

LINE APP ICON GUIDELINE

[JP](#) | [EN](#)

Guidelines

LINE Corporation owns all rights to any logos, icons, etc. for LINE and its related services.

Please follow all rules outlined in these Guidelines when using any logos, icons, etc. for LINE or related services.

Please contact LINE [here](#) about use in television, magazines, or other forms of media, or to seek clarification about these Guidelines.

General conditions of use

In principle, all logo files must be used as-is and without alteration or modification.

Basic elements

There are two LINE brand logos: the corporate logo and app icon.

Corporate logo



The corporate logo is only used when referring to LINE Corporation itself.
Do not use it when referring to the app or related services.
We do not provide files of the corporate logo because its use is restricted.

App icon



The app icon is only used when referring to the LINE messaging app or its features and services.
Do not use it when referring to LINE Corporation or to other apps or services provided by the same.

Downloadable app icon files

The app icon can be downloaded separately.

The following files are available for download: full-color; full-color (inverted); monochrome; monochrome (inverted).

Full-color use is recommended wherever possible, but please use the files as needed to meet your use-case.



AI ([RGB](#) / [CMYK](#)) | PSD ([RGB](#) / [CMYK](#)) | [PNG](#)

App icon isolation zone and minimum size

We require an "isolation zone" for the app icon in order to maintain its visibility and independence.

No other elements may be placed within the isolation zone.

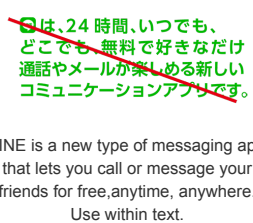
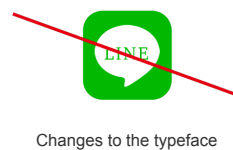
Further, the icon may not be used below the minimum size as sufficient readability cannot be assured.



Prohibited acts

None of the files provided for download by LINE may be altered or modified. The following uses are prohibited:

(Note: the prohibitions apply to all downloadable files, and not just the app icon shown below)



Social plugin button

See the following URL for rules and materials regarding LINE's social plugins.

<https://media.line.me/ja/>

LINE Login button

See the following URL for rules and materials regarding the LINE Login button.

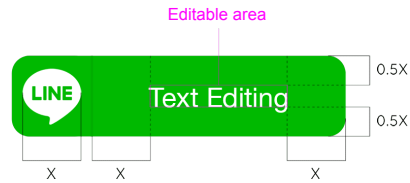
<https://developers.line.me/ja/docs/line-login/login-button/>

Editing text on buttons linking to the LINE app

"Add Friend" and "LINE Login" are some examples of buttons that redirect users to a LINE account when tapped. They are collectively called "LINE app link buttons."

The text on these buttons may be edited. Please use a legible typeface, do not add any line breaks, and keep within the editable area when making edits to the text.

Ex. English text: Helvetica Neue; Japanese text: UD新ゴ Pro

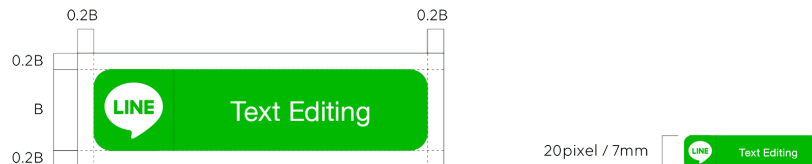


LINE app link button isolation zone and minimum size

We require an "isolation zone" for the LINE app link button in order to maintain its visibility and independence.

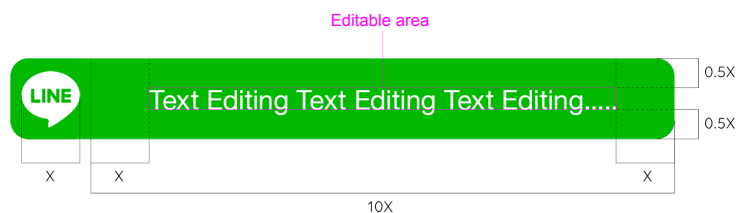
No other elements may be placed within the isolation zone.

Further, the icon may not be used below the minimum size as sufficient readability cannot be assured.



LINE app link button maximum size

Further, the button may not be used over the maximum size as functionality of the button and sufficient readability of the text cannot be assured.



Downloadable social icon files

Social icons are buttons on social media that allow you to link to external websites and share the information on that page on social media. There are four types: Basic type, Square type, Circle type, and Balloon type.

Use of the Basic type is recommended wherever possible, but please use the files as needed to meet your use-case.

Basic type



AI / PSD / PNG

Square type



AI / PSD / PNG

Circle type



AI / PSD / PNG

Fukidashi type



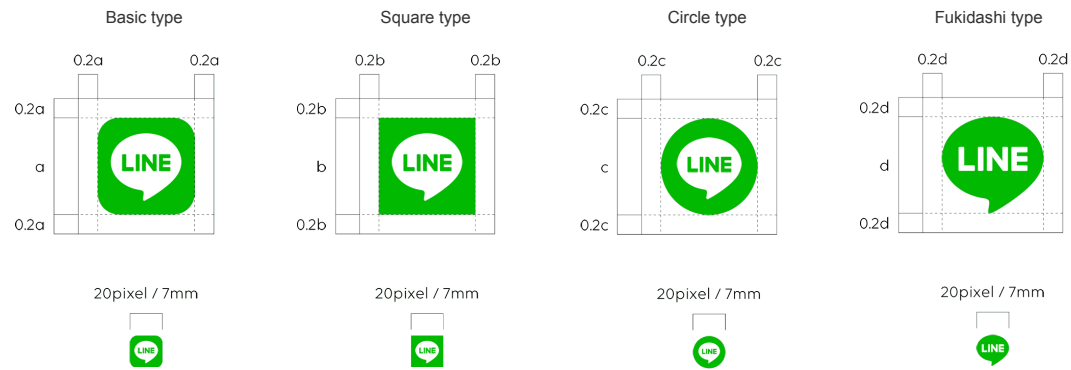
AI / PSD / PNG

Social icon isolation zone and minimum size

We require an "isolation zone" for the social icon in order to maintain its visibility and independence.

No other elements may be placed within the isolation zone.

Further, the icon may not be used below the minimum size as sufficient readability cannot be assured.



Established: December 20, 2012

Initial revision: April 1, 2013

Second revision: June 9, 2015

Third time revision: July 11, 2016

Fourth revision: January 10, 2018