Using the Twitter brand

We've created this guide to help you use some of our core brand elements — our logo, #hashtag, and the @reply, and Tweets. It shouldn't take long to read (we kept it short). Definitely check it out before you get started.

Please note that this guide isn't exhaustive. Please reach out to trademarks@twitter.com if what you are looking for isn't specifically covered here.

Our logo
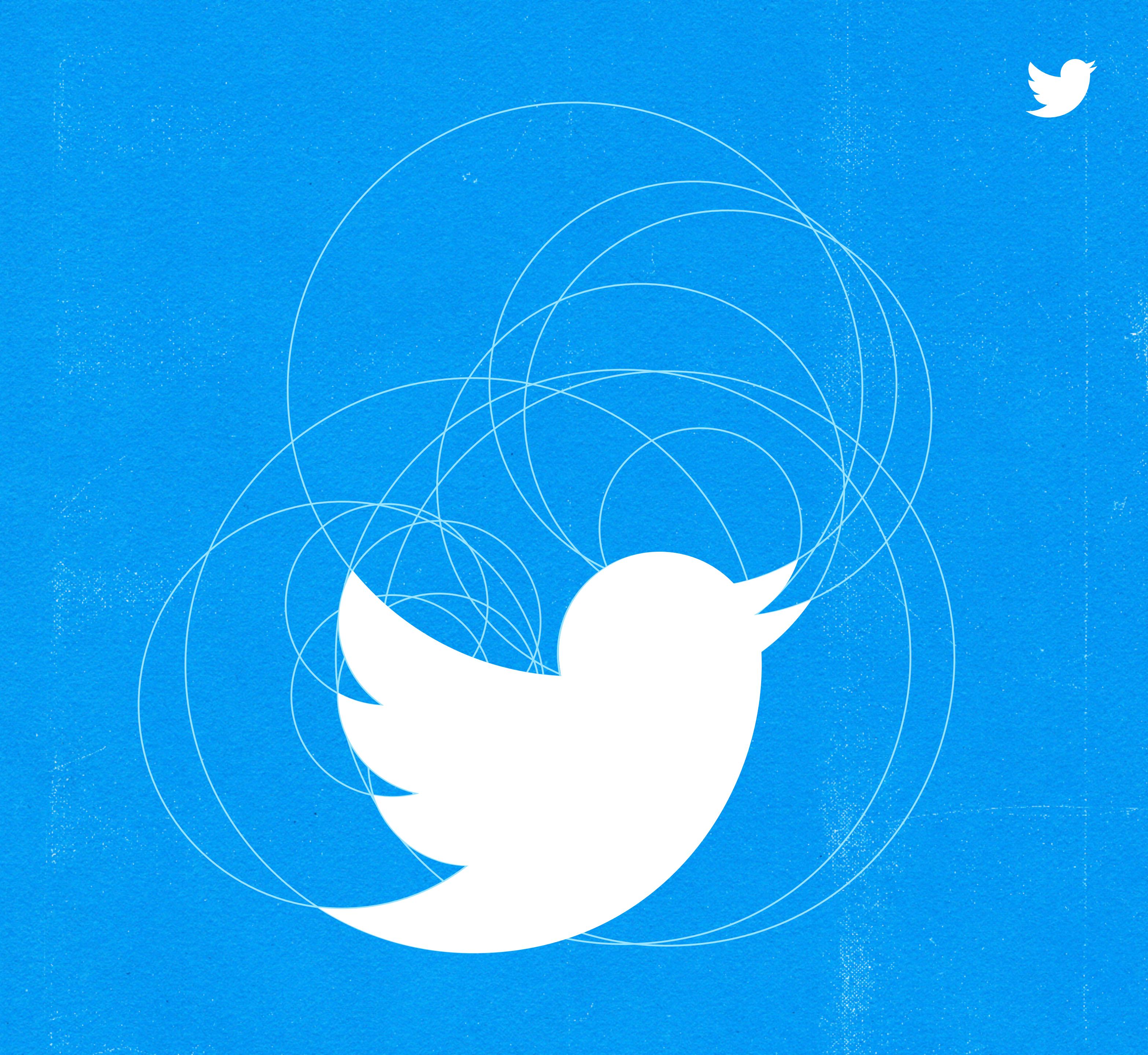
The basics

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Here's how:

- Only show the logo in Twitter blue or white. You can use black for certain exceptions (please reach out to us for approval).

