Brand Guidelines

The Basics

The Twitter logo is a powerful symbol for what's happening in the world now, and the power of the voices and unique conversations that happen on the platform everyday. 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.

Please refer to the downloadable Starter Kit at brand.twitter.com.

100%

150%

16 px
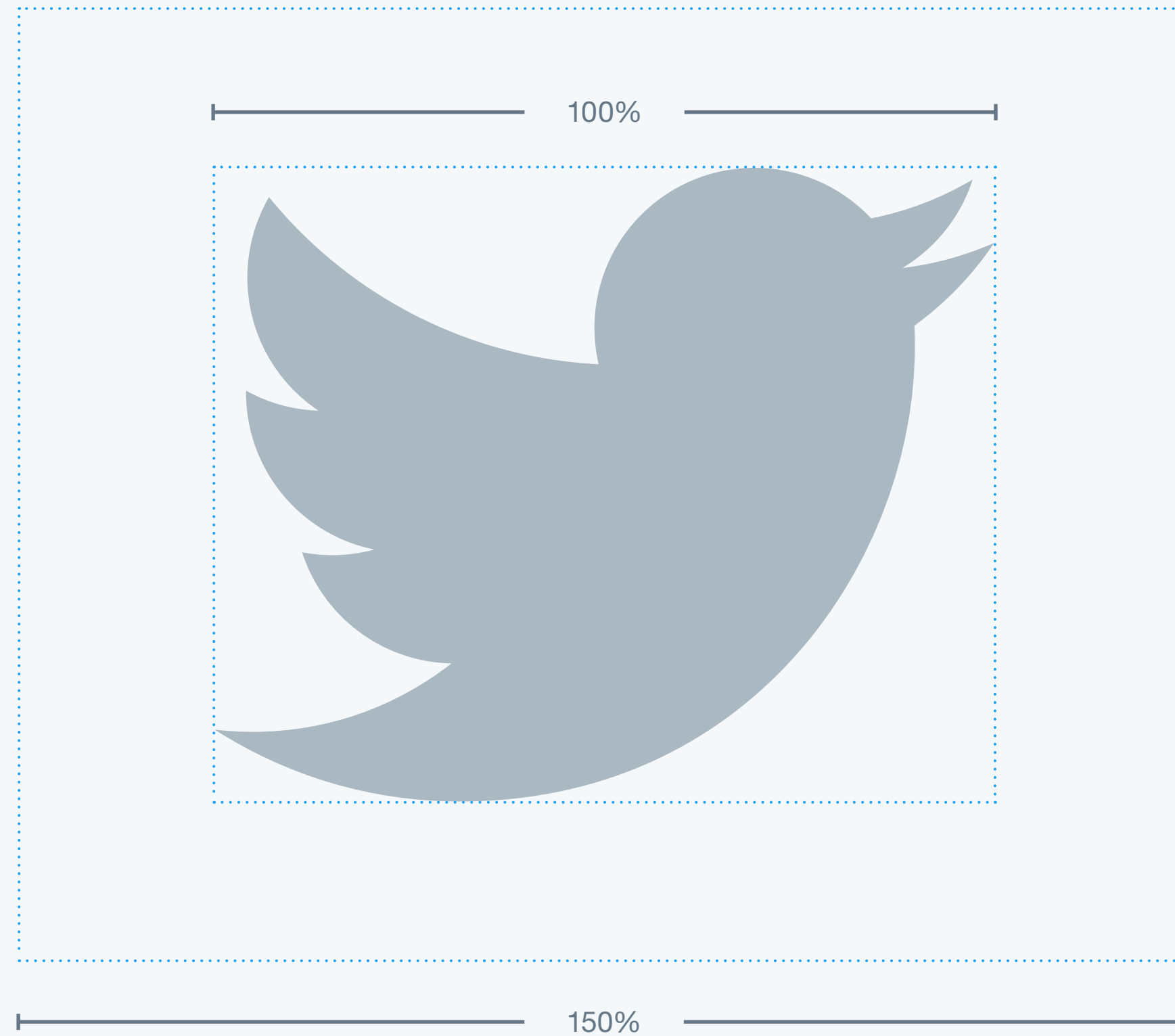
Logo clear space
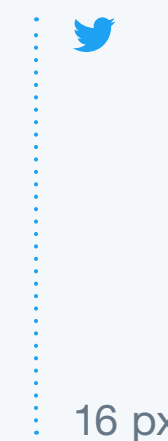
Logo minimum size

Logo

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.

