Brand Elements Quick Guide

March 2020

Hi there!

We've developed this quick guide to outline the do's and don'ts of using Snapchat's brand elements – including word and design marks, creative tools, and design elements associated with Snapchat. If you'd like to use our brand elements in a way not covered by these guidelines, please fill out <u>this request form</u>.

If you would like to use Bitmoji brand elements, please see the <u>Bitmoji Brand Guidelines</u>.

Thanks for spreading the love about Snapchat! :)

Rules of Thumb

Please only use the brand elements found in these guidelines. Do not use any Snapchat brand elements taken from third party sources.

Please don't:

- Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement by Snap Inc.

- Incorporate Snapchat's brand elements, or anything confusingly similar, into your own trademark, logo, product or service name, domain name, or username

- Alter any part of the Snapchat brand elements

- Modify the word "Snapchat" in any way

- Monetize Snapchat's brand elements, such as selling Snapchat-themed merchandise

- Copy the Snapchat look and feel, including imitation of the Snapchat user interface or app store profile

- Feature Snapchat's brand elements in connection with pornography, illegal activity, or other material that violates our Terms of Service or Community Guidelines
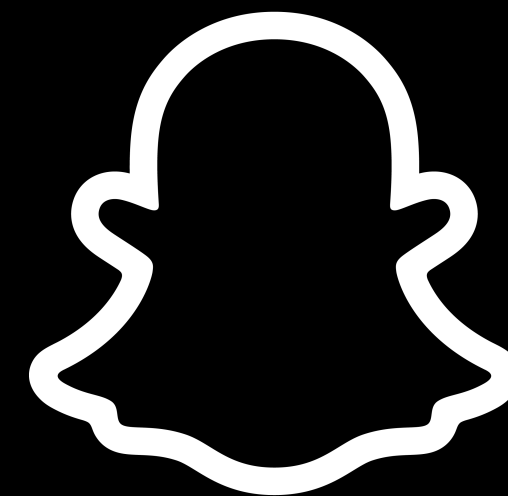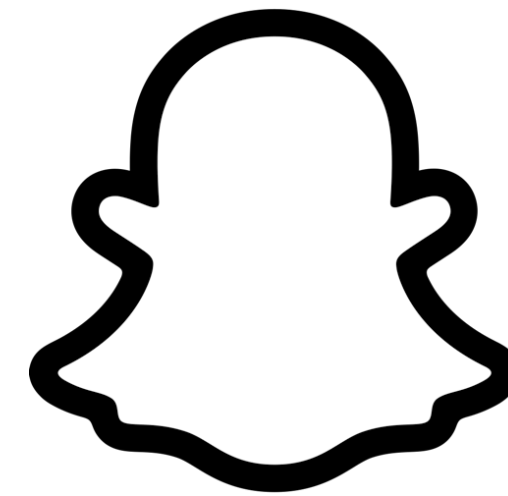
Ghost Logo

If you'd like to use the Ghost Logo, please follow these 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 the Ghost Logo to refer to any product or service other than Snapchat