- Don't alter, rotate, or modify the logo.

- Don't animate the logo or make it talk, chirp, or fly.

- Don't use outdated versions of the logo.
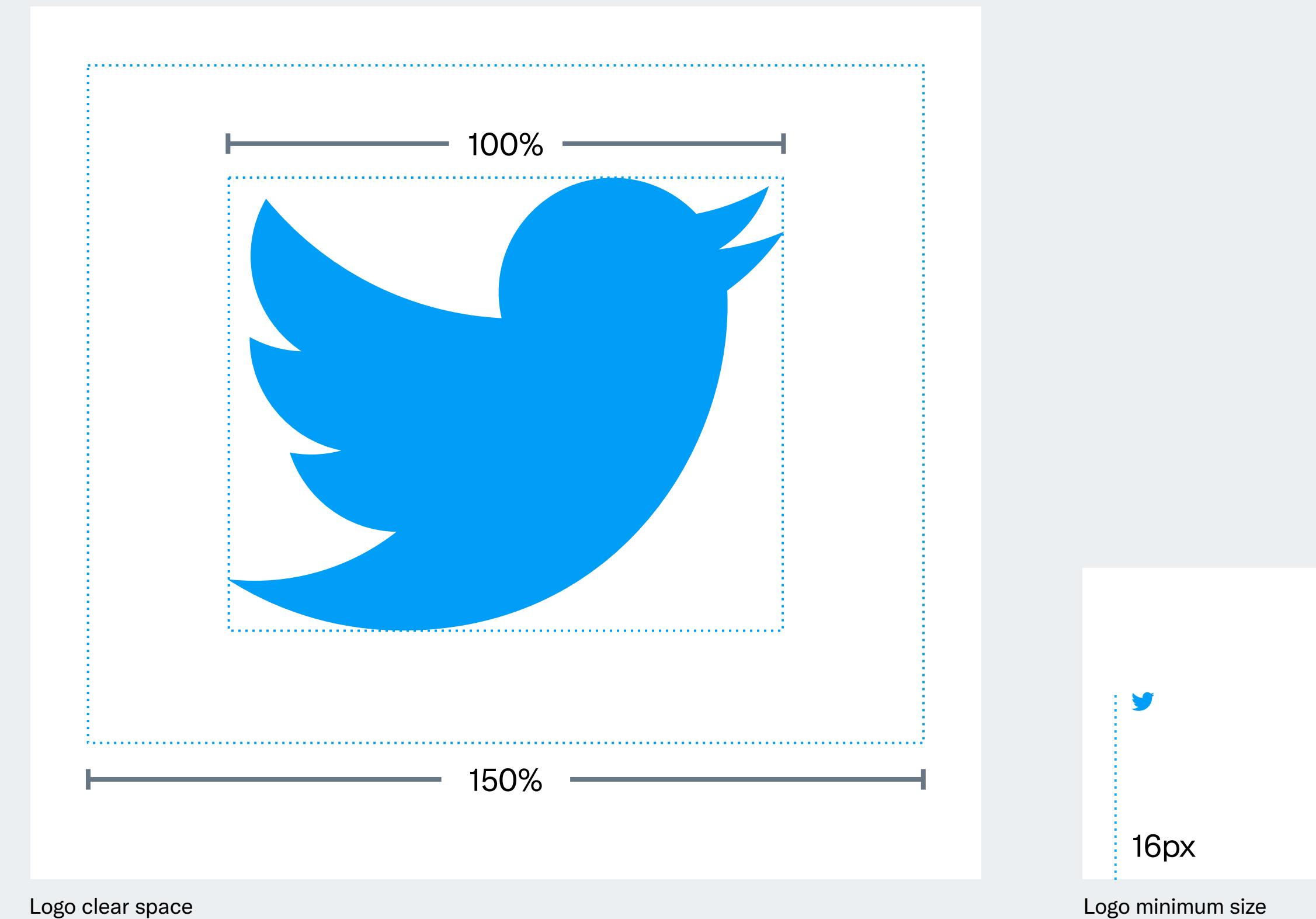
Spacing

Give our bird some room to breathe.