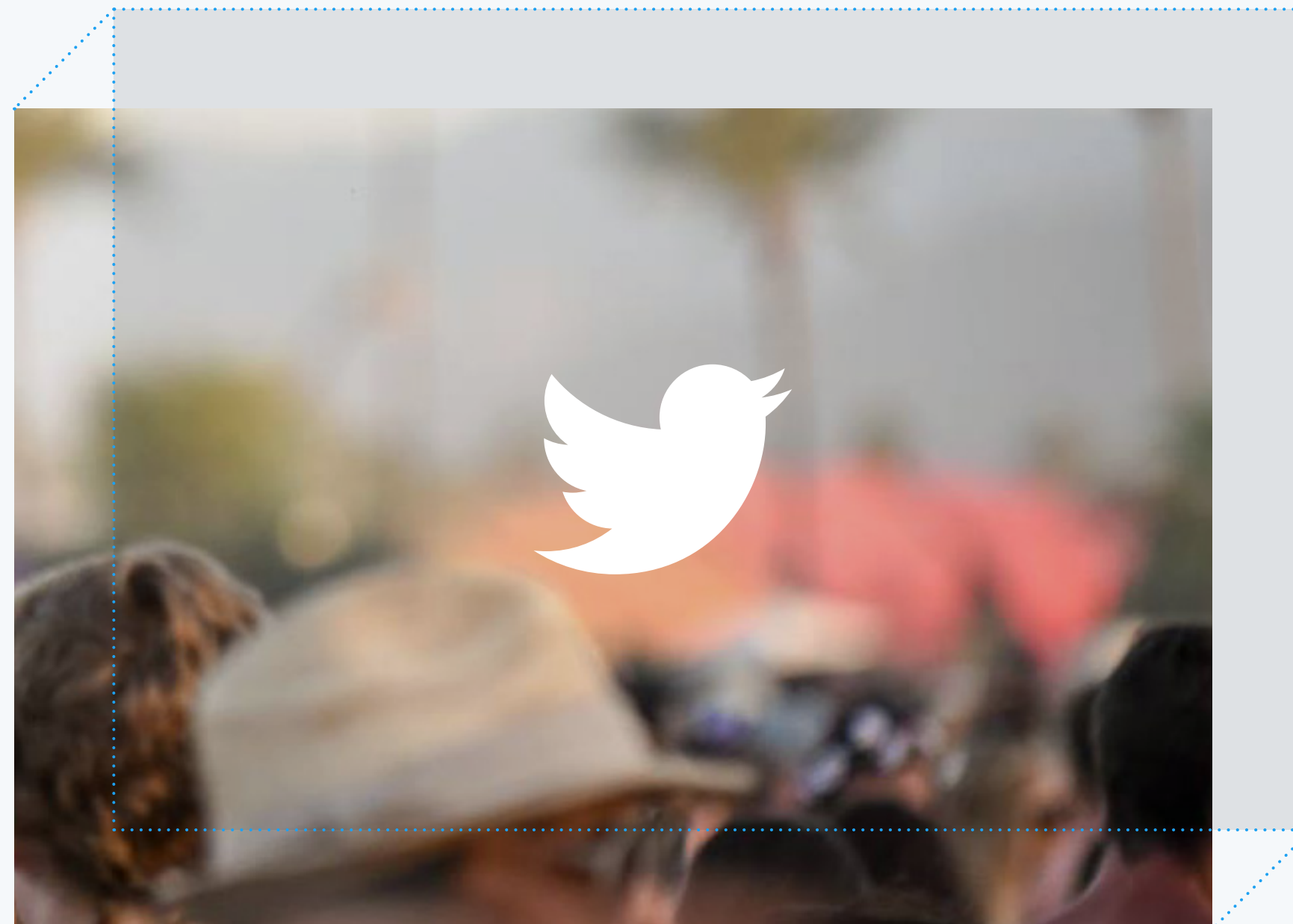And never show the Twitter logo in black or any other colors.

