

Blog: Social Media

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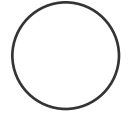
Social Media Colors 2020

By [John Locke](#) • *Updated* December 25th, 2019 • [35 Comments](#)

Here is our guide of social media colors for 44 of the top social and technology brands.

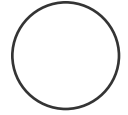
Each entry has the main HEX and RGB value for each social media platform, plus secondary and accent colors listed underneath.

Do you need SASS or LESS variables instead of HEX or RGB



These were sourced from the official brand guidelines for each social media platform, wherever a brand guideline existed. The branding colors on this page were last audited and updated on November 11th, 2019 to add Yelp's main color.

Alphabetical Quick Links To Social Media Colors in HEX and RGB



Android

Apple

Clarity

DeviantArt

Discord

Dribbble

Facebook

Flickr

Foursquare

Google

Google+

Instagram

LinkedIn

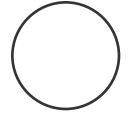
Listly

Mastodon

Medium

Microsoft

Periscope



- [Jump to LESS variables](#)

Facebook

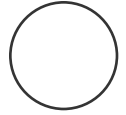
f Blue Hex: #1877f2

RGB: 24, 119, 242

#3b5998

rgb(59, 89, 152)

Twitter



RGB: 29, 161, 242

#14171a

rgb(20, 23, 26)

#aab8c2

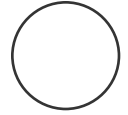
rgb(170, 184, 194)

#e1e8ed

rgb(225, 232, 237)

#f5f8fa

rgb(245, 248, 250)



Red Hex: #ff0000

RGB: 255, 0, 0

#282828

rgb(40, 40, 40)

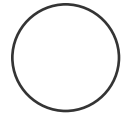
#ffffff

rgb(255, 255, 255)

Instagram



Magenta Hex: #c32aa3

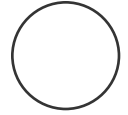


#4c5fd7
rgb(76, 95, 215)

#7232bd
rgb(114, 50, 189)

#f46f30
rgb(244, 111, 48)

#ffdc7d
rgb(255, 220, 125)



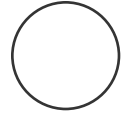
 Red Hex: #bd081c

RGB: 189, 8, 28

LinkedIn

 Blue Hex: #007bb5

RGB: 0, 119, 181



#ffffff

rgb(255, 255, 255)

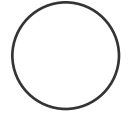
#00a0dc

rgb(0, 160, 220)

Google

G Blue Hex: #4285f4

RGB: 66, 133, 244



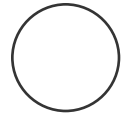
#34a853
rgb(52, 168, 83)

#fbbc05
rgb(251, 188, 5)

Snapchat

 Yellow Hex: #fffc00

RGB: 255, 252, 0

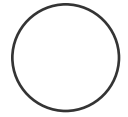


#000000
rgb(0, 0, 0)

WhatsApp

 Green Hex: #25d366

RGB: 37, 211, 102

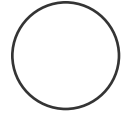


#128c7e
rgb(18, 140, 126)

#dcf8c6
rgb(220, 248, 198)

#34b7f1
rgb(52, 183, 241)

Tumblr

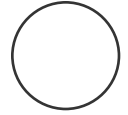


RGB: 54, 70, 93

Reddit

 Orange Hex: #ff4500

RGB: 255, 69, 0

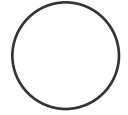


#cee3f8
rgb(206, 227, 248)

#336699
rgb(51, 102, 153)

#5f99cf
rgb(95, 153, 207)

Yelp

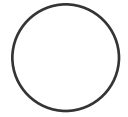


RGB: 211, 35, 35

Mastodon

Blue Hex: #2b90d9

RGB: 43, 144, 217



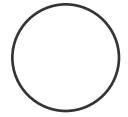
#9baec8
rgb(155, 174, 200)

#d9e1e8
rgb(217, 225, 232)

Spotify

 Green Hex: #1ed760

RGB: 30, 215, 96



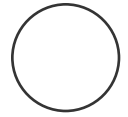
#ffffff
rgb(255, 255, 255)

#191414
rgb(25, 20, 20)

