

# SNAPCHAT BRAND GUIDELINES



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We've developed this quick guide to outline the do's and don'ts of using Snapchat's brand elements. If you'd like to use our brand elements or brands [trademarks] in a way not covered by these guidelines, please fill out [this request form](#).

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# TRADEMARKS

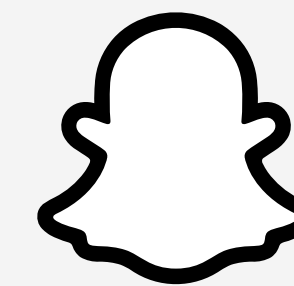
Snap

The word "SNAP" in a bold, black, sans-serif font, centered within a light gray rounded rectangular background.

Snapchat

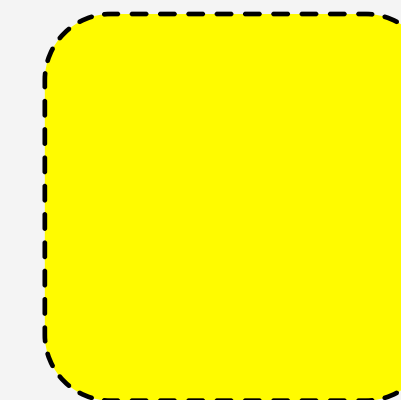
The word "SNAPCHAT" in a bold, black, sans-serif font, centered within a light gray rounded rectangular background.

Ghost



Yellow

The mark consists of the color yellow used in connection with mobile applications.



# TRADEMARK USAGE GUIDELINES

## Please Do:

- Use the mark as an adjective, modifying the product or service
- Use the mark consistently as it is shown in the these guidelines
- Capitalize the first letter of the mark in general text
- Do use trademark markings (™ and ®) when feasible
- Do say “[mark] is a registered trademark of Snap Inc.” when feasible
- Use the most updated version of the mark featured in these guidelines

## Please Don't:

- Do not use the mark as a noun or a verb
- Do not use the mark colloquially
- Capitalize the first letter of the mark in general text
- Do not use in a manner that does not refer to Snap Inc.
- Do not use the mark in possessive form
- Use the most updated version of the mark featured in these guidelines

If you'd like to use our trademarks in a way not covered by these guidelines, please fill out [this request form](#).

# BRAND ESSENTIALS



# RULES OF THUMB

## Please Don't:

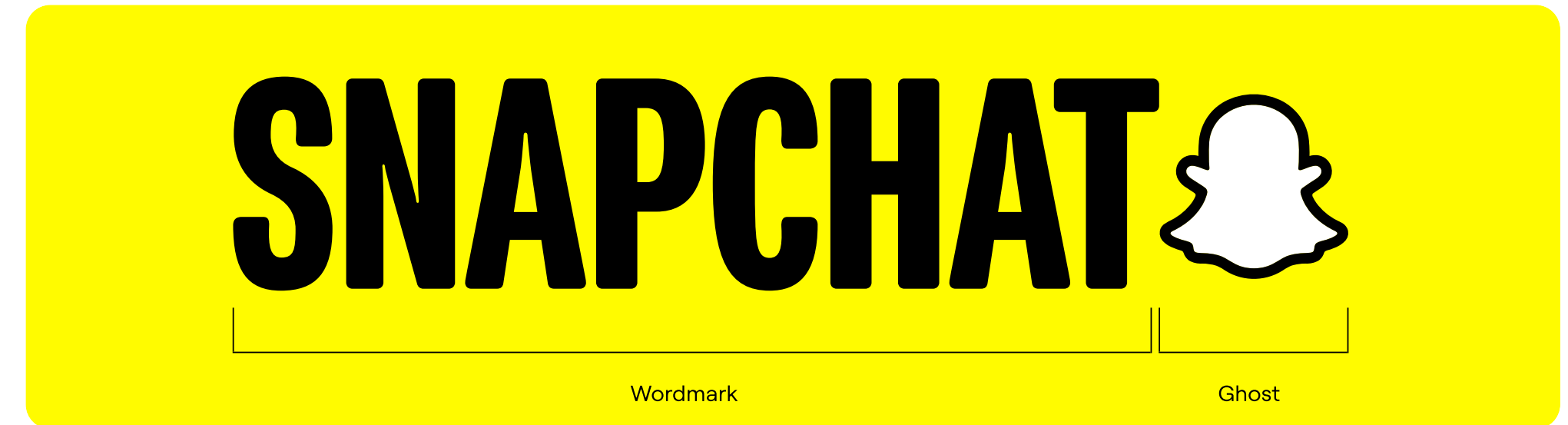
- Use any Snapchat brand elements taken from third party sources.
- Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement by Snap Inc.
- Incorporate Snapchat's brand elements, or anything confusingly similar, into your own trademark, logo, product or service 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

