



Brand Playbook



Snapchat Brand Playbook


©2020 Snap Inc.

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Hello! So glad
you're here 

We developed these
brand guidelines to
give the Snap team
and our partners an
understanding of
how to design anything
related to the
Snapchat brand,

such as marketing
materials, presentations,
or screens in the office.



Directory

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Brand Principles

Our principles serve as guardrails for creative opportunities, approaches, and design decisions.

Make it Fun

Challenge
Conventions

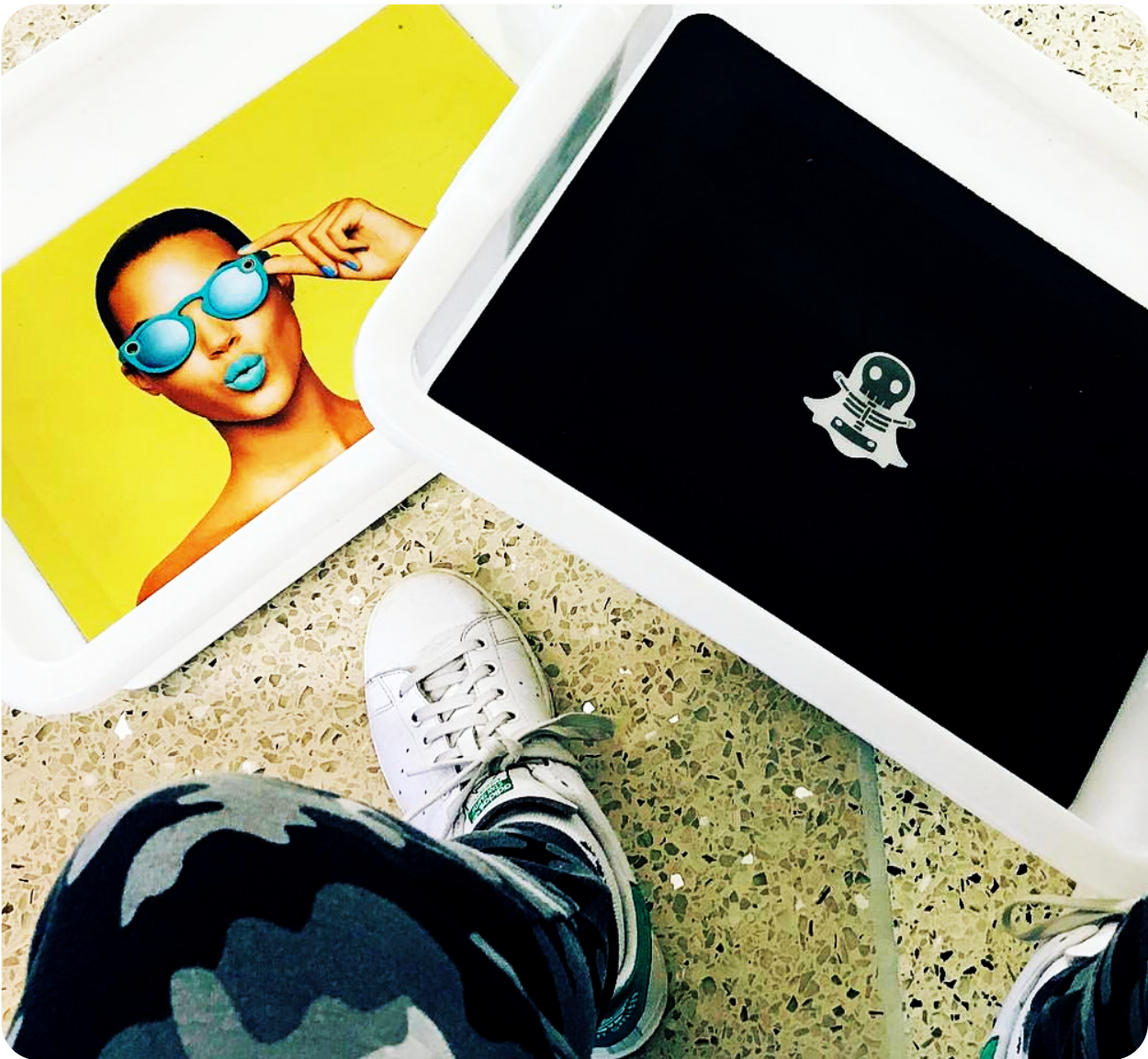
Be Friendly

Show More,
Tell Less

Say Hello
with Yellow



We love to surprise and delight our community by inviting them to play with us in fun, contextual ways. In moderation, of course! Don't try too hard 😊



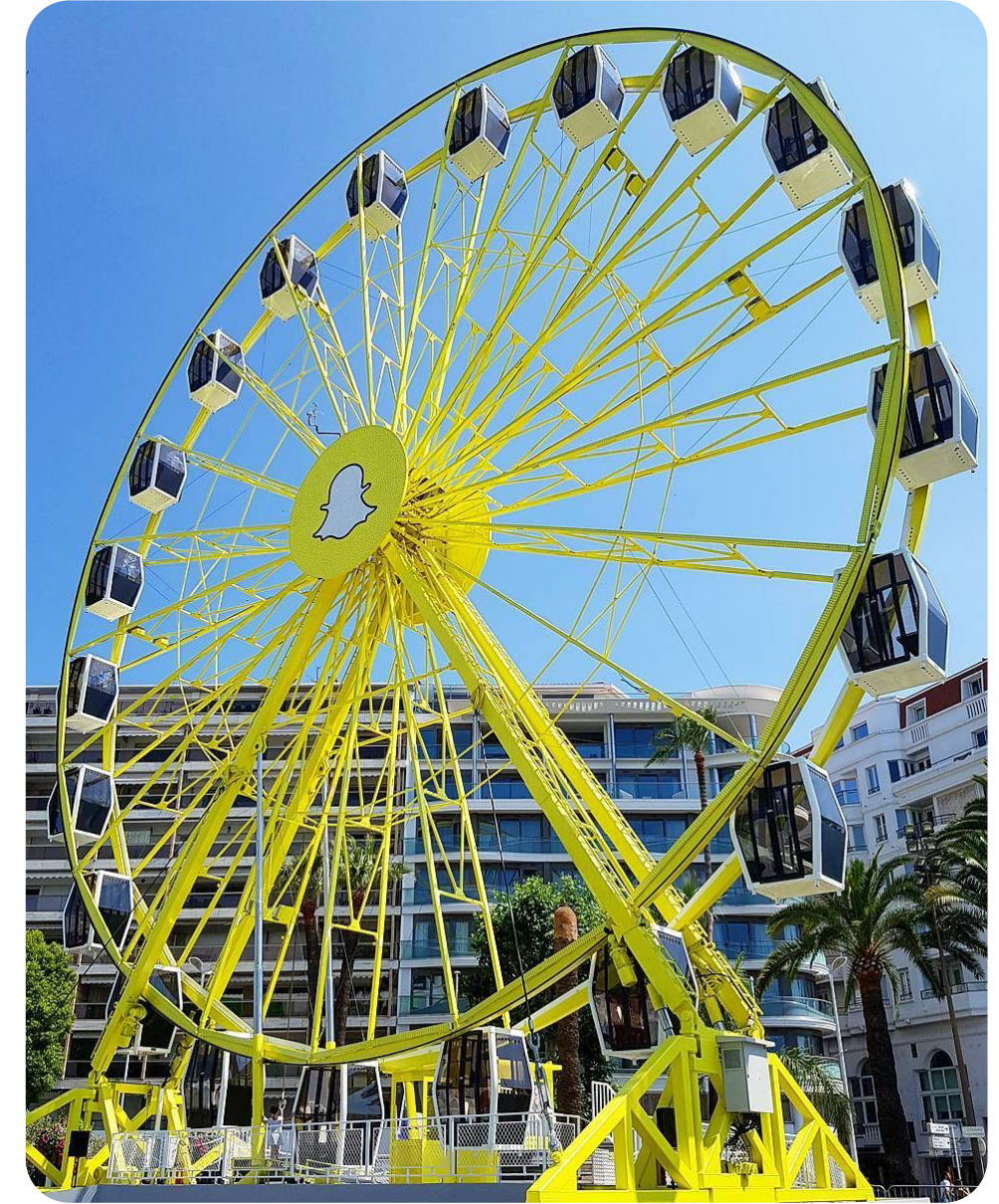
Make it Fun



We tackle problems from a first-principles approach. We ask what's better — not just what's industry standard — and we're not afraid to be uniquely different.



Challenge Conventions



Snapchat empowers people to be their true selves in communication with real friends. Our visuals should follow this ethos, inviting people to participate.



Be Friendly





Visual communication is more expressive than text, so we show more than we tell. Unlike most brands, we have an entire visual language available — let’s use it!

Keep in mind that some visuals may not be appropriate in every country :)



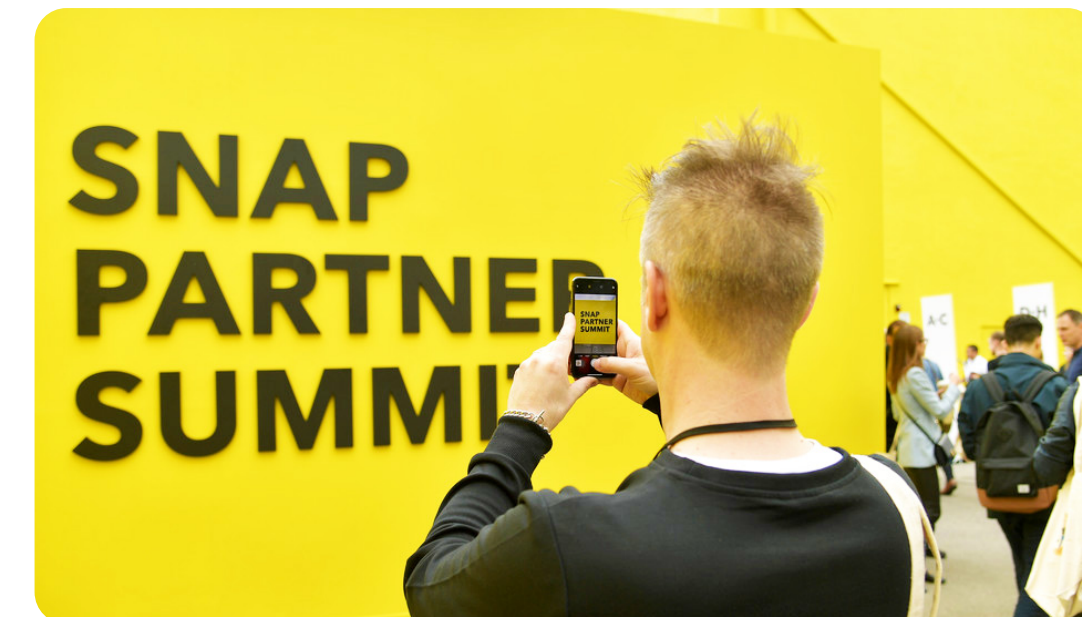
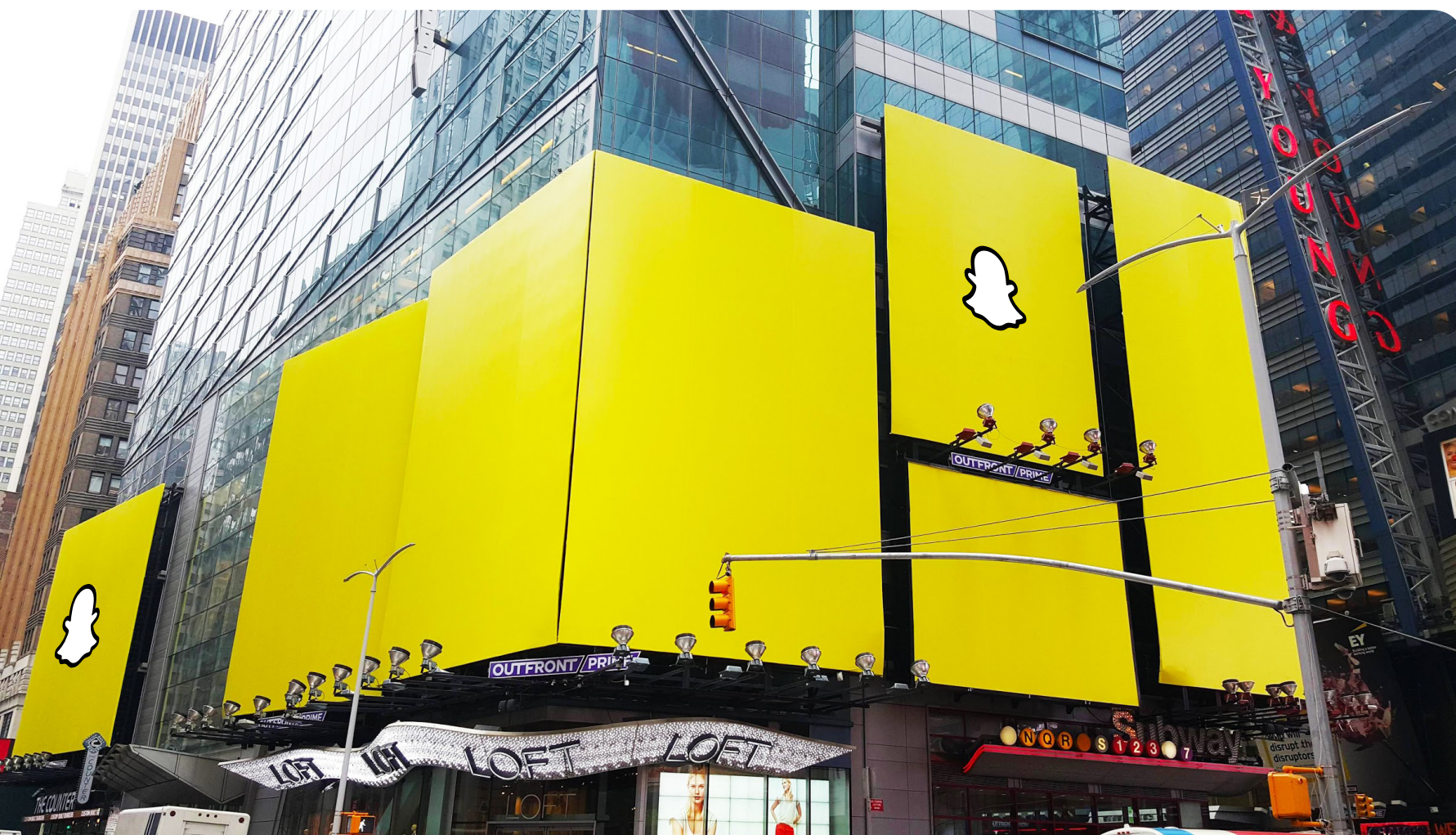
Show More, Tell Less



As a global brand born in the USA, we chose yellow because no one else did. It's bright, fun, and we own it! We use it to catch people's eyes, make a first impression, and say our goodbyes. Leave them with a smile.



Say Hello with Yellow



Brand Voice

We always talk as if we're speaking with our friends.

That means we never use jargon or phrases for the sake of sounding smart.

We're also happy to use Bitmoji and emojis, and never scared of an exclamation point — but always in moderation 😊

We speak in a fun and simple way that's true to ourselves, our partners, and our community.



Snapchat Design System

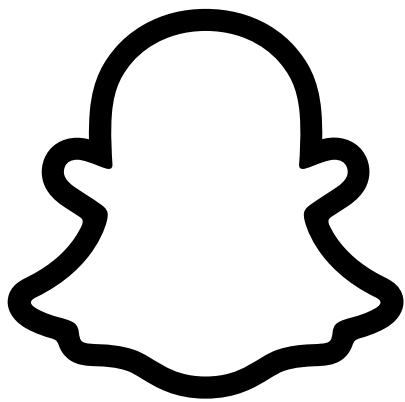
Our design draws inspiration from our products. We see the camera as a canvas — one layered with humanity, personal expression, and reflective of our community's unique perspectives.

Design Strategy

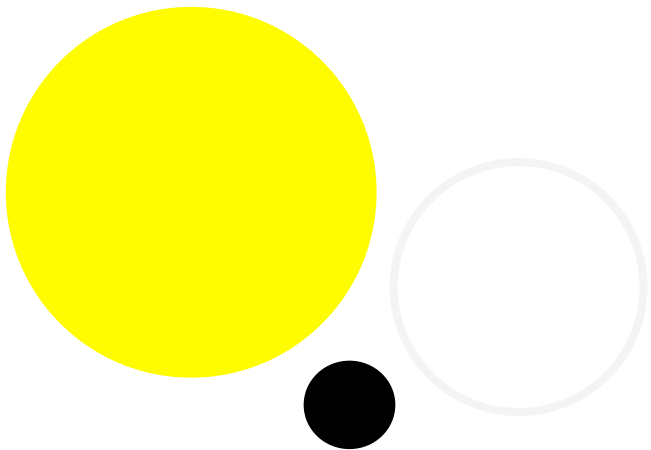


Design System

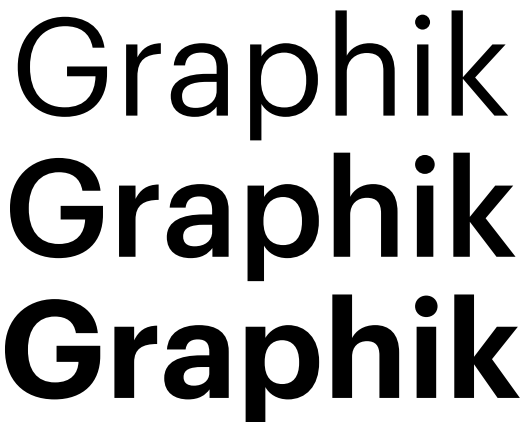
The Snapchat design system is made of the following core elements:



GHOST



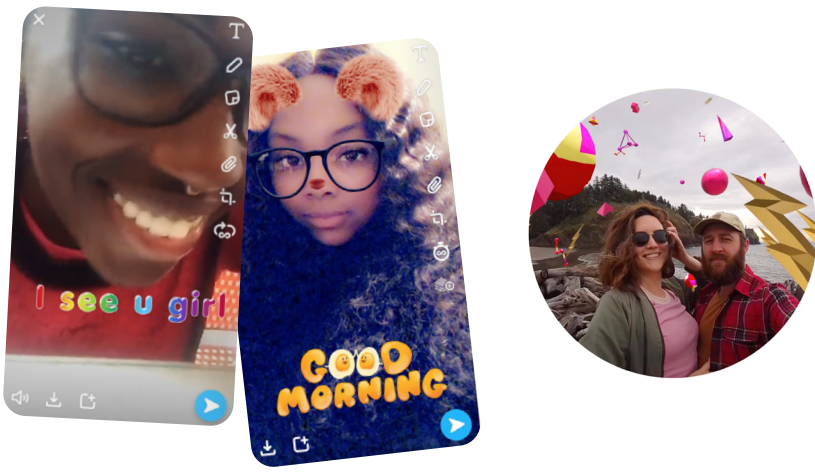
COLOR



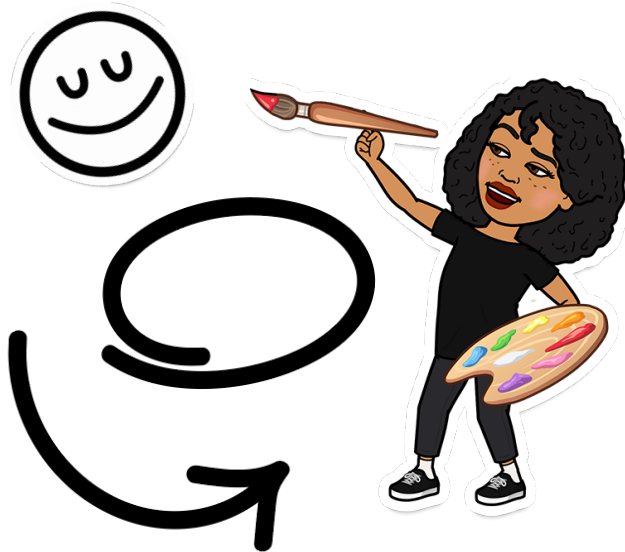
TYPOGRAPHY



GHOST FRAME



PHONE FRAME & SPECTACLES FRAME



CREATIVE TOOLS

Ghost





Ghost on Snap Yellow

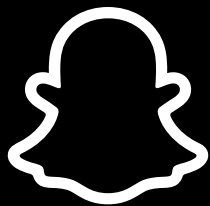
Our logo is the Ghost.

