





THE TWITTER BRAND GUIDELINES

A COMPREHENSIVE GUIDE TO USING THE
TWITTER VOICE AND DESIGN SYSTEM



01 / THE BIG INTRO



ONE PURPOSE, ONE BRAND /

The Twitter brand has become an instantly recognizable symbol for self-expression and individual empowerment the world over. To strengthen and protect the brand we've built, we need to tell our story in a unified way.

Our brand is more than just our logo—it's what we stand for as a company and how we express that publicly. It's our promise—and how we make good on it. Think of the following as a roadmap for ensuring that what we create is meaningful, resonant and true.

Remember that these guidelines are for internal use—only distribute to an agency or partner we have engaged to speak *on our behalf*. Please ensure that this document stays complete.

For more information or questions, email brand-team@twitter.com.



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02 / BRAND STRATEGY



BRAND PURPOSE / WHY WE'RE HERE

We connect people to the world. We remove barriers, giving people unfettered, immediate access to the moment as it happens.



BRAND PILLARS / OUR FOUNDATION

PUBLIC / EVERYONE IS INVITED

Anyone can be a part of what's happening on Twitter, from your friends to your idols.

REAL-TIME / IT'S HAPPENING NOW

When things happen in the world, you hear about it first on Twitter—and what's happening is ever changing, ever evolving, forever new.

CONVERSATIONAL / I'M IN IT

You decide how deeply you want to engage and who you want to follow.

WIDELY-DISTRIBUTED / IT'S EVERYWHERE

Information and ideas spread quickly, and transcend boundaries—you don't even have to be on Twitter to benefit from what is happening here.



BRAND ATTRIBUTES / WHO WE ARE

OPEN

It's accessible, inclusive and unfettered. You're invited, and anything can happen.

IMMEDIATE

It's here now—live, raw and surprising. You can take part in the moment as it unfolds.

HUMAN

It's created by people, for people—diverse, unfiltered and real. You make it yours.

CREATIVE

It's contagious ingenuity, beauty and wit. You join a community to shape culture.

INTIMATE

It's up close, personal and honest. You feel it. You're there.

EMPOWERING

It's where small voices become big voices. You can touch the world.



BRAND PROMISE /

TWITTER. EVERYTHING HAPPENS HERE.



BRAND PROMISE

Everything happens here.

BRAND ATTRIBUTES / WHO WE ARE

Open Creative Immediate Human Intimate Empowering

BRAND PILLARS / OUR FOUNDATION

Public Real-time Widely distributed Conversational

BRAND PURPOSE / WHY WE'RE HERE

We connect people to the world they care about. We remove barriers, giving people unfettered, immediate access to the moment as it happens.



03 /

HOW WE SOUND

AKA: OUR VOICE



Sounding like Twitter essentially means being open and honest. It means getting to the point immediately, speaking only when we can add value. We humbly celebrate our users' creativity and treat them as friends. Ever mindful of empowering our users, we don't take sides—our voice serves to amplify theirs. We should sound like people—not like a stuffy company or a lifeless brand.

Twitter is a conversation, never a monologue.



KNOW YOUR AUDIENCE /

Our voice is always human and personable. Depending on the context, we may adopt a subtly different tone. For instance, our tone in the product is succinct and straightforward. In Tweet copy we are approachable and warm while marketing is always geared towards celebrating our users.

In short, we always speak in a way that's mindful of context.



USAGE EXAMPLES / PRODUCT VOICE

Our product voice is functional and helpful. Be specific and direct; avoid unnecessary flair.

Tell us about all the stuff you love and we'll help you get set up.

OR

See what people are sharing. Start by following your friends.
[Upload contacts]



IN OTHER WORDS /

Get a more tailored experience when you allow Twitter to use this device's precise location.

MORE LIKE THIS

Welcoming and helpful. Plainspoken but without local jargon.

You should let Twitter use this device's precise location to show local content and improve recommendations.

LESS LIKE THIS

Not so dry and declarative. Less like an algorithm talking.



USAGE EXAMPLES / BRAND VOICE

Our brand voice is fun without being cute. Show contextualized enthusiasm and encouragement.

You've sent 5M+ Tweets about this year's #Emmy nominees already. Check out who's getting the most buzz:

OR

We're helping the @nypl celebrate summer by using #ireadeverywhere to post pictures of our favorite summer reading spots. Share yours.



IN OTHER WORDS /

After 8 years, we're thankful to all of you for sharing your world with us—we couldn't have done it without you.

MORE LIKE THIS

Celebrating the fact our users are the ones who make Twitter great.

HAPPY BIRTHDAY TWITTER!
We're totally getting better with age.

LESS LIKE THIS

Less celebrating ourselves, more celebrating our users.



OUR VOICE PRINCIPLES /

Even though we modulate our voice based on context, we have a unified set of principles that inform all of our writing decisions.

BE US

Keep a consistent tone of voice. Be deliberate.

DO RIGHT

Honor the creativity of Twitter users. Be authentic.

STAY SIMPLE

Do a lot with a little. Be elegantly restrained.



STORYTELLING VIA TWEETS /

Because the story of Twitter is more than just our story—it's ours and our users'—**wherever possible, lead with content directly from the platform**. This means surfacing the best Twitter moments from across the spectrum all the time. And not just from celebrities or verified accounts. From everyday people too.

Use the Brand Attributes to help guide your choice of content—it will ensure everything we create reflects the essence of the Twitter story. Here are a few examples we found that showcase the best in Tweet-based storytelling.