# LOGO SUITE

The Snapchat logo suite consists of the primary lockup, the Ghost, and wordmark. Follow this guide to learn how we use each logo asset within the brand system.

## Primary lockup

The primary Snapchat logo lockup consists of our wordmark and the Ghost. We use this lockup for all purposes, especially when showcasing our brand externally. This can be in marketing materials, at events, and for high-level brand moments.



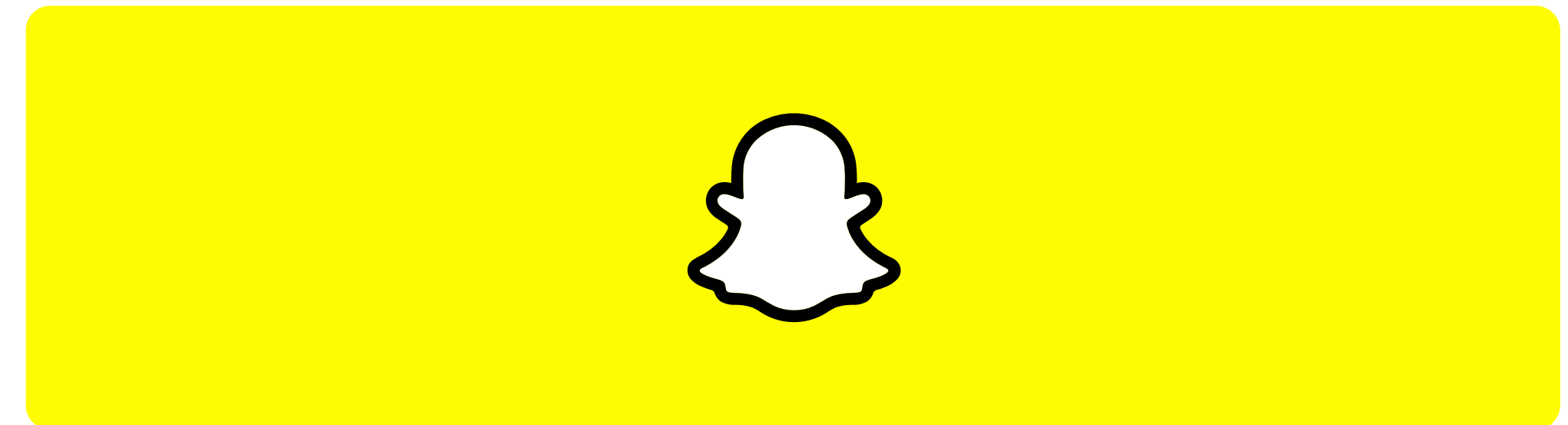
## Vertical lockup

The stacked vertical lockup combines the Ghost icon placed above the Snapchat wordmark. This version is best used in formats where a vertical orientation works better than horizontal—such as in narrow layouts, on mobile, or in center-aligned compositions. Use it sparingly and only when space or design constraints make the primary lockup less effective.



## Ghost

The Ghost icon is our secondary logo treatment. Use it in assets or places where we already have high brand recognition, like within the Snapchat app or at the end of a video.