On Snap Yellow, the Ghost is filled with white.



Ghost on Dark

On dark backgrounds, such as black, the Ghost is outlined in white with no fill.



Ghost on Light

On a white or gray background, use a black outline filled with white.

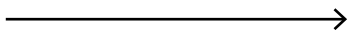
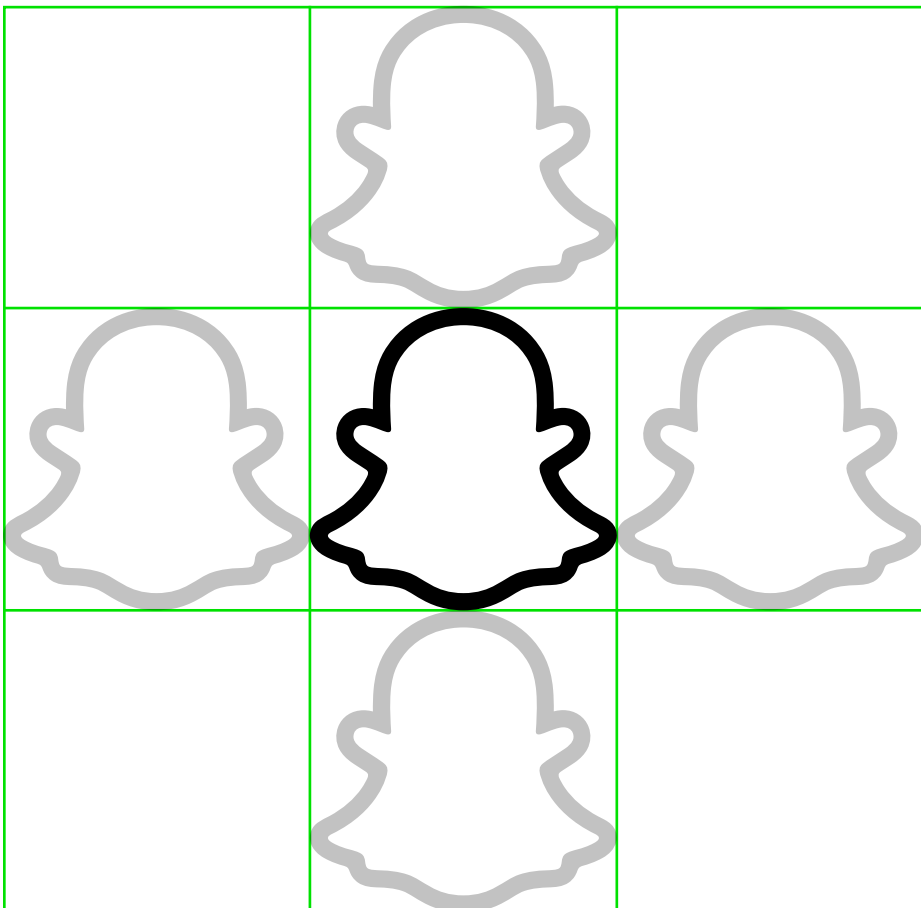
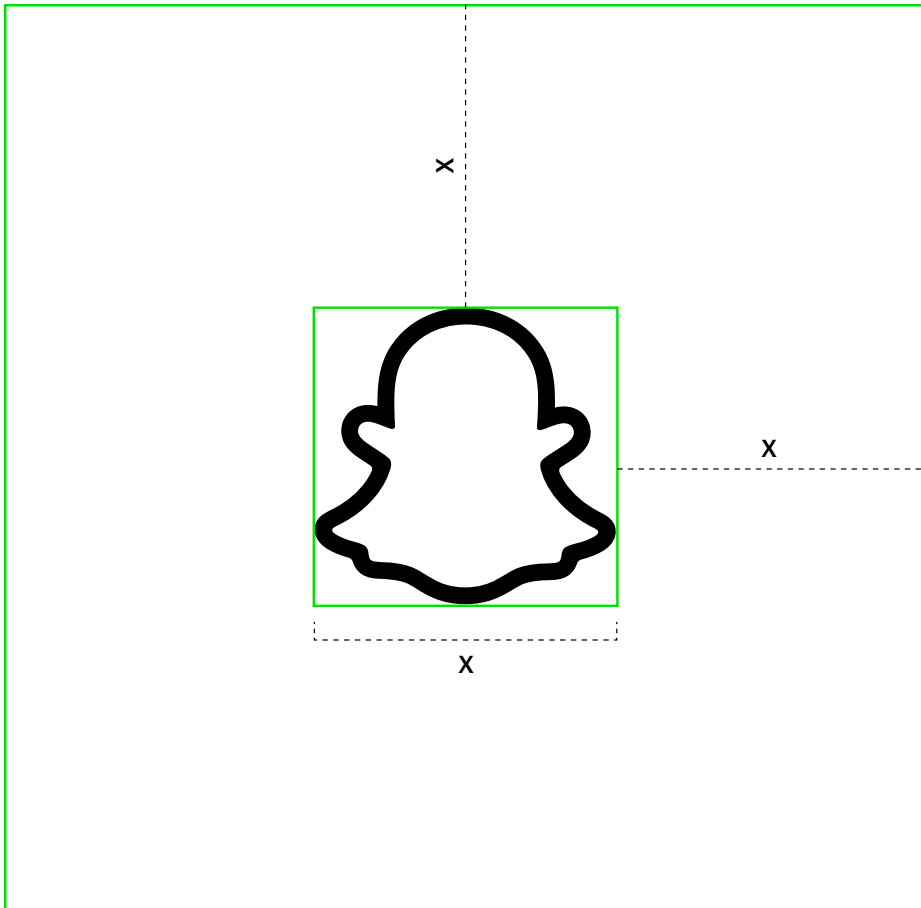


Clear Space

When you’re using the Ghost with other graphical elements, make sure you give it some room to breathe.

The empty space on each side of the Ghost should be at least 100% of the height/width of the Ghost.

18

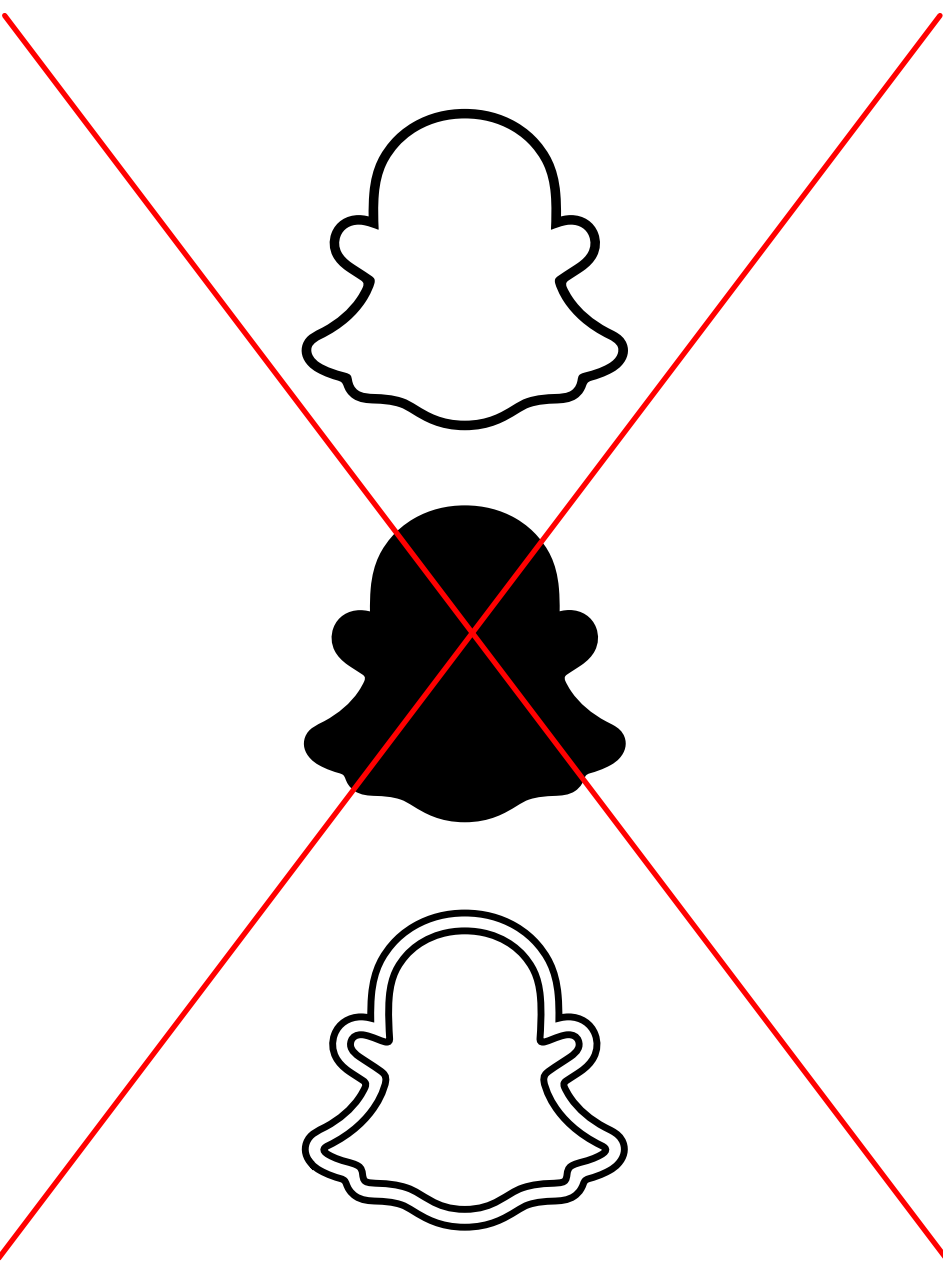


18

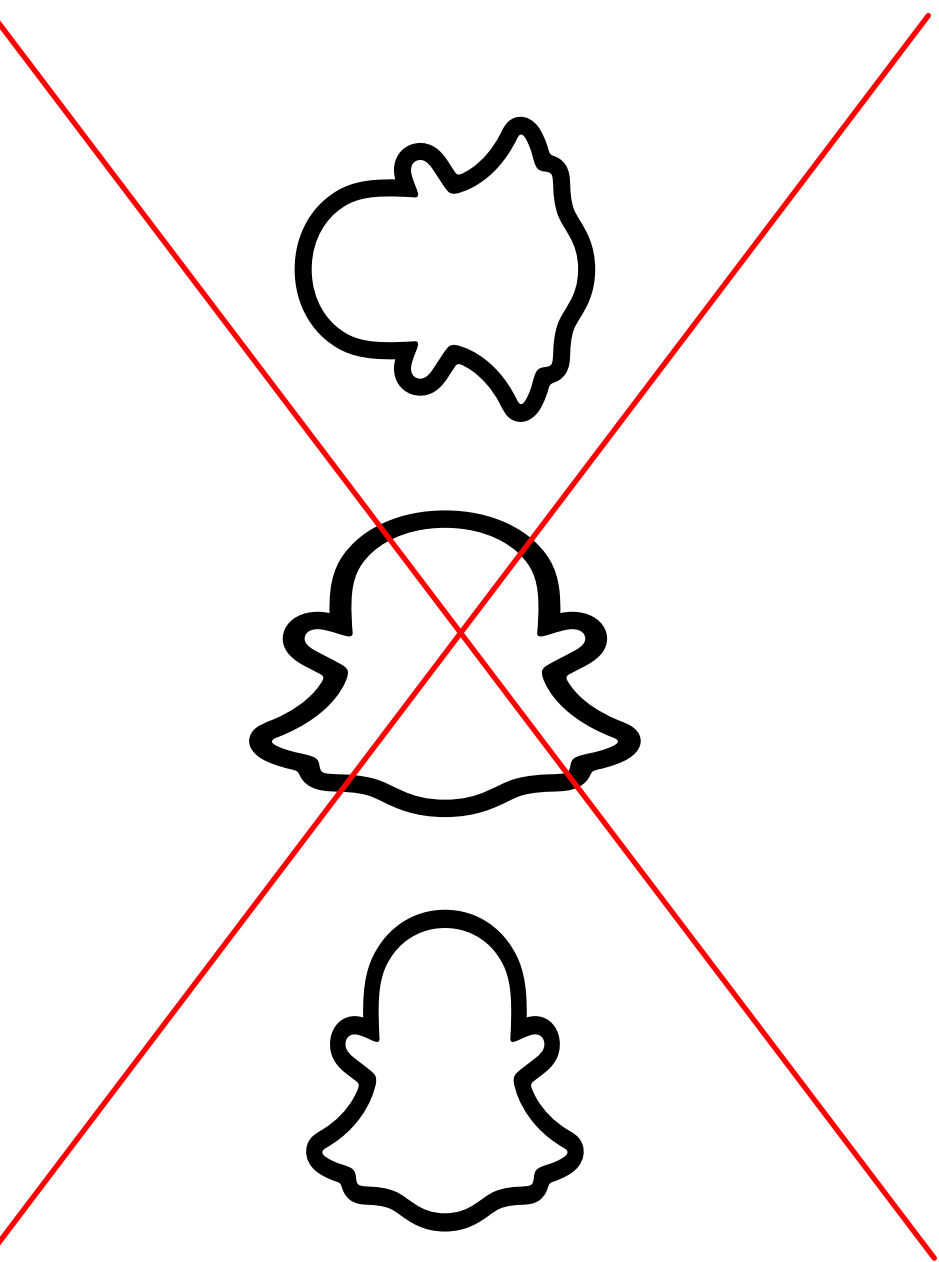
Ghost Logo

Our Ghost is unmistakably “Snapchat.” Make sure it stays intact and legible at all times.

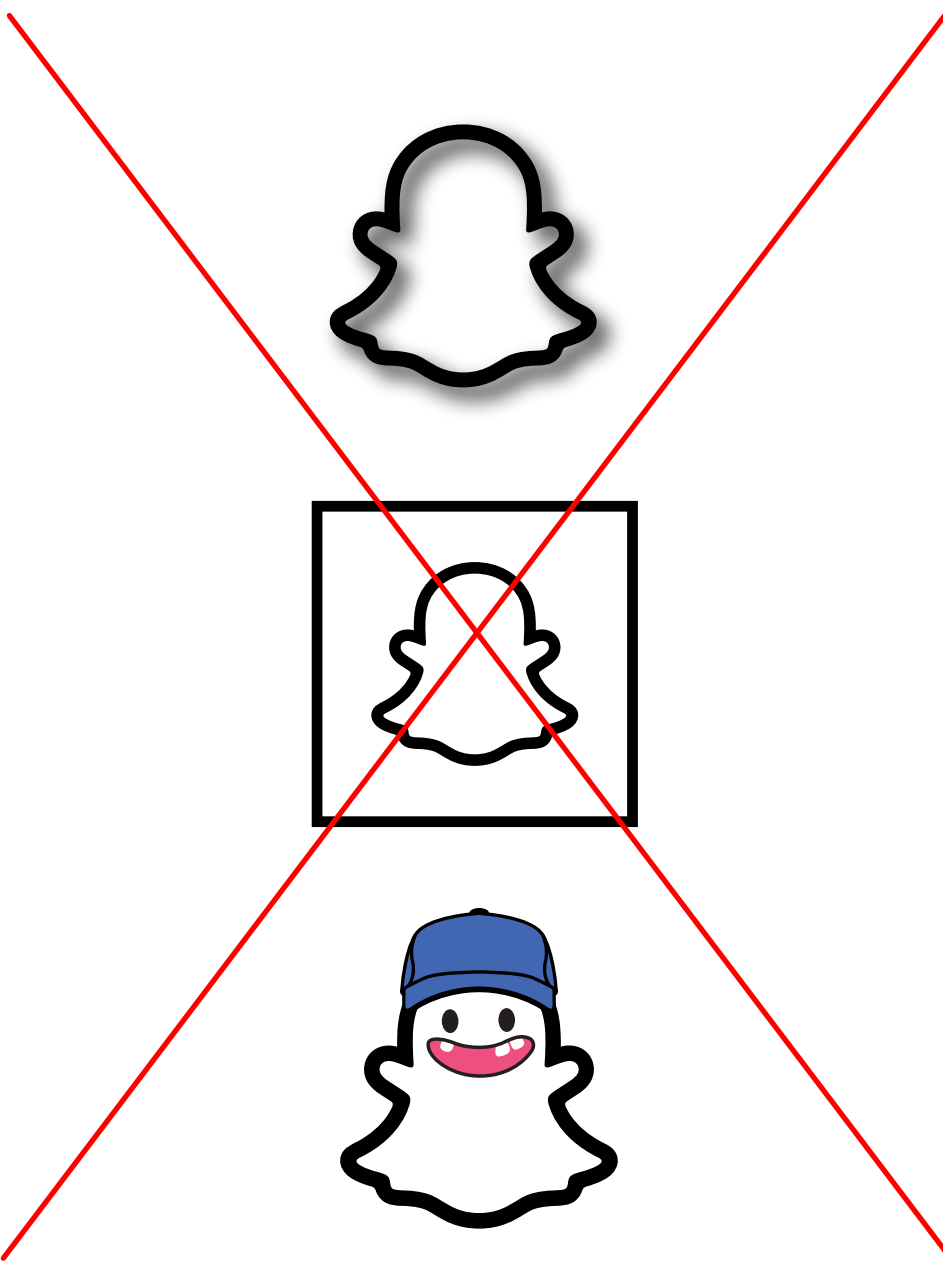
DON'T ALTER THE STROKE OR FILL OF THE GHOST