Apple

🍏 Gray Hex: #a6b1b7

RGB: 166, 177, 183

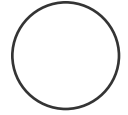


#333333
rgb(51, 51, 51)

#bbbbbb
rgb(187, 187, 187)

#ffffff
rgb(255, 255, 255)

Amazon



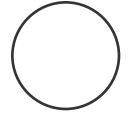
RGB: 255, 153, 0

Microsoft

 Red Hex: #f35022

Red RGB: 243, 80, 34

Green Hex: #80bb03

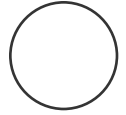


Blue Hex: #03a5f0

Blue RGB: 3, 165, 240

Yellow Hex: #ffb903

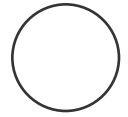
Yellow RGB: 255, 185, 3



Periscope

Blue Hex: #40a4c4

RGB: 64, 164, 196

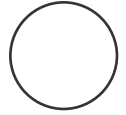


#7cd6f1
rgb(124, 214, 241)

#3f4d51
rgb(63, 77, 81)

#a4b8be
rgb(164, 184, 190)

Foursquare



Pink RGB: 249, 72, 119

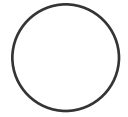
#073282

rgb(7, 50, 130)

#2d5be3

rgb(45, 91, 227)

Swarm



RGB: 255, 166, 51

#f06d1b

rgb(240, 109, 27)

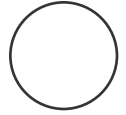
#ffa71c

rgb(255, 167, 28)

#2182eb

rgb(33, 130, 235)

Medium



RGB: 2, 184, 117

#12100e

rgb(18, 16, 14)

#ffffff

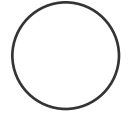
rgb(255, 255, 255)

#e8f3ec

rgb(232, 243, 236)

#00ab6b

rgb(0, 171, 107)



 Blue Hex: #1ab7ea

RGB: 26, 183, 234

#162221

rgb(22, 34, 33)

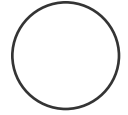
#ffffff

rgb(255, 255, 255)

#000000

rgb(0, 0, 0)

Skype



RGB: 0, 175, 240

#0078d7

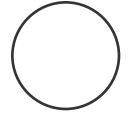
rgb(0, 120, 215)

Android



Green Hex: #a4c639

RGB: 164, 198, 57



Quora

Q Maroon Hex: #aa2200

RGB: 170, 34, 0

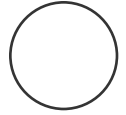
#ffffff

rgb(255, 255, 255)

#2b6dad

rgb(43, 109, 173)

Dribbble



RGB: 234, 76, 137

#c32361

rgb(195, 35, 97)

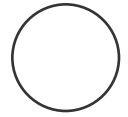
#444444

rgb(68, 68, 68)

#9ba5a8

rgb(155, 165, 168)

Slack



RGB: 74, 21, 75

#36c5f0

rgb(54, 197, 240)

#2eb67d

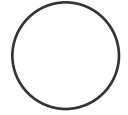
rgb(46, 182, 125)

#e01e5a

rgb(224, 30, 90)

#ecb22e

rgb(236, 178, 46)



 Orange Hex: #e94826

RGB: 233, 72, 38

#eb4924

rgb(235, 73, 36)

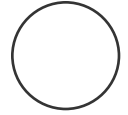
#e4e5e7

rgb(228, 229, 231)

#000000

rgb(0, 0, 0)

Flickr



Pink RGB: 244, 0, 131

Blue Hex: #006add

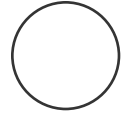
Blue RGB: (0, 106, 221)

#ff1981
rgb(255, 25, 129)

#177fff
rgb(23, 127, 255)

#ff0084
rgb(255, 0, 132)

#246dd6
rgb(36, 109, 214)



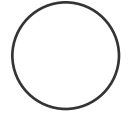
Y Purple Hex: #6001d2

RGB: 96, 1, 210

Twitch

 Purple Hex: #9146ff

RGB: 145, 70, 255



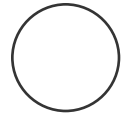
#000
rgb(0, 0, 0)

