Spotify

**Partner Guidelines
Logo & Colour + Messaging**

The Logo

The Logo

First things first; while Spotify communications are made up of the four elements, the Logo is the focal point — an instantly recognisable symbol of the brand. That's why it's important to use the Logo exactly as specified in these guidelines.

Our Logo is the combination of a simple and modern Wordmark with the Icon.

The Icon stands for a lot of things — streaming of course, but also sound waves and movement, as well as sharing and community.
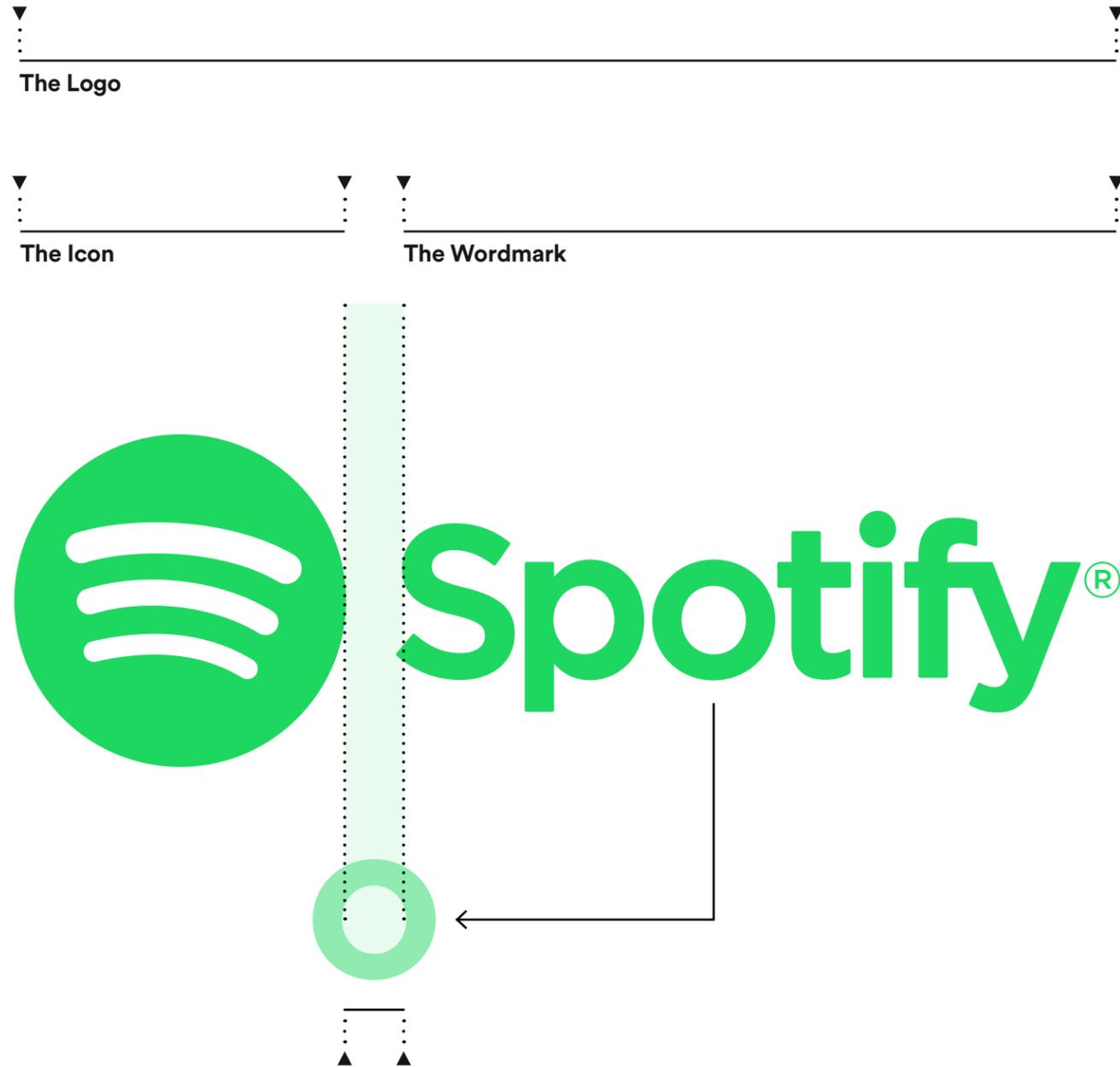
We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

The Logo

The Icon
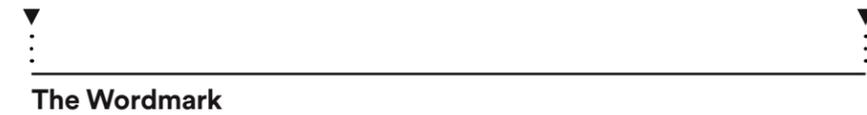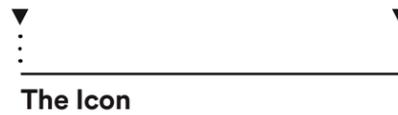
The Wordmark

The Logo
→ Space between the Icon & Wordmark

The Space between the Icon and the Wordmark
is equal to the counter space in the 'o' of the
Wordmark.

The Logo

The Icon   **The Wordmark**

The Exclusion Zone

The Exclusion Zone ensures the legibility
and impact of the Logo by isolating it from
competing visual elements such as text and
supporting graphics.

This zone should be considered as the absolute
minimum safe distance, in most cases the Logo
should be given even more room to breath.