- The empty space around the logo should be at least 150% of the width of the logo.

- Don't go any smaller than 16 pixels wide.

100%

150%

Logo clear space

16px

Logo minimum size
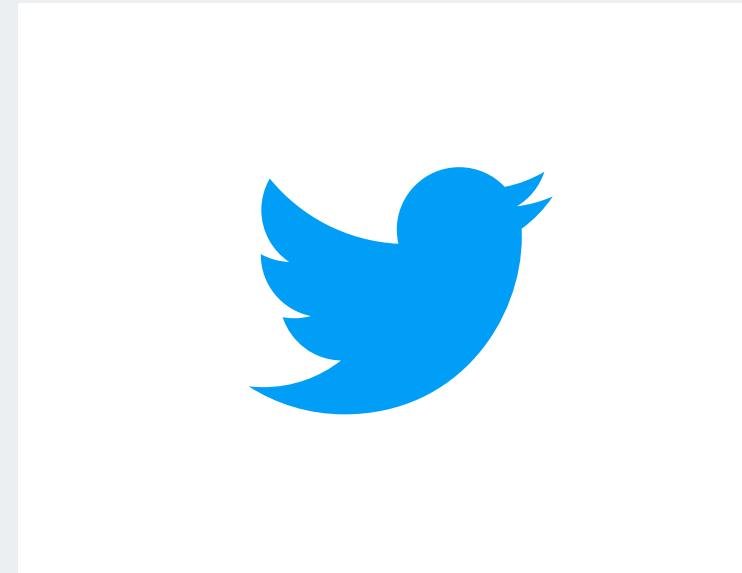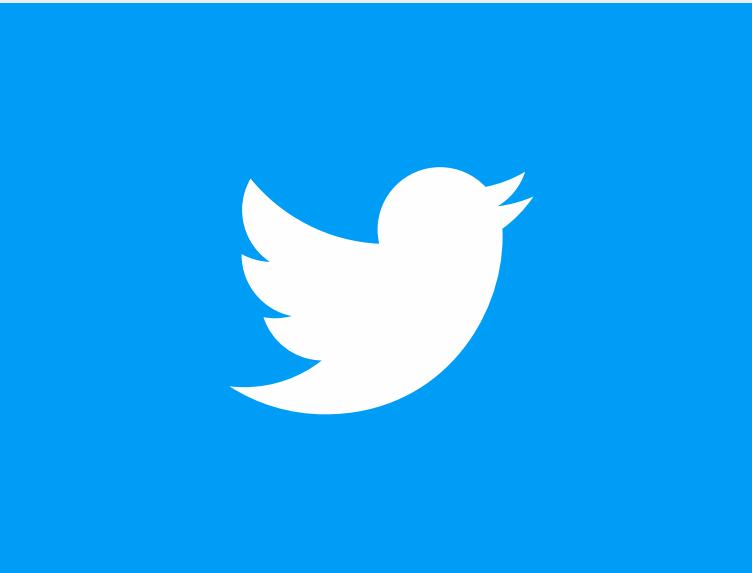
Color

Remember, the Twitter logo is always either blue or white.

• When placing the logo on an image, always use the white version.

• For images with a light background, we suggest applying a 10-20% black tint to the entire image, so that the white logo is legible.

• There may be some exceptions to the rule. Please reach out for permissions.