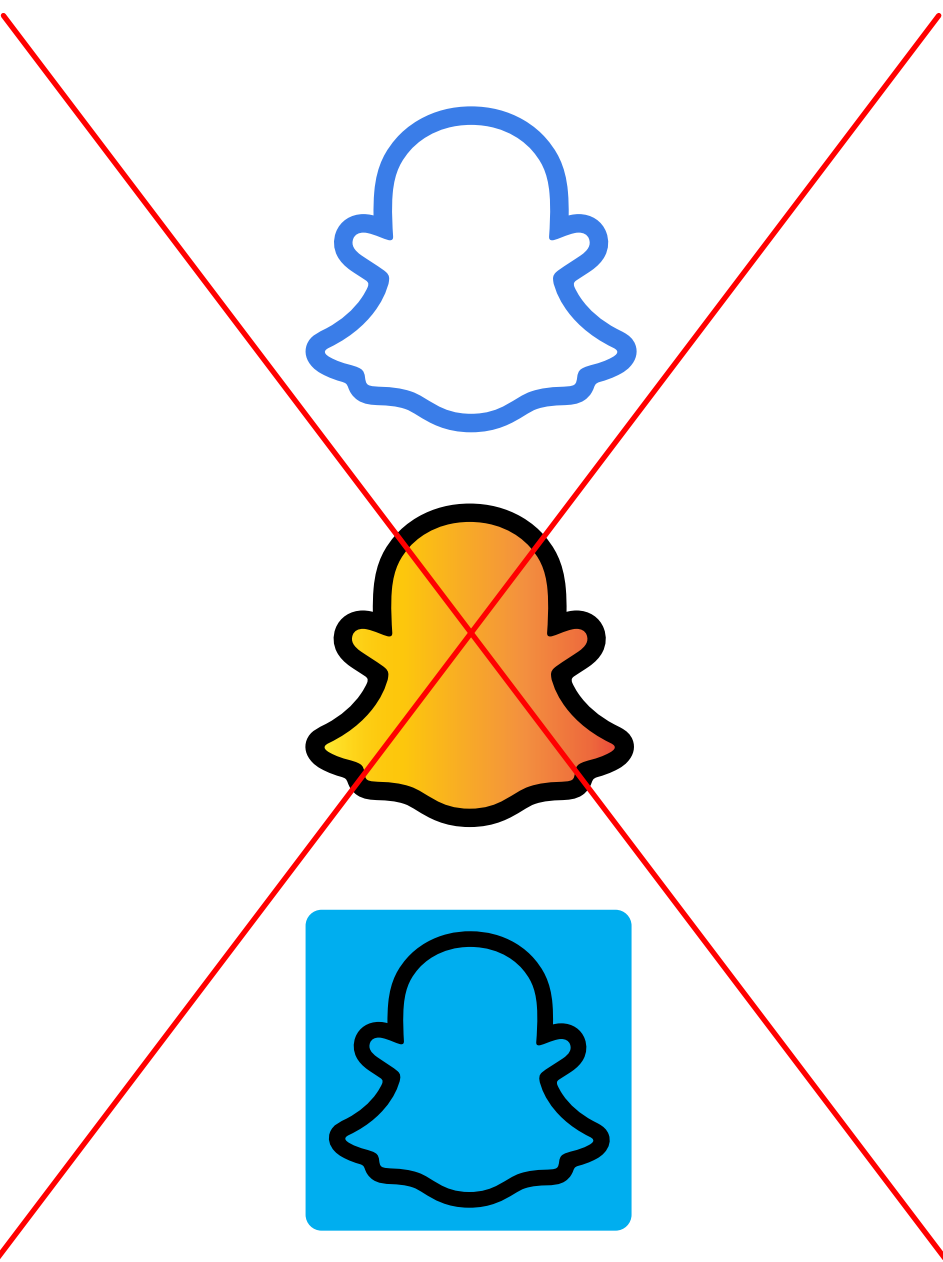
DON'T ROTATE, SKEW, OR STRETCH THE GHOST



DON'T ADD EFFECTS, DECORATIONS, OR MASCOTS

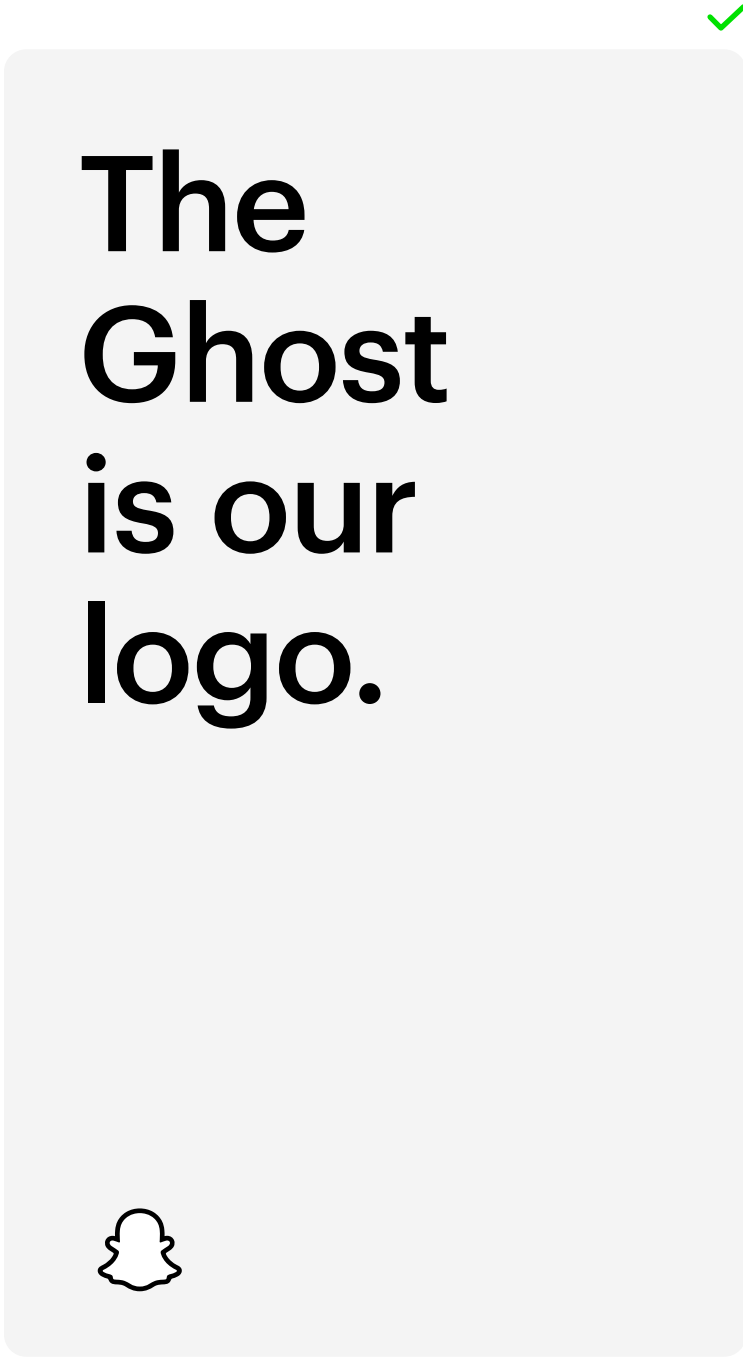
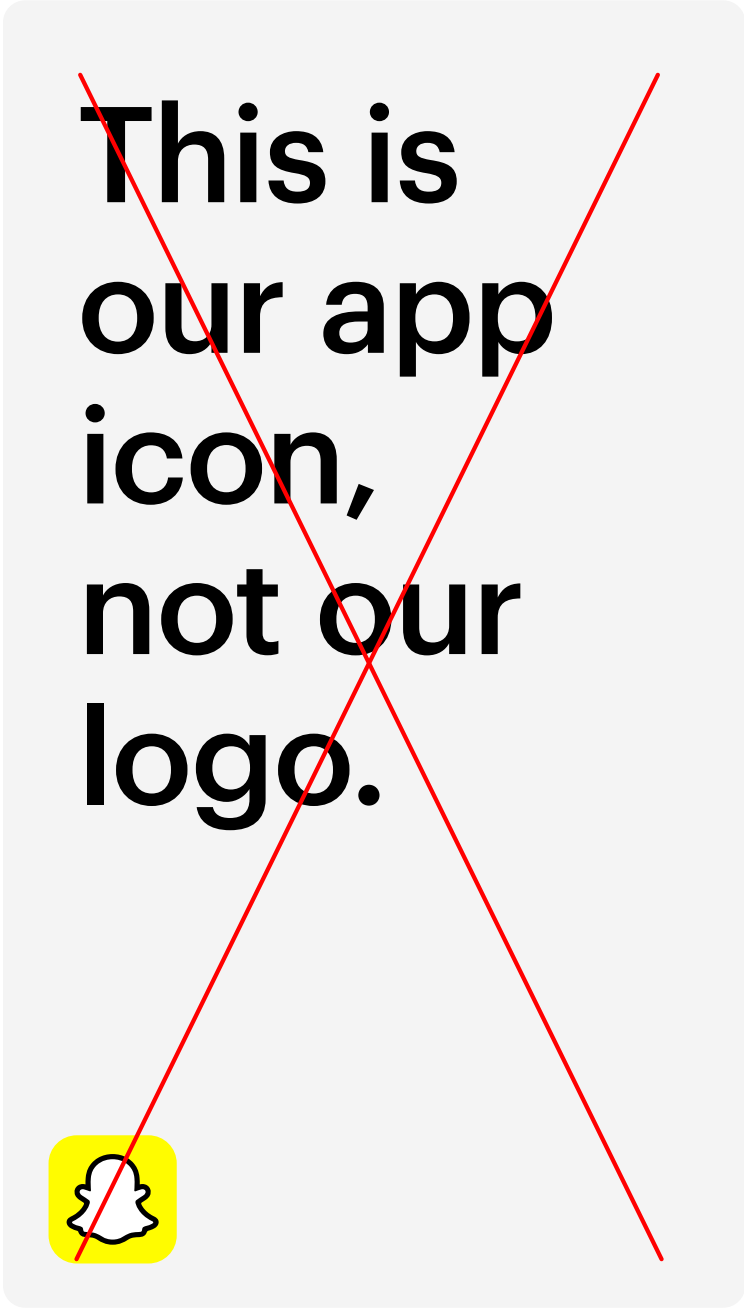
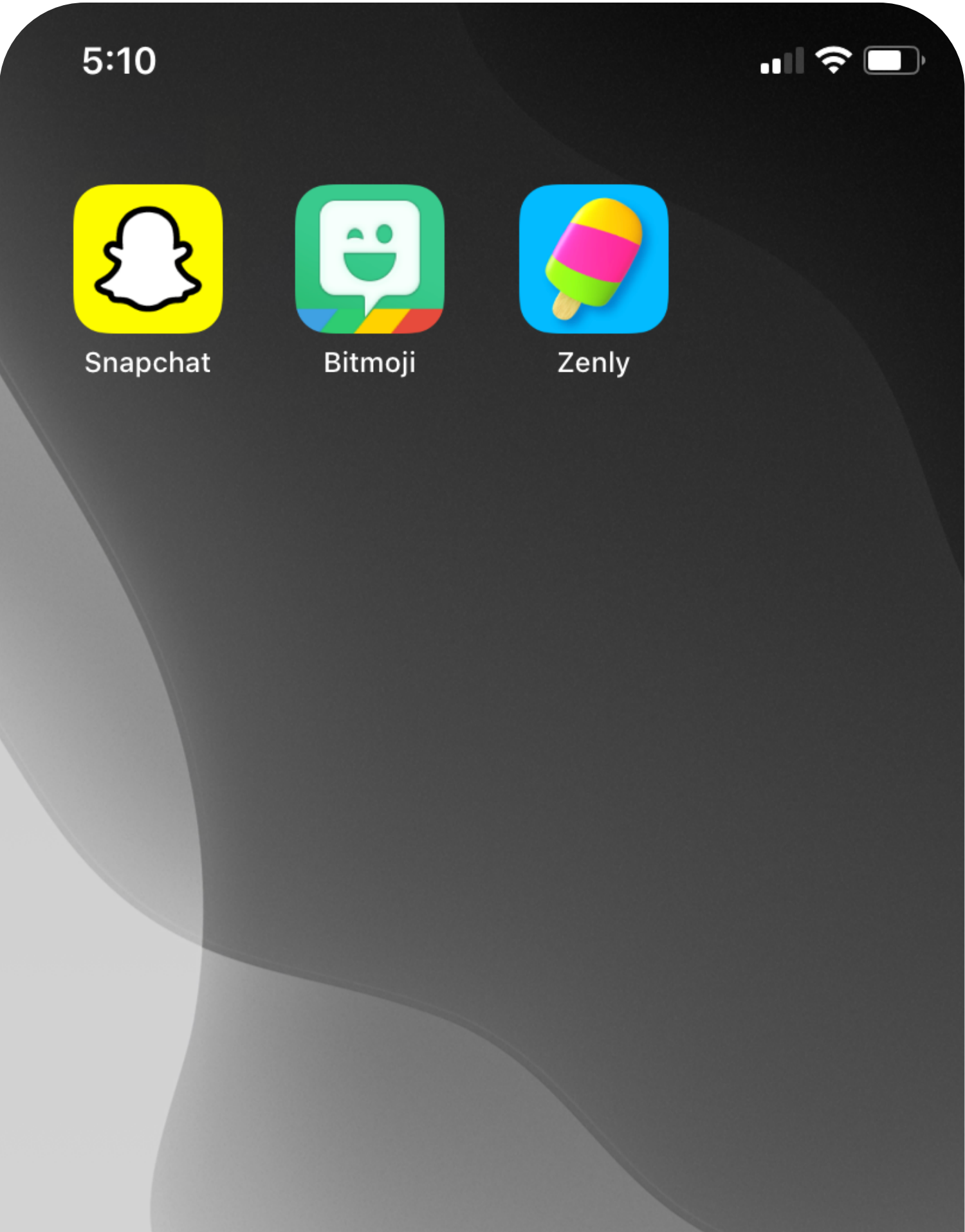


DON'T USE UNAPPROVED COLORS



App Icon

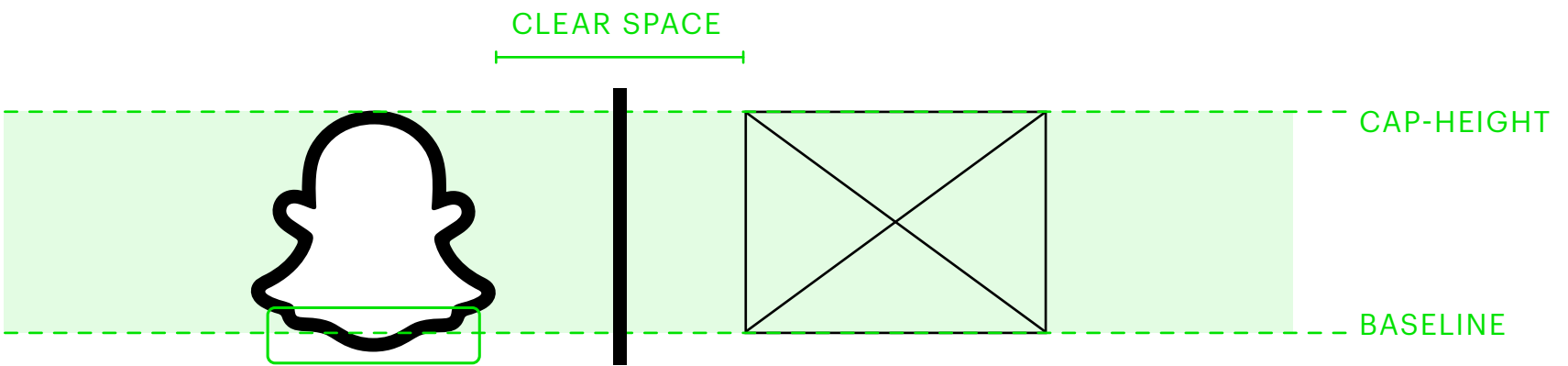
The Snapchat app icon should only be used when showing within a phone screen alongside other apps.



RELATION OF USAGE BETWEEN APP ICON AND THE GHOST

Partnership & Collaboration Lockups

We use an ‘|’ to showcase partnerships, and ‘x’ for collaborations. Place the ‘|’ or ‘x’ in between the Ghost and the partner logo using the Clear Space rule to create distance.



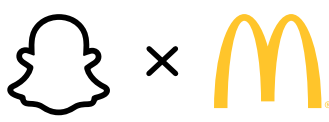
PARTNERSHIP LOCKUP CONSTRUCTION

Top of the Ghost and partner logo aligns to cap-height. Keep the flat part of the skirt, and the bottom

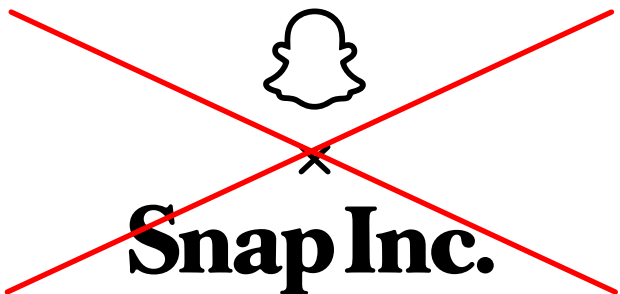
of the partner logo aligned to the baseline.



PARTNERSHIPS



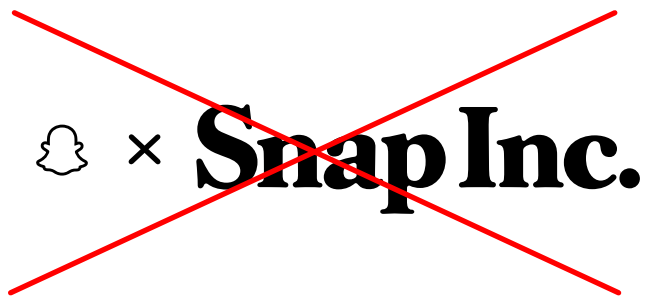
COLLABORATIONS



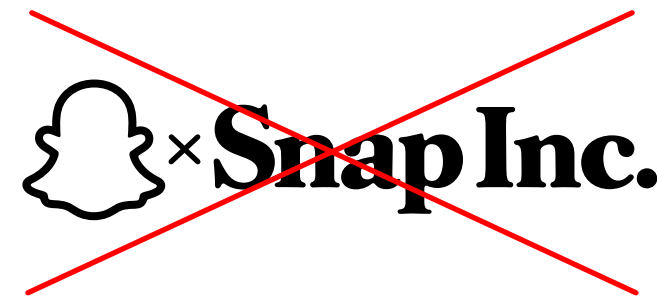
DON'T STACK LOGOS



DON'T USE ALTERNATE SYMBOLS



DON'T SCALE GHOST TOO SMALL



DON'T BREAK CLEAR SPACE



Color



Our
primary
color is
Snap
Yellow.

Our
primary
color is
Snap
Yellow.

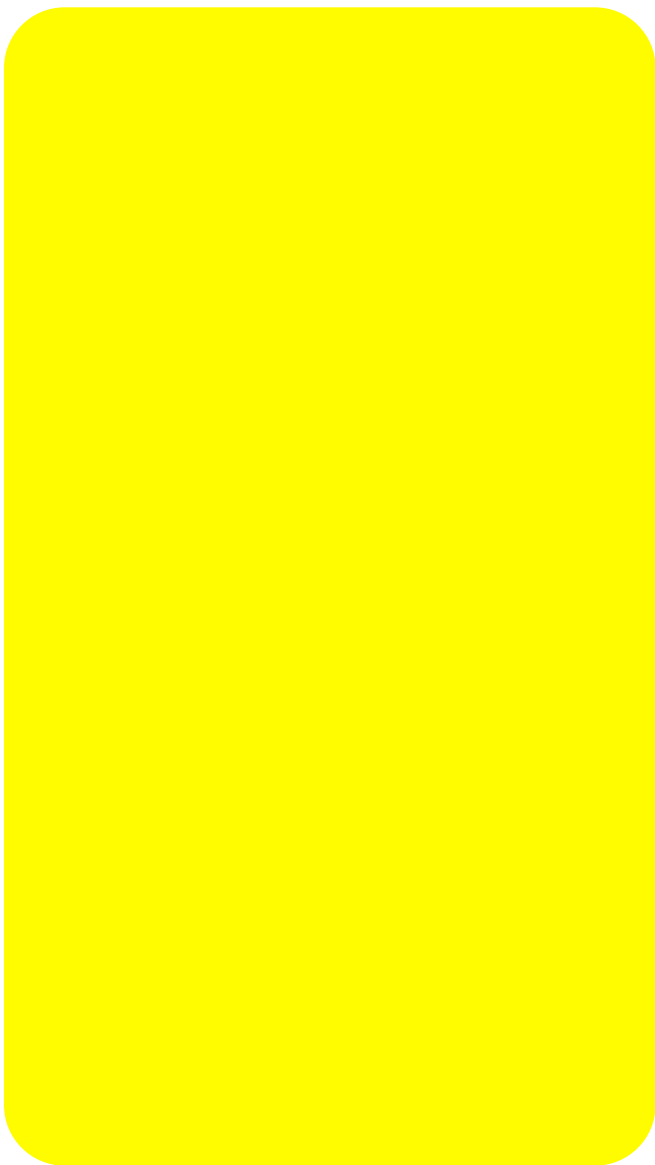
Our
primary
color is
Snap
Yellow.