The exclusion zone is equal to half the height of
the Icon (marked as × in the diagram).
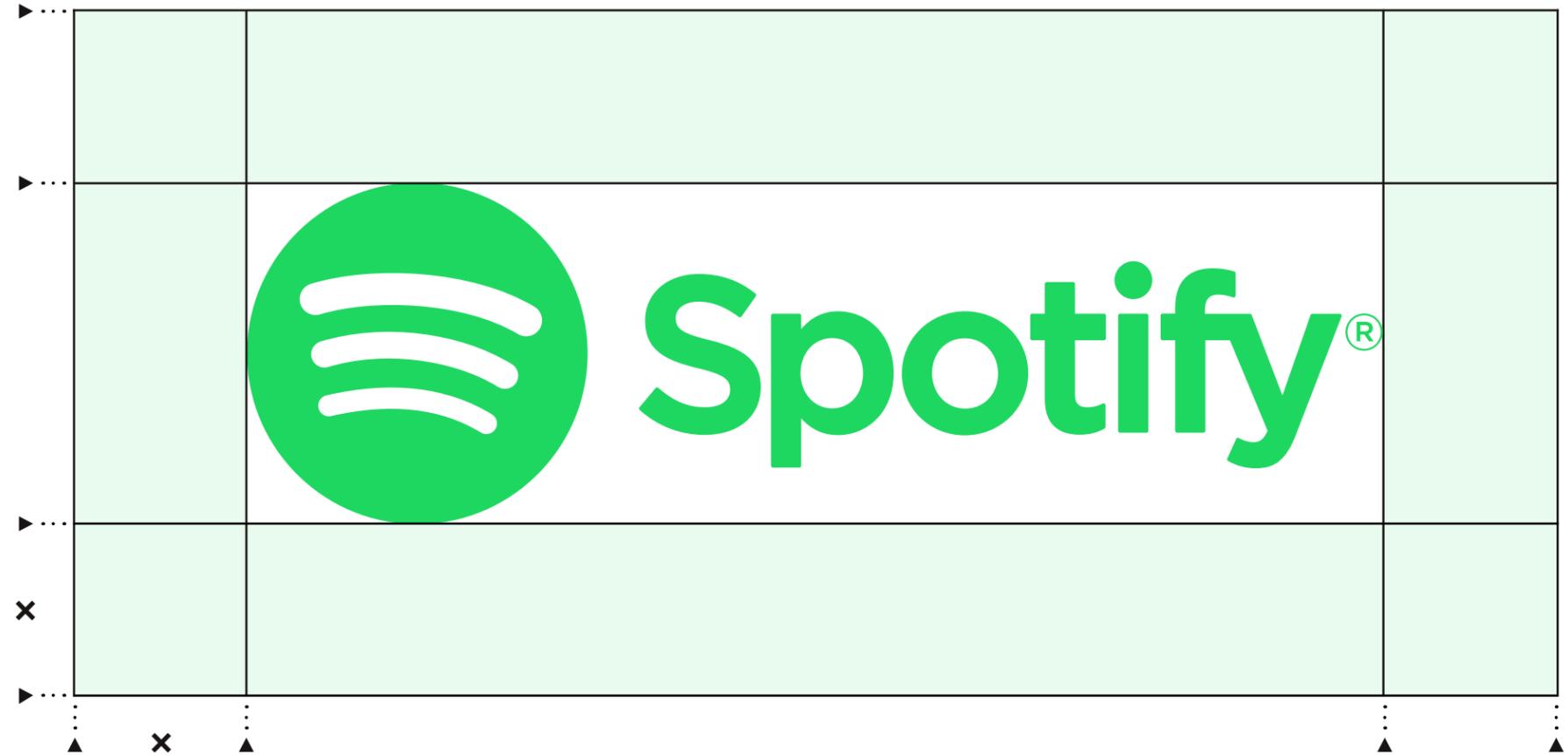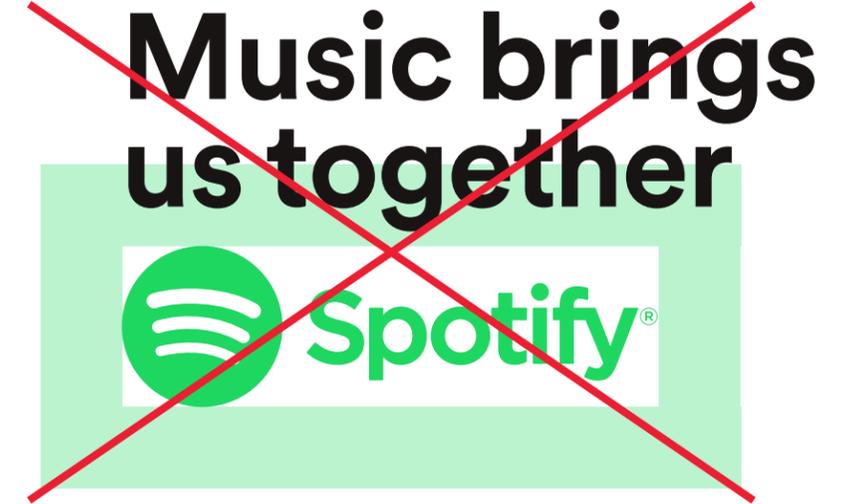
The Exclusion Zone
→ Examples

This page illustrates why the clear space is so important. In the top two examples, other elements come much too close to the Spotify logo, creating a cramped and messy visual.