OPEN /

Showcase the fact that anything can happen on Twitter. And you can be a part of it. You have limitless access to people and places beyond your wildest imagining. Even OUTER space.



TJ Creamer 
@Astro_TJ

Follow

Hello Twitterverse! We r now LIVE tweeting from the International Space Station -- the 1st live tweet from Space! :) More soon, send your ?s

Reply Retweet Favorite More

RETWEETS	FAVORITES
4,313	919



12:13 AM - 22 Jan 2010



IMMEDIATE /

Bringing you into the moment, real-time. Letting you experience history as it happens and giving you the ability to add your voice to the narrative, first-person. Personal, raw and unfiltered.



Julie Bosman
@juliebosman

Follow

Except for sound of helicopter overheard,
mostly quiet and peaceful now in our corner of
#Ferguson

Reply Retweet Favorite More

RETWEETS 37 FAVORITES 28

7:42 PM - 11 Aug 2014



HUMAN /

Not just a celebrity echo-chamber. Real, human stories told in all their messy glory by real human beings (with all their honesty, enthusiasm and quirks). Believable and real.

 **Anna Cumberbatch**
@annzbananzzz

  Follow

I wish outside lands never ended and I want to run through this tunnel again

 Reply  Retweet  Favorite  More

 regan and robbiegeissVEVO



RETWEET
1

FAVORITES
8



9:26 PM - 17 Aug 2014

Flag media



CREATIVE /

Memes in the making.
Contagious wit that sparks
immediate participation.
Sometimes funny. Sometimes
beautiful. But always
thought-provoking. Twitter at
its best, high and low.



rob delaney 
@robdelaney

@David_Cameron @BarackObama Hi guys,
I'm on the line now too. Get me up to speed.

Reply Retweet Favorite More



RETWEETS 10,026 FAVORITES 11,560

CONFIDENTIAL / 24

INTIMATE /

Bringing you behind the scenes, into the action. It's up close and in the moment. Whether it's onstage with an A-lister or in the last row with a fan, you feel it. You're there.



Tiësto

@tiesto



Follow

In the booth #outsidelands #Festival
#SanFramcisco

Reply Retweet Favorite More



RETWEETS
328

FAVORITES
681



EMPOWERING /

Where small voices become big voices—or where real people can touch the world. There's no moderator. No filter. You can tell your story your way.



Sohaib Athar
@ReallyVirtual

Follow

Helicopter hovering above Abbottabad at 1AM (is a rare event).

Reply Retweet Favorite More

RETWEETS	FAVORITES
3,620	3,045

12:58 PM - 1 May 2011



04 /

HOW WE LOOK

AKA: OUR DESIGN LANGUAGE



Twitter is all about instant access and elegant constraint. We're here to embrace the now and give people the power to express themselves imaginatively and intimately. The Twitter brand doesn't hog the spotlight. We're more about celebrating our users than ourselves. We're clean, not cold—current, not trendy.

We're evolving, not fixed. Kind of like everything that's happening on Twitter *right now*.



KNOW YOUR AUDIENCE /

Depending on the context, we may use different visual language to adopt a subtly different look or tone. For instance, our in-product visual language is highly functional and simple. Educational pages may use illustrations or iconography to explain complex concepts and relationships. In marketing, we hinge on interesting displays of user content to help tell our story.

In short, we always design in a way that's mindful of context.



OUR DESIGN PRINCIPLES /

Even though we adjust our look based on context, we have a unified set of principles that inform all of our design decisions.

BE US

Keep a consistent look and feel. Be deliberate.

DO RIGHT

Honor the creativity of Twitter users. Be authentic.

STAY SIMPLE

Do a lot with a little. Be elegantly restrained.



LOGO



Our logo doesn't just represent our brand, it represents an idea. The Twitter logo is a globally recognizable symbol of personal expression and freedom of speech. That's why we do whatever it takes to protect its vitality. Clouds, nests and birdhouses detract from its power and trivialize its importance.

Like all iconic brands, our logo allows the viewer to connect in a way that is meaningful to them. Every time someone Tweets they take a little ownership of it. That's why the Twitter bird isn't the hero. Twitter doesn't own the moment—it's a participant and an enabler.



DESIGN PRINCIPLES / LOGO

BE US

Our bird is more of an icon than a logo. It represents us, our ideals and all our users' ideals too. It shouldn't change, just like our ideals shouldn't change. To keep it true and familiar, we respect its form.

DO RIGHT

Allow the logo to stand for our brand promise. Use it sparingly to make an impact.