Soundcloud



Orange Hex: #ff5500

RGB: 255, 85, 0

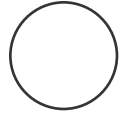


#ff3300
rgb(255, 51, 0)

#ff4B00
rgb(255, 75, 0)

#ff3801
rgb(255, 56, 1)

DeviantArt



RGB: 5, 204, 71

#1f3626

rgb(31, 54, 38)

#42704f

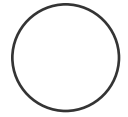
rgb(66, 112, 79)

#4dc47d

rgb(77, 196, 125)

#d4f5de

rgb(212, 245, 222)



✓ Pink Hex: #ee4056

RGB: 238, 64, 86

#ef3e56

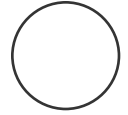
rgb(239, 62, 86)

#42b7b0

rgb(66, 183, 176)

#9bcfcc

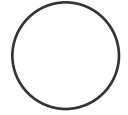
rgb(155, 207, 204)



#50bcb6
rgb(80, 188, 182)

#fcb643
rgb(252, 182, 67)

SlideShare



Orange RGB: 230, 133, 35

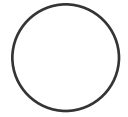
Blue Hex: #00a0dc

Blue RGB: 0, 160, 220

#0077b5

rgb(0, 119, 181)

500px



RGB: 0, 153, 229

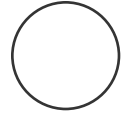
#222222

rgb(34, 34, 34)

#ffffff

rgb(255, 255, 255)

VK



RGB: 74, 118, 168

#5181b8

rgb(81, 129, 184)

#2a5885

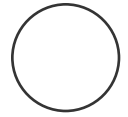
rgb(42, 88, 133)

#edeef0

rgb(237, 238, 240)

#f7f8fa

rgb(247, 248, 250)



 Navy Hex: #171A21

RGB: 23, 26, 33

#66c0f4

rgb(102, 192, 244)

#1b2838

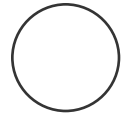
rgb(27, 40, 56)

#2a475e

rgb(42, 71, 94)

#c7d5e0

rgb(199, 213, 224)



Blurple Hex: #7289da

RGB: 114, 137, 218

#ffffff

rgb(255, 255, 255)

#99aab5

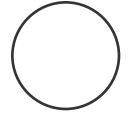
rgb(153, 170, 181)

#2c2f33

rgb(44, 47, 51)

#23272a

rgb(35, 39, 42)



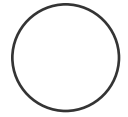
 **Blue Hex: #0088cc**

RGB: 0, 136, 204

Clarity

Blue Hex: #61bed9

RGB: 97, 190, 217



Orange Hex: #df6d46

Orange RGB: 223, 109, 70

Blue Hex: #52b1b3

Blue RGB: (82, 177, 179)

#ce4f24

rgb(206, 79, 36)

#333333

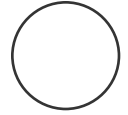
rgb(51, 51, 51)

#409092

rgb(64, 144, 146)

#222222

rgb(34, 34, 34)



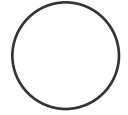
These are brand colors for social networks which are no longer active.

Google+

G+ Red Hex: #db4437

RGB: 219, 68, 55

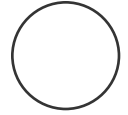
Vine



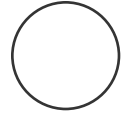
RGB: 0, 180, 137

Social Media Colors: Sass Variables

```
/**
 * Sass Variables
 * Social Media Brand Colors
 */
$facebook: #1877f2;
$facebookold: #3b5998;
$twitter: #1da1f2;
$youtube: #ff0000;
$instagrammagenta: #c32aa3;
$instagramblue: #4c5fd7;
$instagrapurple: #7232bd;
$instagramorange: #f46f30;
$instagramyellow: #ffdc7d;
$googleblue: #4285f4;
$googlered: #ea4335;
$googleyellow: #fbbc05;
```