Color Palette

As our brand color, yellow has a vibrancy, energy, and undeniable playfulness that you just can’t find anywhere else in the rainbow.

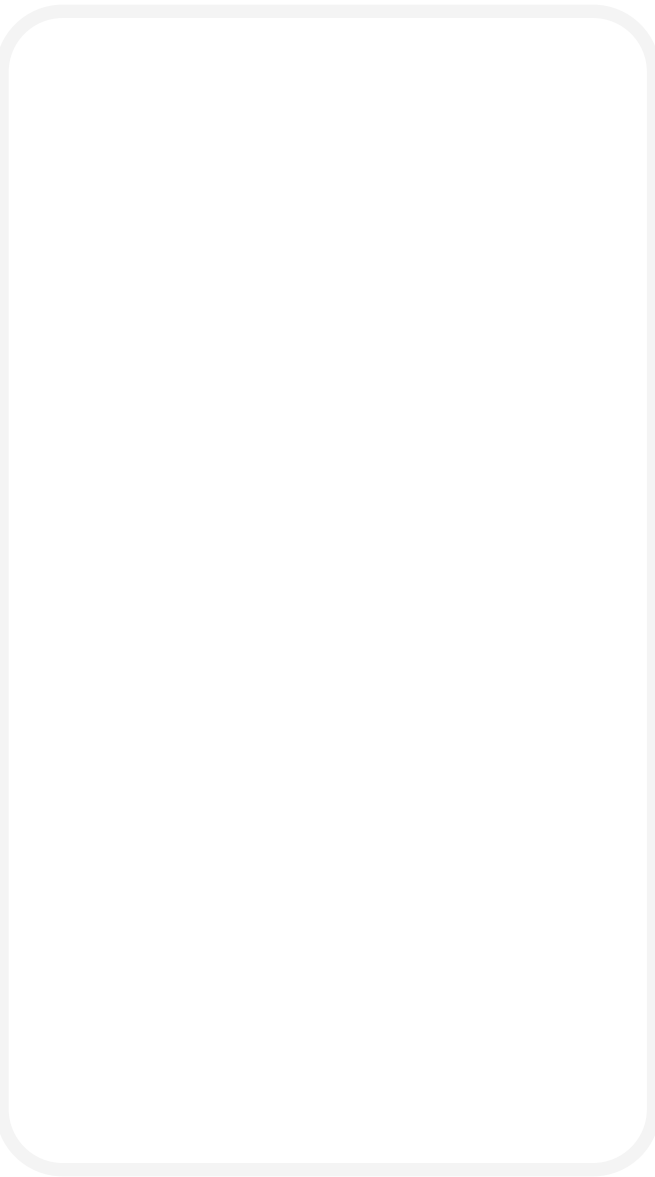
White is our secondary color, black is used for accents, and grey can be used sparingly to emphasize white.

24



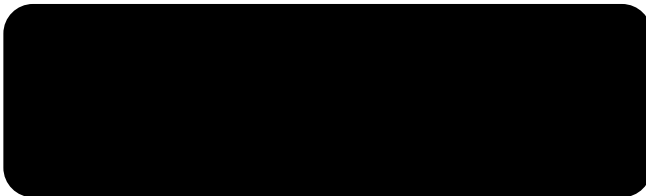
Snap Yellow

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



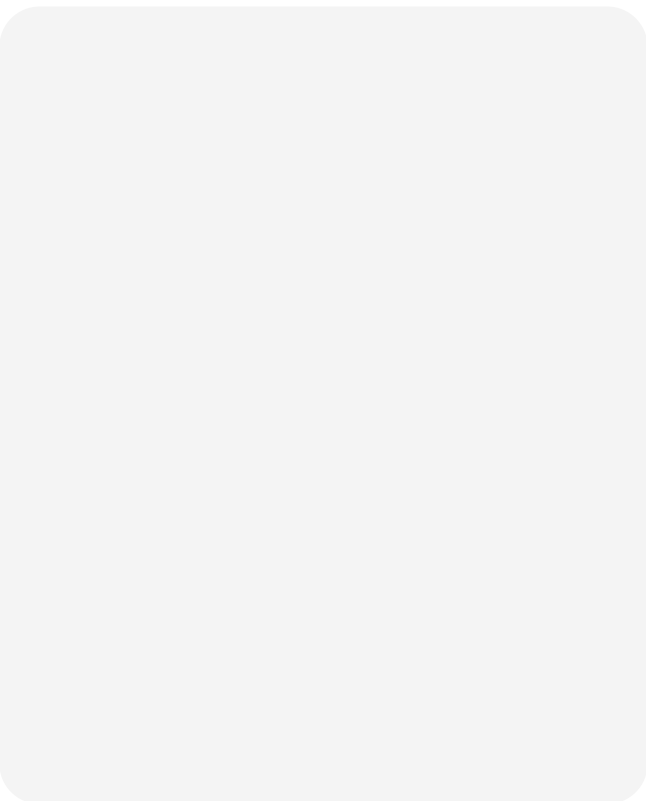
White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100



Gray

HEX: #F4F4F4
RGB: 244, 244, 244
CMYK: 3, 2, 2, 0

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CORE COLORS

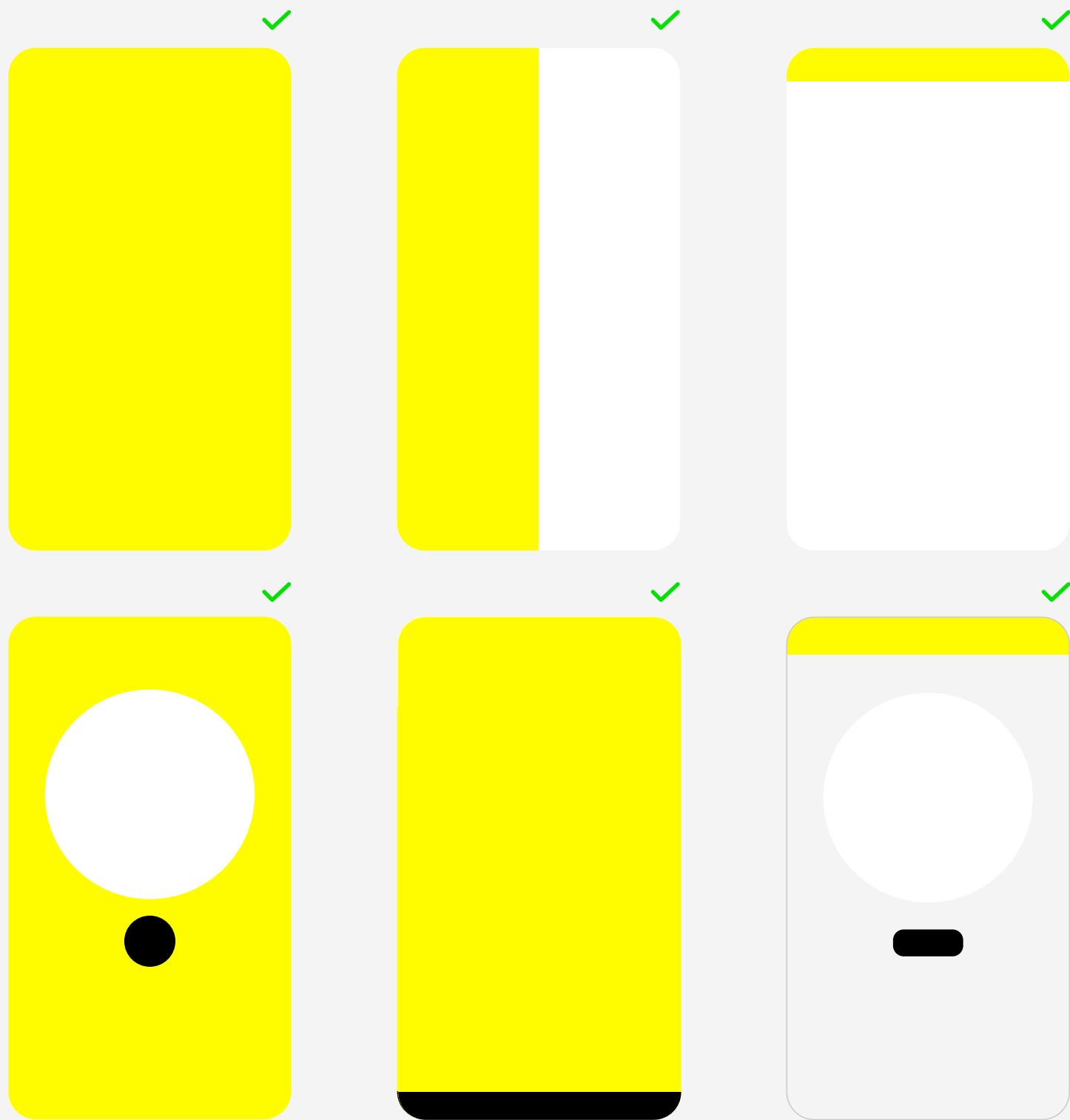
USED TO EMPHASIZE WHITE

Color Ratio Do's

Our brand is yellow, supported by white and black accents.

Once we introduce ourselves with yellow, we can use our other colors. As long as yellow is present, so is Snapchat.

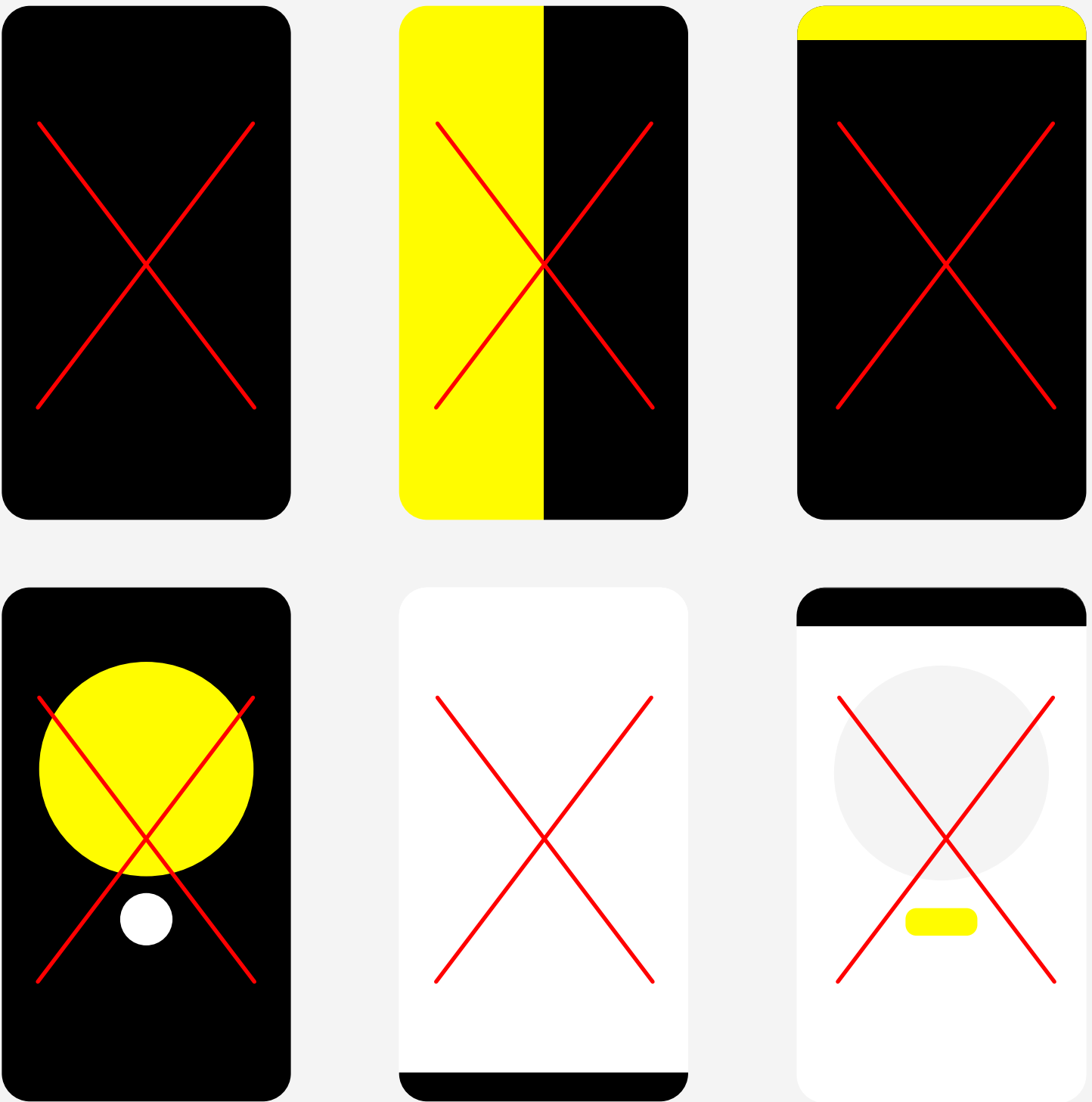
The color of this slide is grey to show how it can emphasize white. Here are examples of how we combine our colors.



Color Ratio Don'ts

Our compositions should always feel light and bright.

Avoid overpowering frames with secondary colors.



Color Contrast Do's

It's important for us to ensure contrast, especially against our yellow.

26)

✓

Yes,
this is
clear
and
legible.

✓

So is
this!

✓

oh yes.

✓

yup.

✓

cool.

Color Contrast Don'ts

Our yellow is special and legibility is paramount. Don't use colors outside of our palette.

26)

✗

No,
this isn't
clear
or
legible.

✗

Nah,
neither
is this.

✗

oh no.

✗

not this.

✗

nope.

CONFIDENTIAL

Snap Inc.



Typography

Typeface

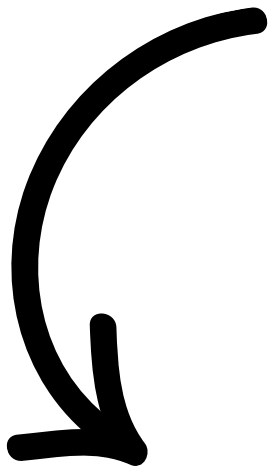
Our typeface, Graphik, carries our brand voice — it’s fun and welcoming, while remaining structural and easy to set.

If you’re building a presentation within Google Slides, please use the Proxima Nova font.

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Graphik

OFFICIAL SNAPCHAT TYPEFACE



- Graphik Thin
- Graphik Thin Italic
- Graphik Extralight
- Graphik Extralight Italic*
- Graphik Light
- Graphik Light Italic*
- Graphik Regular
- Graphik Regular *Italic*
- Graphik Medium
- Graphik Medium Italic*
- Graphik Semibold
- Graphik Semibold Italic***
- Graphik Bold
- Graphik Bold Italic***
- Graphik Black
- Graphik Black Italic***
- Graphik Super
- Graphik Super Italic***

28

FULL RANGE OF GRAPHIK

Weight Range

Our go-to is Graphik Regular. We'll also use Graphik Medium for titles, and we'll occasionally use Graphik Semibold to make an impact.

- ✓ Graphik Regular
- ✓ **Graphik Medium**
- ✓ **Graphik Semibold**

TYPE SET IN OUR SELECTED WEIGHTS

Primary Weights

To ensure consistency, we use Regular and Medium as our primary go-to weights.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWw
XxYyZz 1234567890
!@#\$%^&*()-_+=[]\/,.?

Graphik Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWw
XxYyZz 1234567890
!@#\$%^&*()-_+=[]\/,.?

Graphik Medium

Secondary Weight

Graphik Semibold is used sparingly for special use cases — like in a partner-presentation deck — to emphasize a mind-blowing stat or powerful statement.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWw
XxYyZz 1234567890
!@#\$%^&*()-_+=[]\/,.?


Graphik Semibold

Left Alignment

The amount of copy needed for screens shouldn't exceed more than a paragraph.

Remember, the more visuals to help convey your message and ideas the better.

PRIMARY ALIGNMENT 

DECK COVER, LEFT-ALIGNED TITLE 

RIGHT-ALIGNED TITLE

31

Left-aligned is how we boogie.

Say more, with less. Keeping line lengths brief makes it easier to read.



31

Body Copy

For screens, especially presentations, body copy should be brief, and easy to read. Remember, we show more, and tell less.

The amount of copy needed for screens shouldn't exceed more than a paragraph. Remember, the more visuals to help convey your message and ideas the better.

MINIMUM SIZE: 18PT. WITH 24PT. LEADING



MAXIMUM SIZE: 37PT. WITH 50PT. LEADING



APPLICATION: BODY COPY 37PT, LEFT-ALIGNED (ADJUSTED TO SHOW SCALE)



32

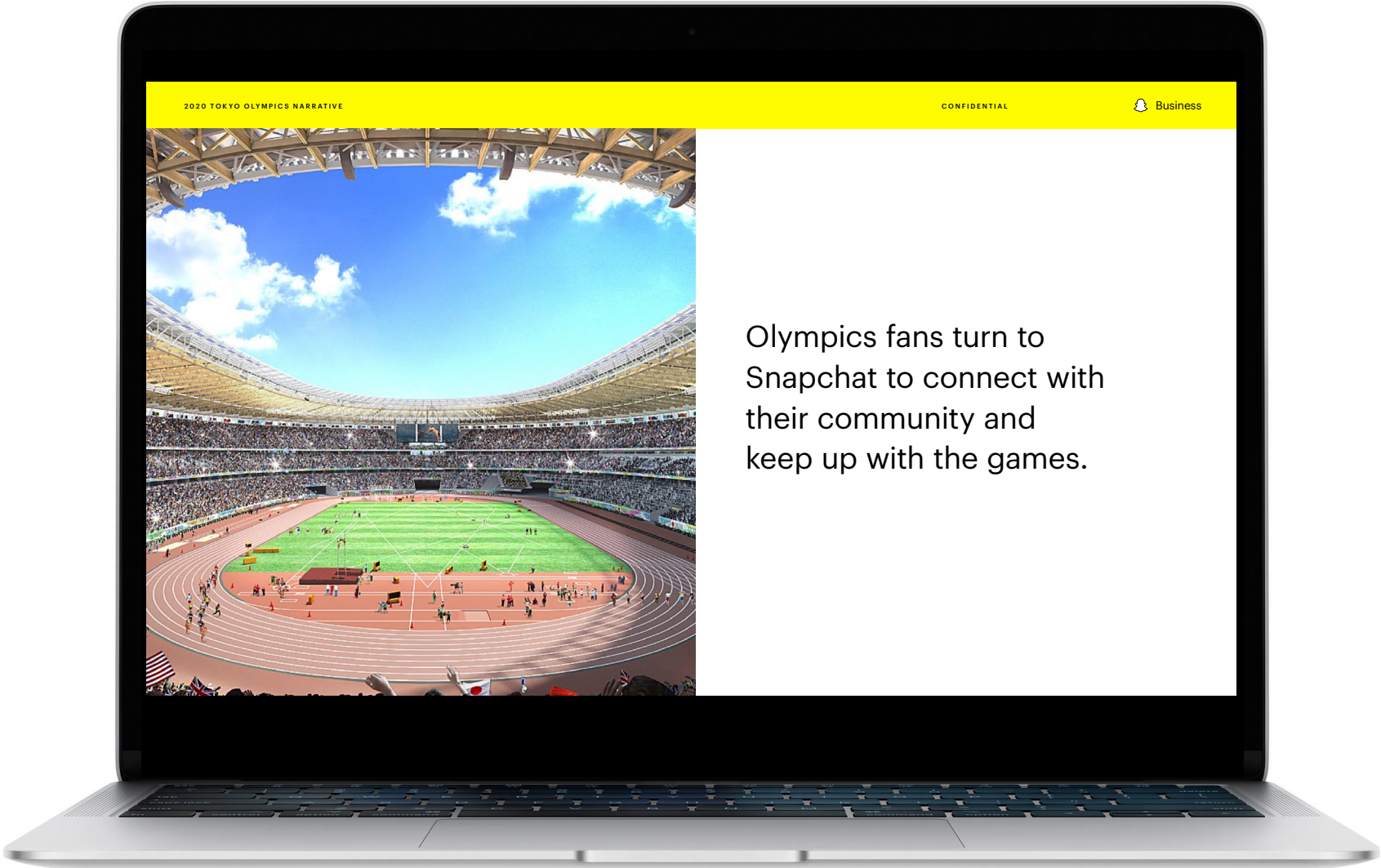
The Minimum

This is the smallest size for body copy.

