

Snapchat

Brand Standards

Logomark

-

The first way we signify the presence of Snapchat is with our logomark. It's the clearest way we can identify our company visually.

Clearspace

In order to preserve the integrity of the logomark, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logomark is equivalent to 1/3 of the width of the logomark.

Minimum Size

The minimum size the logomark may be used for print applications is .4" (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

Logomark Artwork

Do not attempt to redraw or recreate any elements of the logomark. Please use the download-able digital files of the artwork.

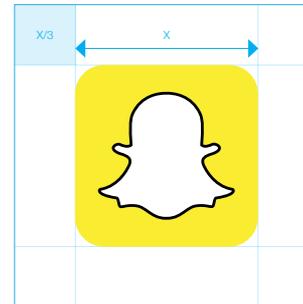
Colors

Hex: #FFFC00
CMYK: 0/0/100/0
RGB: 255/252/0
PMS: Pantone Yellow U

LOGOMARK



CLEARSPACE



MINIMUM SIZE



Minimum print size **0.4 Inch (10mm)** wide.
Minimum digital size **45px** wide.

Ghost Mark

—

Another option to signify the presence of Snapchat is through the Ghost Mark

Clearspace

In order to preserve the integrity of the ghost mark, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the ghost mark is equivalent to 1/3 of the width of the ghost mark.

Minimum Size

The minimum size the Logomark may be used for print applications is .4" (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

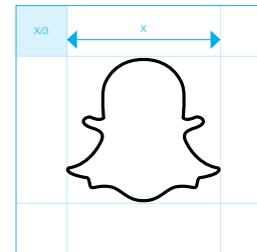
Ghost Mark Artwork

Do not attempt to redraw or recreate any element of the ghost mark. Please use the download-able digital files of the artwork.

LOGOMARK



CLEARSPACE



MINIMUM SIZE



Minimum print size **0.4 Inch (10mm)** wide.
Minimum digital size **45px** wide.