



Our logo is based on a simple 'note' icon and TikTok wordmark. It has been carefully constructed to maintain ownable characteristics – making it instantly recognizable at all sizes and in all contexts.

The following section sets out when, how and where our logo appears in the world.

[Download logo pack](#)

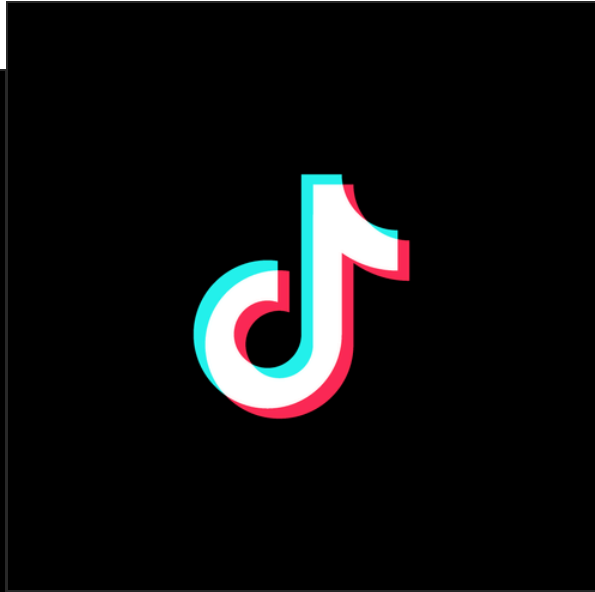


We have three types of logos we can implement across different forms of communication.



Primary logo

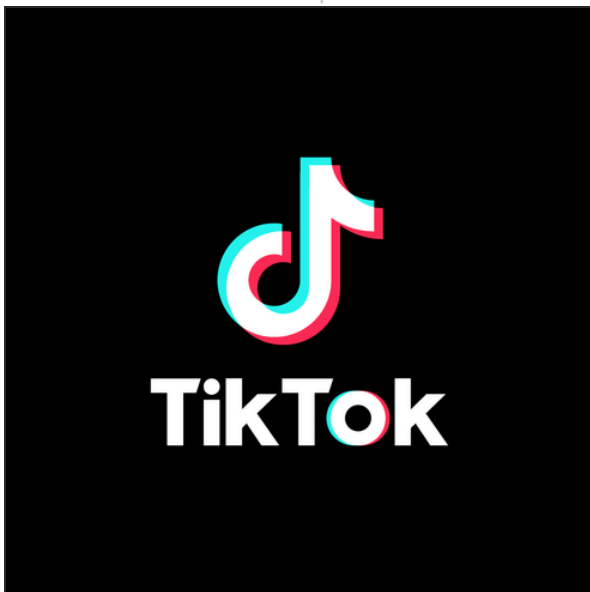
Horizontal lockup for use when there is no other TikTok presence.



Secondary logo

Being brave with the icon and showing only the note.

Use when TikTok is mentioned in the copy.



Tertiary logo

The stacked logo should be used when few other elements are present as it takes up lots of space.



Our horizontal lockup is our primary logo and should be used when there is no other TikTok presences. e.g. external communications.



Primary logo

Use white version on black backgrounds.





Primary logo

Use black version on white backgrounds.



Primary logo (simplified)

Use white version on darker color backgrounds or imagery.

