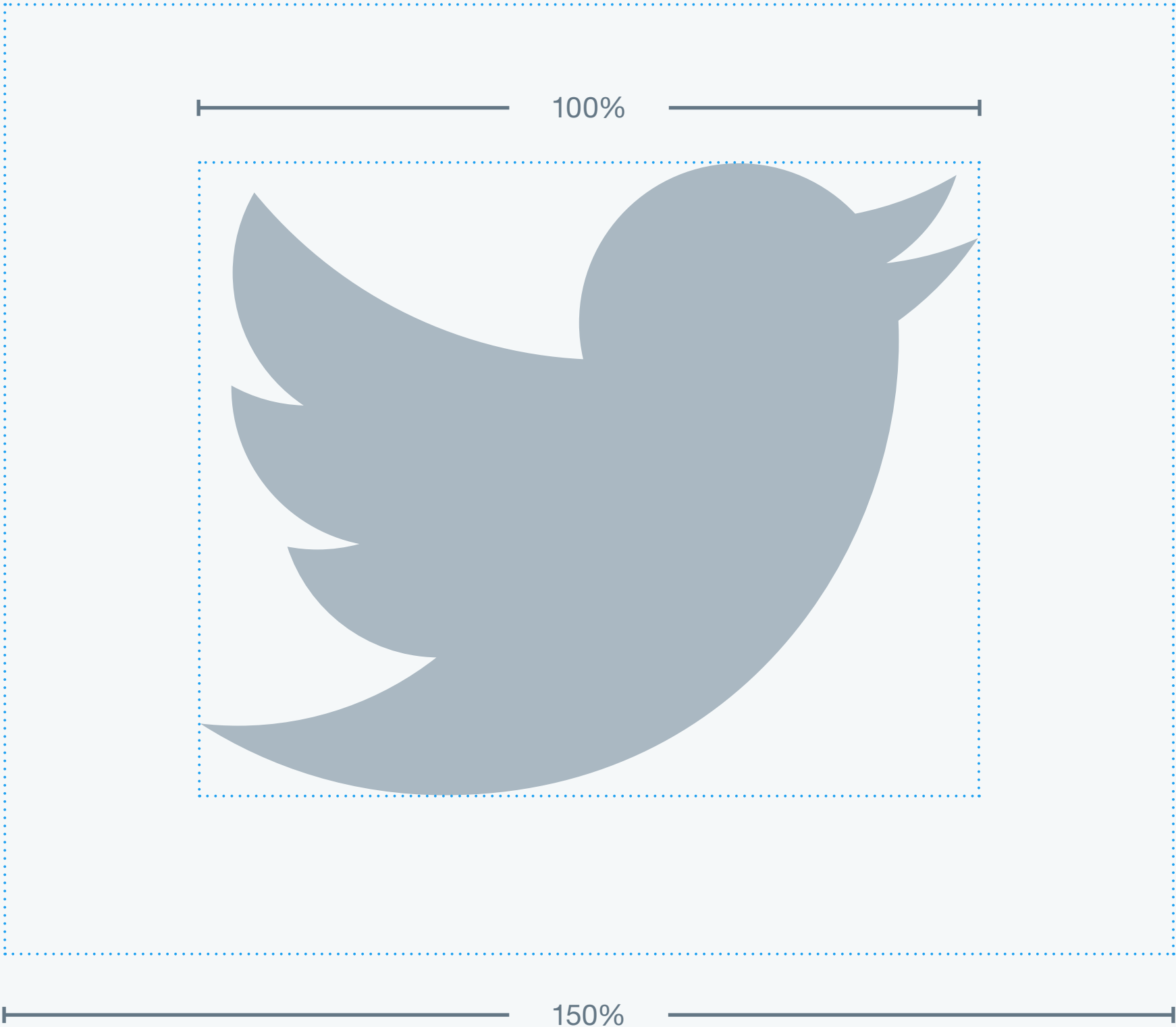
The Twitter logo is a powerful symbol for what's happening in the world and what people are talking about right now. Here are some rules of the road when using our logo.

- Only show the logo in Twitter blue or white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo or make it talk, chirp, or fly.
- Don't surround the logo with other birds or creatures.
- Don't accessorize the logo with extra elements like speech bubbles.
- Don't anthropomorphize the logo.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.