Brand Blue on white (or light colors)

White on Brand Blue (or dark colors)

White on imagery with proper contrast
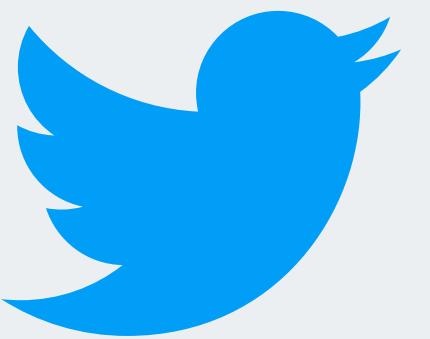
Social icons

If you're looking to make it easier for people to connect with you on Twitter, we've made a few different social icons for you to choose from.

Download them on our brand page.

- Keep the logo in blue or white only. You may, however, change the background of the icon to match your creative.

- Display it at equal size and height to other social icons.

- The minimum width of the Logo Social Icon is 32px.

- Whenever possible, take our logo out of its container.

- If a container is needed, feel free to use either a circle, square, or a square with rounded corners.

Logo Social Icon
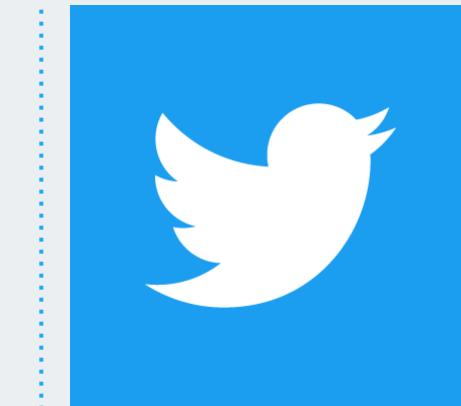
Circular Social Icon
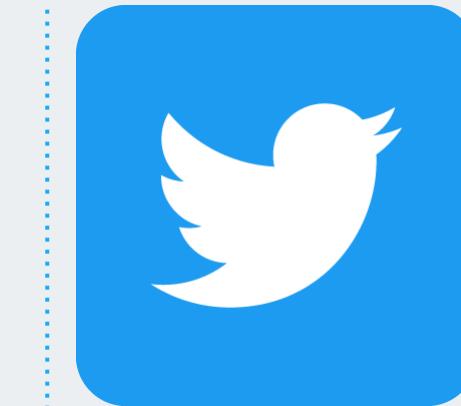
Square Social Icon

Rounded Square Social Icon

Minimum width = 32px

Minimum width = 32px

Minimum width = 32px

Minimum width = 32px
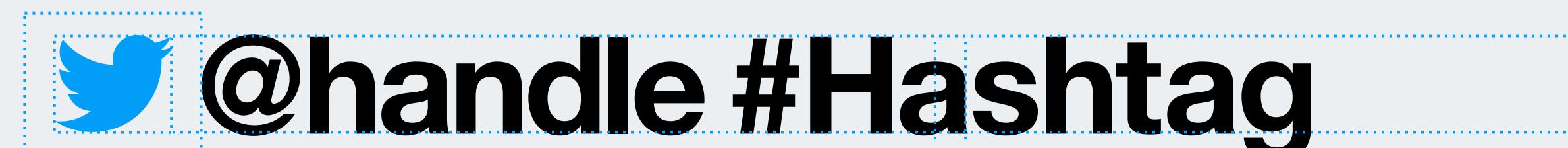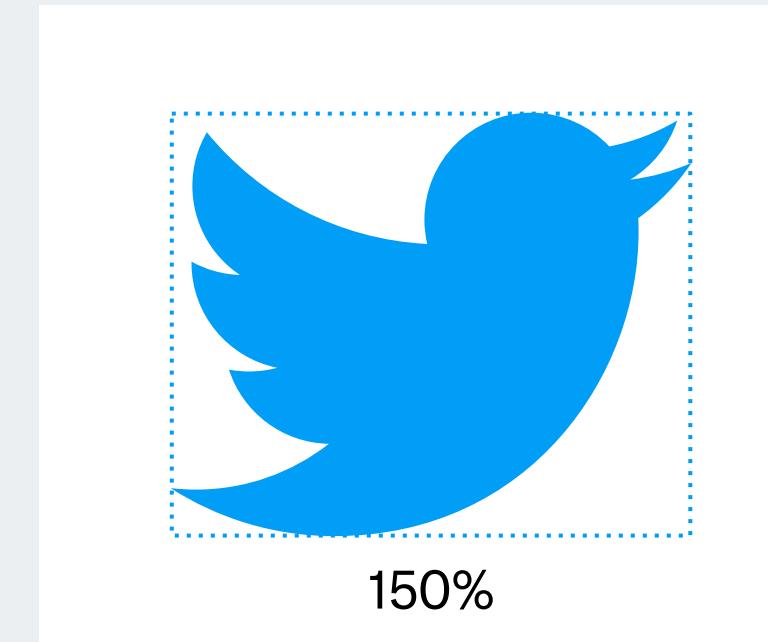
Logo pairing lockups