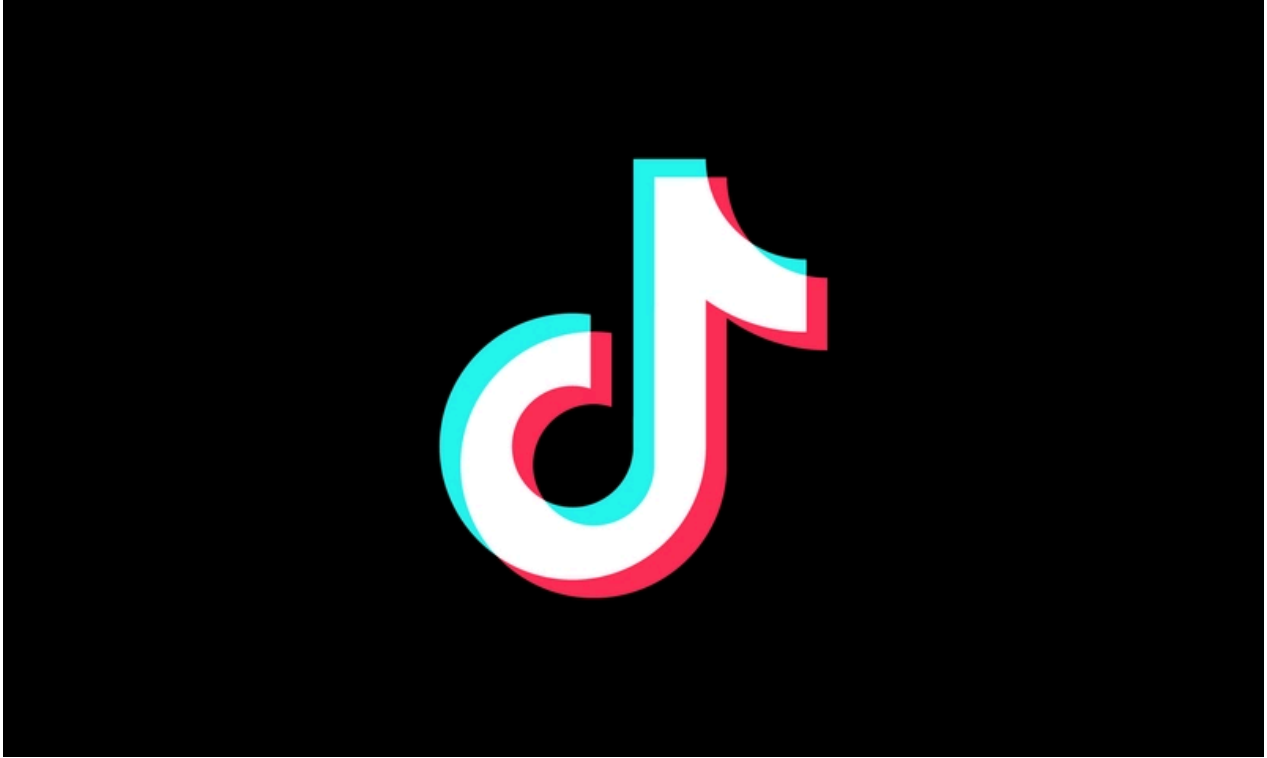


Primary logo (simplified)

Use black version on lighter color backgrounds or imagery.



Our icon's simplicity and connection to product allows us to be brave and build equity into the icon itself. We should use it in TikTok environments familiar or already established to the audience. e.g. in app, TikTok events etc.



Secondary logo

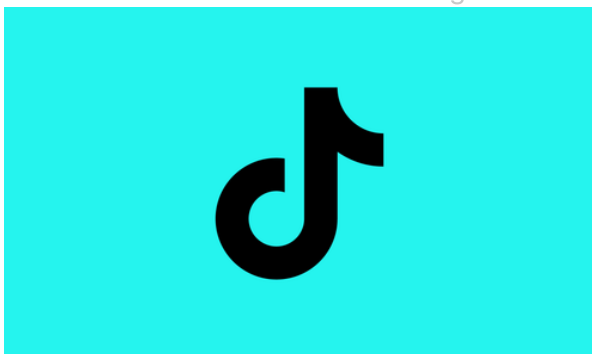
Use white version on black backgrounds.





Secondary logo

Use black version on white backgrounds.



Secondary logo (simplified)

Use black version on lighter color backgrounds or imagery.



Secondary logo (simplified)

Use white version on darker color backgrounds or imagery.



Our stacked lockup should only be used if our primary and secondary logos are inappropriate for specific applications due to size, format or design restrictions. If using the stacked logo, ensure the design contains minimal elements as the logo takes up more space.



Tertiary logo

Use white version on black backgrounds.