The bottom two Examples show correct treatment of the Logo and the Exclusion Zone. By respecting the Exclusion Zone we ensure the Logo stands out and looks its best.
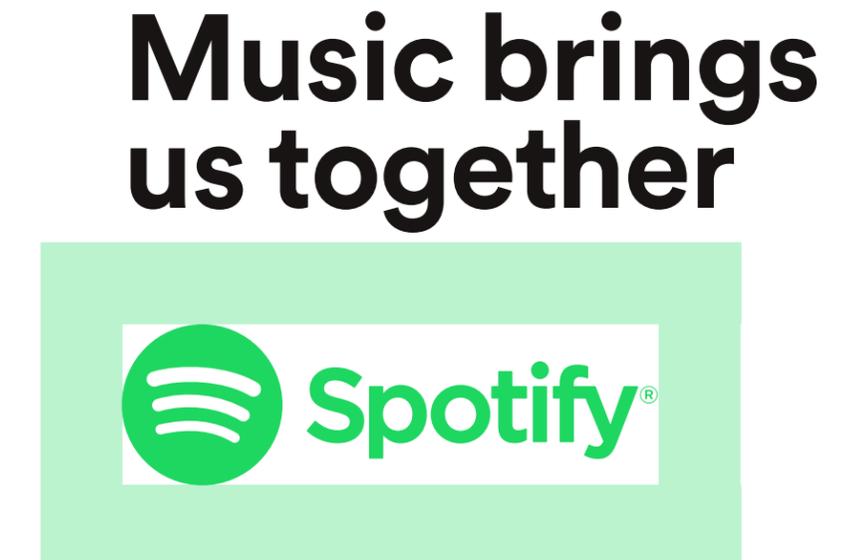

NO

Here the Coke logo is much too close to the Spotify Logo.

NO

This copy line is also much too close to the Logo.

YES

Both the Spotify and Coke Logos have enough room that they do not compete with each other.

YES

The copy has just enough room. Remember the Exclusion Zone is the minimum space given to the Logo.
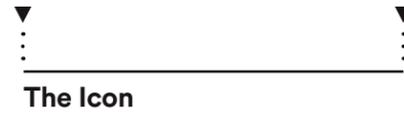
The Icon

Under certain circumstances we prefer to simply use the Icon on its own instead of the full Logo mark. In general, these are communications where the Spotify brand has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the Spotify brand to appear more recessive, such as on T-Shirts, other merchandise, or environmental graphics like a wall mural. In these instances, we want the graphics to be the main element and the Icon to act as a subtle sign off.

Note
While the Icon can exist without the Wordmark, the Wordmark should never exist without the Icon.

The Icon

The Icon
→ The Icon's Exclusion Zone

If you are using the Icon instead of the Logo, the same exclusion rules apply.

The Icon's exclusion zone is equal to half the height of the Icon (marked as × in the diagram).

Minimum Sizes

Establishing a minimum size ensures that
the impact and legibility of the Logo is not
compromised in application. Due to the higher
resolution available in print vs that of screen
based media (300dpi vs 72dpi respectively), we
are able to reproduce the Logo at a fractionally
smaller size in print without any graphic
deterioration.

Digital
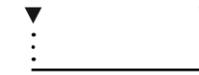To ensure legibility and impact, the Spotify
Logo should never be reproduced smaller than
70px in any digital communication.

Print
To ensure legibility and impact, the Spotify
Logo should never be reproduced smaller than
20mm in any print communication.
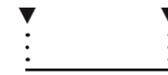
Print
20mm / 0.8in

Digital
70px

Print
6mm / 0.24in

Digital
21px

Logo Colour Options
→ Spotify Green

The Spotify Green Logo, pictured right, is our primary Logo colourway, used only in situations where the brand palette is not being used. To ensure the Spotify Green remains respected, we never use the Spotify Green Logo (or indeed the brand green at all) with any of the colours from the colour palette.

This elevates the brand green from the rest of the palette, ensuring that it is not confused, nor its power diluted.

The Spotify Green Logo should only be used with Black, White, and non-duotoned photography.

If colour is not an option for technical reasons or if the brand green lacks contrast or competes with other visual elements, you have permission to use either the black or white Logo options.