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.
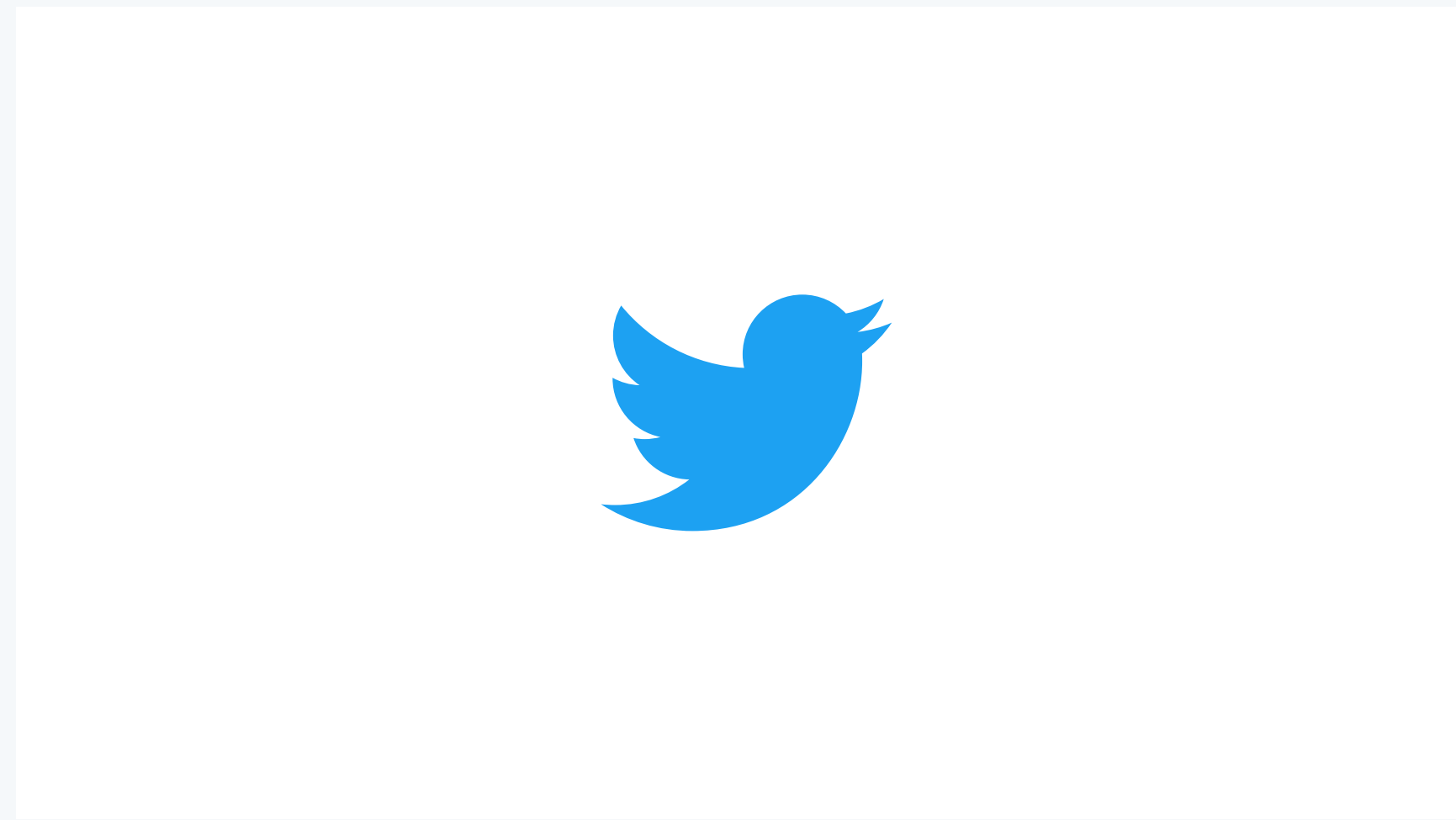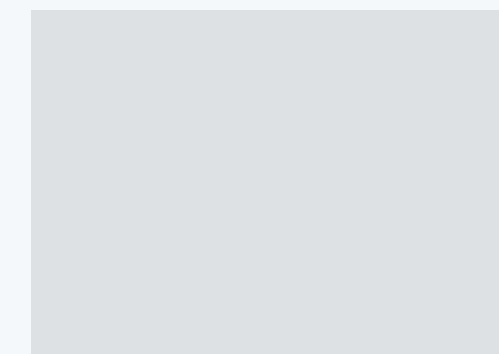