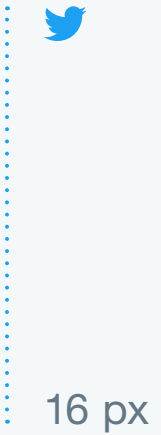


# Clear space and minimum size

When you're using the 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 go any smaller than 16 pixels wide.



Logo clear space



Logo minimum size



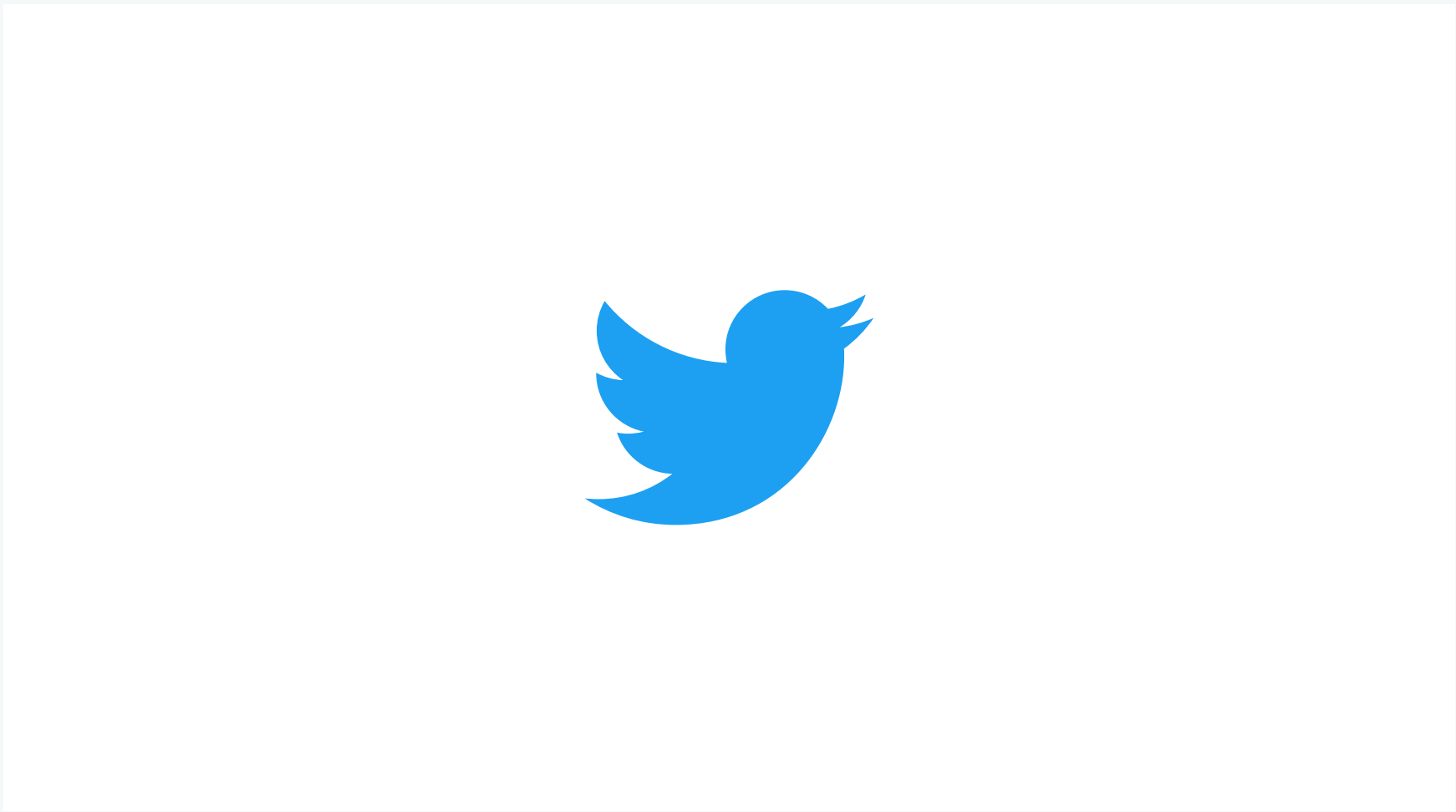
# Color

The Twitter logo is always either blue or white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

And never show the Twitter logo in black or any other colors.

Okay, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior permission from Twitter.