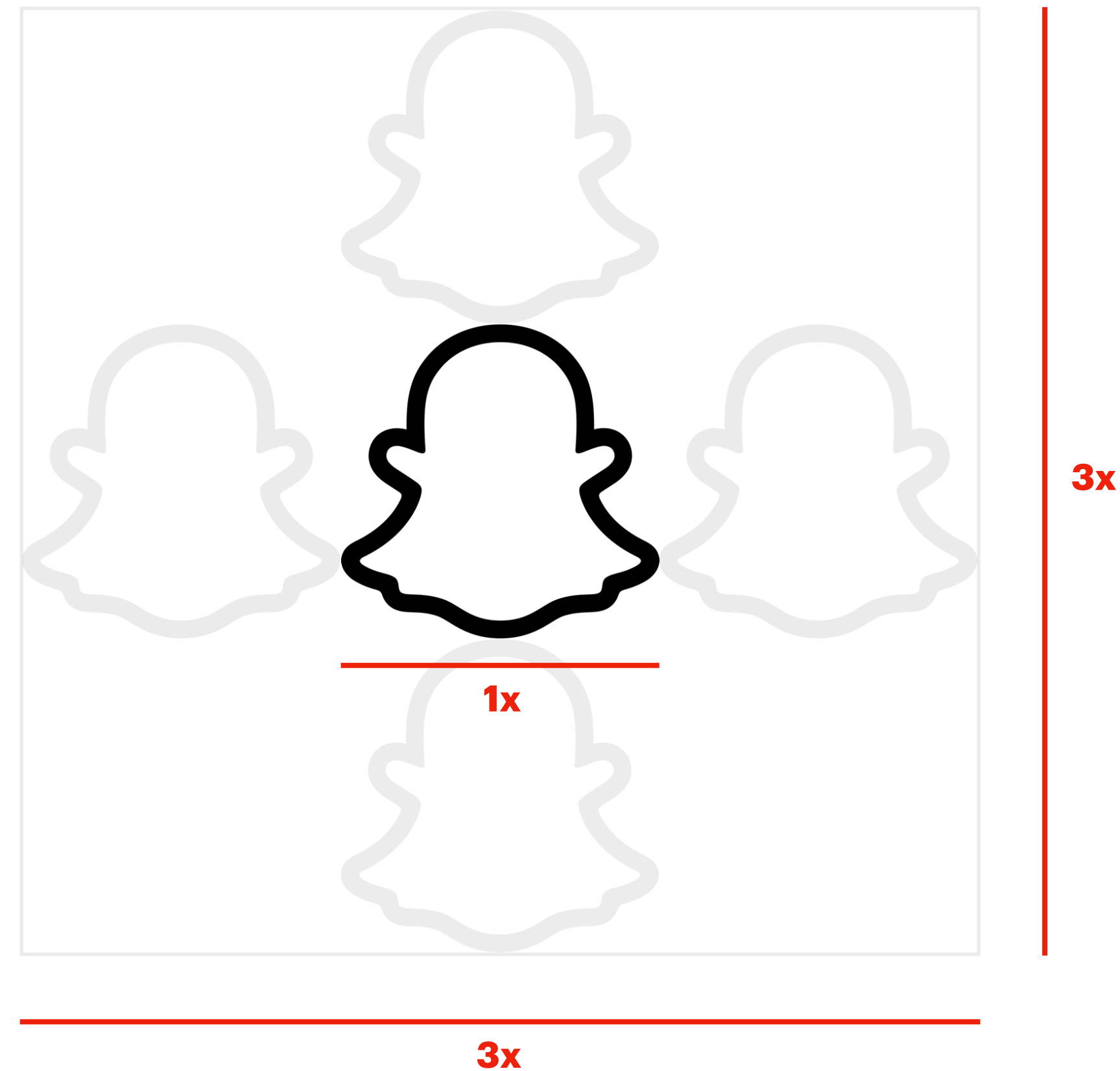*Note that the Ghost Logo should not represent Snap Inc. or Spectacles*

Clear Space

When you're using the Ghost Logo with other graphical elements, make sure you give it some room to breathe. The empty space on each side of the Ghost Logo should be at least 100% of the height/width of the Ghost Logo.

