



# Twitter Spaces

External playbook & template recommendation



# Using the Twitter brand

We've created this guide to help you use some of our core brand elements that represent both the Twitter brand and the Twitter Spaces feature.

If you are hosting your own Space and want to promote it, please use this guide before you get started on your materials.

For our full external brand guidelines, please go to [brand.twitter.com](https://brand.twitter.com).  
Questions? Reach out to [trademarks@twitter.com](mailto:trademarks@twitter.com)



# What's in here?

1. Our logo
2. Twitter Spaces feature elements
3. Template recommendations



# 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.

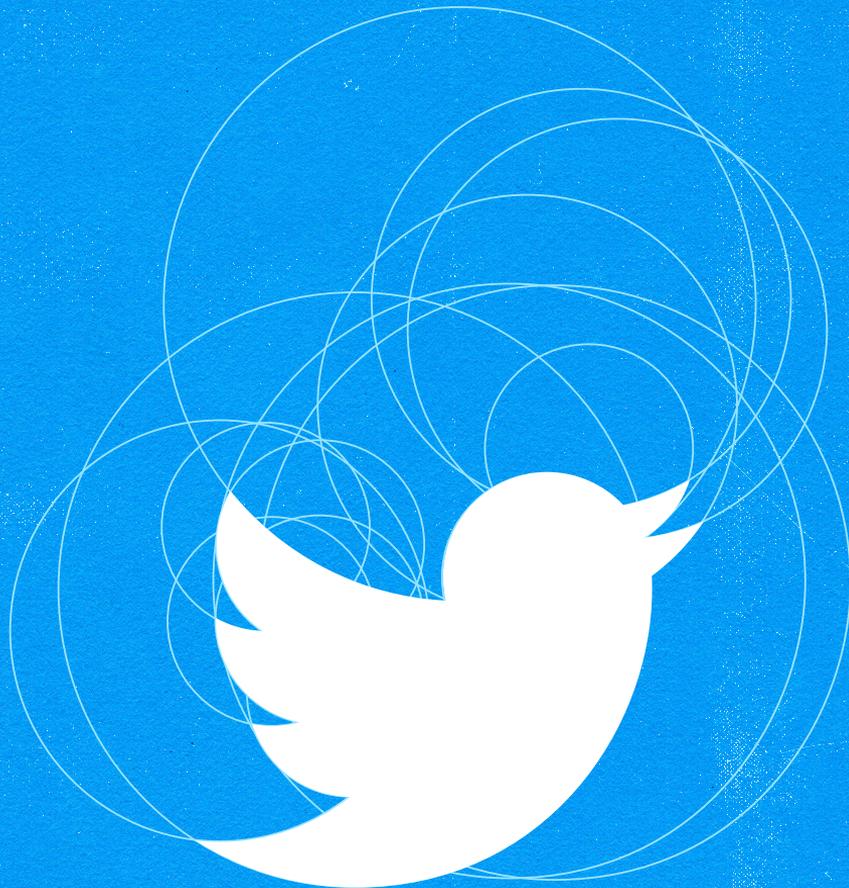
### Here's how:

Only show the logo in Twitter blue or white.

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Don't use outdated versions of the logo.

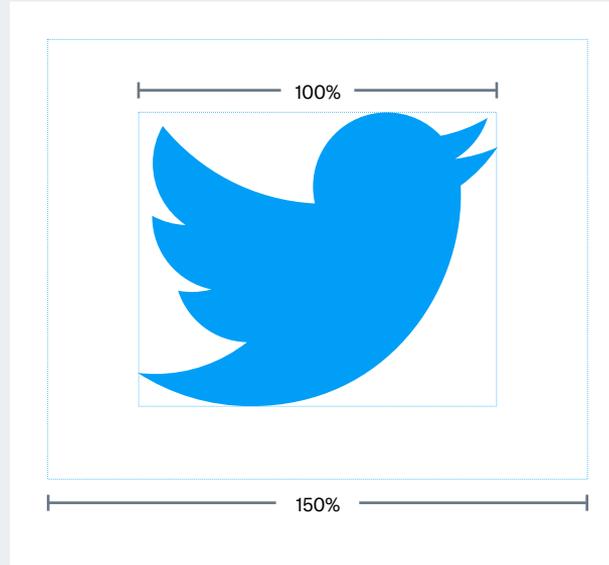


# Spacing

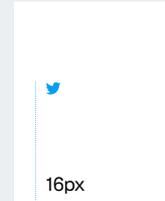
Give our bird some room to breathe.

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.