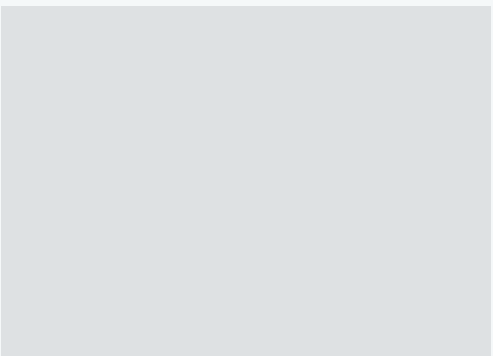
Blue logo on white background



White logo on blue background



White logo on image background



Layer 2  
10–20% black tint



Layer 1  
Original image



# Logo pairings

The primary reason we use the logo pairing lockup is to indicate that an account or hashtag is on Twitter.

When pairing a username or hashtag with the Twitter logo, make sure our logo is in blue or white. Observe our clear space rules, and scale the text to 100% of the height of the logo.

Feel free to use a typeface that's from your brand's design system.

Check out our logo pairing lockup templates at [brand.twitter.com](https://brand.twitter.com).



Logo clear space



Logo clear space



Logo clear space



Logo clear space



# Social icons

When using the logo alongside other social icons to represent your presence on Twitter, you can use the logo in either blue or white, displayed at equal size and height to the other social media icons. When using the logo in white, the background color may be set in any color.

It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle, square, or square with rounded corners.

Download social icons at [brand.twitter.com](https://brand.twitter.com).



Logo  
Social Icon



Square  
Social Icon



Rounded Square social  
icon



Circular  
Social Icon



Minimum width  
of 32 px



Minimum width  
of 32 px



Minimum width  
of 32 px



Minimum width  
of 32 px



Logo

# Misuse



✕  
Do not —  
Apply outlines



✕  
Do not —  
Add drop shadows



✕  
Do not —  
Add special effects



✕  
Do not —  
Add gradations



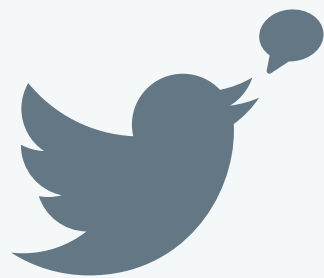
✕  
Do not —  
Fill with multiple colors



✕  
Do not —  
Skew, rotate or stretch



✕  
Do not —  
Change orientation



✕  
Do not —  
Add elements



✕  
Do not —  
Add anatomy



✕  
Do not —  
Multiply



✕  
Do not —  
Use our old logo



✕  
Do not —  
Use our old wordmark



✕  
Do not —  
Use metaphorically to  
suggest a bird. It's not a bird,  
it's a symbol of Twitter.



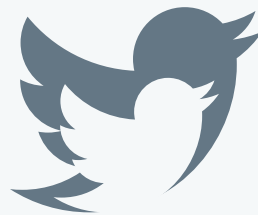
✕  
Do not —  
Lock up our logo with copy,  
headlines, or other logos.



✕  
Do not —  
Type 'Twitter' and lock it up with  
our logo. Our logo should only  
be represented as a symbol.



✕  
Do not —  
Contain in a shape



✕  
Do not —  
Stack multiple logos



✕  
Do not —  
Fill with patterns



✕  
Do not —  
Personify



✕  
Do not —  
Use our old icon



# Primary

## Blue

HEX #1DA1F2

CMYK 69 26 0 0

RGB 29 161 242

PANTONE 2382 C

# Secondary

## Black

HEX #14171A

CMYK 76 68 63 78

RGB 20 23 26

PANTONE Black 7 C

## Dark Gray

HEX #657786

CMYK 65 46 37 8

RGB 101 119 134

PANTONE Cool Gray 9 C

## Light Gray

HEX #AAB8C2

CMYK 34 20 18 0

RGB 170 184 194

PANTONE Cool Gray 7 C

## Extra Light Gray

HEX #E1E8ED

CMYK 10 4 4 0

RGB 225 232 237

PANTONE Cool Gray 3 C

## Extra Extra Light Gray

HEX #F5F8FA

CMYK 3 1 1 0

RGB 245 248 250

PANTONE Cool Gray 1 C

## White

HEX #FFFFFF

CMYK 0 0 0 0

RGB 255 255 255





## Our typeface

Our typeface is bold, simple, and universal — it allows us to emphasize the voices on Twitter.