Blue logo on white background
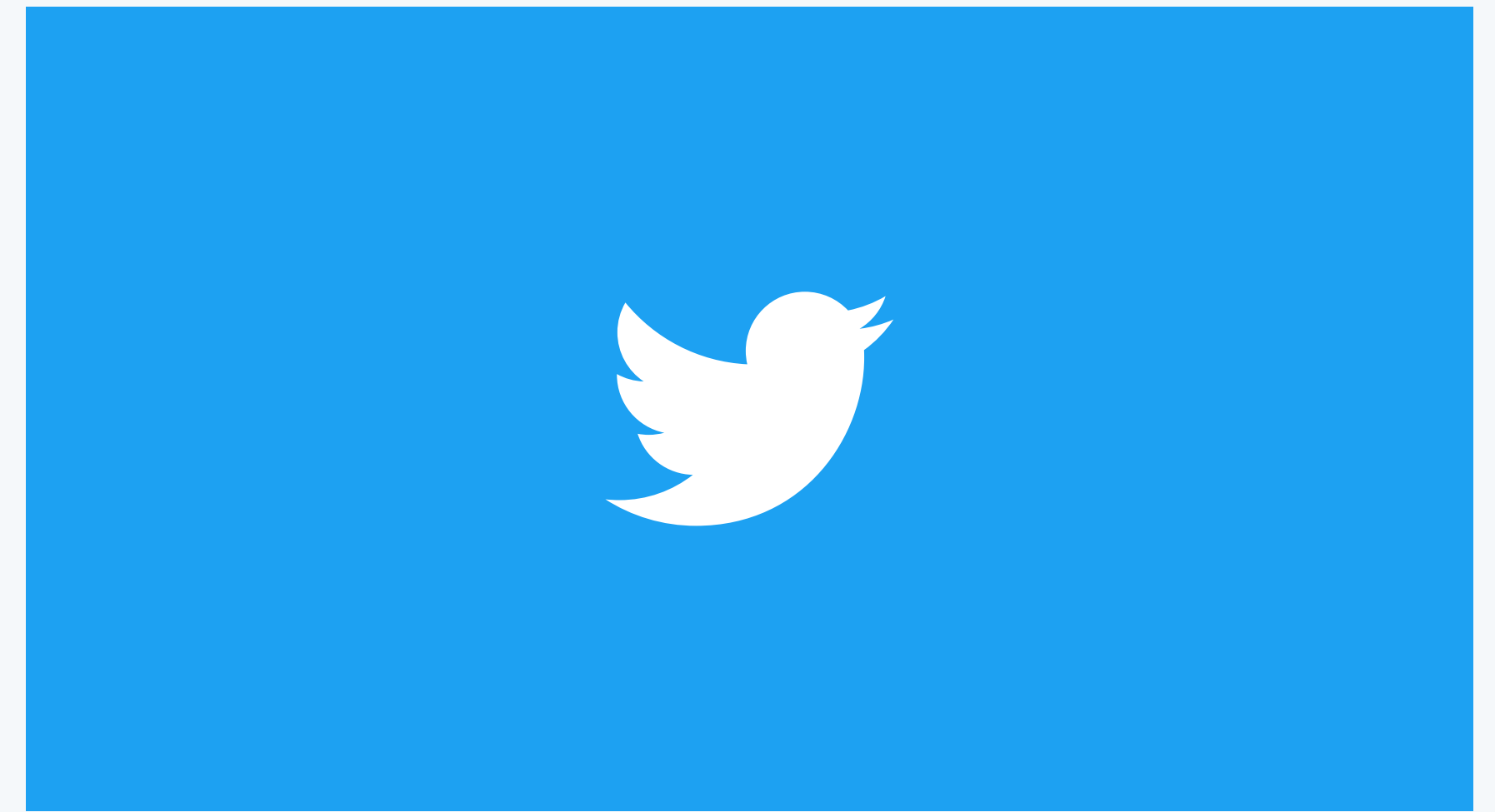
White logo on blue background

White logo on image background

Layer 2
10–20% black tint

Layer 1

Original image

Lock-ups

Please don't use Twitter's marks in a way that suggests sponsorship, endorsement, or affiliation by Twitter. Or in a way that could confuse Twitter with another brand.

When showing that a #Hashtag or @Username is from Twitter, pair it with the logo and use Helvetica Neue Pro 75 Bold. Observe our clear space rules, and scale the text to 100% of the height of the logo.

Please refer to the downloadable Starter Kit at brand.twitter.com.

@Username

Logo Clearspace   @Username, set in Helvetica Neue Pro, 75 Bold, -25 Tracking.