Tertiary logo

Black for use on white backgrounds



Tertiary logo

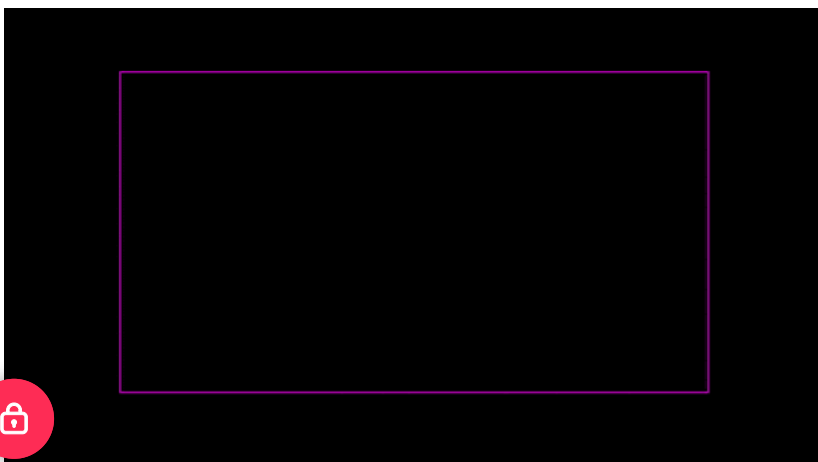
White for use on dark color and imagery



Tertiary logo (simplified)

Black for use on light color and imagery

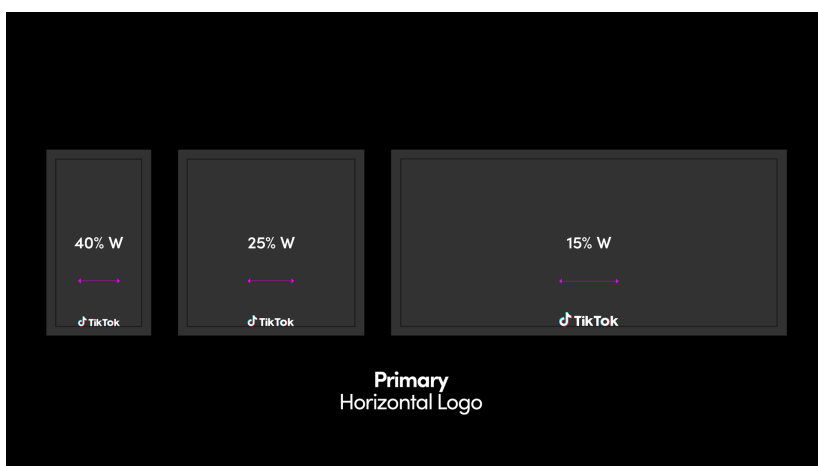
A consistent margin ensures content and positioning is consistent across all formats and applications. Ensure no type or logos are placed within the margins.



Work out 5% of the format height (H)

This figure – 5%H – is the value of the margin, even around the edge.

Logo placement and size consistency is important for brand recognition and legibility across all platforms.



Use the format width (W) to work out the size of the logo.