Spotify Green Logo Options

Mono Logo Options
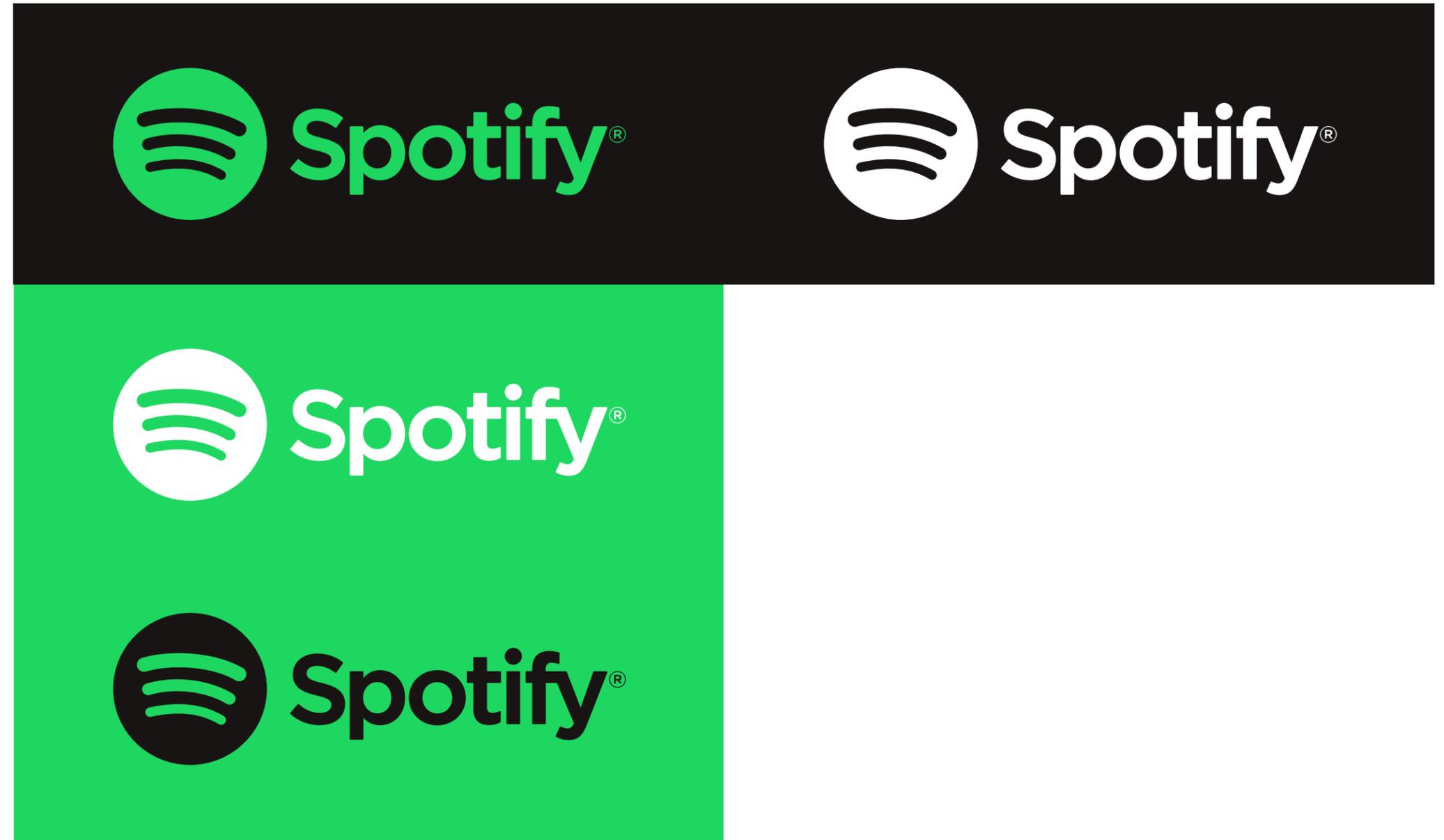
Logo Misuse

It is important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

NO

Do not use the old stacked version of the Logo, or in any way manipulate the relationship between the Wordmark and the Icon.

NO

Do not apply a gradient to the Icon or Wordmark.

NO

Do not resolve the Logo in two different colours.

NO

Do not distort or warp the Logo in any way.

NO

Do not outline or create a keyline around the Logo.

NO

Do not change the Logo colour or tone outside those colours specified in the colour section of this guide.

NO

Do not rotate the Logo.

NO

Do not change the typeface or otherwise recreate the Wordmark. Use only the provided files.

NO

Do not manipulate or draw your own Icon.

NO

Do not remove the circle from the Icon. The beams should never sit on their own.

NO

Do not crop photos or patterns through the Logo.

NO

Do not use the Wordmark without the Icon.

Logo Placement
→ How to Place the Logo on a Communication

Regardless of communication size or dimension, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in a corner.