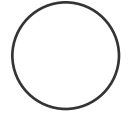
```
$vimeo: #1ab7ea;  
$vimeoblue: #1ab7ea;  
$tumblr: #2c4762;  
$snapchat: #fffc00;  
$whatsappgreen: #25d366;  
$whatsappteal1: #075e54;  
$whatsappteal2: #128c7e;  
$mastodon: #2b90d9;  
$apple: #a6b1b7;  
$amazon: #ff9900;  
$microsoftred: #f35022;  
$microsoftgreen: #80bb03;  
$microsoftblue: #03a5f0;  
$microsoftyellow: #ffeb3b;  
$periscope: #40a4c4;  
$foursquarepink: #f94877;  
$foursquarenavy: #0070c0;  
$foursquareblue: #2d5be3;  
$yelp: #d32f2f;  
$swarm: #ffa633;  
$medium: #00b0f0;  
$skypeblue: #00aff0;  
$skypedkblue: #0078d7;  
$android: #a4c639;  
$stumbleupon: #e94826;  
$flickrpink: #f40083;  
$flickrblue: #006add;  
$yahoo: #430297;  
$twitch: #9146ff;  
$soundcloud: #ff5500;  
$spotifygreen: #1ed760;  
$spotifydarkgreen: #1db954;  
$dribbble: #ea4c89;  
$slackpurple: #4a154b;  
$slackblue: #36c5f0;
```

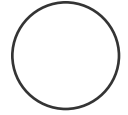
```
$reddit: #ff4500;  
$deviantart: #05cc47;  
$pocket: #ee4056;  
$quora: #aa2200;  
$quorablue: #2b6dad;  
$slideshareorange: #e68523;  
$slideshareblue: #00a0dc;  
$fivehundredpx: #0099e5;  
$vk: #4a76a8;  
$listlyorange: #df6d46;  
$listlyblue: #52b1b3;  
$vine: #00b489;  
$steam: #171a21;  
$discord: #7289da;  
$telegram: #0088cc;  
$clarity: #61bed9;
```

Social Media Colors: LESS Variables

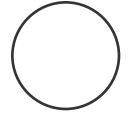
```
/**
```



```
@facebook: #187712;  
@facebookold: #3b5998;  
@twitter: #1da1f2;  
@youtube: #ff0000;  
@instagrammagenta: #c32aa3;  
@instagramblue: #4c5fd7;  
@instagrampurple: #7232bd;  
@instagramorange: #f46f30;  
@instagramyellow: #ffdc7d;  
@googleblue: #4285f4;  
@googlered: #ea4335;  
@googleyellow: #fbbc05;  
@googlegreen: #34a853;  
@pinterest: #bd081c;  
@googleplus: #db4437;  
@linkedin: #007bb5;  
@vimeoblue: #1ab7ea;  
@tumblr: #2c4762;  
@snapchat: #fffc00;  
@whatsappgreen: #25d366;  
@whatsappteal1: #075e54;  
@whatsappteal2: #128c7e;  
@mastodon: #2b90d9;  
@apple: #a6b1b7;  
@amazon: #ff9900;  
@microsoftred: #f35022;  
@microsoftgreen: #80bb03;  
@microsoftblue: #03a5f0;  
@microsofthyellow: #ffeb3b;  
@periscope: #40a4c4;  
@foursquarepink: #f94877;  
@foursquarenavy: #0070c0;  
@foursquareblue: #2d5be3;  
@yelp: #d32323;  
@swarm: #ffa633;
```



```
@amazon: #1a7c45;  
@twitch: #9146ff;  
@stumbleupon: #e94826;  
@flickrpink: #f40083;  
@flickrblue: #006add;  
@yahoo: #430297;  
@soundcloud: #ff5500;  
@spotifygreen: #1ed760;  
@spotifydarkgreen: #1db954;  
@dribbble: #ea4c89;  
@slackpurple: #4a154b;  
@slackblue: #36c5f0;  
@slackgreen: #2eb67d;  
@slackred: #e01e5a;  
@slackyellow: #ecb22e;  
@reddit: #ff5700;  
@deviantart: #05cc47;  
@pocket: #ee4056;  
@quora: #aa2200;  
@quorablue: #2b6dad;  
@slideshareorange: #e68523;  
@slideshareblue: #00a0dc;  
@fivehundredpx: #0099e5;  
@vk: #4a76a8;  
@listlyorange: #df6d46;  
@listlyblue: #52b1b3;  
@vine: #00b489;  
@steam: #171a21;  
@discord: #7289da;  
@telegram: #0088cc;  
@clarity: #61bed9;
```



Tags: Branding, Color Theory, Facebook, Social Media, Visual Design

Originally Published: February 26th, 2019

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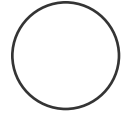


John Locke



John Locke is a SEO consultant from Sacramento, CA. He helps manufacturing businesses rank higher through his web agency, Lockedown Design & SEO.