The Maximum

This is the max size for body copy.

32



Center Alignment

We reserve center styling for high impact statements. For those mic drop moments, keep it clear and succinct.

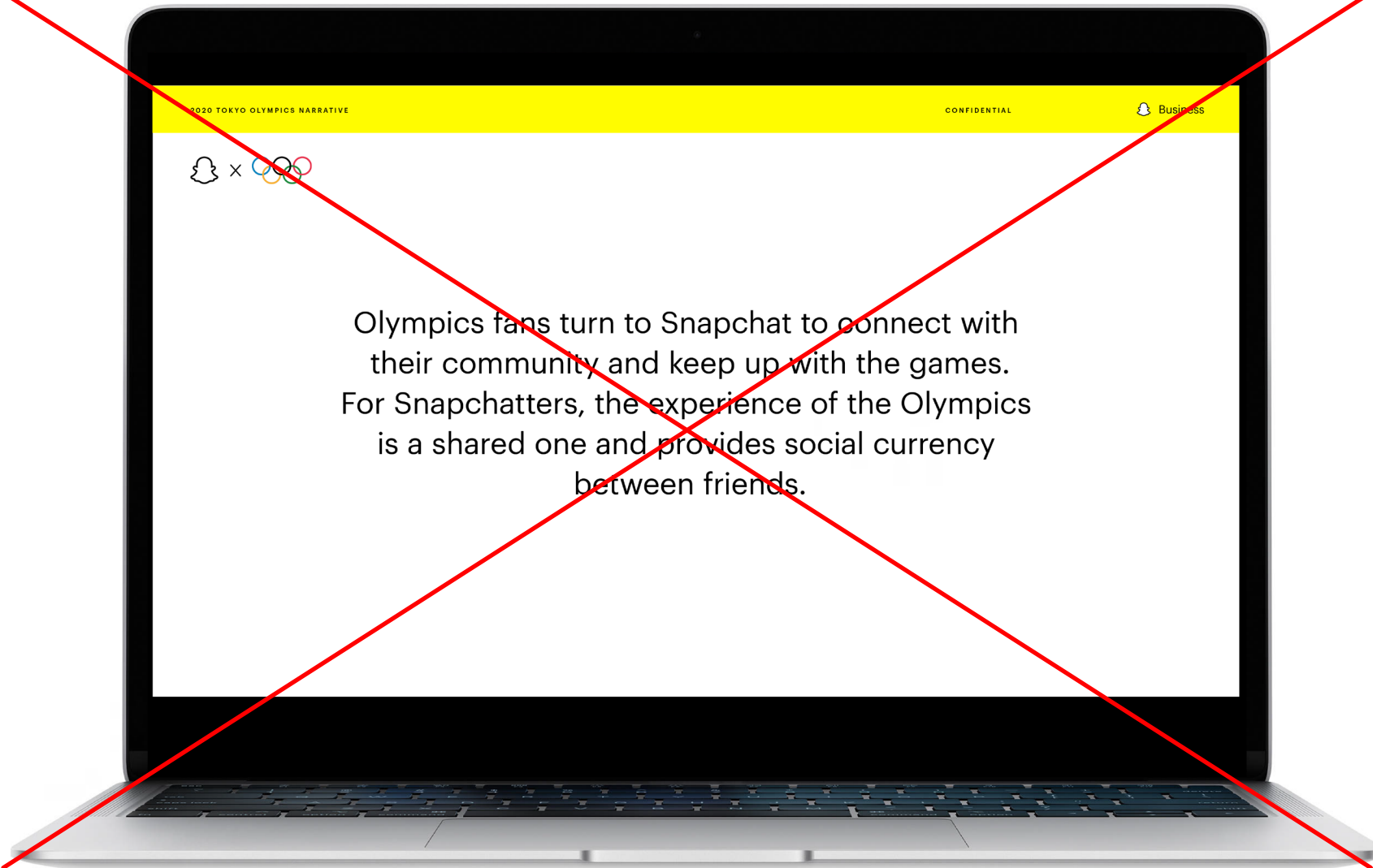
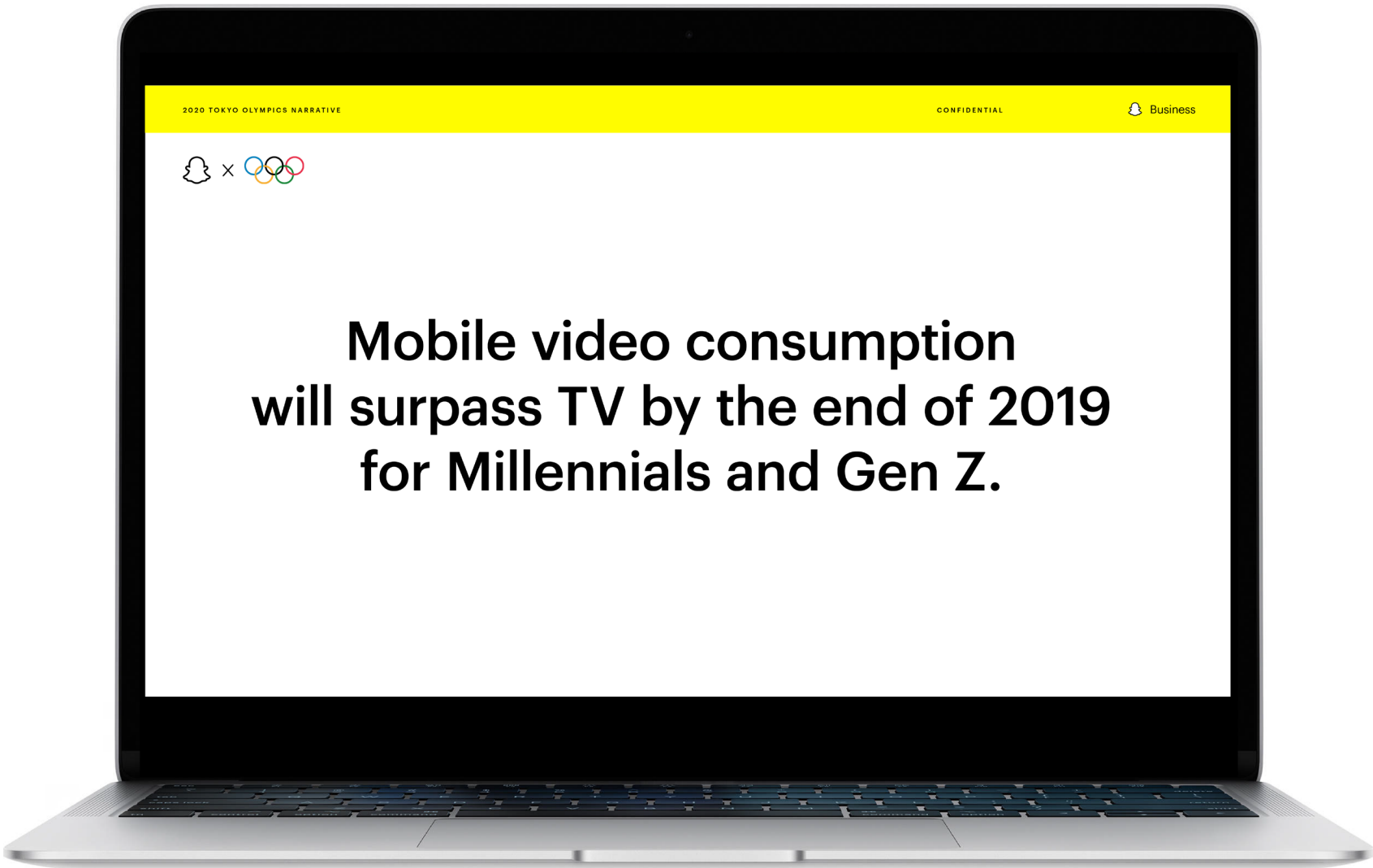
ALT. ALIGNMENT ✓

STATEMENT, CENTER-ALIGNED ✓

BODY COPY, CENTER-ALIGNED

33

Center alignment for high impact.



33

Typography

Our typographic expression is purposefully restrained and minimal. This keeps the focus on our product, our creators, and our content.

DON'T USE ALTERNATE TYPEFACES

~~PERSONALIZE
YOUR OWN
FILTERS AND
LENSES!~~

DON'T CROP TYPE

~~Please don't
crop type~~

DON'T USE WEIGHTS OUTSIDE OUR SELECTED RANGE

~~WEIGHTS SHOULDN'T
MIX AND MATCH~~

DON'T USE EFFECTS

~~Sans Shadow~~



Frames

Frames

Frames allow us to show visuals in more diverse ways, specifically within the context of the Snapchat platform and Spectacles.



Ghost Frame

Using the Ghost Frame allows for infinite variation and expression of the brand. The content can be loose, fun and playful, or specific and contextual.



Phone Frame

The Phone Frame is a secondary shape for showcasing Snapchat in-app content and conversations.



Spectacles Frame

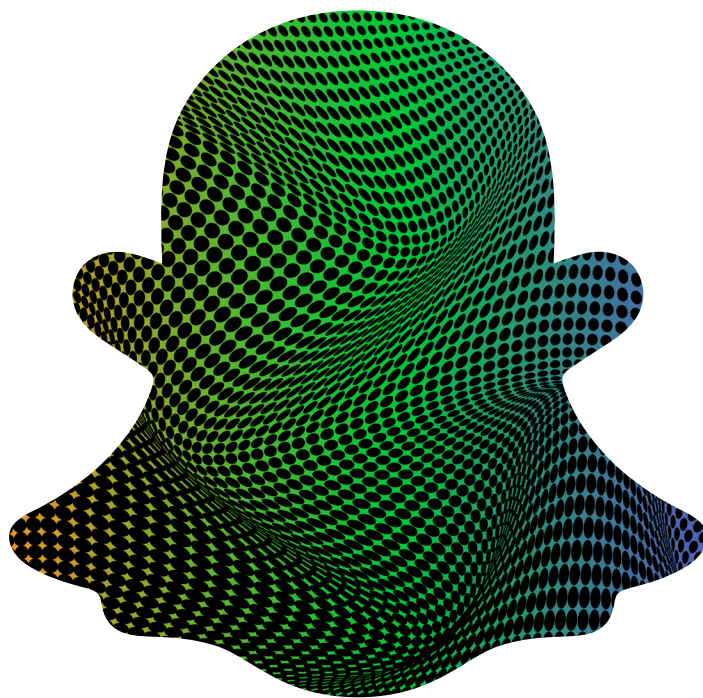
The Spectacles Frame represents our Spectacles product and the circular video created with Spectacles. Similar to the Ghost Frame, these frames can feature a variety of fun and contextual visuals.

Ghost Frame

The Ghost Frame is used to reveal imagery and graphics.

The content in the frame affects the tone of the message it's paired with, so choose wisely!

37



Make it exciting.

Any medium goes — ideally these fills are as diverse and expressive as the community we serve. Photography, illustration, patterns, and 3D renderings are all welcome.

Make it clear.

The content should be clear, alive, and dimensional — avoid fills that are flat, repetitive, or low contrast.

Make it on brand.

Whenever possible, Ghost Frames should connect back to our Brand Principles.

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Half Ghost Frame

We use Half Ghost Frames across many business touchpoints, such as deck covers and event invites.

Make sure the content is easy to recognize in a Half Ghost Frame.