In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner
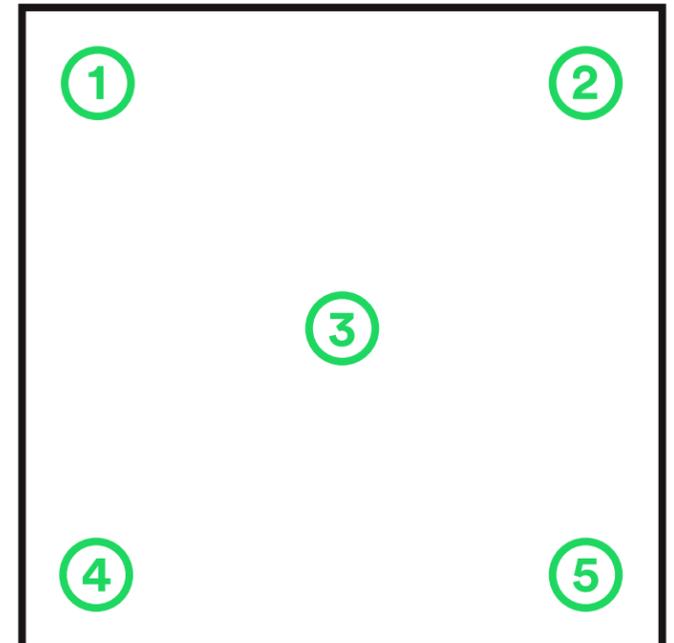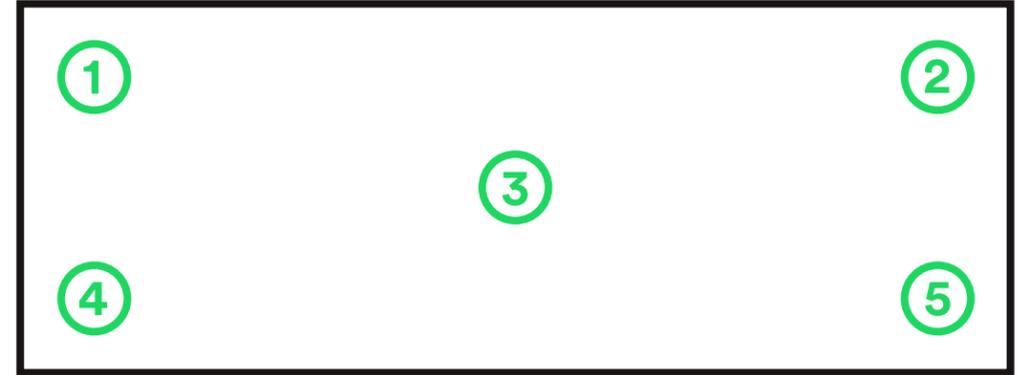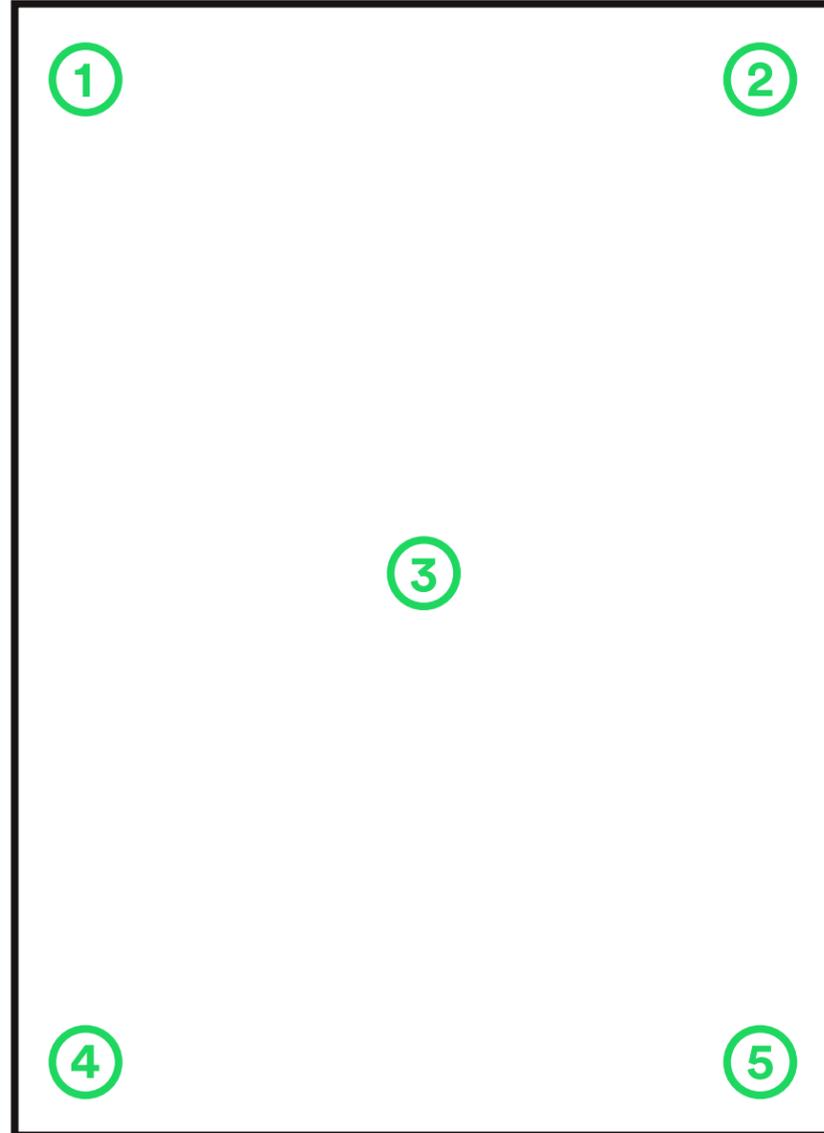
Logo Placement
→ Locking the Logo up with Type

One quick rule for Logo placement: when typography is present in a communication, and both the type and Logo are placed to the left hand side, they should left align.

This rule only applies when the Logo is at positions 1 or 4, and the typography is aligned to the left hand side of the communication.

Lorem ipsum dolor set amat

🟢 Spotify®

YES

Logo is at position 4 and type is left aligned — they are both aligned on the left hand side.

🟢 Spotify®

Lorem ipsum dolor set amat

YES

Logo is at position 1 and type is left aligned — they are both aligned on the left hand side.