For Tweet treatments, we use Helvectica Neue Bold for the name, the Tweet itself, and timestamp, and Helvetica Neue Regular for the username.

When you pair the logo with a username and hashtag, feel free to use a typeface that's from your brand's design system.

Helvetica  
Neue

55

Roman

75 Bold



# Anatomy

Tweets represent the building blocks of the Twitter experience and the real voices that drive everything that happens on our platform. When you show Tweets in marketing, make sure they are real and exist on the platform. Each Tweet should be displayed verbatim — don’t alter, edit, or fabricate any aspect of a Tweet’s message.

- Don’t pull elements out of context, editorialize, or discriminate based on content.
- Don’t alter usernames, real names, or hashtags (preserve the caps, lowercase, numbers, underscores, etc).
- Always credit Tweets by displaying the account's full name and username, and credit the Twitter platform by using the Twitter logo.
- Twitter can’t provide permission to use third party Tweets, logos, or images. If you’re using third-party content, please consult with your legal team to assess any legal risk. If the Tweets are your own, you’re free to use or display them, so long as you comply with these guidelines.

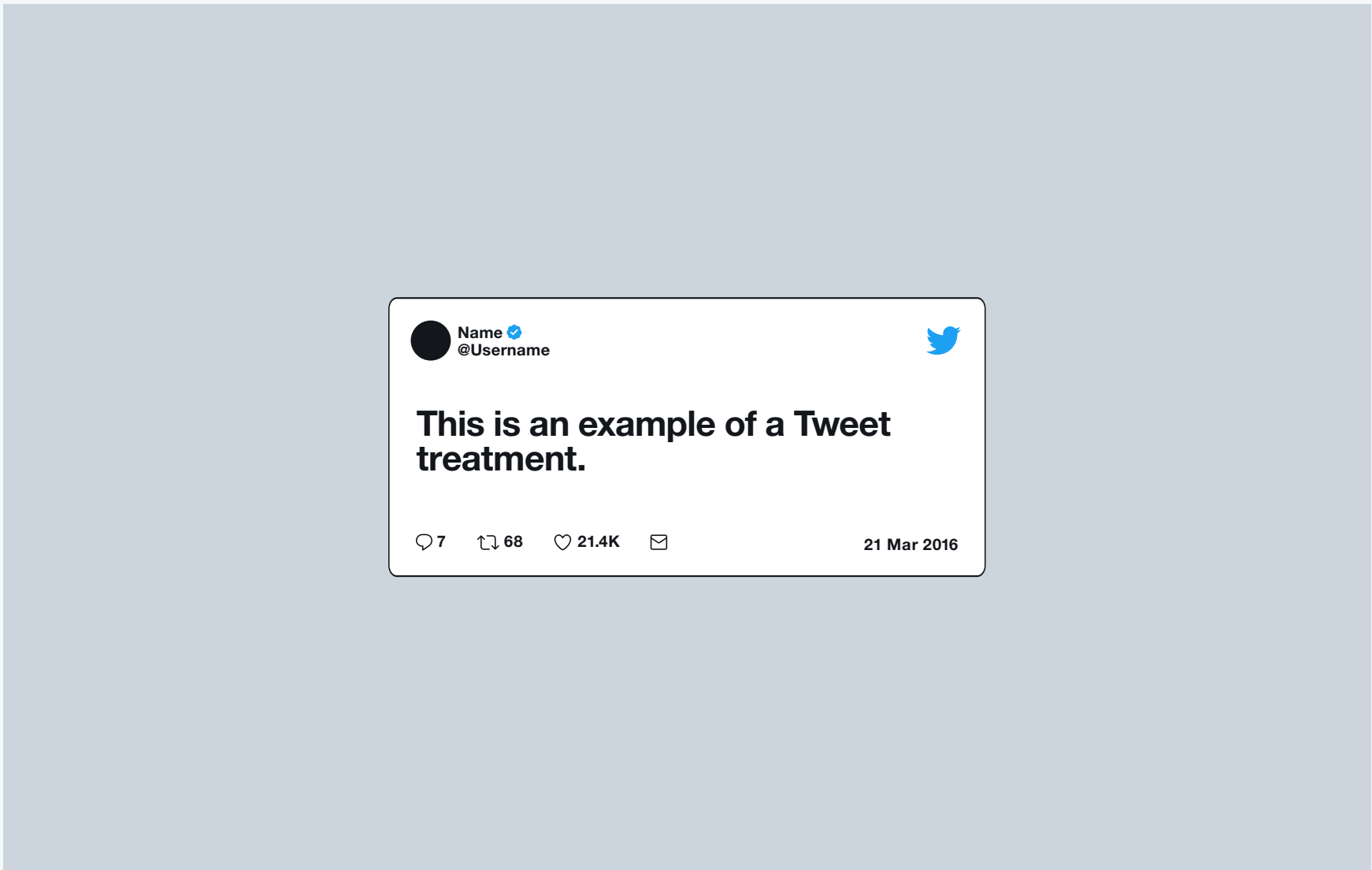




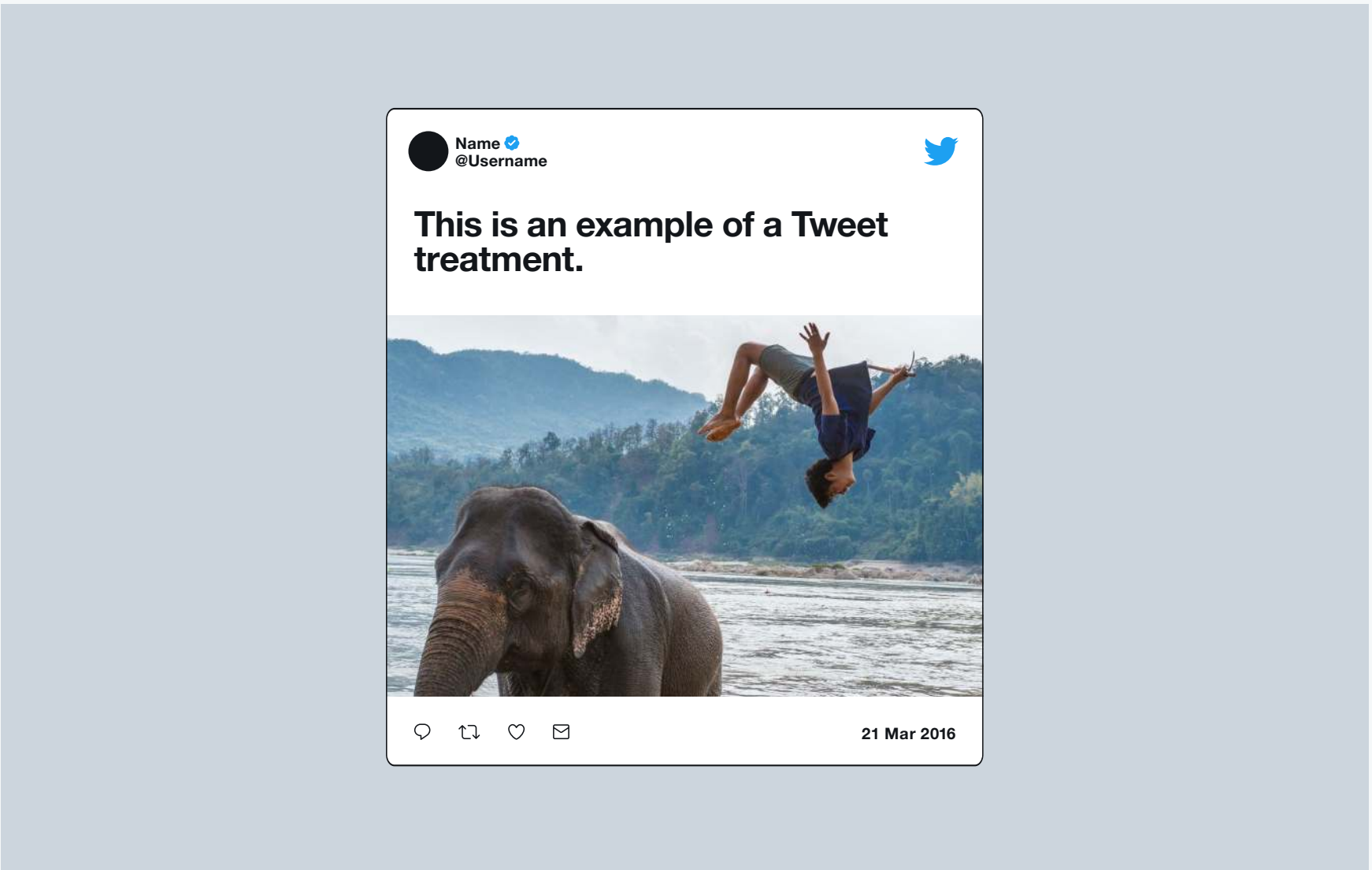
# Variations

There are many ways to represent a Tweet, depending on the context, audience, and level of detail you want. When showing Tweets, we recommend including as much context as possible. Using this detailed treatment will help your audience know that the content can be found on Twitter.

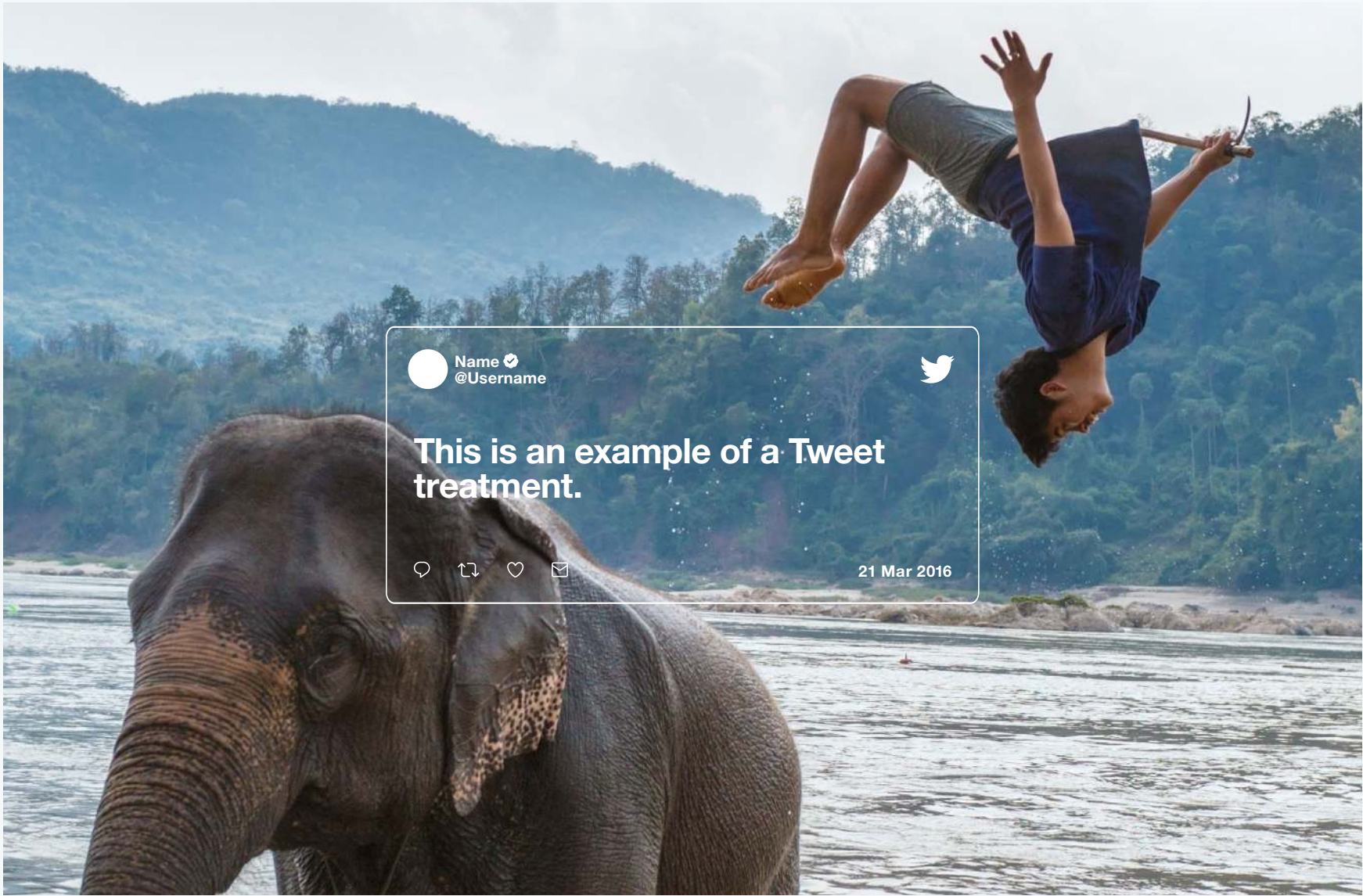
Check out our Tweet treatment templates at [brand.twitter.com](https://brand.twitter.com).