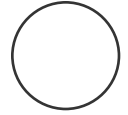
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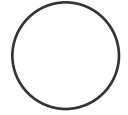
Amy Hammersley

says:

October 12, 2014 at 4:17 pm

Can you add the HEX codes for Snapchat?

[Reply](#)



Hi Amy:

I've added the HEX and RGB for Snapchat, as well as Vine.

Reply



Klaco says:

June 25, 2016 at 6:32 pm

awesome. thanks for hex codes 😊

Reply



John Locke says:

June 26, 2016 at 10:52 am

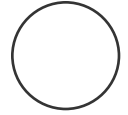
Glad to be of service, Klaco 😊

Reply



George says:

January 6, 2017 at 4:19 am



Reply



John Locke

says:

January 6, 2017 at 8:47 am

Hi George:

I've added the HEX for WhatsApp, as well as SASS and LESS variables.

Thanks,
John

Reply



Leah

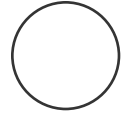
says:

May 2, 2017 at 9:49 pm

Hi John,

I'm happy to have stumbled on your site. Any chance to put the hex code for Spotify?

Thank you,



Reply



John Locke

says:

May 3, 2017 at 12:04 pm

Hi Leah:

That's an excellent suggestion. We'll add the various Spotify brand colors to the list shortly, but to answer your main question, the hex code for Spotify Green is #1ED760.

Thanks,
John

Reply



John Locke

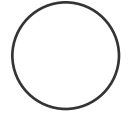
says:

May 7, 2017 at 9:39 am

Hi Leah:

I just wanted to let you know, we added the hex codes for Spotify, as well as the RGB values and accent colors.

Thanks,



reply



AF

says:

August 8, 2017 at 8:20 am

I would look into updating this post. It seems outdated. For example:

<https://business.pinterest.com/en/brand-guidelines>

<https://www.youtube.com/yt/about/brand-resources/#logos-icons-colors>

https://cdn.cms-twdigitalassets.com/content/dam/brand-twitter/asset-download-zip-files/Twitter_Brand_Guidelines.pdf

<https://en.facebookbrand.com/assets/f-logo>

Reply

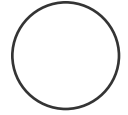


John Locke

says:

December 11, 2017 at 9:43 am

Hi Anastasia:



and YouTube to reflect the values going into 2018. Thanks for giving us a push in the right direction.

Reply



John McCormack

says:

December 11, 2017 at 7:42 am

Hi John,

This is a great resource, but I am concerned about how accurate/up-to-date is the

information.

For example the Pinterest red is quoted in their own brand guidelines (here: <https://business.pinterest.com/en/brand-guidelines>) as being #BDo81C and you had it listed it here as #CB2027.

Can you confirm that the others are current?

Reply

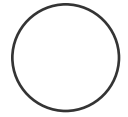


John Locke

says:

December 11, 2017 at 9:28 pm

Hi John:



through and checked all the brands listed here. Every social brand that has a published brand guideline has been updated as of December 11th, 2017. A few of these had major updates due to acquisition (DeviantArt, Slideshare), while others just needed an update (Vimeo, Skype, Pinterest, StumbleUpon, Foursquare). A couple of social media color palettes seemed to have no change from last time I checked (Reddit), and a few had no official brand guidelines that I could find, but looked the same as last time I looked (Yahoo, Listly, Soundcloud). Others I just put in not that long ago (Spotify, WhatsApp, Snapchat) and are current.

Everything you see here now should be current with the current brand guidelines put out by the company and consistent with their own usage of those colors.

Thanks,
John

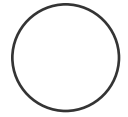
Reply



Brad says:

December 19, 2017 at 1:16 pm

Apple's App Store?



Reply



John Locke

says:

December 23, 2017 at 10:32 am

Hi Brad:

We just added Apple's brand colors today.
Have a great holiday 😊

– John

Reply



Brad

says:

December 23, 2017 at 11:00 am

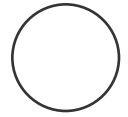
Excellent. Thank you!