Logo clear space



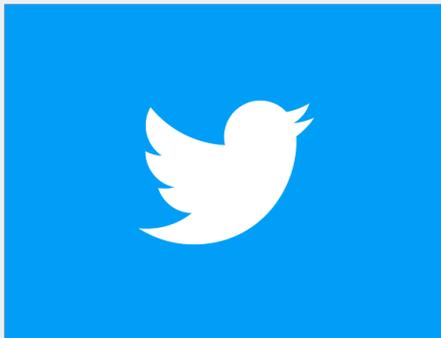
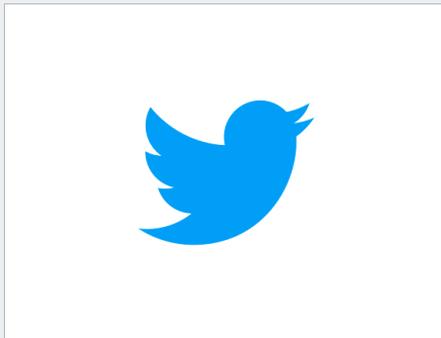
Logo minimum size

## 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.





# Twitter Spaces feature elements

## Your Twitter Space, your brand

While we want our partners to use the correct Twitter ownable elements (the logo and our wordmark), your promotional materials should look like your brand, not ours.

Keep reading to see how we'd recommend using our brand elements in your design.



The screenshot shows a Twitter post from the account @salesforce. The post text reads: "Meet the #SuccessAnywhere After Party host with the most, Salesforce's very own @BrianSolis! 🎉" followed by "Plus, some very special guests... 🥁". Below the text is a promotional graphic for the event. The graphic features a portrait of Brian Solis on the right and text on the left: "Success Anywhere world tour", "Get ready for the After Party on Twitter Spaces with @BrianSolis", "Global Innovation Evangelist, Salesforce", and "Thursday, June 17 10:30 a.m. PT/1:30 p.m. ET". A "GIF" icon and the text "SuccessAnywhere" are visible in the bottom left of the graphic. The tweet is timestamped "1:37 PM · Jun 17, 2021" and includes icons for replies, retweets, likes, and shares.

**Salesforce**  
@salesforce

Meet the #SuccessAnywhere After Party host with the most, Salesforce's very own @BrianSolis! 🎉

Plus, some very special guests... 🥁

Success Anywhere world tour  
Get ready for the After Party on Twitter Spaces with @BrianSolis  
Global Innovation Evangelist, Salesforce  
Thursday, June 17 10:30 a.m. PT/1:30 p.m. ET  
GIF SuccessAnywhere

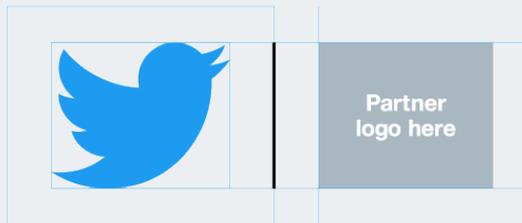
1:37 PM · Jun 17, 2021

## Use our lockups

We've made logo lockups to make it easier to show that your @handle or #hashtag is on Twitter. Download them from [brand.twitter.com](https://brand.twitter.com).



### Partnership logo lockup



If you are partnering with Twitter, please reach out to us for help.

### Hashtag or handle logo lockup



- 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 your brand's design system. As long as you treat our logo right, the hashtag and @handle are yours.



## Use the official word mark

We recommend using the official Twitter Spaces wordmark in your marketing. See next section for how we recommend pairing this with our logo.

Wordmark font is: Chirp Compressed Bold and Chirp Expanded Bold

# TWITTER SPACES



# Template recommendation

## Elements you can use in your templates

**Is your Twitter Space your own thing, no Twitter involvement?** You can still show that you're on Twitter and where to find you!

Here are the elements available for you to use. Download from [brand.twitter.com](https://brand.twitter.com)

Keep reading to see how we recommend placing them.

*(If you are partnering with Twitter on a Space, please reach out to us for help.)*



## TWITTER SPACES

 #Hashtag

 @handle

 @handle #Hashtag

## Recommended template

TWITTER SPACES



**Ipsum lorem  
dolor sit amet**

Mon June 14, 2021  
@ 7:00P ET / 4:00P PT

 @HandleNameHere

TWITTER SPACES



**Ipsum lorem  
dolor sit amet**

Mon June 14, 2021  
@ 7:00P ET / 4:00P PT

 @HandleNameHere



## Recommended template details

**Twitter Spaces wordmark in upper left:** download from [brand.twitter.com](https://brand.twitter.com)

**Event title:** Your brand font or Helvetica Neue

**Date:** Your brand font or Helvetica Neue

**Time:** Your brand font or Helvetica Neue (all caps)

**Lockup:** Show that your handle or hashtag is on Twitter with an official lockup from [brand.twitter.com](https://brand.twitter.com). (Use your brand font or Helvetica Neue)





# 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](mailto: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.