🟢 Spotify®

Lorem ipsum dolor set amat
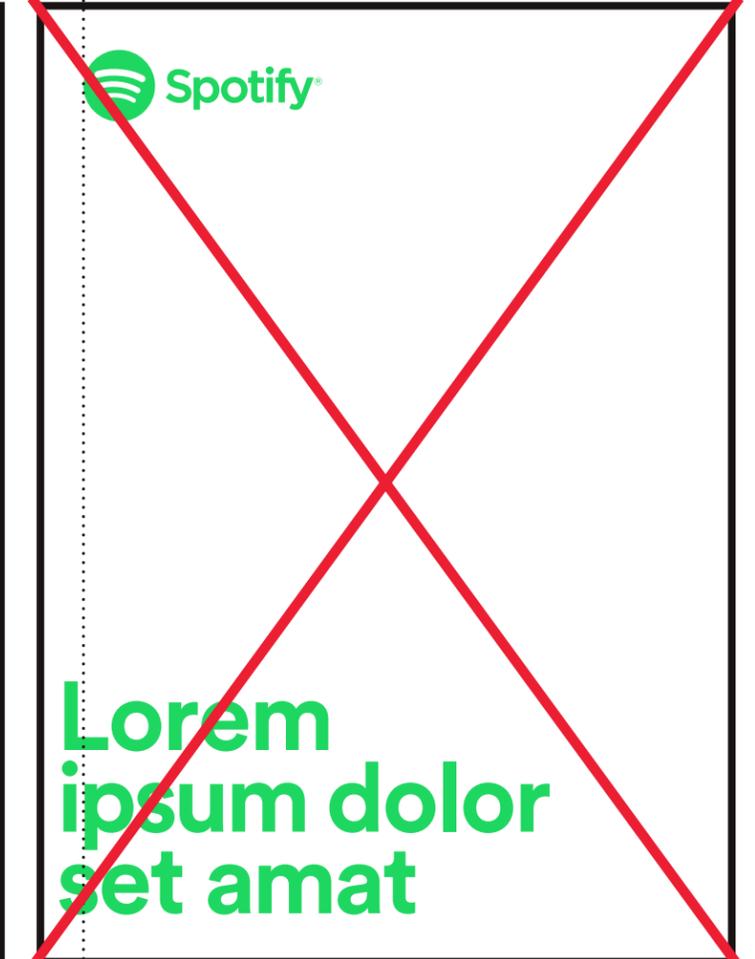
NO

Logo is at position 1 and type is left aligned but they are not aligned on the left hand side.
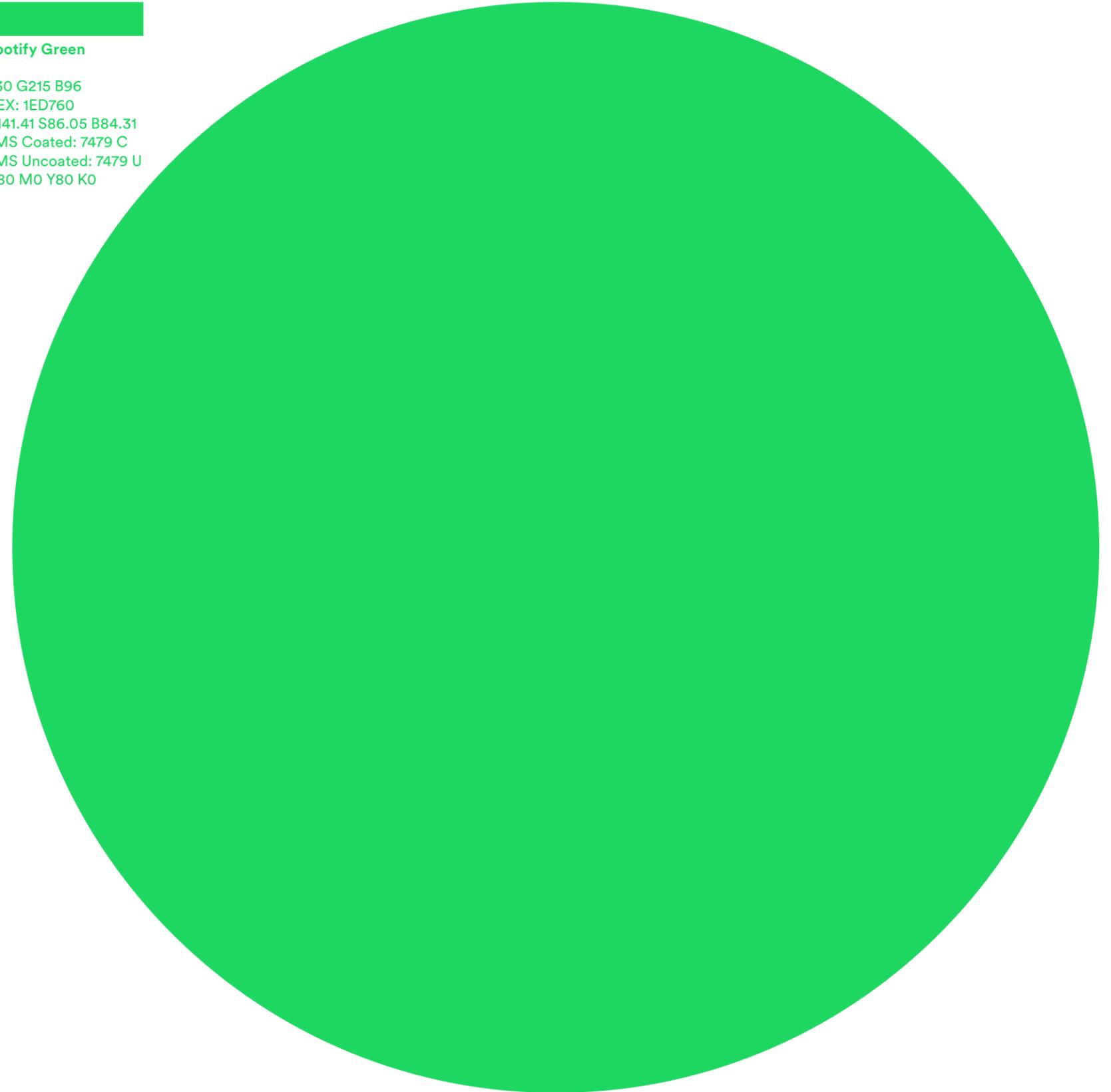
Colour

Spotify Green

Music and its visual culture have always been a diverse and colourful phenomenon, and the best way to represent and contribute to that culture is to use a diverse and colourful palette ourselves.

Having said that, Spotify has always been green, and that won't change. However, as we move forward green will become our 'resting colour,' while in our brand communications we will start to embrace a much more colourful language.

Spotify Green

R30 G215 B96
HEX: 1ED760
H141.41 S86.05 B84.31
PMS Coated: 7479 C
PMS Uncoated: 7479 U
C80 M0 Y80 K0

Spotify Green
→ Spotify Green Fallback

Colour can be a tricky thing. Different devices are often calibrated differently, interpret colour differently, and even allow users to set their own colour preferences. This even extends to printed mediums, where different production techniques are able to produce widely different spectrums of colour. On top of all this, the way the eye and brain perceive colour also changes depending on the colours around it.