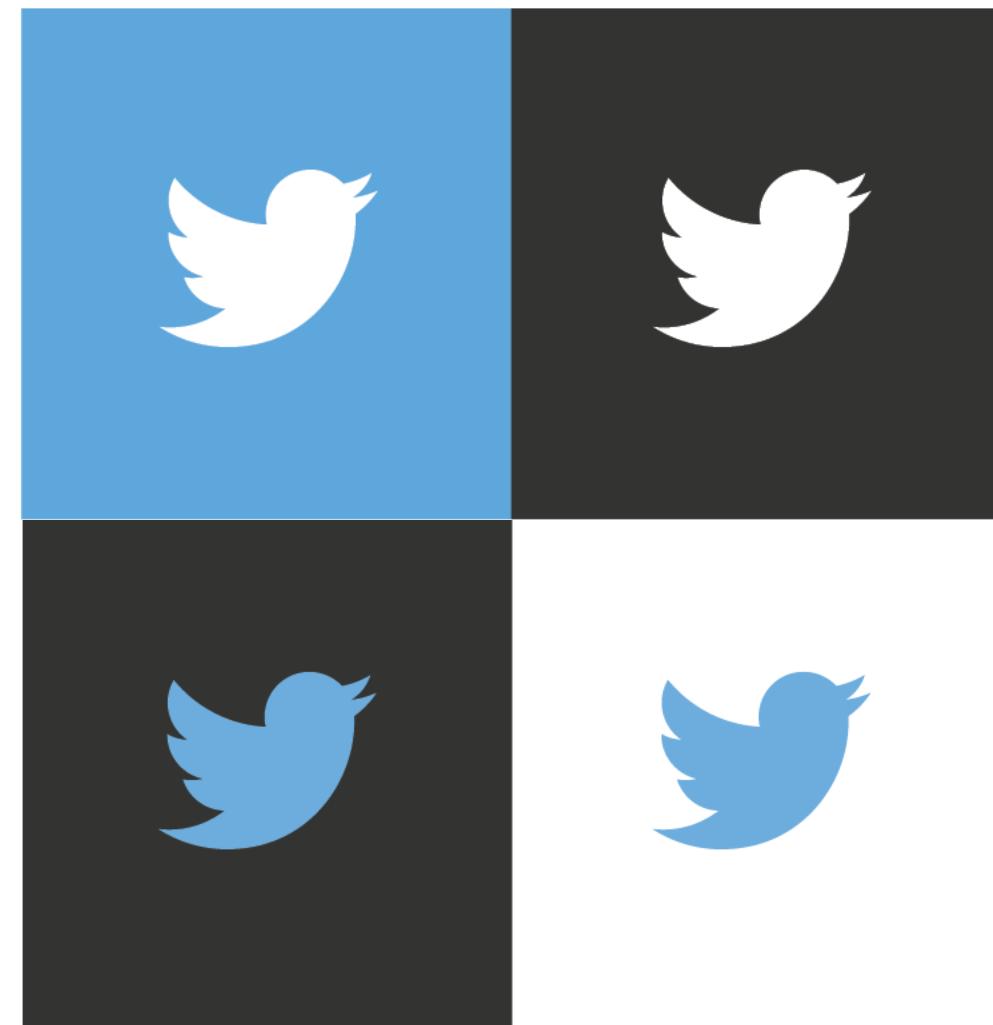
STAY SIMPLE

The simplicity of the bird is what makes it great. Keep it simple by giving it space and not asking it to compete with surrounding elements. Putting a cigarette in its mouth or adding a speech bubble over its head changes its meaning and weakens its impact.

SOME BASIC RULES

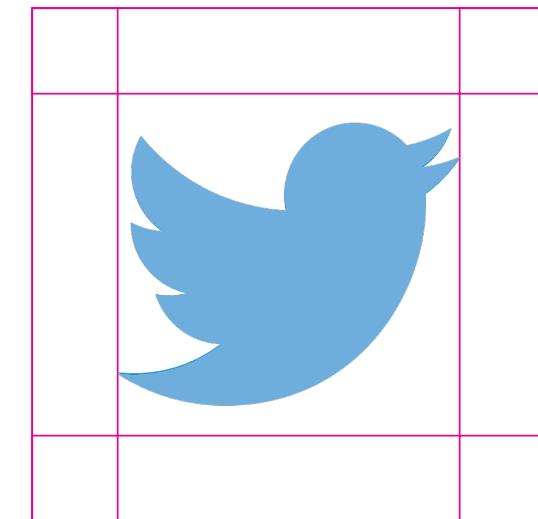
- Don't alter, modify or otherwise change the bird.
- Don't animate the bird or make it talk.
- Don't paint the bird—show it in blue or white only.
- Don't crowd the bird—give it plenty of breathing room.
- Don't accessorize the bird with extraneous elements.
- Don't anthropomorphize the bird.
- Don't overemphasize the bird. Scale it humbly.





COLOR USAGE

Our bird is always either blue or white—either on black, white or blue backgrounds. Never in black or any of our other colors.