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
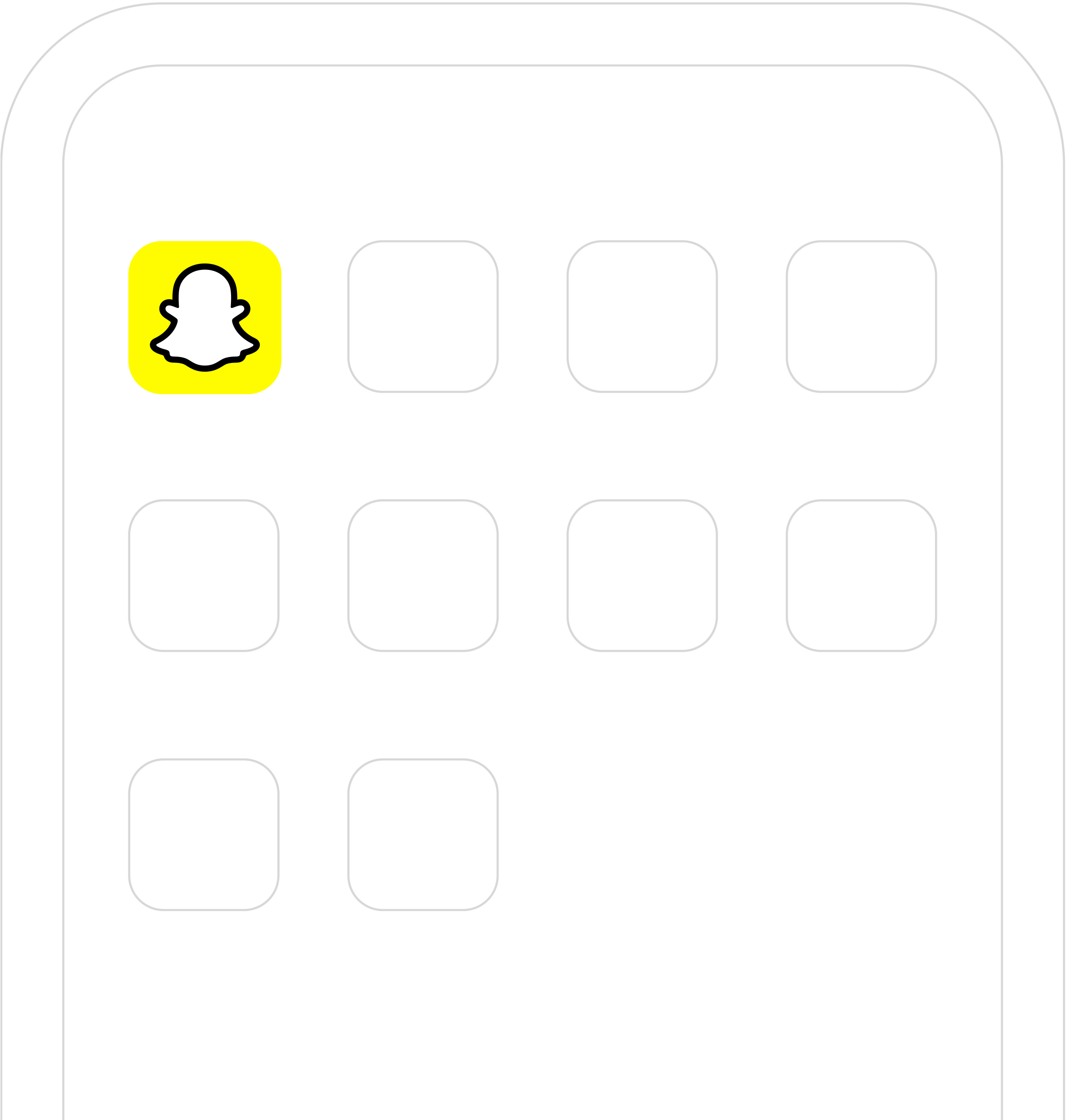
Don't:

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

3x

1x

3x

App Icon

Unless you're showing the Snapchat app icon on a mobile phone or in the context of mobile apps, please use the Ghost Logo.

Snapcode

Snapcode emblems make it easy for Snapchatters to add you as a friend, follow your Story, and share links. Feel free to publicize your Snapcode(s) on the web, social media, product packaging, and print, but make sure to test the Snapcode before doing so.

Please review the Snapcode Usage Guidelines for more information about the do's and don'ts of using your Snapcode.

Color

We love yellow. It is one of our most important brand elements. Say hello to Snap yellow.

PMS	HEX	RGB	CMYK
Snap Yellow #SNA001	#FFFC00	255 252 0	0 0 95 0

PMS	HEX	RGB	CMYK (Rich)
Black	#000000	0 0 0	60 40 40 100

PMS	HEX	RGB	CMYK
White	#FFFFFF	255 255 255	60 40 40 100

Typography

We use the Graphik font family. It's welcoming while remaining structural and easy to set.