With this in mind, there will be times where the medium or context in which you are working affects the way our colour looks, shifting it away from what was intended. This is harder to control in digital devices than in print, as how our colour looks ultimately comes down to the calibration of the end user's device. There is no single solution to this problem. However, the fall back colours give you an approach to at least address it.

Spotify Green is bright and vibrant — a powerful and intentionally dissonant colour designed to stand out. That being said, there may be times where a device over saturates this vibrancy, moving the colour from considered to garish (this is particularly problematic on television monitors, which are often calibrated to be brighter and more saturated)

If you are finding this is the case, and there is no other option to resolve the issue — such as recalibrating the monitor — you can substitute Spotify Green for one of the fall back colours. The idea is that this will compensate for the calibration of the device so that the final output colour is actually closer to Spotify Green. In most cases this will require some trial and error.

Spotify Green	**SG Fall Back 01**	**SG Fall Back 02**	**SG Fall Back 03**	**SG Fall Back 04**
R30 G215 B96	R33 G208 B95	R37 G201 B94	R41 G196 B91	R46 G189 B89
HEX: 1ED760	HEX: 21D05F	HEX: 25C95E	HEX: 29C45B	HEX: 2EBD59
H141.41 S86.05 B84.31	H141.26 S84.13 B81.57	H140.85 S81.59 B78.82	H139.35 S79.08 B76.86	H138.04 S75.66 B74.12

Selecting which fall back colour to use will have to be done on a case by case basis. There is no way to create a definitive solution to this problem; rather, it will come down to you to test and adjust accordingly.

Spotify Green
→ Do's & Don'ts

Spotify Green, pictured right, is our resting colour, used only in situations where the brand palette is not being used.

This elevates Spotify Green from the rest of the palette, ensuring that it's not confused with other palette colours.

Do's
Spotify Green should only ever sit on white, black, or a non-duotoned photograph.

Spotify Green will mostly exist in the app. If it ever appears in a brand communication, it should be the only brand colour in that communication.
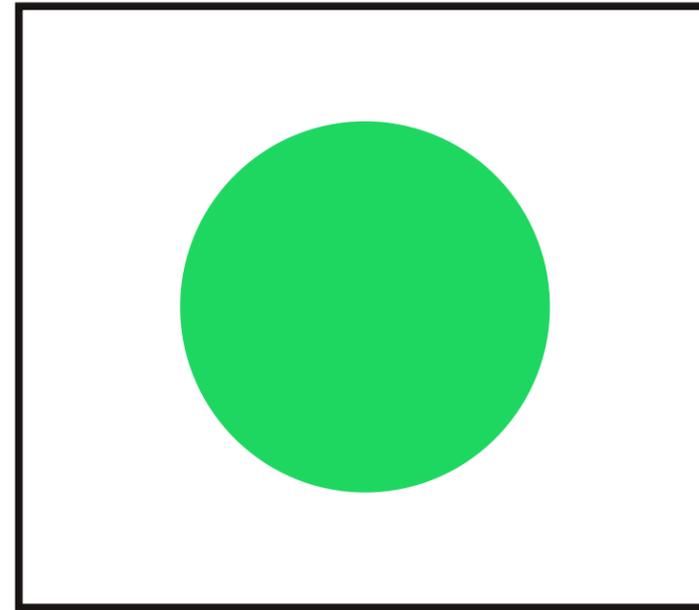
Don'ts
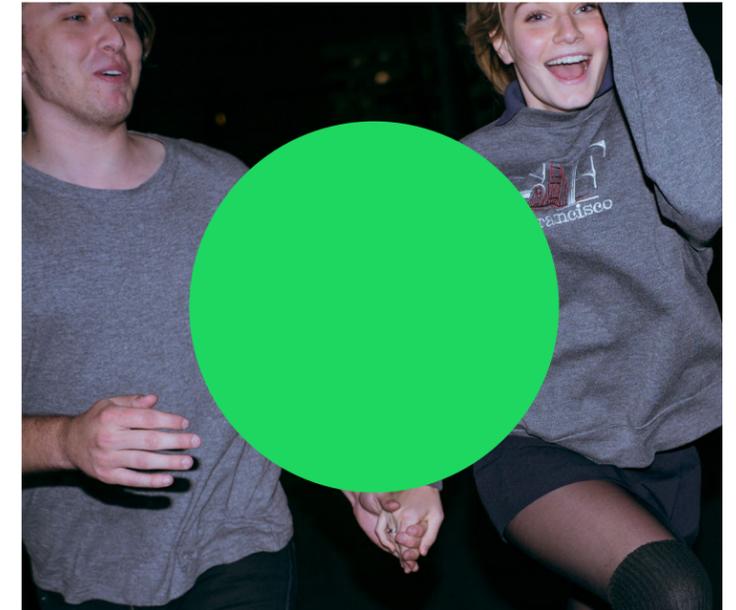Spotify Green should never be used as or with a colour from the brand palette, or a duotoned image.