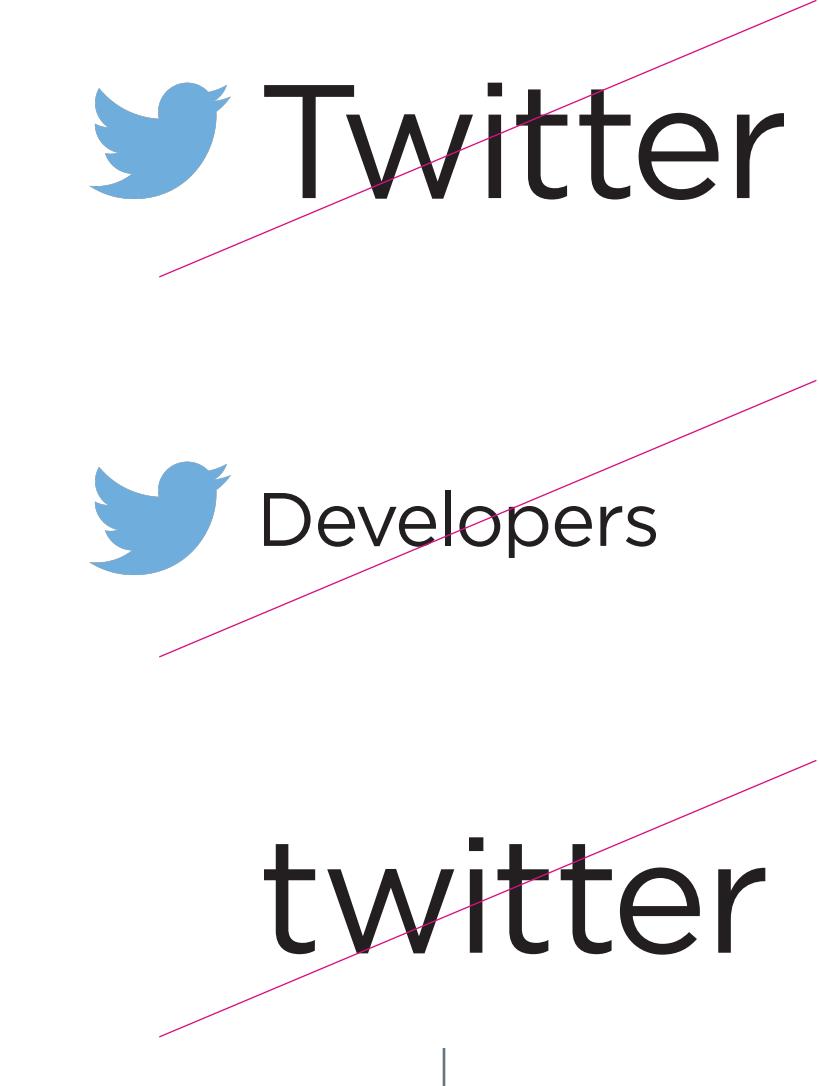
CLEAR SPACE

When using the bird in tandem with other graphic elements, maintain clear space of 150% of the width of the bird.



LOGO PAIRINGS

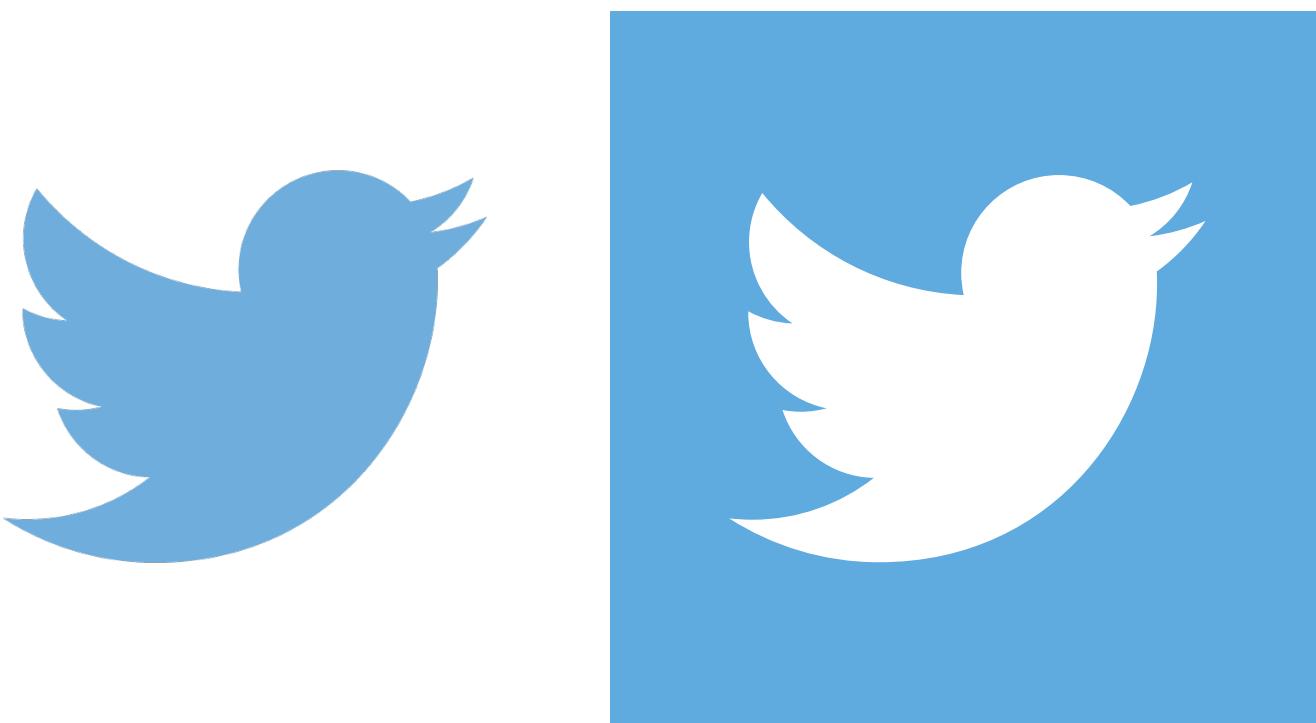
Use Gotham Medium in lockup with the bird, observe the same clear space rules, and scale to 100% of the height of the bird.