Primary logo

Portrait = 40%W
Square = 25%W
Horizontal = 15%W

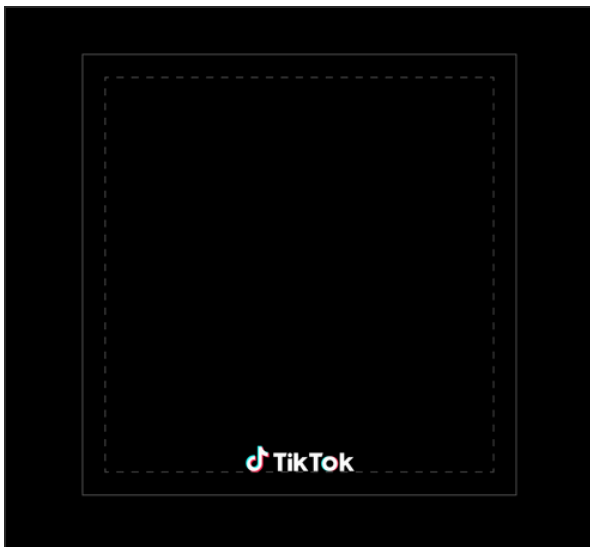
Secondary logo

Portrait = 10%W
Square = 8%W
Horizontal = 6%W

Tertiary logo

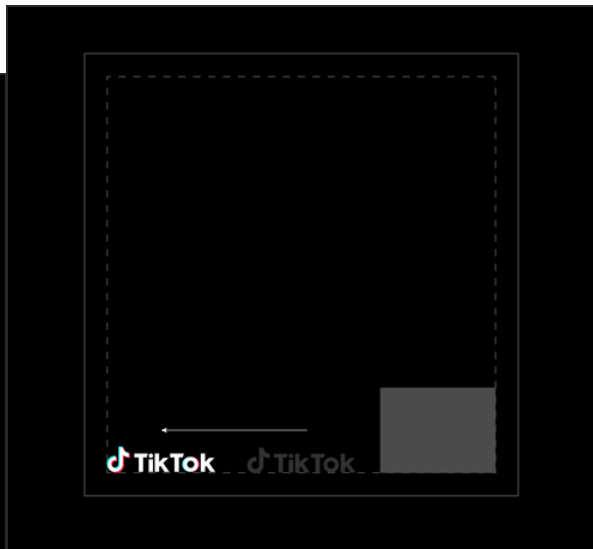
Portrait = 30%W
Square = 20%W
Horizontal = 10%W





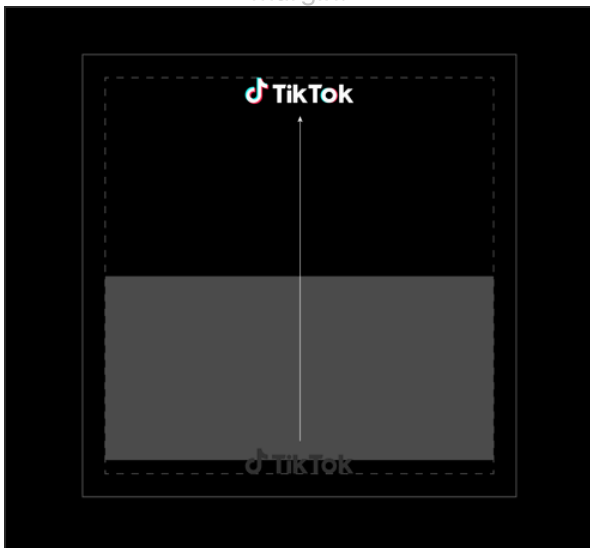
Primary logo position

Preferred placement is centred on the bottom margin.



Secondary logo position

If centering the logo isn't possible or would unbalance the composition (e.g. another design element) lock it up to the nearest corner margin.

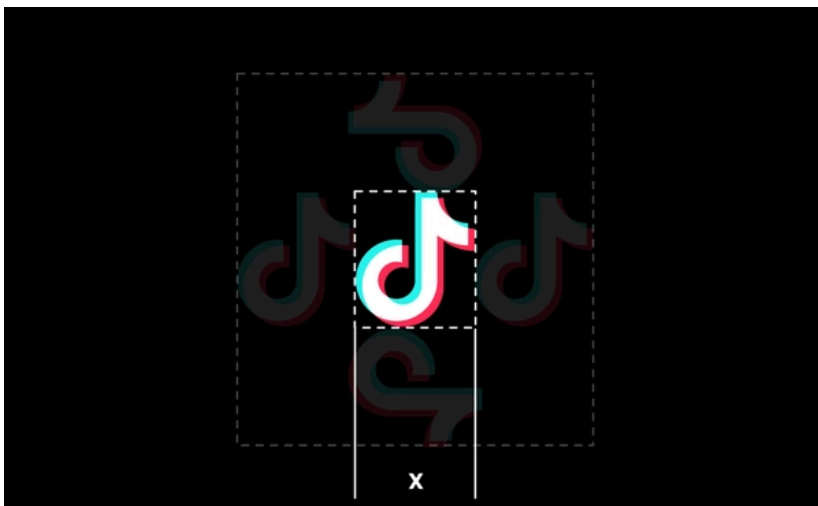


Tertiary logo position

In exceptional circumstances, when there is no room along the bottom, you can lock up to the top middle.