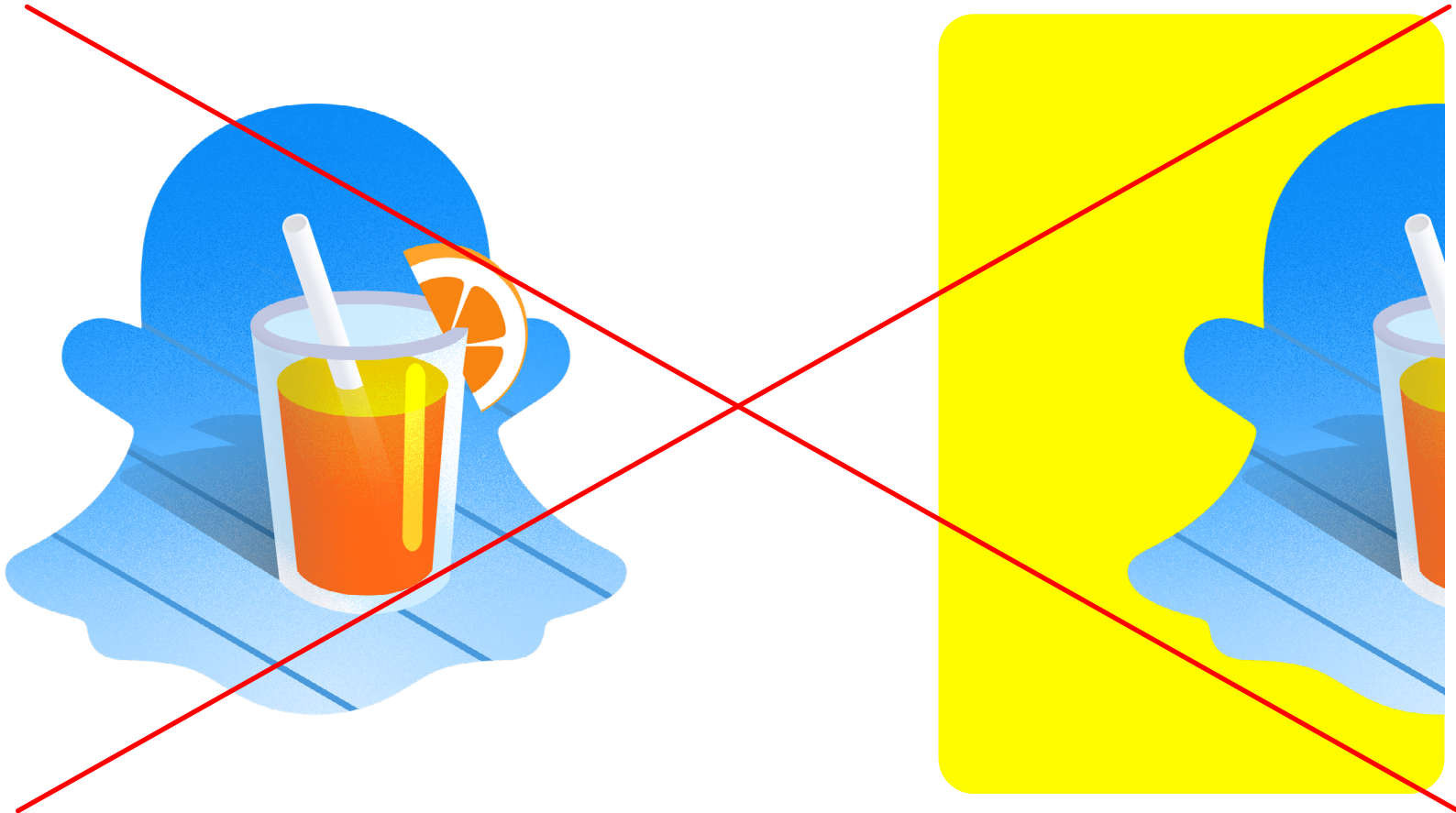
FULL TO HALF GHOST FRAME APPLICATION



38



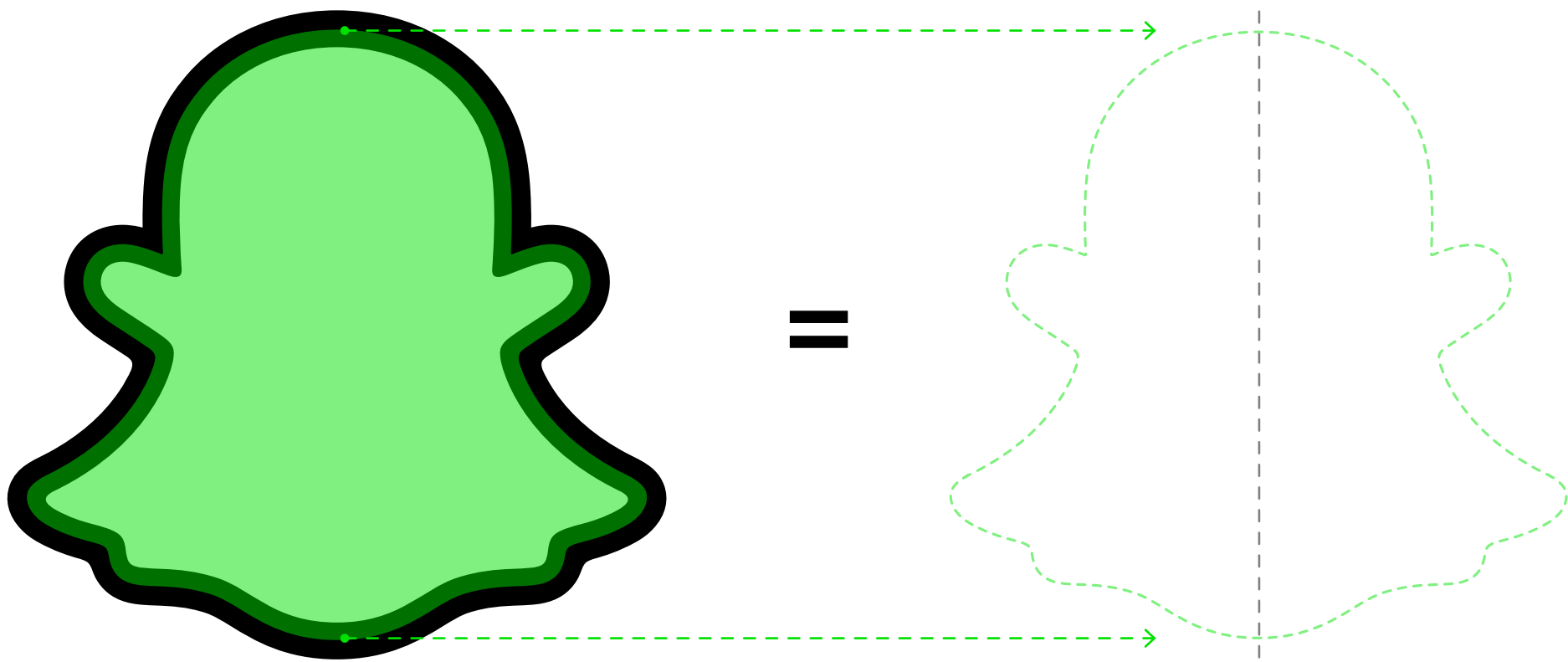
UNSUCCESSFUL GHOST FRAME FILL



38

Ghost Frame Construction

39



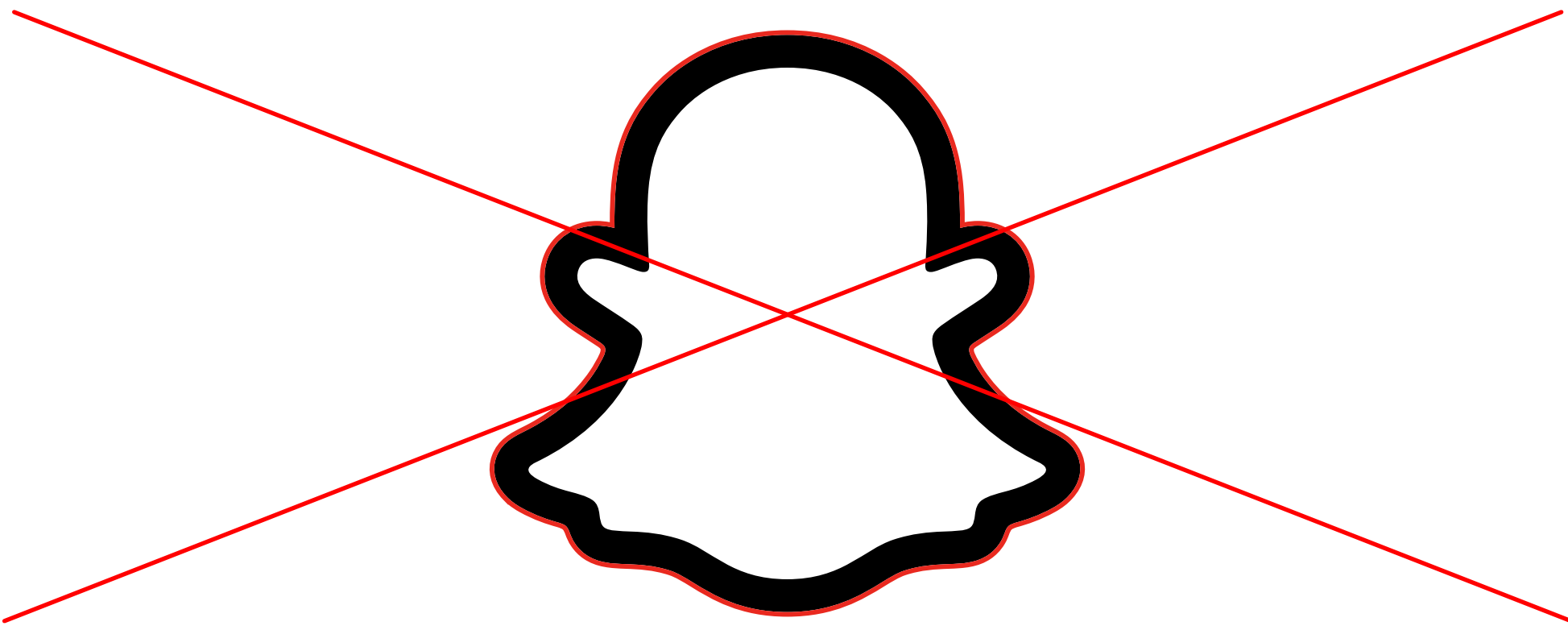
GHOST FRAME CONSTRUCTION



Make sure to download the Ghost Frame file, which is different than the Ghost logo. [DOWNLOAD HERE](#)

Pro-tip: when filling the Ghost Frame, ensure the content reads as a full, and half Ghost Frame.

39



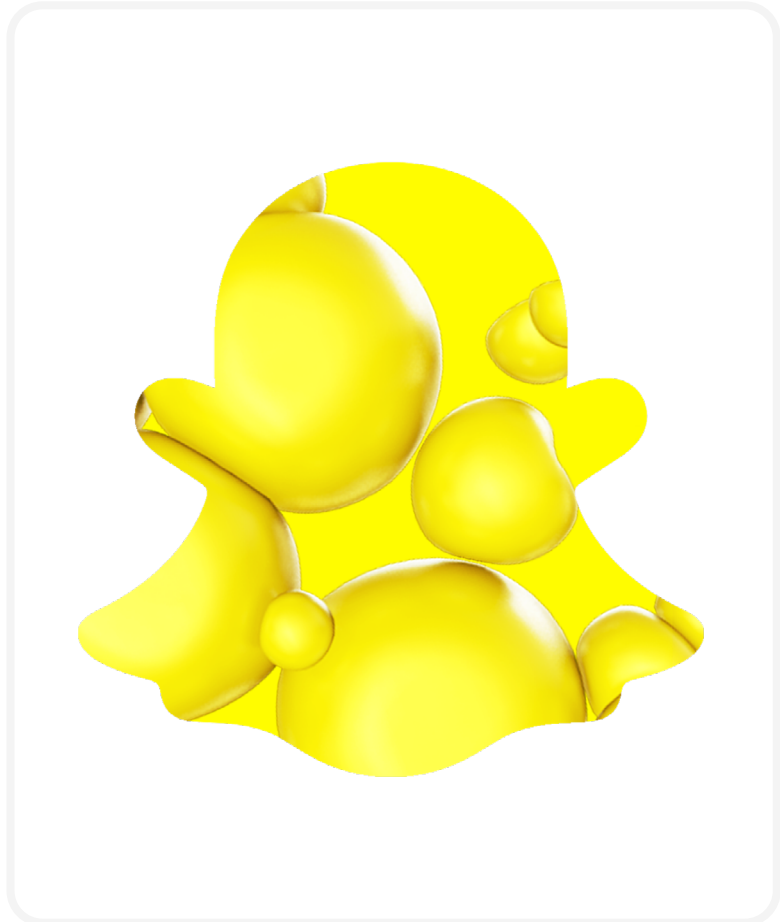
GHOST OUTLINE

DO NOT fill the Ghost logo. The Ghost Frame is a different piece of artwork than the outlined Ghost.

It has been optimized to retain the optical proportions of our outlined Ghost, but it's not the same.

Contrast

It’s important for us to ensure contrast with our color palette, especially against Snap Yellow.

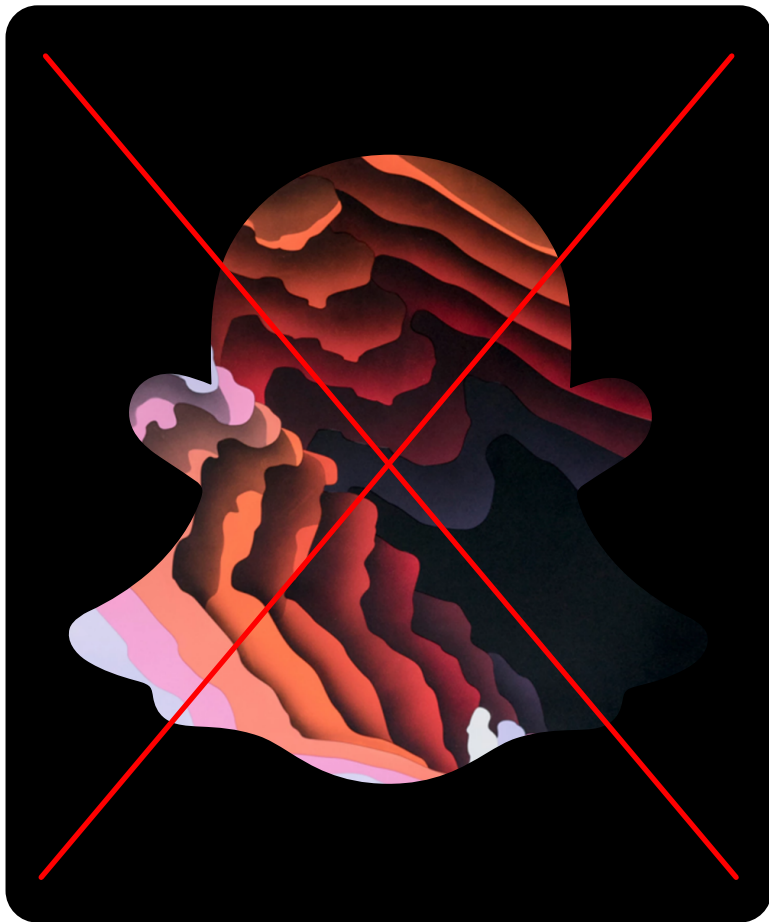


SUCCESSFUL GHOST FRAMES

✓

Similar to the Ghost logo, the Ghost Frame content should be designed to contrast well on Snap Yellow and light and dark backgrounds, such as

our gray and black. Make sure you use the background color with the most legibility.

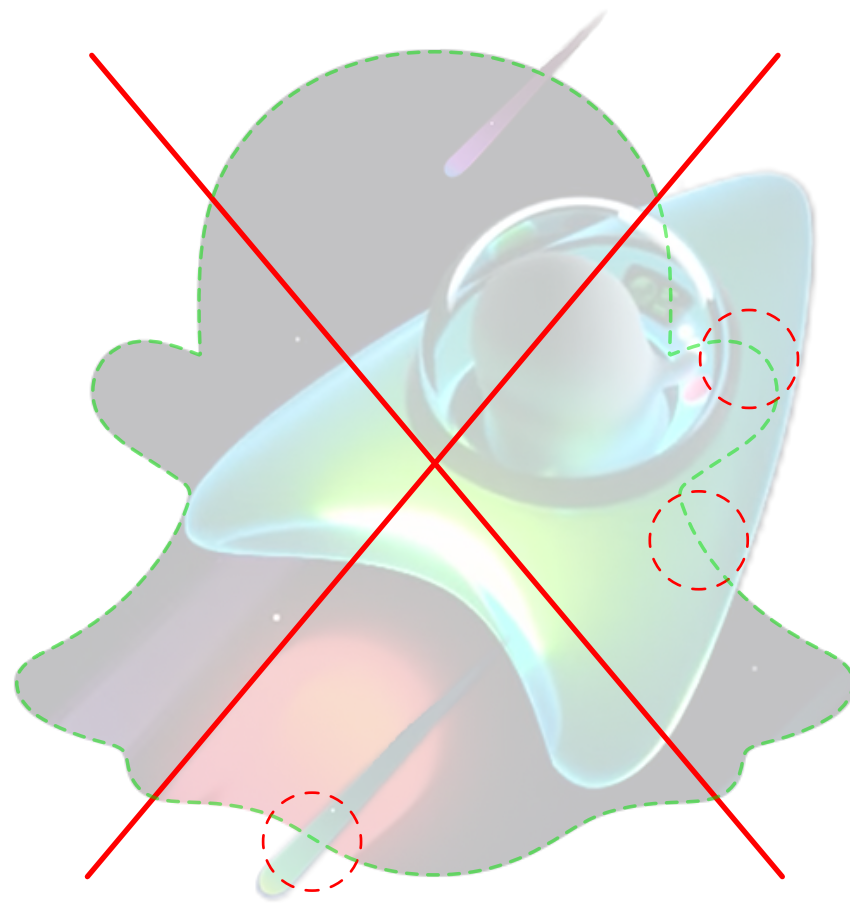


NOT ENOUGH CONTRAST

Don’t place a Ghost Frame design against a background that has similar colors.

Breaking out of the Ghost Frame

Content can break out of the Ghost Frame for a more dimensional effect, but be careful to ensure the form of the Ghost is still recognizable.



DYNAMIC GHOST FRAME CONSTRUCTION



Always have both arms fully visible and don't obstruct the bottom of the Ghost.

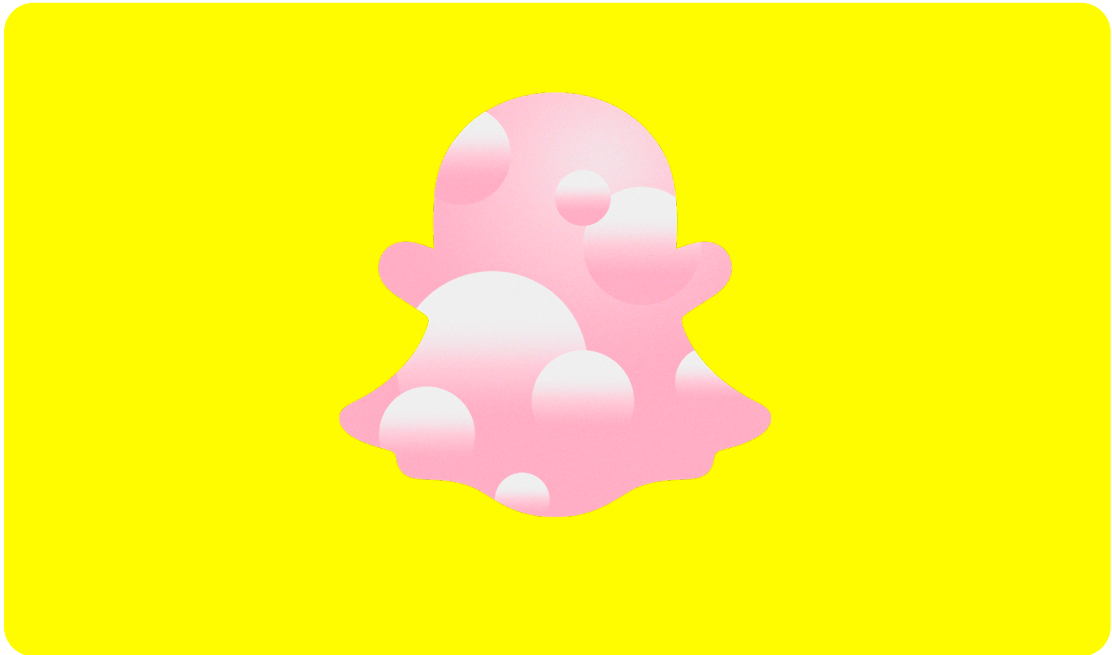
Limit the break-out element to one detail, ideally around the top of the Ghost Frame.

KEEP THE GHOST FORM RECOGNIZABLE

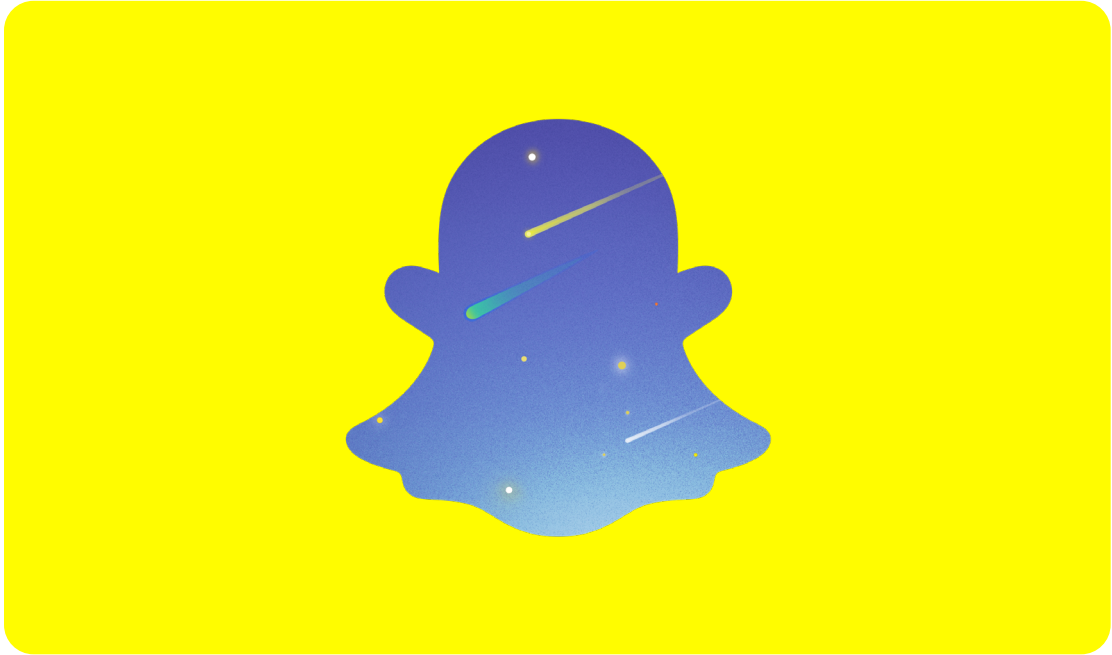
Don't obstruct multiple parts of the Ghost.