LOGO LOCKUP VIOLATIONS

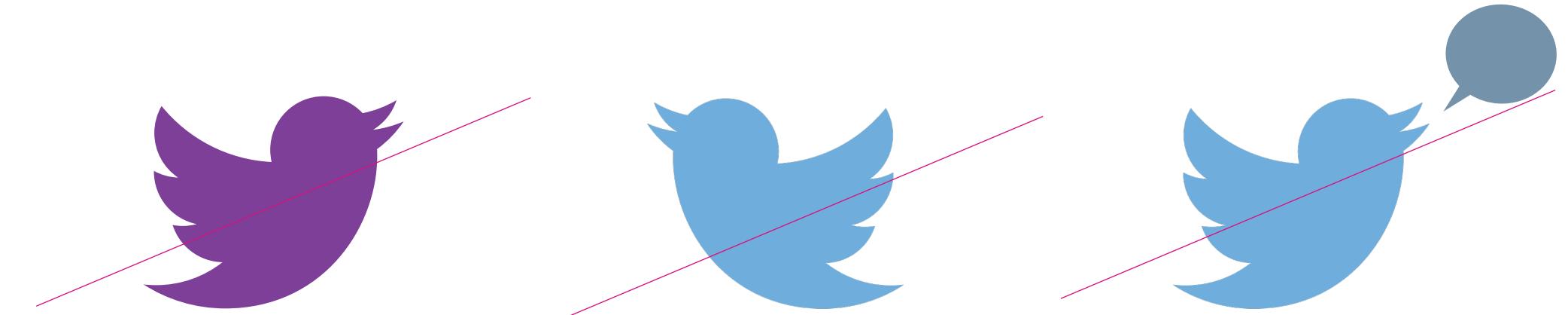
Balance both elements with uniform sizing for the text and the Twitter logo. Don't put the word 'Twitter' next to the bird.

APPROVED LOGO APPLICATIONS /



MORE LIKE THIS

Stick to the basics and always use the bird in our blue or white.

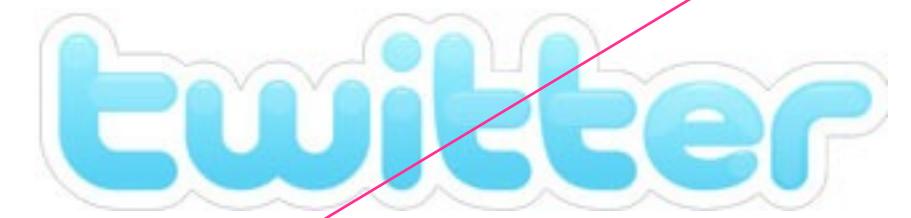
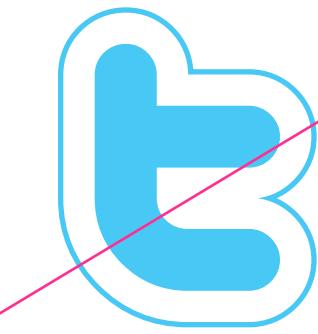
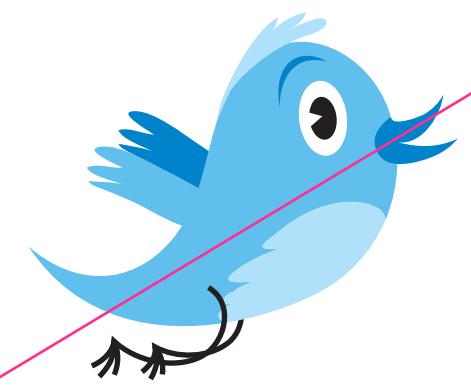
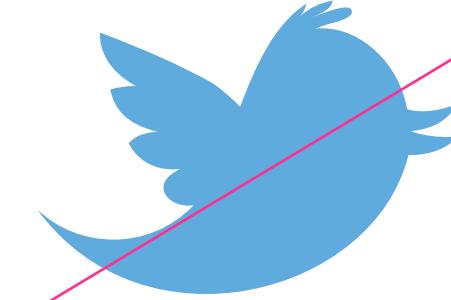


LESS LIKE THIS

Never use the bird in unapproved colors. Never flip the bird. Don't add things to the bird, such as speech bubbles, as it weakens the impact.



LEGACY LOGOS /



UNAPPROVED MARKS

If you see examples of our retired logos out in the wild, take a picture and send it to sadlarry@twitter.com and we'll do our best to fix it.



COLOR PALETTE



We're here to brighten, amplify and enliven. Our signature blue is inviting and approachable—optimistic and full of possibility. It's also uniquely us and we should lean into it. Our palette should complement what it's paired with. It should flatter all that surrounds it. We don't use color to take things over, co-opt or otherwise 'brand' the work of others. We use it sparingly to signal our participation—our presence in the moment.



DESIGN PRINCIPLES / COLOR

BE US

Use our primary palette, especially our blue, to signal to the world that this is from Twitter. Our colors alone can make things instantly us.

DO RIGHT

Color should be used to complement and flatter user content, never add to or change its original intention.