#Hashtag

Logo Clearspace   #Hashtag, set in Helvetica Neue Pro, 75 Bold, -25 Tracking.
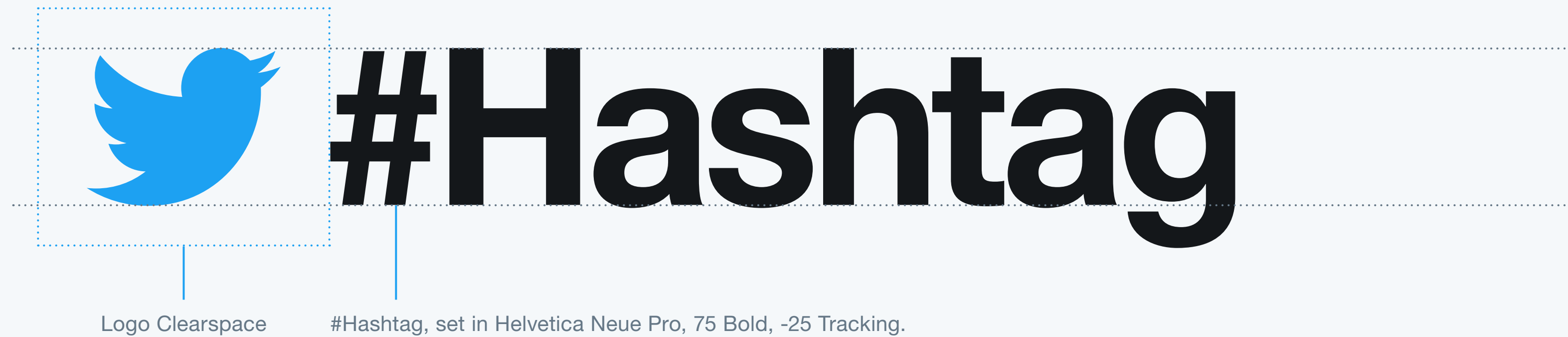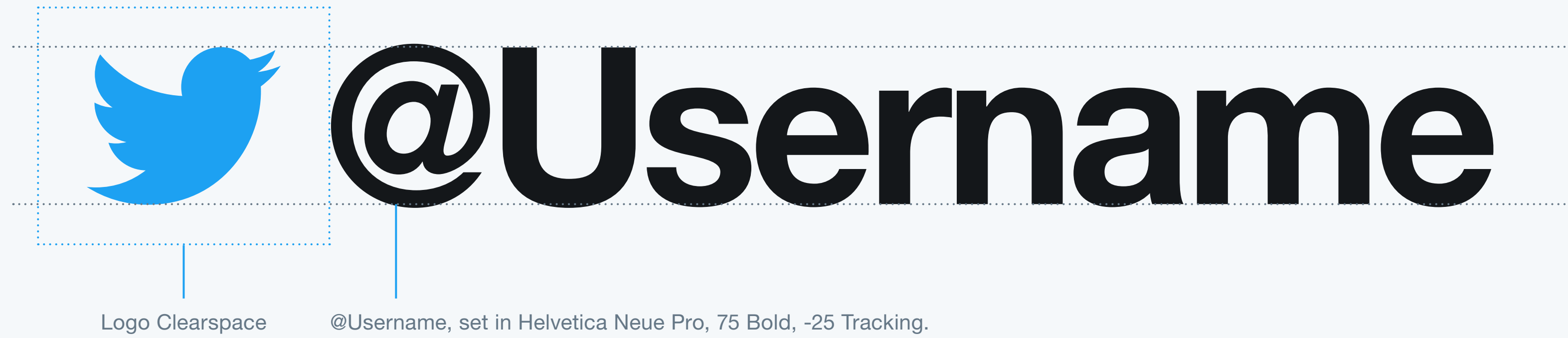
Social Icons

When using the logo to represent your presence on Twitter — either alone or alongside other social icons — 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 prefered 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.

Please refer to the downloadable Starter Kit at 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

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,
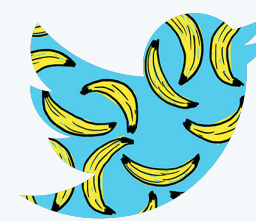headlines, or other logos.

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 is the common thread throughout our brand and allows us to emphasize the voices on Twitter.

For the @Username and #Hashtag lockups, we use Helvetica Neue Pro 75 Bold (page 5).

For Tweet Treatments, we use Helvetica Neue Pro 75 Bold for the name, the Tweet itself, and timestamp, and Helvetica Neue Pro 55 Roman for the @Username (page 10).

Helvetica Neue Pro

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 outside of the Twitter platform, always present them exactly as found. 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 the credit the Twitter platform with the 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.