Super — Dancing hotdogs

Black — Landmarker

Bold — Oddly Satisfying

Semibold — Rainbow vomit

Medium — Time machine

Regular — Flower crown

Light — Chipmunk voices

Extralight — Real friends

Primary weights

Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!
@#$%^&*()_+

Semibold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#$%^&*()_+

Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#$%^&*()_+
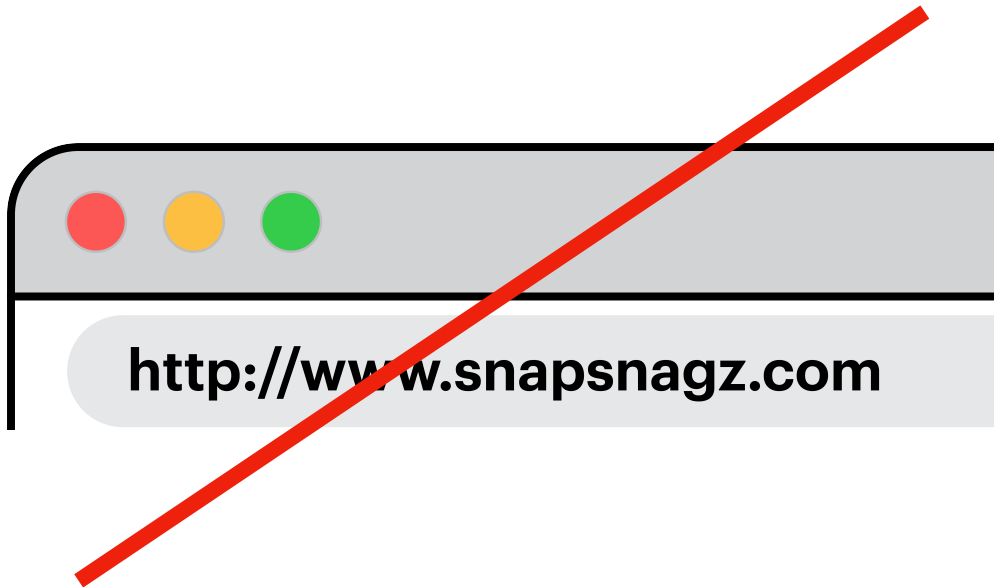
Branding Related Products & Services

If you offer an app, website, service, or product that is compatible with or related to Snapchat, please follow these guidelines:

Do:

- Name your app, website, service, or product something that is unique and original to you

- Design your own original logo or app icon to represent your brand

- Comply with the Snap Kit Developer Terms of Service if your app or service is integrated with Snap Kit
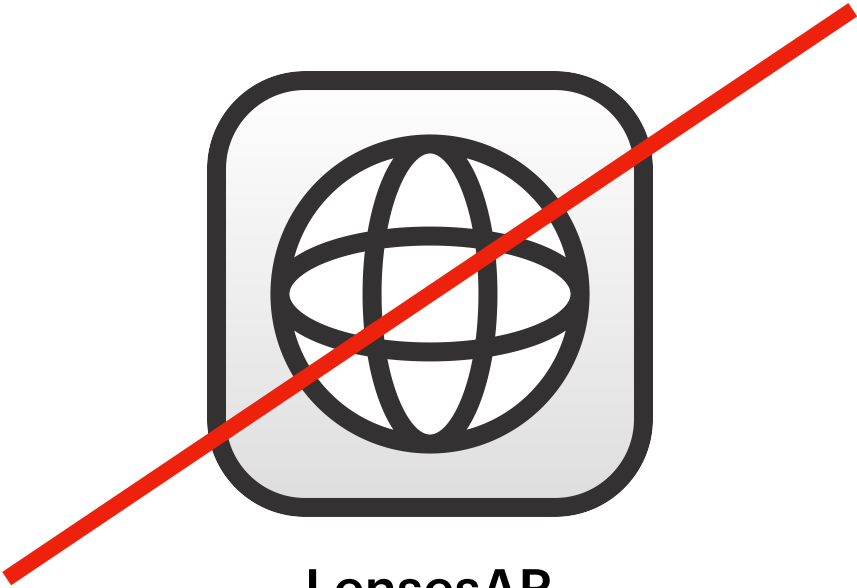
Don't:

- Use any of the Snapchat brand elements as part of your brand identity, such as in your app, product, business, or domain name, or in your app icon, logo, or product design

- Describe your app or product as "for Snapchat" when it is not integrated with the Snapchat platform or specifically designed to compliment just the Snapchat app

- Use a name or other branding that is confusingly similar to, or unnecessarily references, any Snapchat brand element

"Snap" in domain name for service that works with Snapchat

"Snap" in app name, unnecessary references to Ghost Logo and Lenses, yellow background

"Lenses" in app name

Asset Links

Ghost Logo

Click here to access the Ghost Logo assets.

App Icon

Click here to access the App Icon asset.

Thank you!