Reply



Chris Zat

says:



Reply



John Locke

says:

December 28, 2017 at 8:03 pm

Thank *you* for stopping by, Chris.

Reply



John Locke

says:

December 28, 2017 at 8:04 pm

Thank *you* for stopping by, Chris. I appreciate it.

Reply

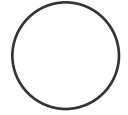


Simon Bracegirdle

says:

January 5, 2018 at 7:41 pm

Hi. This is a great resource, thanks for putting it together!



- * Steam (<https://brandcolors.net/b/steam>)
- * Discord (<https://discordapp.com/branding>)
- * Slack (<https://slack.com/brand-guidelines>)

Reply



John Locke

says:

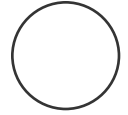
February 19, 2018 at 3:02 pm

Hi Simon:

You'll be happy to learn I've added these three brands to our social media color chart. The Steam colors represented on Brand Colors seemed to be off, so we took the main colors from the Steam site and their published material as our guide.

Have a great day,
John

Reply



Such a huge social media hex color resource. I think this is the one place where everyone would find all the social media color codes.

Thanks, John.

Reply



John Locke

says:

April 22, 2018 at 11:41 am

Thanks for stopping by our site, Riyaz. Let us know if there are any social media branding colors we are missing, and we'll add them to our next round of additions.

– John

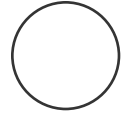
Reply



Jay says:

May 1, 2018 at 12:39 pm

Hi, just wondering why the social sharing



the colors you have listed in this blog post: which ones are correct?

Reply



John Locke

says:

May 1, 2018 at 6:37 pm

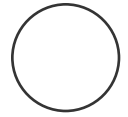
Hey J:

The social sharing banner is by Social Warfare. Maybe they're behind on current branding colors, who knows?

For your other question, the information on the main content of the page always takes precedent over colors that get shipped in helper plugins. If we put it in the list, then that's the most current info we have (as of the last time we updated the page).

Thanks,
John

Reply



Hello,

Thank you for this awesome resource. Could you add Soundcloud and Twitch values please?

Reply



John Locke

says:

July 24, 2018 at 10:48 pm

Hi Isaac:

You'll find Twitch here:

<https://www.lockedownseo.com/social-media-colors/#twitch>
and Soundcloud here: <https://www.lockedownseo.com/social-media-colors/#soundcloud>

If there are any other social channels we should have brand colors for, let me know!

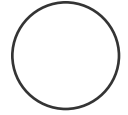
Reply



Salvi

says:

November 4, 2018 at 7:17 am



amous social network 😊

Thanks!!

Reply



John Locke

says:

November 20, 2018 at 2:01 pm

Hi Salvi:

I love your suggestion. I added the color for Telegram today (#0088cc).

-John

Reply

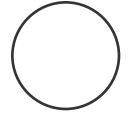


Patte Shetler

says:

January 17, 2019 at 7:16 pm

This is so damn cool! The updates and comments were great to read too!
Thanks for helping us all out!



John Locke

says:

January 18, 2019 at 10:09 am

Glad you enjoy this Patte. Right now, this is my second-most trafficked page. Let me know if there's a social/technology brand I'm missing.

[Reply](#)



Divya Moyal

says:

February 6, 2019 at 3:58 am

Thanks for the list. Used many times for choosing right color

[Reply](#)

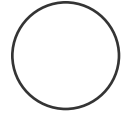


John Locke

says:

February 8, 2019 at 6:22 pm

Glad to be of service, Divvy.



Jit says:

August 19, 2019 at 10:02 am

Hi John,

Thanks for this post. Any chance to put the hex code for Spotify?

Thank you,
Jit

Reply



John Locke

says:

August 19, 2019 at 12:56 pm

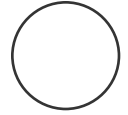
Hi Jit:

It's right here in this section:

<https://www.lockedownseo.com/social-media-colors/#spotify>.

Spotify Green Hex: #1ed760

Thanks,



reply

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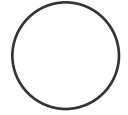
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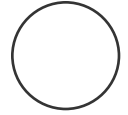
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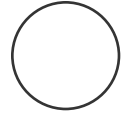


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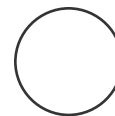
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