Usage

We've made logo lockups to make it easier to show that your @handle or #hashtag is on Twitter. Download them on our brand page. Here is how to use them:
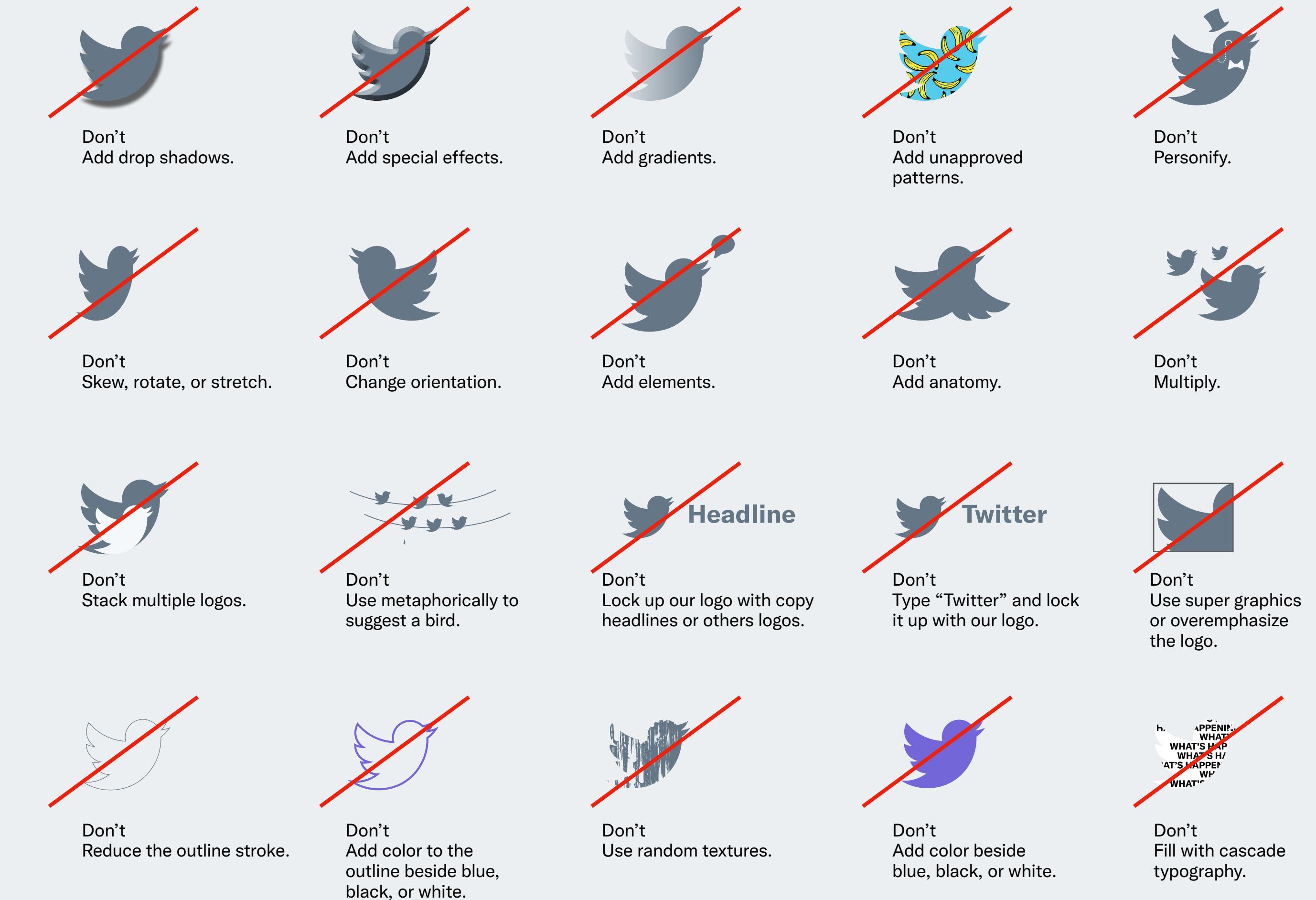
- When pairing a handle or #hashtag with the Twitter logo, make sure our logo is in blue or white.