If, for example, you have the Logo in the Spotify Green and you wish to use a duotoned photo, simply change the Logo colour to one of the brand palette colours.
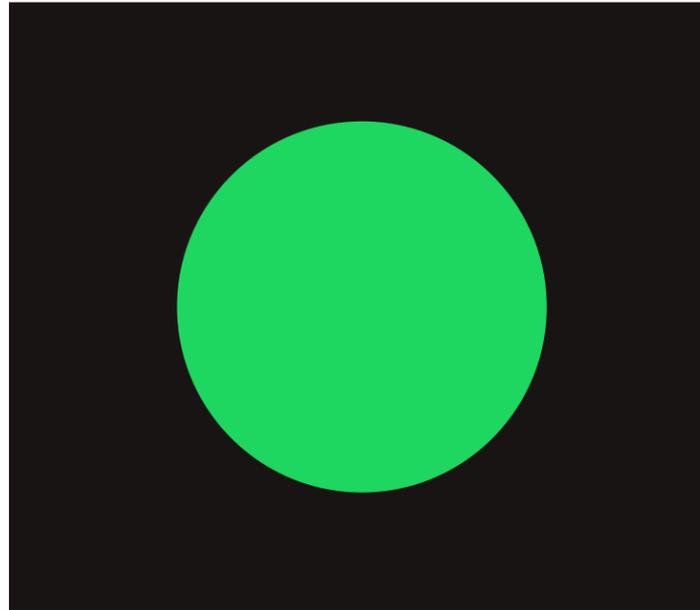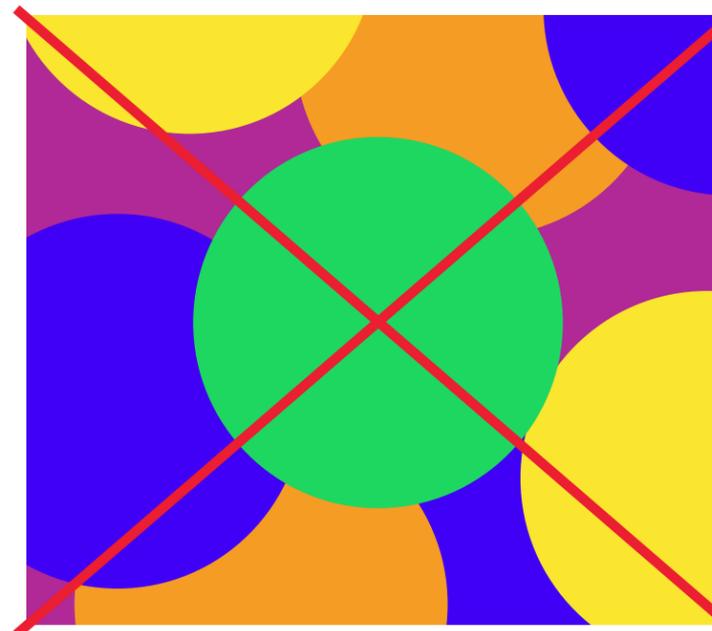

YES

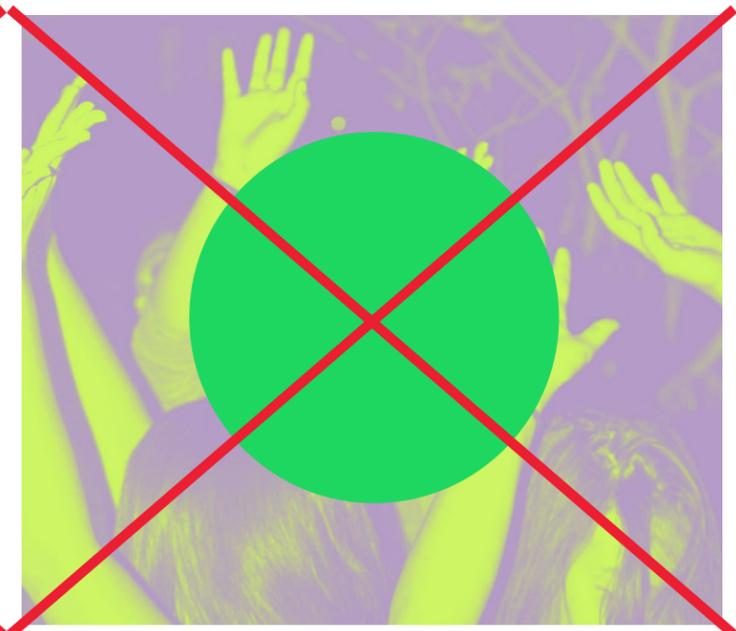Spotify Green on black.

YES

Spotify Green on white.

YES

Spotify Green on an image.

NO

Spotify Green on brand palette.

NO

Spotify Green on duotoned image.

Partner Guidelines: Messaging

Hello. This section will help you with basic messaging for your comms.

If your partnership is not covered by our ramblings here, please get in touch at copy@spotify.com

What is Spotify?

Good question. Here's a general description.

Spotify is all the music you'll ever need. Millions of songs available instantly. Just search for the music you love, or let Spotify play you something great.

Spotify works on your phone, tablet, computer and home speakers. So you'll always have the perfect soundtrack for whatever you're doing.

Premium Messaging

Here are some legal ways to phrase
Premium deals.

NO

Get Spotify free for 6 months with [Partner].

YES

Get Spotify Premium free for 6 months with [Partner].

Enjoy Spotify Premium for free on your [Partner Speaker].

Get unlimited music on your [Partner Device] with Spotify Premium.

With (Partner Bundle), you can enjoy unlimited music from Spotify on all your devices.

Competitions

Here are some ways to avoid legal hiccups
when messaging competitions.

NO

Win free music for a year!
(Spotify is already free.)

YES

Win Spotify Premium for a year!
Get lucky with 12 months of unlimited music on all
your devices

Win Spotify Premium for X months!

Version 1.4 — 27.01.15

If you are having touble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Spotify Brand, please contact one of the Spotify design teams.

brandapproval@spotify.com