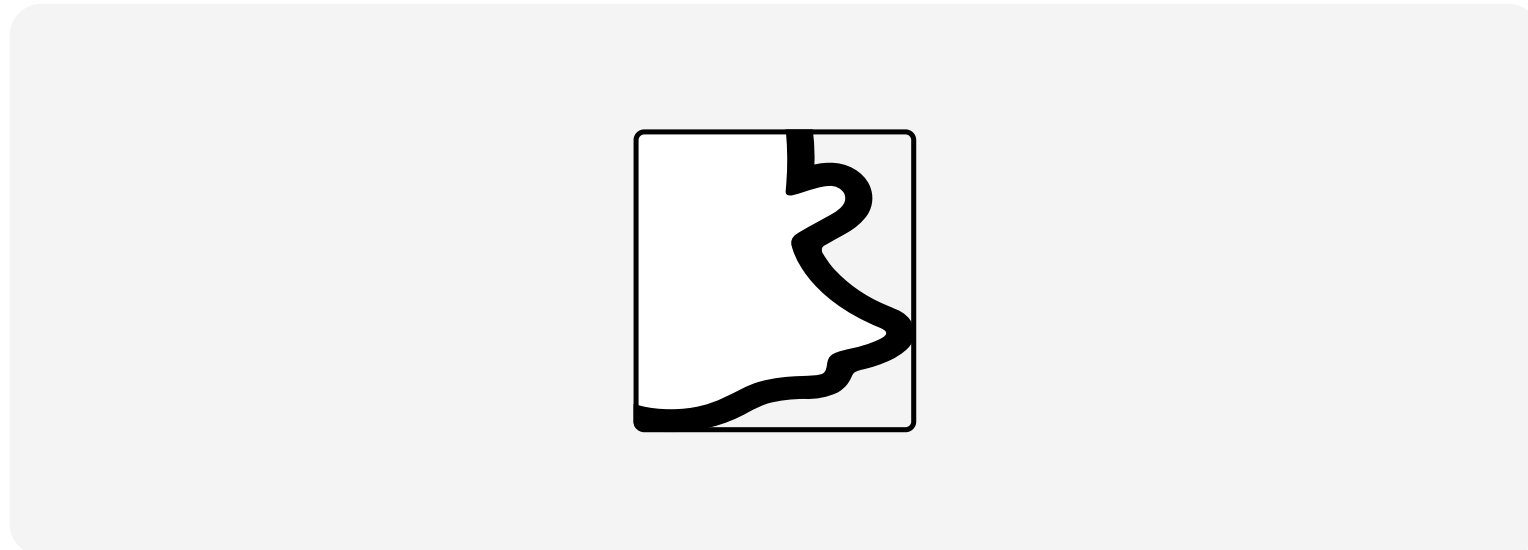
## Wordmark

The standalone Snapchat wordmark should be used sparingly. It can be included if the Ghost has already been introduced or follows shortly after, e.g., in an animation or video sequence. Never use the wordmark on its own.



# LOGO MISUSE

Do not crop the logo



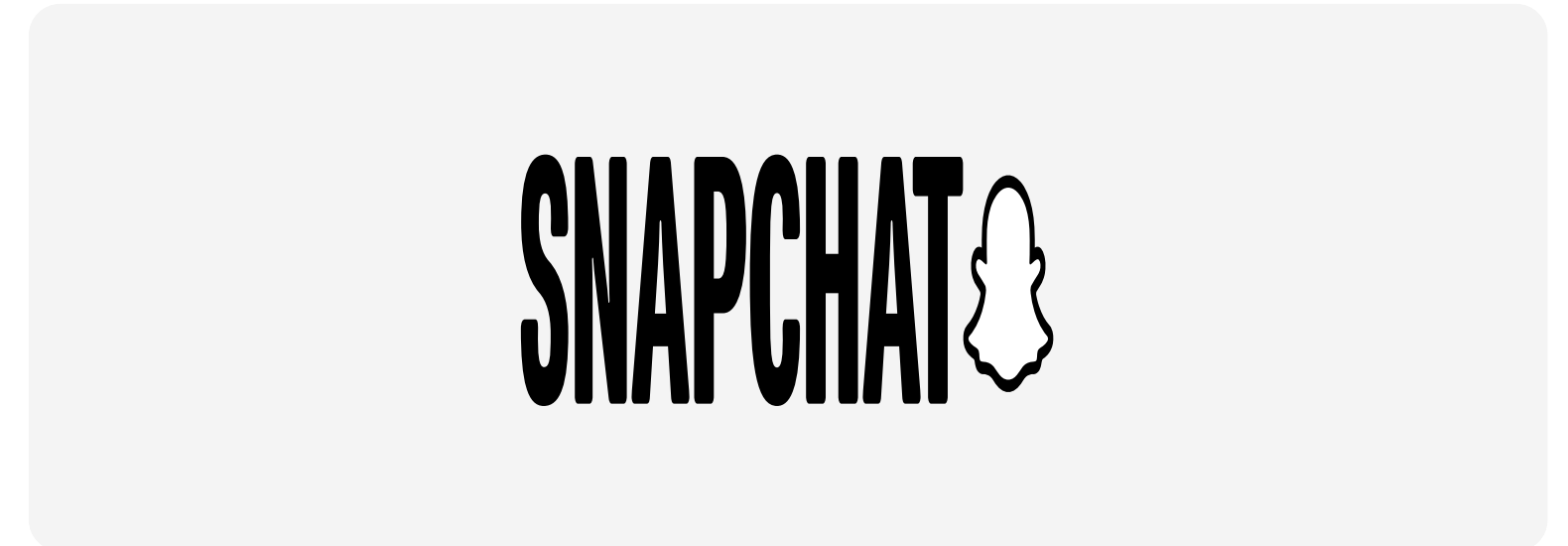
Do not change the transparency of the logo