- Observe our clear space rules: scale the text to 100% of the height of the logo.

- Feel free to use a typeface that's from our brand's design system. As long as you treat our logo right, the hashtag and @handle are yours.

150%

#Hashtag

@handle

@handle #Hashtag

Misuse

- 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.

Don't
Add drop shadows.

Don't
Add special effects.

Don't
Add gradients.

Don't
Add unapproved patterns.

Don't
Personify.

Don't
Skew, rotate, or stretch.

Don't
Change orientation.

Don't
Add elements.

Don't
Add anatomy.

Don't
Multiply.

Don't
Stack multiple logos.

Don't
Use metaphorically to suggest a bird.

Don't
Lock up our logo with copy headlines or others logos.

Don't
Type "Twitter" and lock it up with our logo.

Don't
Use super graphics or overemphasize the logo.

Don't
Reduce the outline stroke.

Don't
Add color to the outline beside blue, black, or white.

Don't
Use random textures.

Don't
Add color beside blue, black, or white.

Don't
Fill with cascade typography.

Tweet treatments

Usage

When using Tweets in your marketing, make sure they are real and exist on the platform. Also, don't alter the message. Other things to know:
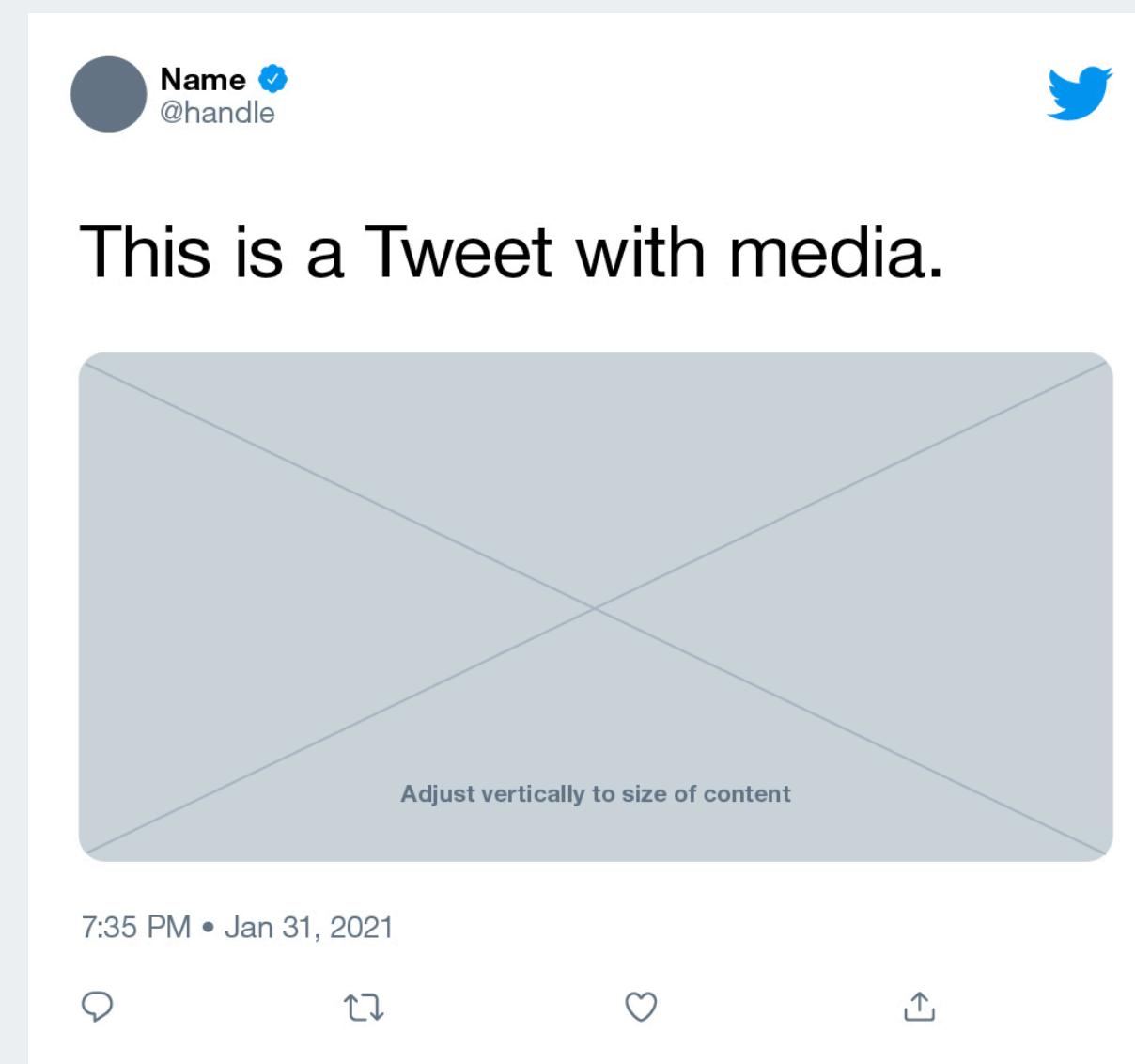
(1) For Tweet treatments, to closely reflect our service, use Helvetica Neue Regular for the @handle, the Tweet, and timestamp. Use Helvetica Neue Bold for the username.

(2) Dark mode Tweets can be used as an alternative to white when the color scheme or context feels appropriate.

(3) If you're using a Tweet + Media template, don't alter the image.

• Don't pull elements out of context, editorialize, or discriminate based on content.

• Always credit Tweets by displaying the account's full name and handle, and credit Twitter by using the our 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.