STAY SIMPLE

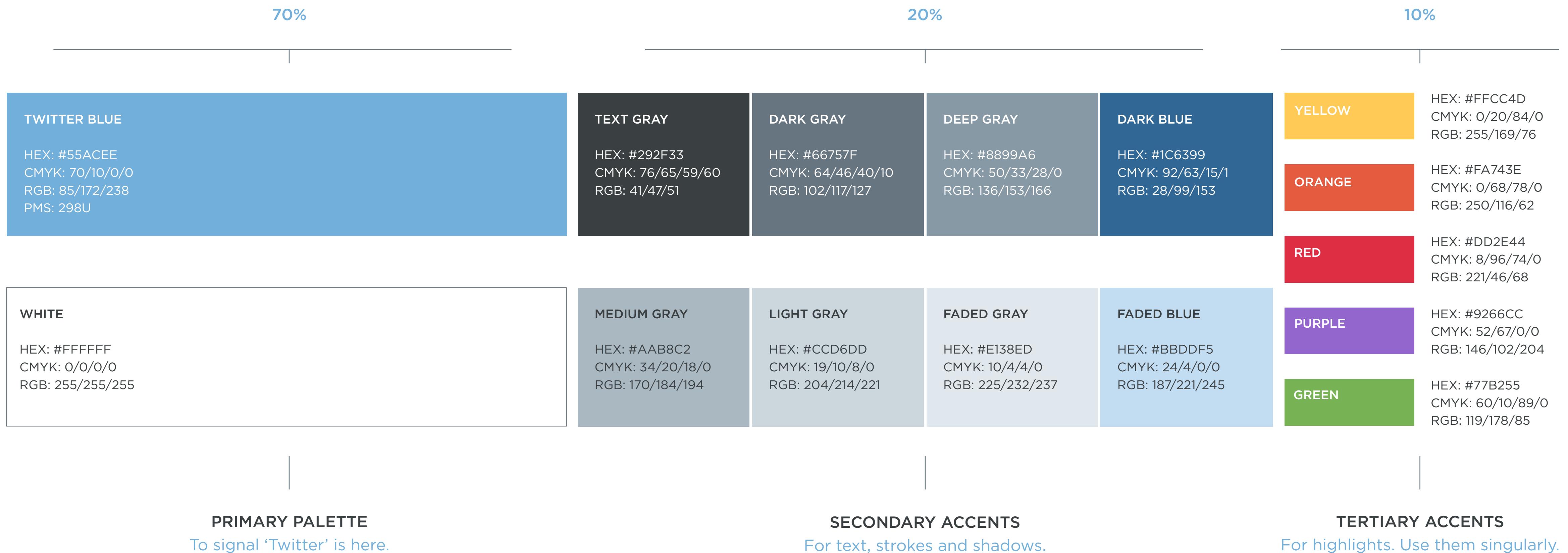
Embrace the 70, 20, 10 rule when choosing color. It's important to stay consistent across all of our touch points. Lean on the blue and use the other colors sparingly, for accent or emphasis.

SOME BASIC RULES

- Don't let other colors dominate our blue.
- Don't alter, tweak or otherwise change our blue.
- Use the secondary and tertiary colors as accents, sparingly.
- Don't use color to obscure user content or imagery.
- Avoid tints for anything but hover-states or accents.
- Don't render the Twitter bird in any of our secondary colors.



04 / How We Look



IN OTHER WORDS /



MORE LIKE THIS

Use color (and type and the bird) to signal that we're part of the story. Not the whole story.



LESS LIKE THIS

Don't overwhelm the story by superimposing our color over images or using it to co-opt.



TYPE



The power of Twitter isn't our corporate personality but the collective creativity and generosity of our users. Gotham is like that too. It's not a kooky, individualist, look-at-me font, but rather a restrained, legible, timeless font that puts the message ahead of the presentation. Gotham has its roots in the sort of architectural signage that dotted the New York City skyline in the mid-twentieth century. It's clear and balanced, simple and not too fussy. It looks like we sound.



DESIGN PRINCIPLES / TYPE

BE US

When in doubt, use Gotham. It's the typographic version of our blue. It signals that we're speaking. When sharing an editable document or deck, use Helvetica Neue to ensure all formatting stays precise.

DO RIGHT

When using Gotham, you're speaking in our voice (or when representing a user's Tweet).

STAY SIMPLE

We have a ton of faces and weights at our disposal. Pick as few as necessary to tell your story legibly.

SOME BASIC RULES

- Gotham doesn't come on every computer. Use Helvetica Neue when sharing something externally.
- Don't typeset Tweets in anything but Gotham Narrow.
- Don't introduce other typefaces, ever.
- Don't add tracking to sentence case or lowercase letters.



USAGE EXAMPLES / PRIMARY TYPEFACES

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM NARROW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM NARROW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

GOTHAM NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%#@.,-;!:?"



PHOTOGRAPHY



Incredible things happen on Twitter every day. Wherever possible, photos should be sourced from the platform, pulling you into those ‘only on Twitter’ moments. The photos we choose create a sense of presence, showcase the power of real-time communication, and always reflect the creativity and curiosity of our users.

Our users create beautiful artifacts of everyday life and we do whatever we can to put those artifacts front and center—to make them the hero. It’s okay if the lighting or focus isn’t perfect. As long as you can feel that there is a real person on both sides of the lens, it works.



DESIGN PRINCIPLES / PHOTOGRAPHY

BE US

Our photography should come from Twitter. It doesn't have to be perfect, but it should capture a genuine moment.

DO RIGHT

Photos sourced from the platform should be used with permission, and represented as-is, without alteration or adjustment. Tweet text and original attribution should be maintained and displayed prominently. When using a non-Twitter image, always obtain the correct licensing rights.

STAY SIMPLE

Use photography to tell the Twitter story through the eyes of Twitter users. Don't use it to embellish or otherwise decorate Twitter communications. Be mindful of context, and honor the original intent of the user.

SOME BASIC RULES

- Avoid clichéd or otherwise bland photographs.
- Don't stylize or use ` image as metaphor.
- Don't decouple image and Tweet content.
- Don't alter the original intent.
- Don't shy away from imperfection.
- Don't co-opt, stage or alter imagery.
- Moments should always feel real.