Ghost Frame Do's

CONTENT FILLS ENTIRE GHOST FRAME 

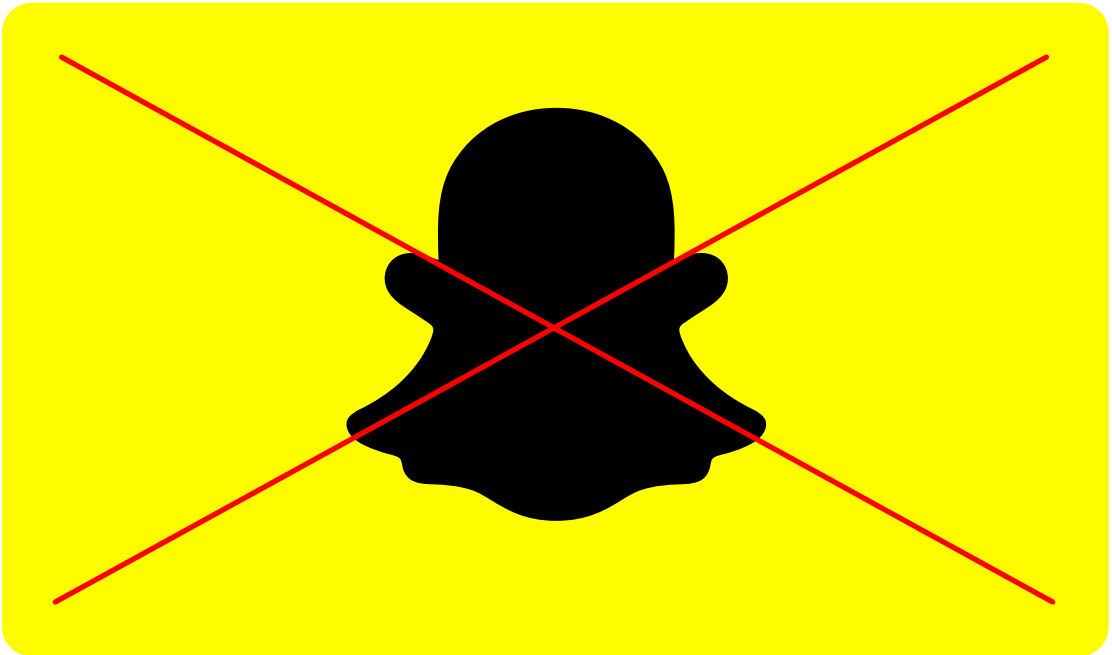


SINGLE GHOST FRAME PER CANVAS 

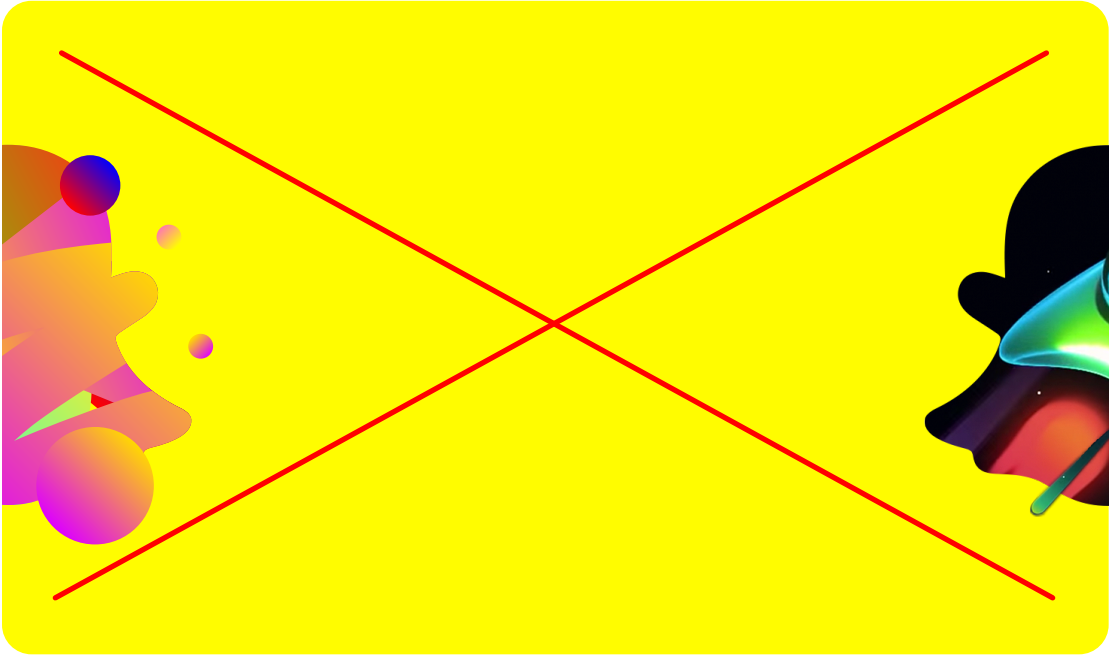


Ghost Frame Don'ts

USE EMPTY GHOST FRAME

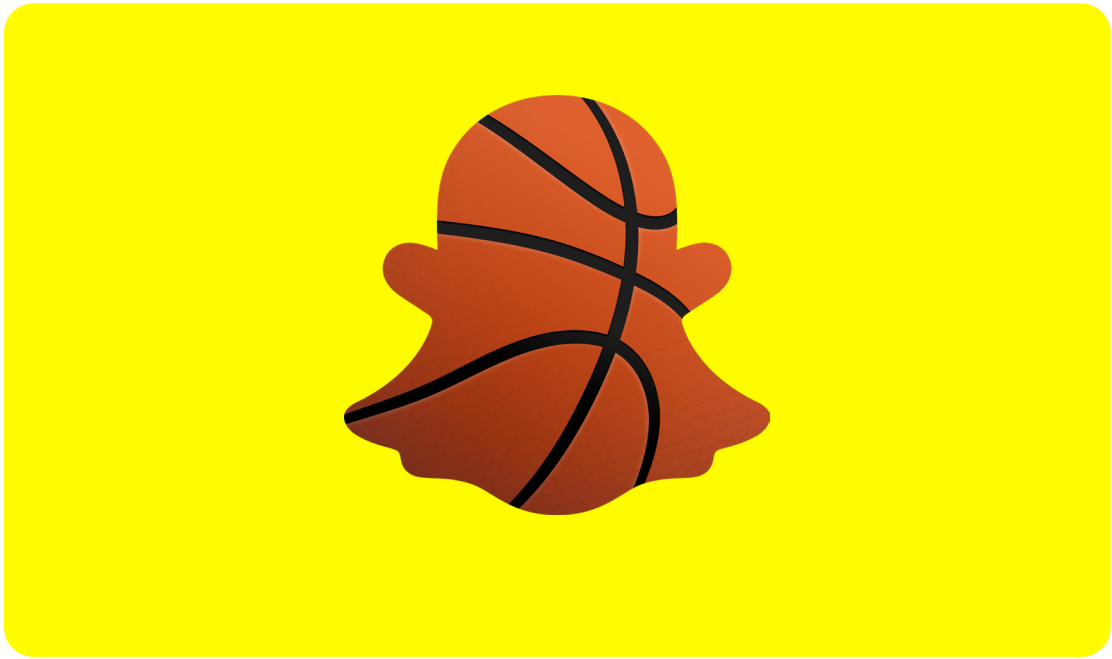


MULTIPLE GHOST FRAMES ON A SINGLE CANVAS



Ghost Frame Do's

USE AS A MASK FOR IMAGERY AND GRAPHICS

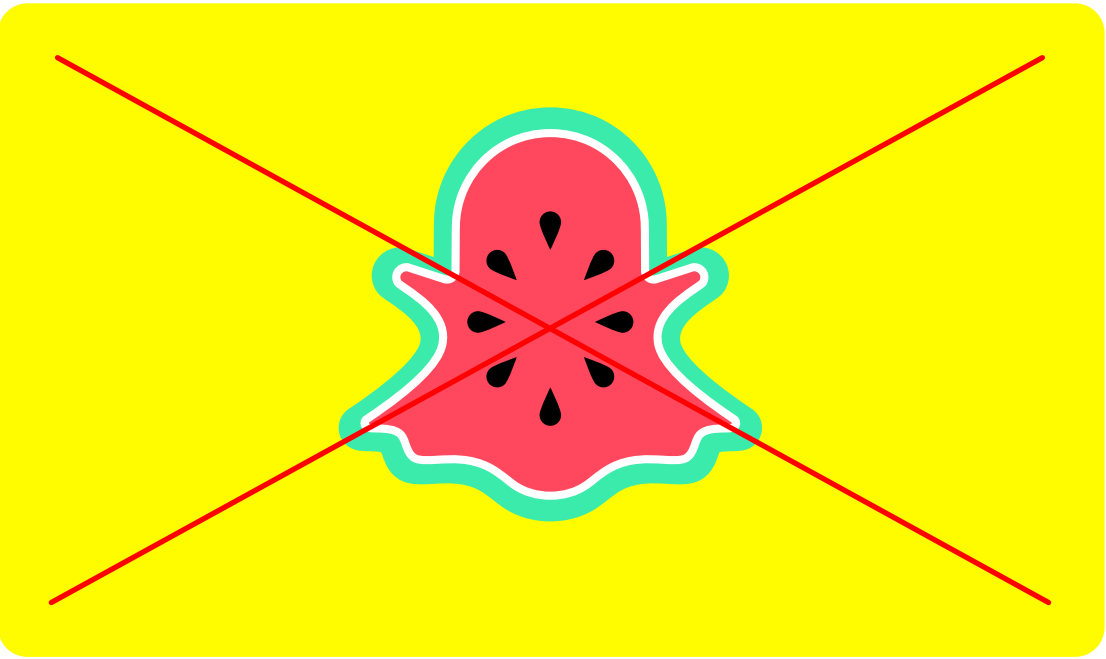


SCALE PATTERNS TO BE LARGER, FOR VISIBILITY



Ghost Frame Don'ts

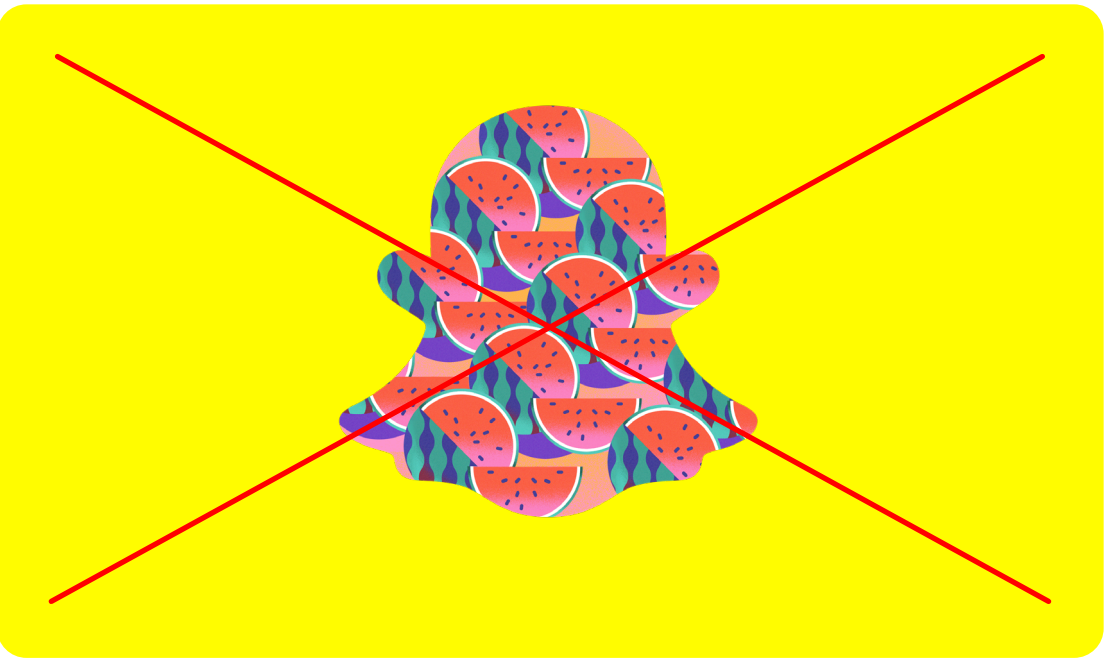
ADD A STROKE AROUND THE GHOST FRAME



USE PEOPLE, FACES, OR BITMOJI



SCALE PATTERNS TOO SMALL



USE TYPE



Phone Frame

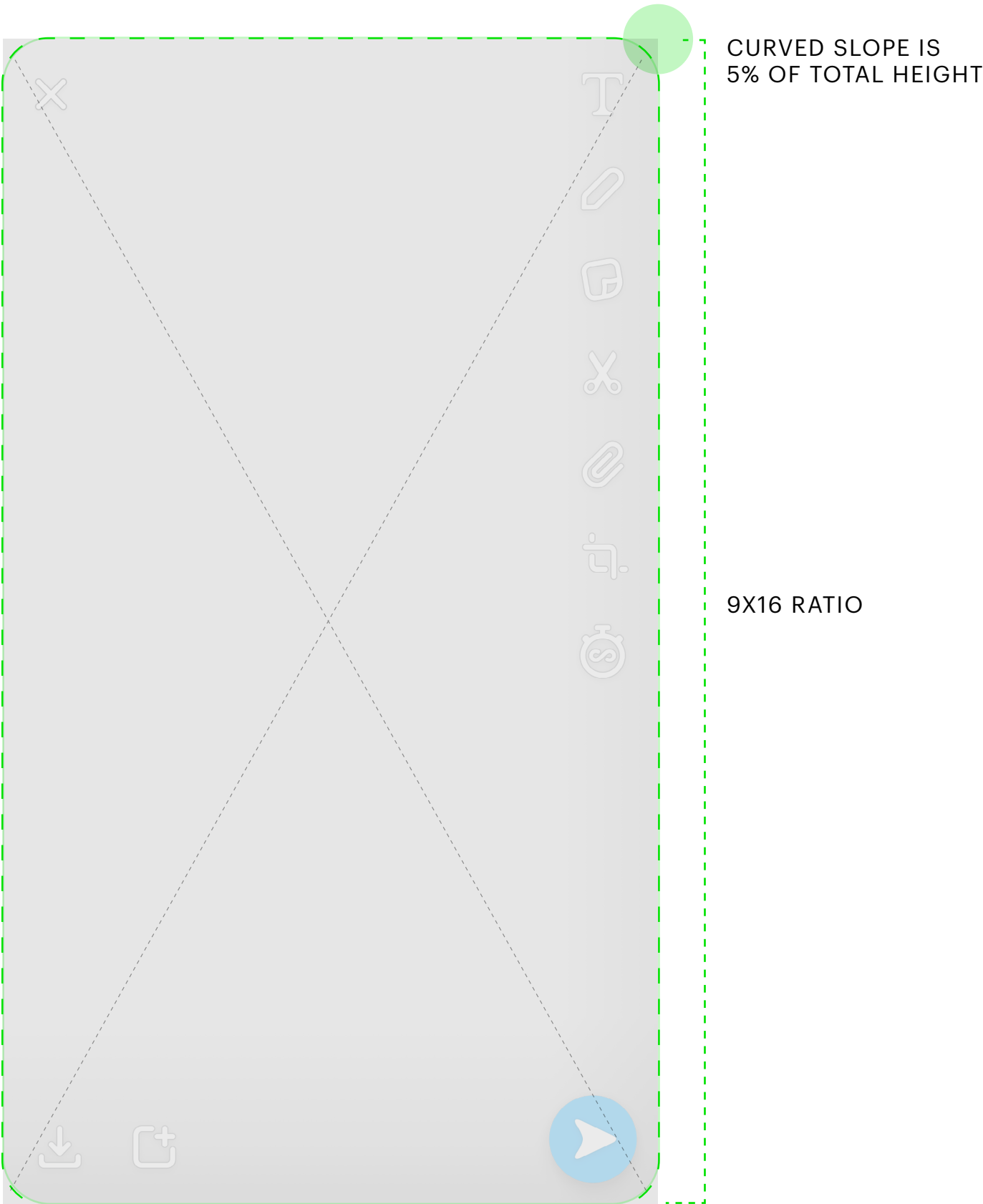
We're all about our community. Snapchatters should fill the majority of the frame. Don't be afraid of a tight crop!

We feature Snaps and in-app content only in Phone Frames.

We rarely show the user interface of a phone, like iOS or Android, to be agnostic.



IF SHOWING UI, MAKE SURE IT IS ACCURATE




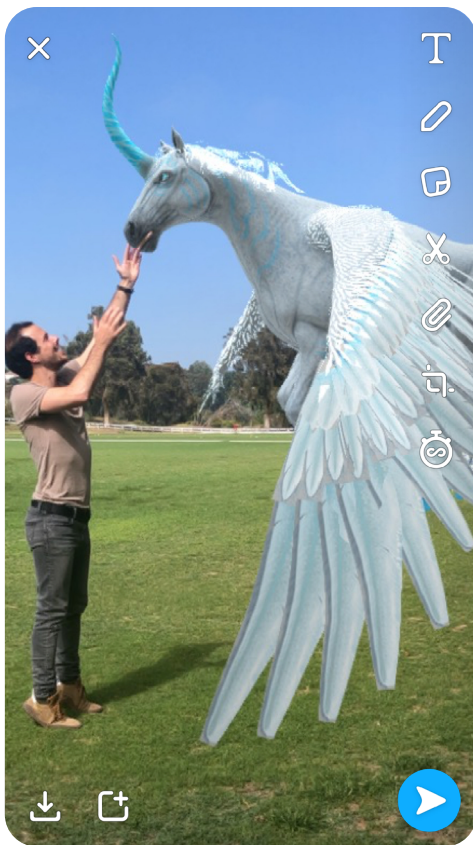
PHONE FRAME ALWAYS WITH ROUNDED EDGES

Phone Frame Do's

Use photos and videos that can be easily cropped vertically, ideally created within Snapchat!

FILL WITH IN-APP CONTENT 

CROP CONTENT WITHIN FRAME 

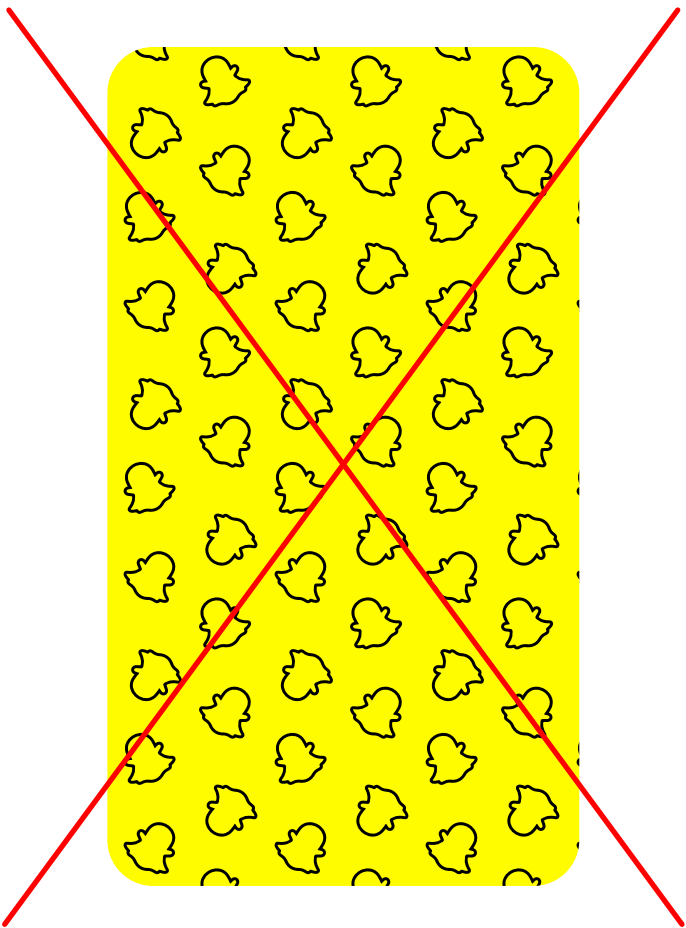


Phone Frame Don'ts

Avoid using stock photography as much as possible!

FILL CONTAINER WITH PATTERNS

BREAK FRAME



Multiple Phone Frames

Snapchat is better with a friend. Sometimes we use multiple frames, skewing and angling them to mimic the connection and communication between Snapchatters.

46



DUAL PHONE FRAMES, SKEW & ANGLE MOTION



When we show conversations through motion, the Phone Frames’ angles are set to mirror the action taking place in the Snap. The goal is to have them look conversational.

46




CONVERSATIONAL PHONE FRAMES INTERACTION STATIC



When choosing Snaps to interact, be sure to choose a pair that is, or appears to be, having a conversation. Try matching gestures, facial expressions, context of

what’s in the Snaps, and overall emotion. Once you’re set, a slight ease or skew of the two frames to reinforce motion should do the trick!