Name ✔
@handle

Tweets are set in Helvetica Neu LT Pro 55 Roman.

7:35 PM • Jan 31, 2021

(1)

Name ✔
@handle

Tweets are set in Helvetica Neu LT Pro 55 Roman.

7:35 PM • Jan 31, 2021

(2)

Name ✔
@handle

This is a Tweet with media.

Adjust vertically to size of content

7:35 PM • Jan 31, 2021

(3)

Name ✔
@handle

This is a Tweet Thread.

7:35 PM • Jan 31, 2021

Name ✔
@handle

This is a Tweet Thread.

7:35 PM • Jan 31, 2021

Twitter marks

Twitter marks

The Twitter marks include, but are not limited to:

(1) The Twitter name

(2) Twitter logo

(3) The term "Tweet"

(4) Any word, phrase, image, or other designation that identifies the source or origin of any Twitter product

Also: Always, always, always capitalize the T in "Twitter," as well as all 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, guides, conferences)

Remember to always be clear that your work is 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. So, unless the Twitter logo is locked up with a hashtag or handle, 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?
Go here if you're looking to embed Twitter content. And here for our requirements on custom Tweet renderings.

Legal:
Twitter trademark guidelines

Legal

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 permission related to your use of the Twitter trademarks. Twitter reserves the right to grant or deny any permission at its sole discretion and for any reason.

If you have any questions about these Guidelines, please contact trademarks@twitter.com.

(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 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 Bird 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 nonconforming use of the Twitter trademarks.