USAGE EXAMPLES / PHOTOGRAPHY

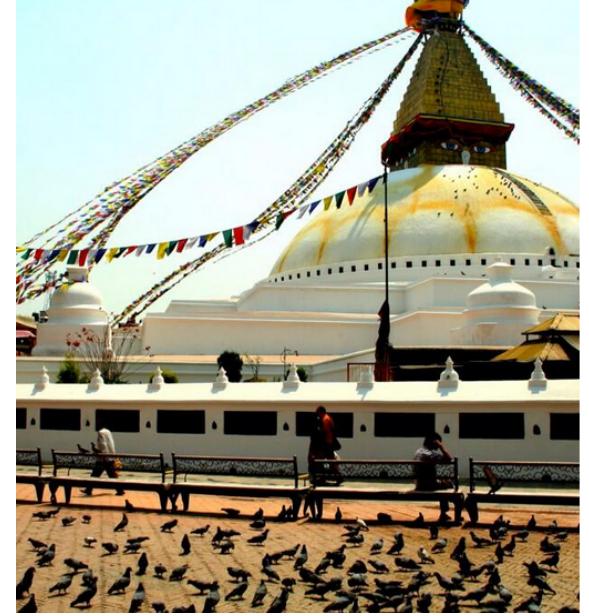
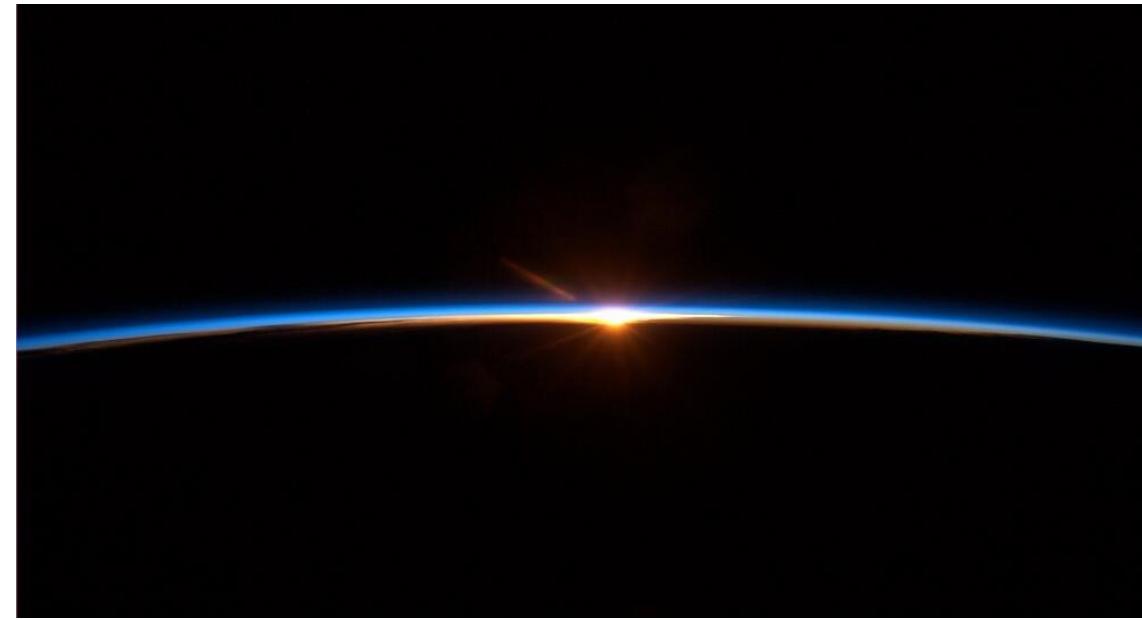


BIG TWITTER MOMENTS

Iconic moments captured authentically,
not always beautifully.



USAGE EXAMPLES / PHOTOGRAPHY



LITTLE TWITTER MOMENTS

Intimate moments, captured authentically,
sometimes beautifully.



USAGE EXAMPLES / PHOTOGRAPHY



COMMISSIONED or STOCK IMAGES

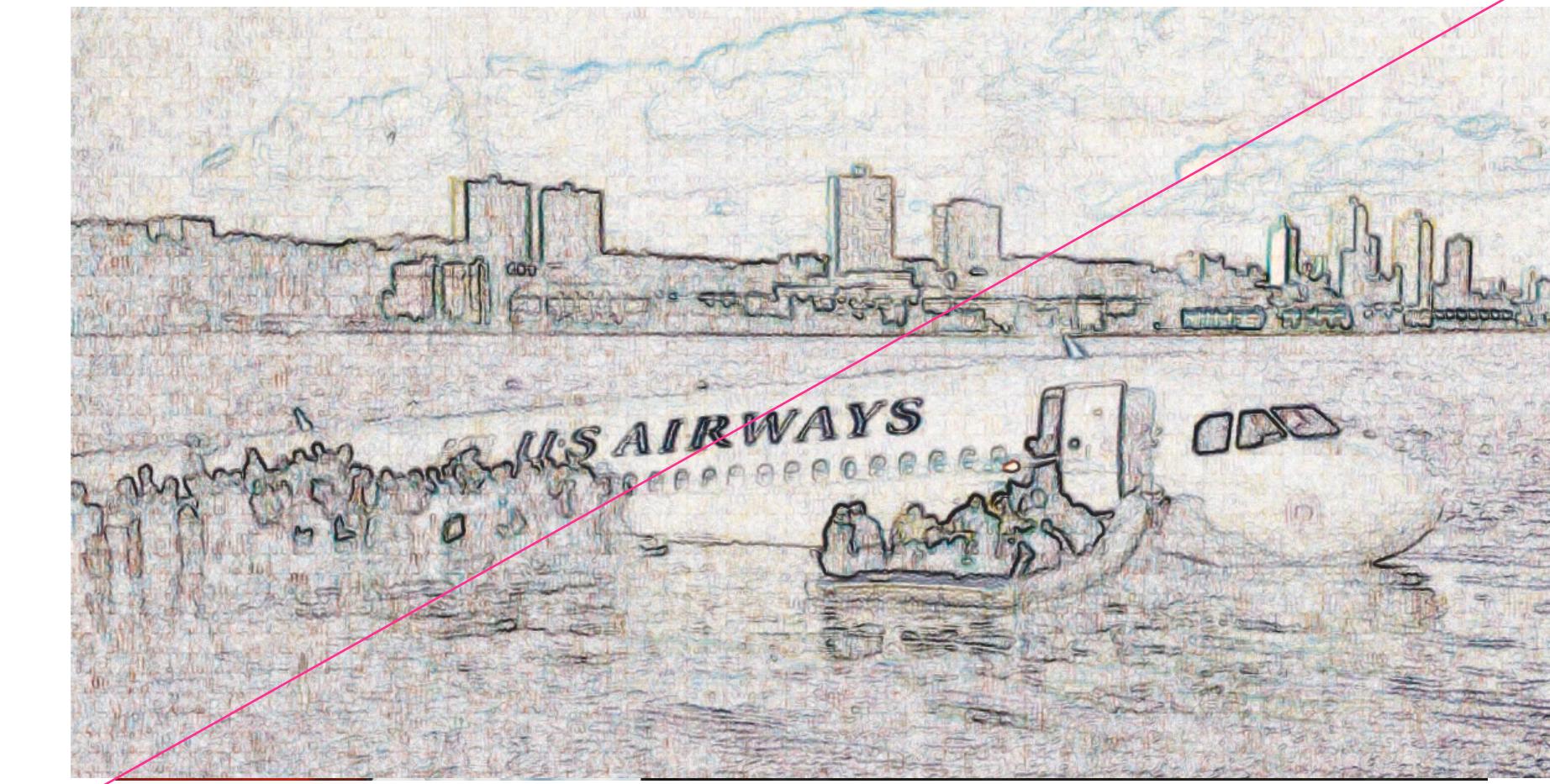
Documentary, not overly stylized—almost like
they could have come from Twitter.