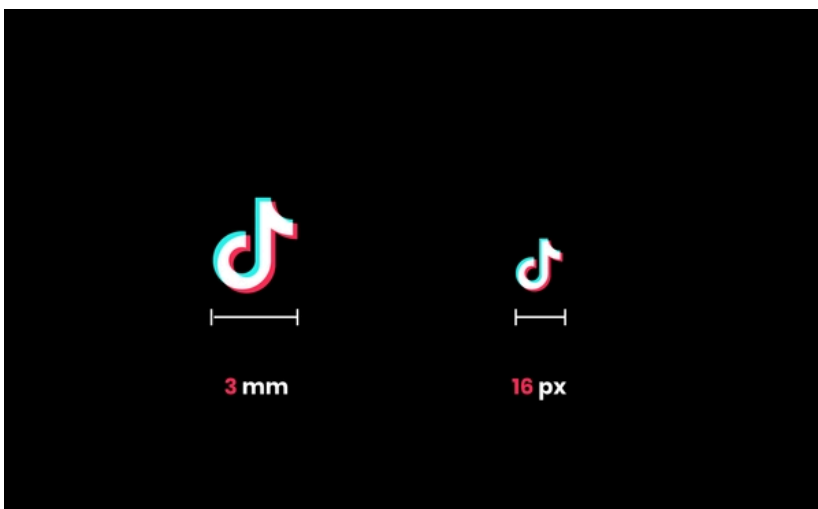
To maximize visibility and impact, ensure our logo has clear space for it breathe.





Clear space should be full width of the icon on all sides for best legibility and impact. Avoid putting any text or graphics within the clear space.

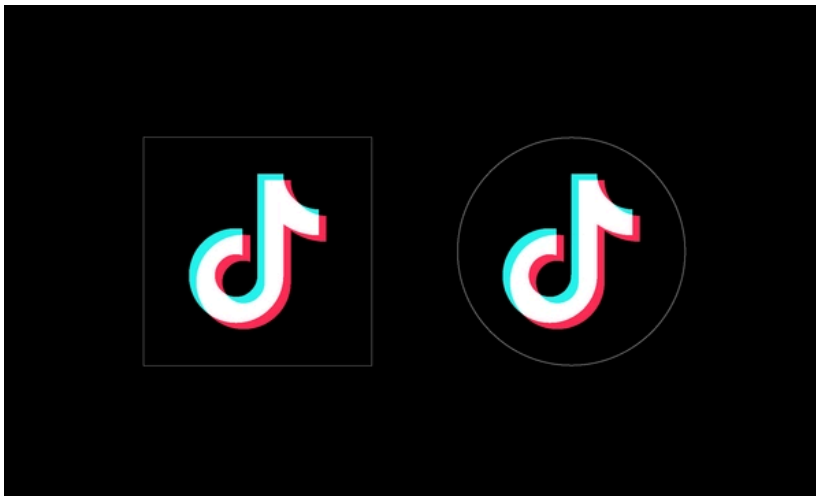
Our minimum size ensures our logo is always legible.