Multiple Phone Frames Do's

MATCH CONTEXT OF WHAT'S IN THE SNAPS 

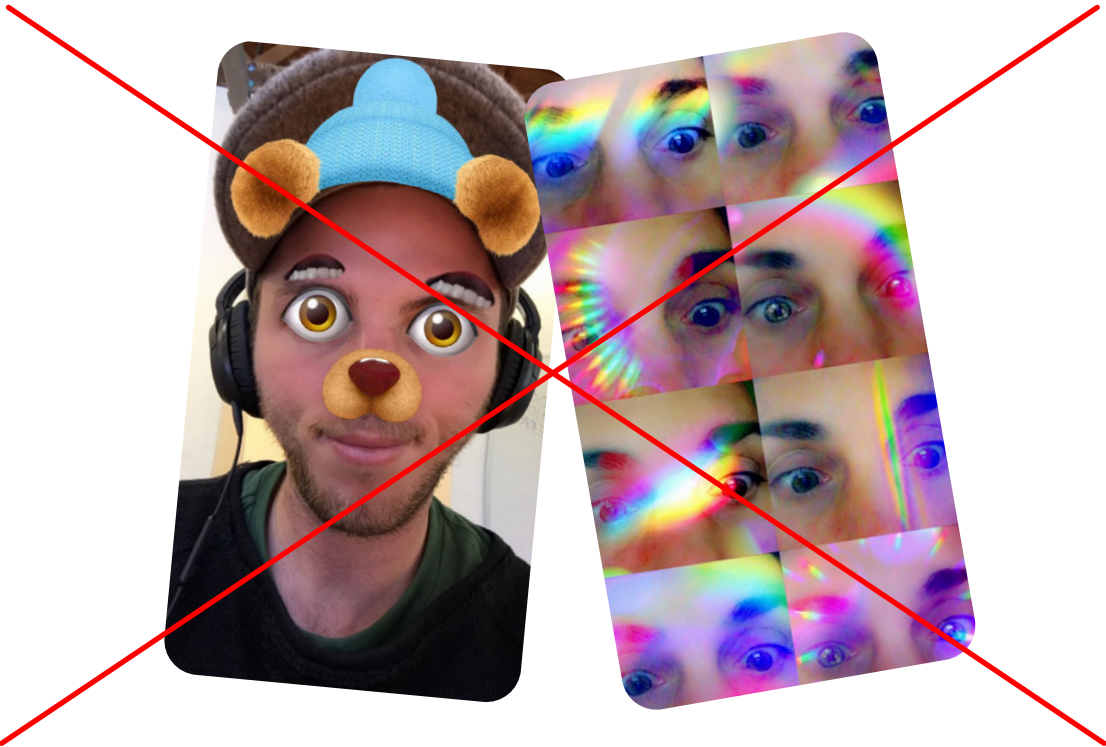


SLIGHTLY OVERLAP SNAPS 



Multiple Phone Frames Don'ts

PAIR SNAPS THAT AREN'T CONVERSATIONAL



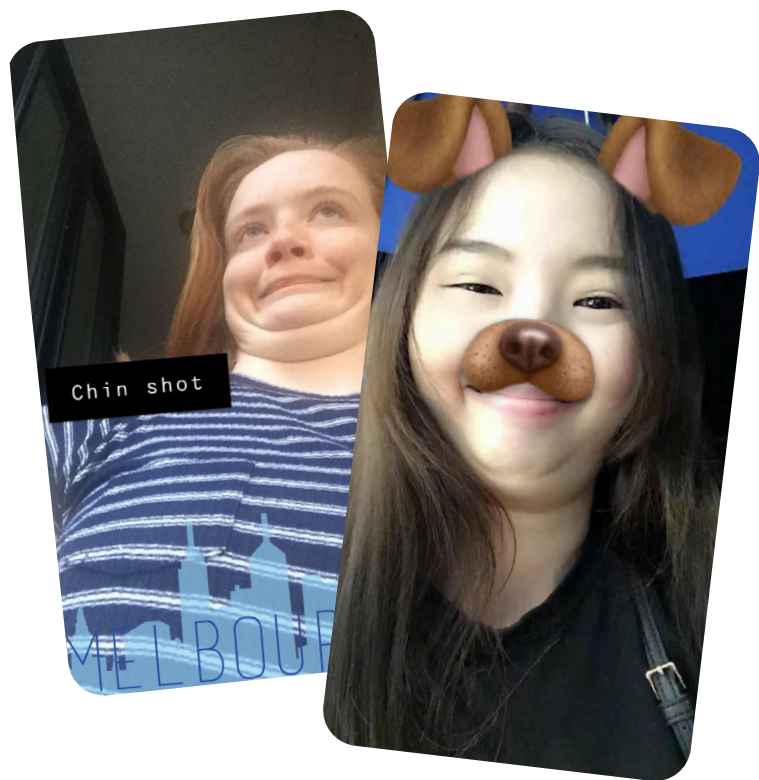
STACK PHONE FRAMES



Multiple Phone Frames Do's

KEEP THE CONVERSATION VISIBLE

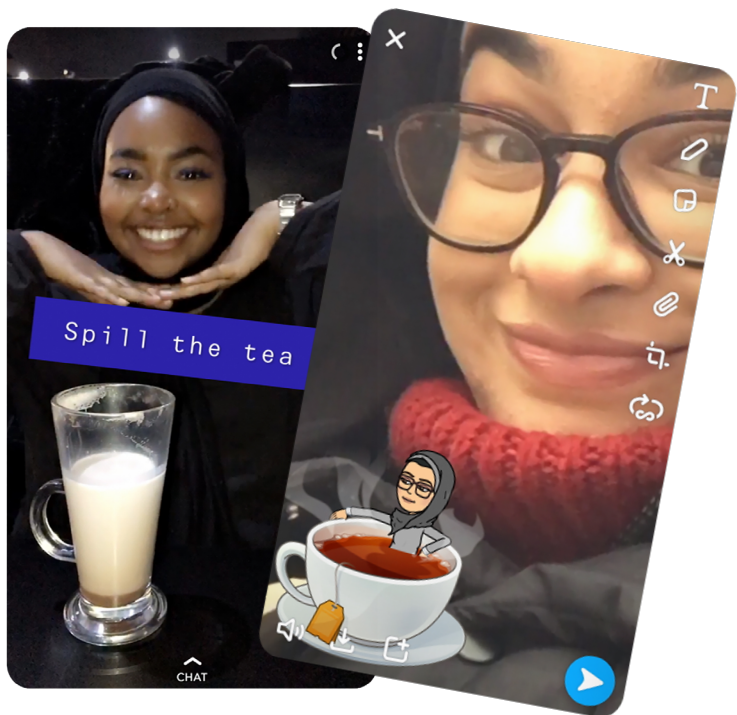
✓



48

SLIGHTLY SKEW

✓



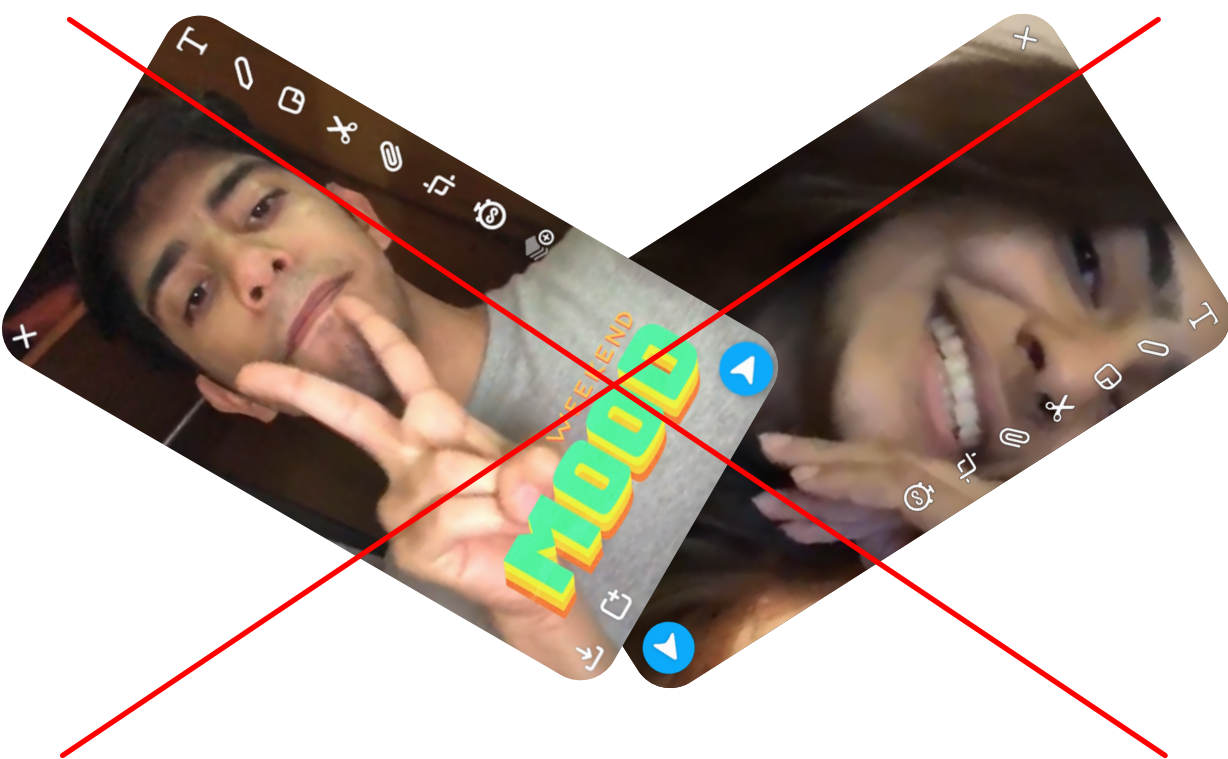
Multiple Phone Frames Don'ts

COVER MORE THAN 20% OF ONE DEVICE FRAME OVER ANOTHER



48

ROTATE DEVICES MORE THAN 45°



Spectacles Frame

The circle represents our Spectacles product and experiences. These visuals are limited to content captured with Spectacles.

Use one to denote content and amazing captures

Use two to denote product-accurate and device-centric depictions.



Spectacles Frames

We show two circles to represent our Spectacles product. The same content is shown in both circles to represent our Spectacles point of view.

We never show more than two circles as part of our Spectacles Frame.

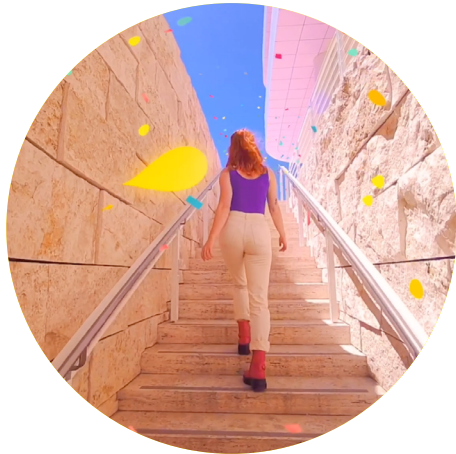


Spectacles Frame Do’s

USE A SINGULAR SPECTACLES FRAME TO SHOW THE BEST LENSES AND CAPTURES ✓



USE DUAL SPECTACLES FRAMES FOR PRODUCT / DEVICE-CENTRIC EXPRESSIONS ✓

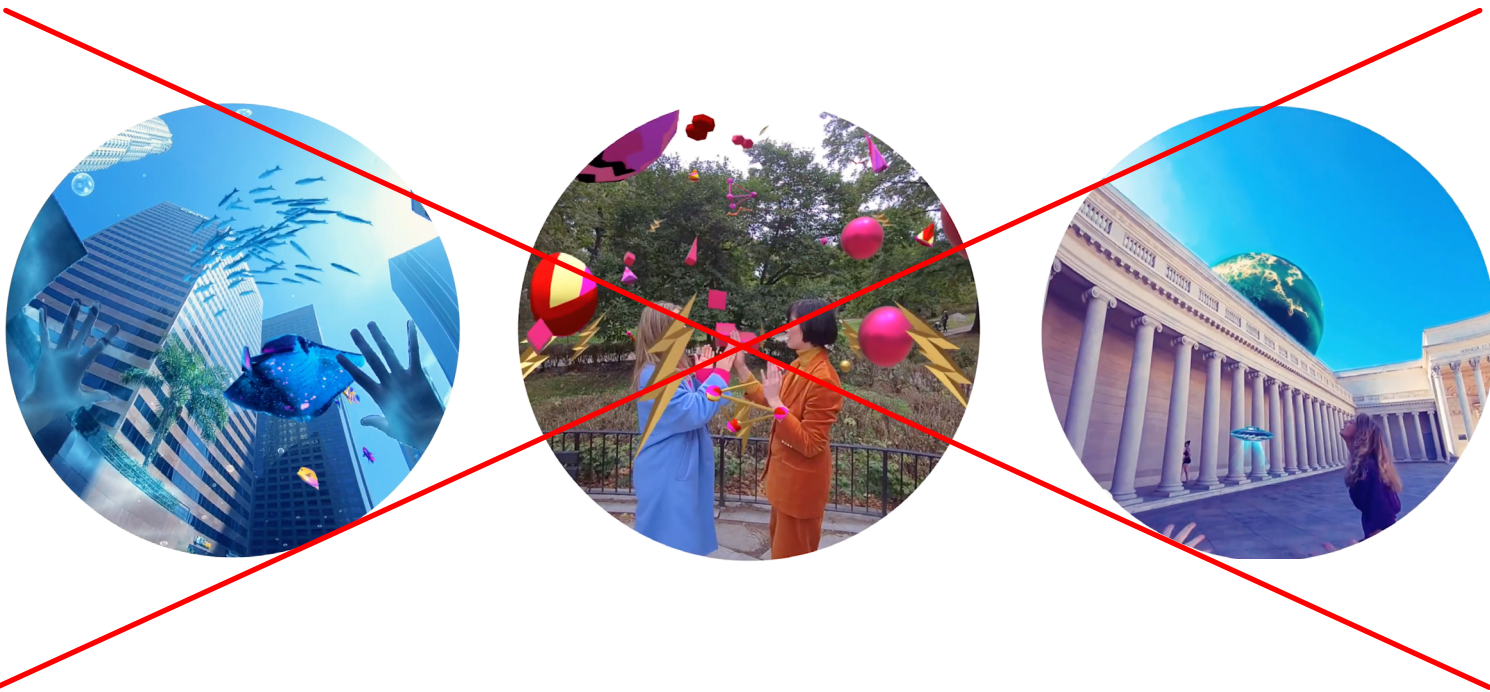


Spectacles Frames Don’ts

INCLUDE CONTENT THAT IS NORMALLY FULL-SCREEN VERTICAL, LIKE SHOWS



USE MORE THAN TWO CIRCLES





Creative Tools



Stickers

Stickers are a fun way to add context. They should be used sparingly to add accents of playfulness to our work, but never more than one or two at a time.



Doodles

Doodles can be used to highlight certain information in marketing materials and presentations. Use doodles sparingly or they'll lose their effect.



Bitmoji

We use Bitmoji to add a personal touch. Feel free to add your Bitmoji to a presentation to give it that extra sprinkle of creativity and fun.

Sticker Do’s

Keep your stickers simple and contextual.
We unify our range of sticker styles by building them on a 1920x1080px artboard and adding a 12px white outside stroke.

54



Sticker Don’ts

We communicate rather than decorate.
Avoid overusing stickers, and make sure the white stroke is present and consistent.

54



Doodle Do's

Ensure contrast and only use one doodle at a time to emphasize a piece of information.



Doodle Don'ts

Legibility is key. Please don't use colors outside of our palette for doodles.





Bitmoji Do's

Bitmoji should be topically relevant.
As a best practice, make it personalized.

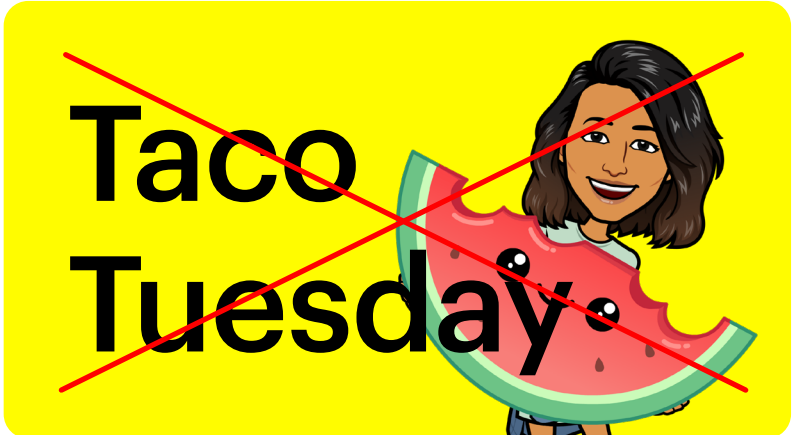
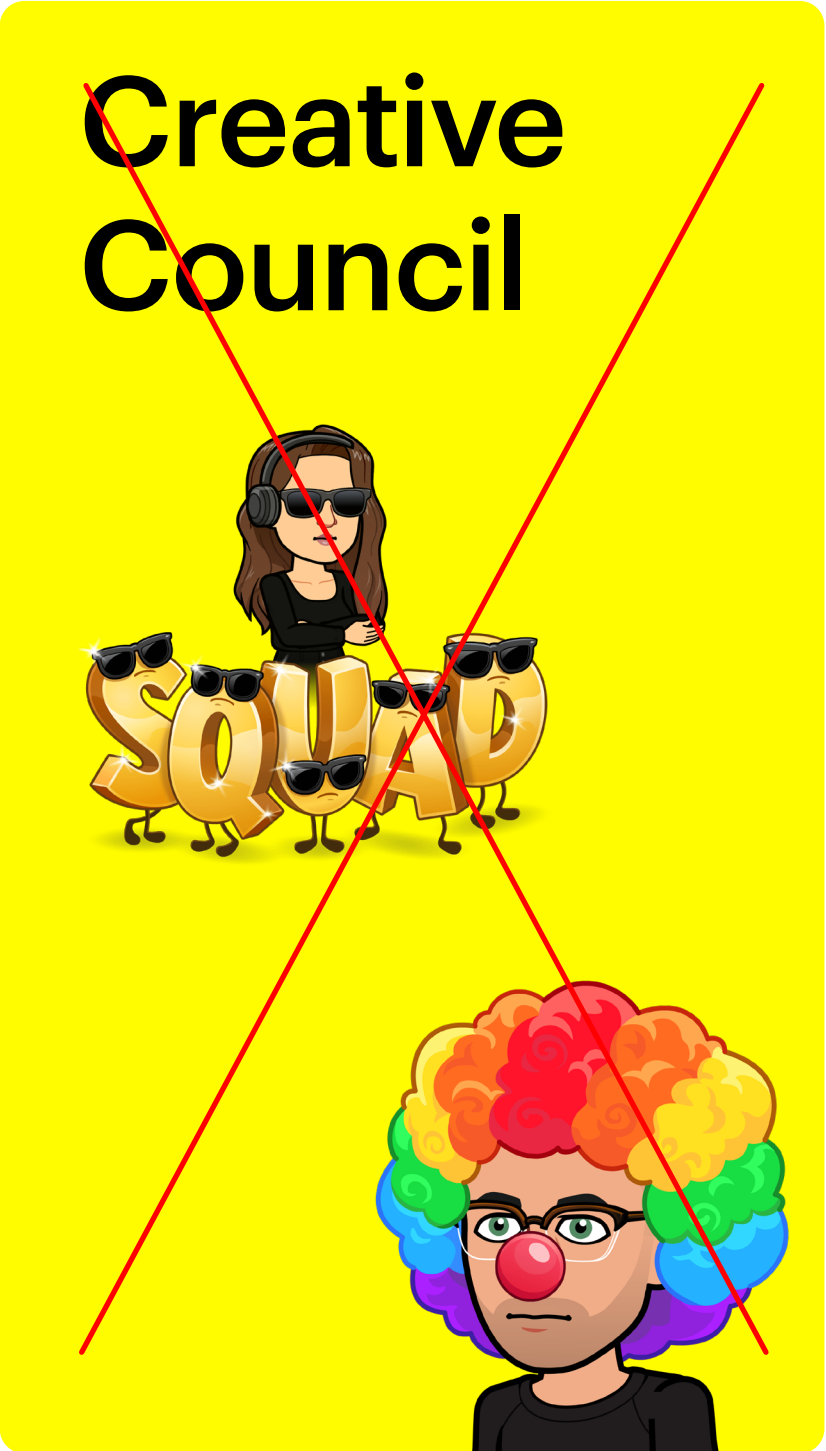
56



Bitmoji Don'ts

Context is everything. Avoid using Bitmoji simply to decorate, and refrain from overusing or they'll lose their effect.

56





Links

FAQ

For any questions, please contact brand@snapchat.com

Deck Templates

[Download](#)

Stickers

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Ghost Frames

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Partnership & Collaboration Lockup

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Snapchat App Icon

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Font

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Doodles

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Happy Snapping!