Text Tweet treatment



Text and media Tweet treatment



Text Tweet on media treatment

# Using Twitter marks

The Twitter marks include, but are not limited to, the Twitter name, Twitter logo, the term “Tweet” and any word, phrase, image, or other designation that identifies the source or origin of any Twitter product. Always capitalize the T in “Twitter,” as well as all noun and verb versions of “Tweet” and “Retweet.”

## Naming and visual design (logos, websites, products)

Never use Twitter logos or icons as your own.

Please don’t incorporate Twitter’s marks, in whole or in part, in the name of your company, product, service, website, domain name, application, or website.

## Books or publications (education, instructionals, guides, conferences)

Remember to always be clear that it’s about Twitter, not by Twitter. Please name your books and publications something unique, and do not incorporate Twitter’s marks (Twitter, Tweet, Retweet, and Twitter logo) in the title or cover.

## Merchandise

A product branded with the Twitter name or logo is a reflection of Twitter. Unless the Twitter logo is locked up with a hashtag or username, or you’re using it with other social media icons, we don’t allow others to make, sell, or give away anything with our name or logo on it.

## Publishing Twitter content

If you're looking to embed Twitter content, check out [publish.twitter.com](https://publish.twitter.com). For custom Tweet renderings, please follow our display requirements at [dev.twitter.com](https://dev.twitter.com).





# Twitter Trademark Guidelines

**By using the Twitter trademarks in these Brand Guidelines, you agree to follow these Twitter Trademark Guidelines (the “Guidelines”) as well as our Terms of Service and all other Twitter rules and policies.** Twitter Inc. (“Twitter”) reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the Twitter trademarks. You may use the Twitter trademarks solely for the purposes expressly authorized by Twitter. Strict compliance with these Guidelines is required at all times, and any use of the Twitter trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Twitter trademarks.

- 1

You may not alter the Twitter trademarks in any manner, including, but not limited to, changing the proportion, color or shape of the Twitter trademarks, or adding or removing any elements from the Twitter trademarks.
- 2

The Twitter trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic or textual elements.
- 3

The Twitter trademarks should not be placed in any way that that interferes with the readability or display of the entirety of the Twitter trademarks.
- 4

You may not use the Twitter trademarks in any manner that implies sponsorship or endorsement by Twitter without an express written permission and license from Twitter.
- 5

You may not use the Twitter trademarks to disparage Twitter, its products or services, or in a manner which, in Twitter’s sole discretion, may diminish or tarnish Twitter’s goodwill in the Twitter trademarks.

- 6

You may not use the Twitter trademarks to refer to any other product or service other than Twitter. The TWEET and RETWEET marks must only be used to reference Twitter’s Tweet and Retweet products.
- 7

When creating a product, app, website, or other service that uses or interacts with Twitter, use a unique name, logo and design that cannot be confused with the Twitter trademarks. You should not apply for any trademarks or domains that include the Twitter trademarks or any other confusingly similar variations.
- 8

You must display the following statement in materials that display the Twitter trademarks: “TWITTER, TWEET, RETWEET and the Twitter logo are trademarks of Twitter, Inc. or its affiliates.”
- 9

You acknowledge that all rights to the Twitter trademarks are the exclusive property of Twitter, and all goodwill generated through your use of the Twitter trademarks will inure to the sole benefit of Twitter. You will not take any action that is in conflict with Twitter’s rights in, or ownership of, the Twitter trademarks.

Twitter reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the Twitter trademarks at any time and to take appropriate action against any unauthorized or non conforming use of the Twitter trademarks.

If you have any questions about these Guidelines, please contact [trademarks@twitter.com](mailto:trademarks@twitter.com).



Need help?

**Have any questions?**  
**Contact us at [trademarks@twitter.com](mailto:trademarks@twitter.com)**