Do not change the size or position of the ghost and the logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not outline logotype





# LOGO COLOR USAGE

Follow this guide to understand the logo color usage for each of the logo assets within the brand system.

## Light backgrounds

On light backgrounds, our wordmark is Black, and the Ghost is filled with White.



## Dark backgrounds

On dark backgrounds, our wordmark is White, and the Ghost is outlined in White with no fill.



# CLEAR SPACE

Maintaining clear space around the Snapchat logos is important when incorporating additional graphic elements to ensure the logo remains legible.

## Primary lockup clear space

Keep a clear space equal to or no less than half the height of the Snapchat wordmark. This should be maintained as the lockup is proportionally resized.

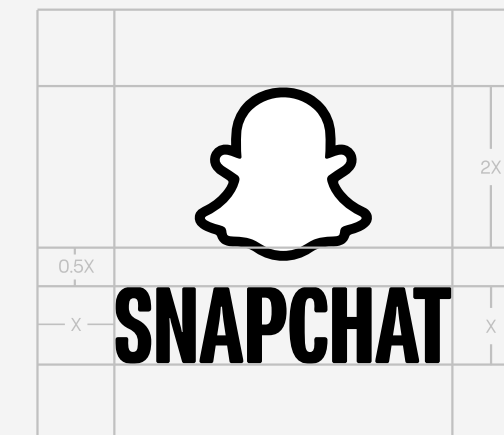
X represents the height of the primary lockup.



## Vertical lockup clear space

Keep a clear space equal to or no less than the height of the Snapchat wordmark. This should be maintained as the lockup is proportionally resized.

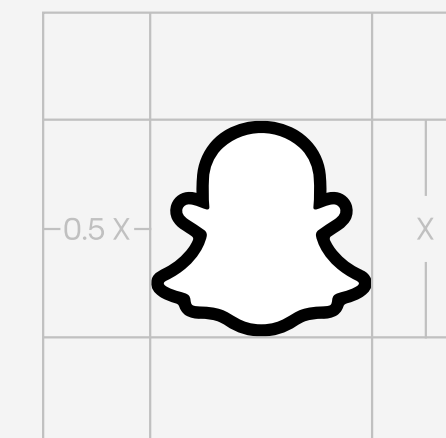
X represents the height of the vertical lockup.



## Ghost clear space

Keep a clear space equal to at least half the height of the Ghost, measured from cap-height to the bottom edge of the skirt aligned to the baseline. This proportion should remain consistent as the Ghost is resized.

X represents the Ghost lockup height.



## Wordmark clear space

Keep a clear space equal to or no less than half the height of the Snapchat wordmark. This should be maintained as the lockup is proportionally resized.

X represents the height of the wordmark lockup.



# COLOR PALETTE

Our primary palette keeps things simple, leveraging Snap Yellow for instant brand recognition.