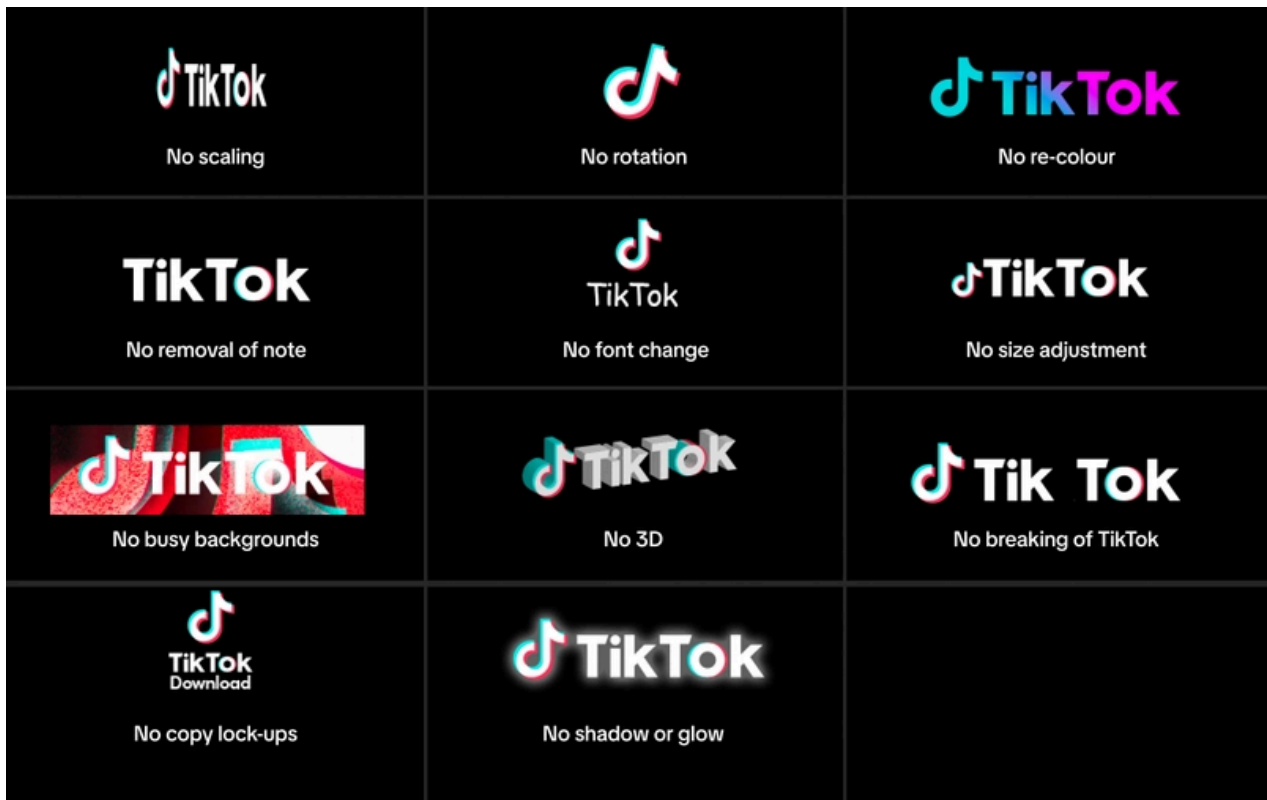
Minimum size for our logo is 3mm print and 16 pixels digital. When possible, test any small scale logo use first to find the right size based on material and printing processes.



Ensure our icon is visible but has space to breath at small sizes.



For small scale use, the icon should be 60% of the container width, optically centered.



Please do not modify, break up or misuse the TikTok name nor wordmark in any way.

Do not use "Tik" or "Tok" by itself or in combination with another word ("xyzTok" or "Tikxyz").

We disfavor this type of use because of the dilutive effect on the TikTok brand, and we do not wish to encourage third parties to use elements of our trademarks in unauthorized ways.

TikTok employees may also not authorize any third parties to do so, such as advertising partners or clients, and third parties may not register "xyzTok" as their own trademarks.

We also advise against the use of "xyzTok" terminology found organically on the TikTok platform (e.g., community names like "cleantok" or "plantok").

This is only reserved for organic usage in content on the TikTok platform and select TikTok owned-and-operated initiatives. Employees may not permit partners/clients to name their programs, promotions, etc. using these community terms/phrases.

WELCOME

Bringing our brand to life



BASICS

Co-branding



Last modified on 🕒 Thu, 20. Feb 2025 14:28