Avatar   Name   @Username   Tweet Content   Frame   Logo

Name ✔
@Username

This is an example of a Tweet treatment.

21 Mar 2006

Retweet Reply   Tweet Content   Date
Like

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. This consistent treatment helps build recognition and association back to our platform.

Please refer to the downloadable Starter Kit at brand.twitter.com.

Text Tweet treatment
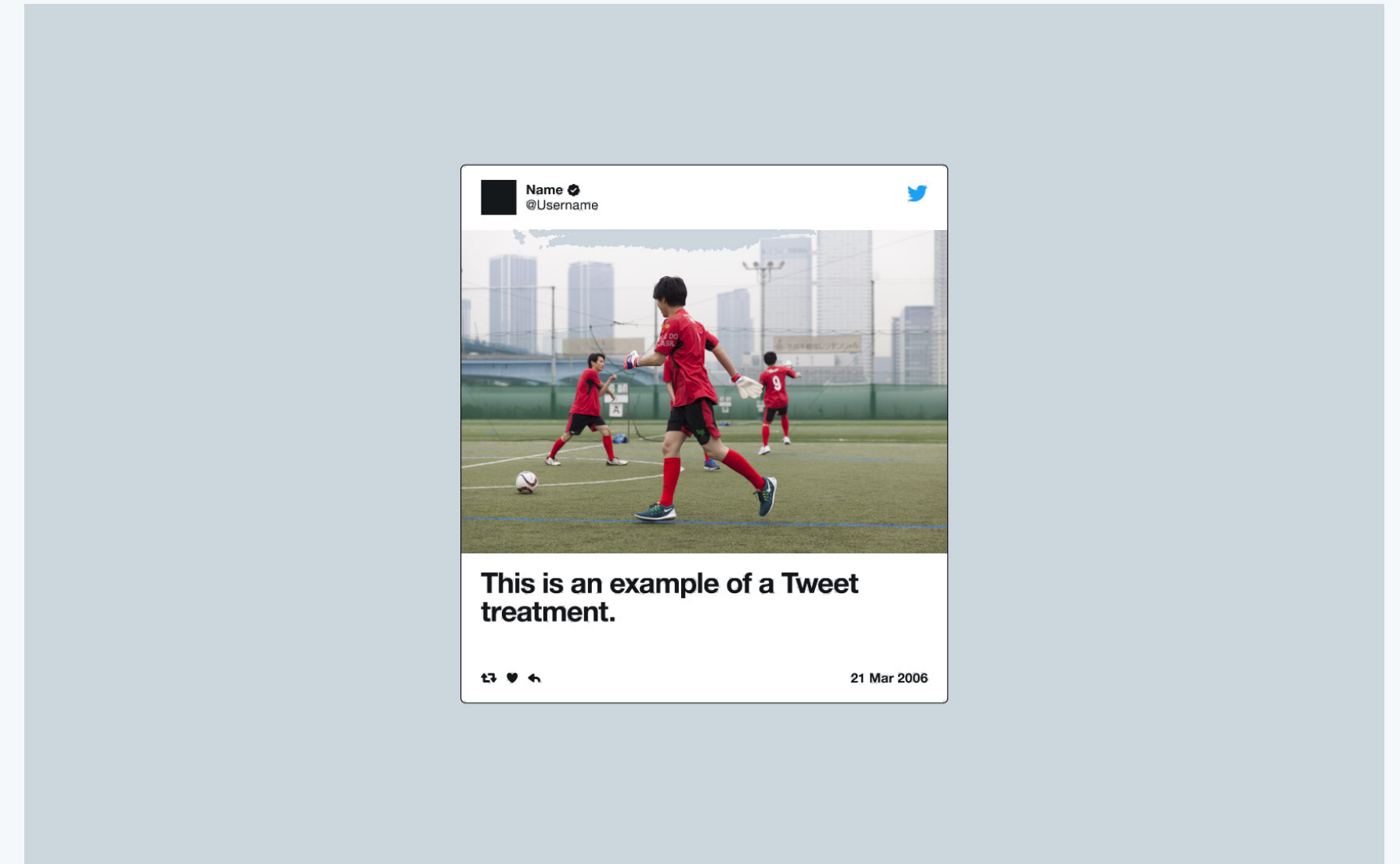
Text and media Tweet treatment

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.

Functional use (embedded Tweets, Timelines, and Buttons)

If you're looking to use embed codes to publish Twitter content, check out publish.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.

Need Help?

Have any questions?
Contact us at trademarks@twitter.com