The palette is core to the brand system and may be applied to backgrounds, typography, and key graphics.

The Snapchat color system creates a visually cohesive, appealing aesthetic across brand materials. The system includes a primary palette of Snap Yellow and complementary colors.

Snap Yellow

#FFC000  
R255, G252, B0  
C6, M0, Y95, K0

Black

#000000  
R0, G0, B0  
C0, M0, Y0, K100

White

#FFFFFF  
R255, G255, B255  
C0, M0, Y0, K0

Gray

#D9D9D9  
R217, G217, B217  
C0, M0, Y0, K15

# TYPOGRAPHY

Our typography is the foundation of the Snapchat brand that reinforces our voice. We use different font families, styles, and weights to establish hierarchy and highlight information across assets.

Program and Ghost Sans are our two primary typefaces. If these typefaces are not supported, default alternatives may be used. Please use this as a guide when selecting typefaces.

Program Nar OT

**ABC**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

Ghost Sans

**AaBbCc**

**AaBbCcDdEeFfGgHhIiJjLlKkMm  
NnOoPpQqRrSsTtUuVvXxYyZz  
1234567890**

# TYPE USAGE

Use the following guide to decide which typeface to use and how to format it. For example, headlines should be set in Program Nar OT Medium at all-caps, and should be larger than body copy.

Font	<b>Ghost Sans</b>
Style	Medium
Case	Title Case
Leading	120%
Tracking	0%

Eyebrows and Section Titles

Font	<b>Program Narrow</b>
Style	Medium
Case	All-caps
Leading	85%
Tracking	-1%

# BIG BOLD STATEMENT

Font	<b>Ghost Sans</b>
Style	Medium
Case	Sentence
Leading	120%
Tracking	0%

## Sub Headline

Font	<b>Ghost Sans</b>
Style	Regular
Case	Sentence
Leading	120%
Tracking	0%

This is body copy. Lorem ipsum dolor sit amet consectetur. Faucibus consequat odio rhoncus morbi cursus. Mi enim vel nibh scelerisque neque sed nec. Volutpat consectetur laoreet sed nisl ac fermentum suspendisse mauris.

Font	<b>Ghost Sans</b>
Style	Semibold
Case	Sentence
Leading	120%
Tracking	0%

Additional small details and fine print.

# ALTERNATE TYPEFACES

When there are program limitations for typeface use, such as system applications or Google Slides, use the alternative typefaces provided.

## Headline alternative

Barlow is our alternative for Program Narrow. It should only be used when necessary due to program limitations. Follow the same typesetting principles as Program Narrow.

Barlow

**ABC**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Body alternative

DM Sans is our alternative for Ghost Sans. It should only be used when necessary due to program limitations. Follow the same typesetting principles as Ghost Sans.

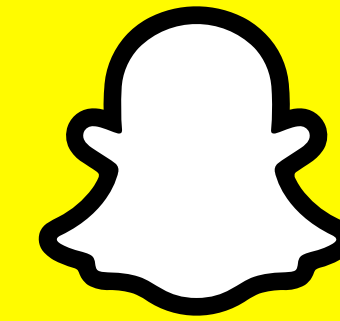
DM Sans

**AaBbCc**

**AaBbCcDdEeFfGgHhIiJjLlKkMm  
NnOoPpQqRrSsTtUuVvXxYyZz  
1234567890**

# ASSET LINKS

We've gathered all of Snapchat's brand essentials in one place, so you have everything you need to easily build impactful brand assets.



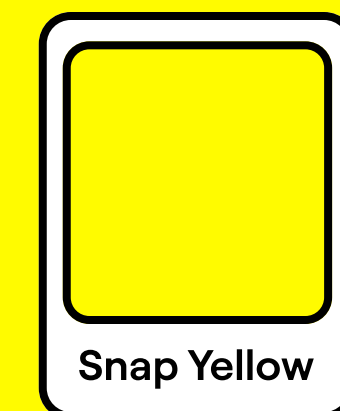
## Logo Suite

Click [here](#) to download the logo suite assets



## Brand Typography

Click [here](#) to download the typography assets



## Brand Color Palette

Click [here](#) to download the brand color palette assets

**THANK YOU.**