IN OTHER WORDS /



MORE LIKE THIS
An iconic, authentic moment
captured live and for all the world
to see.



LESS LIKE THIS
A real moment, re-created,
interpreted or otherwise altered.
Not documentary.



ICONOGRAPHY



Our iconography should be simple, declarative, straightforward, consistent and clear. If someone has to pause to understand an icon, we're doing it wrong. Icons are signposts, meant to direct and guide. But they can bring joy too. To that end, avoid chrome, elaborate detail or skeuomorphism. Keep the color palette restrained but embrace visual wit and imagination. Nothing's better than an icon that's obvious but interesting.



DESIGN PRINCIPLES / ICONOGRAPHY

BE US

We're restrained, but with personality. Be succinct, but meaningful. Use only approved icons to ensure we maintain consistency of voice and presentation. Use icons consistently to make sure each image always conveys the same meaning.

DO RIGHT

Our icons should be meaningful and true to form. They don't have to be stylized reproductions of something else. They should telegraph information quickly and clearly.

STAY SIMPLE

Use icons sparingly. Get as pared down as possible while still conveying meaning. Remember, they should help users find their way and, whenever possible, discover new and interesting content.

SOME BASIC RULES

- Don't over-embellish. Keep it simple.
- Don't use more strokes than you need.
- Don't simulate dimension or materiality.
- Don't introduce multiple colors or accents.
- Don't lean on overtly ornithological references.
- Don't get too cute with the metaphors.



USAGE EXAMPLES / PRODUCT ICONS



PRODUCT ICONS

These should never be used
outside of their original context.



IN OTHER WORDS /



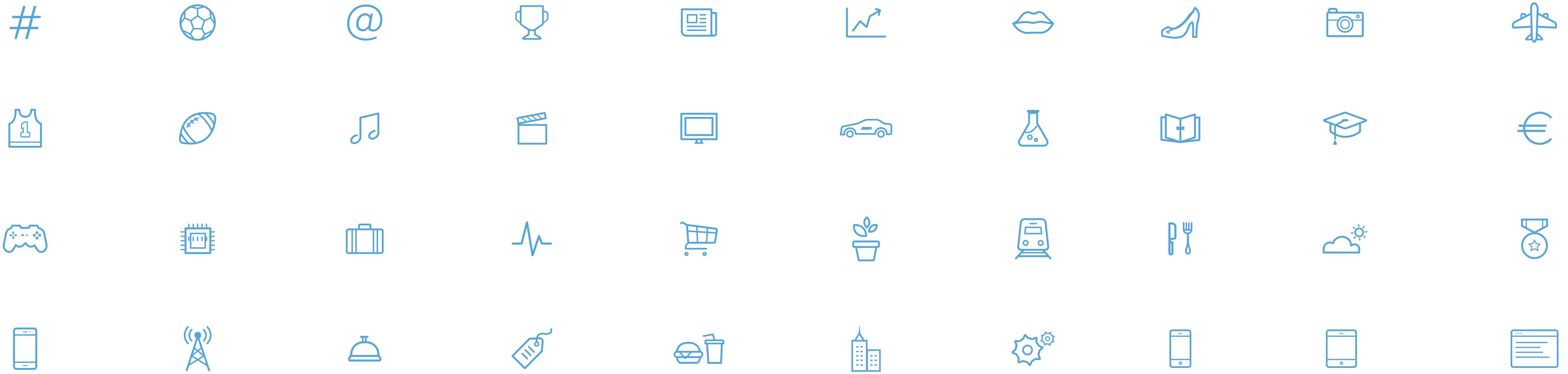
MORE LIKE THIS
Retrained, iconic and as pared
down as possible.



LESS LIKE THIS
No simulated dimension or
unnecessary details.



USAGE EXAMPLES / SECONDARY ICONS

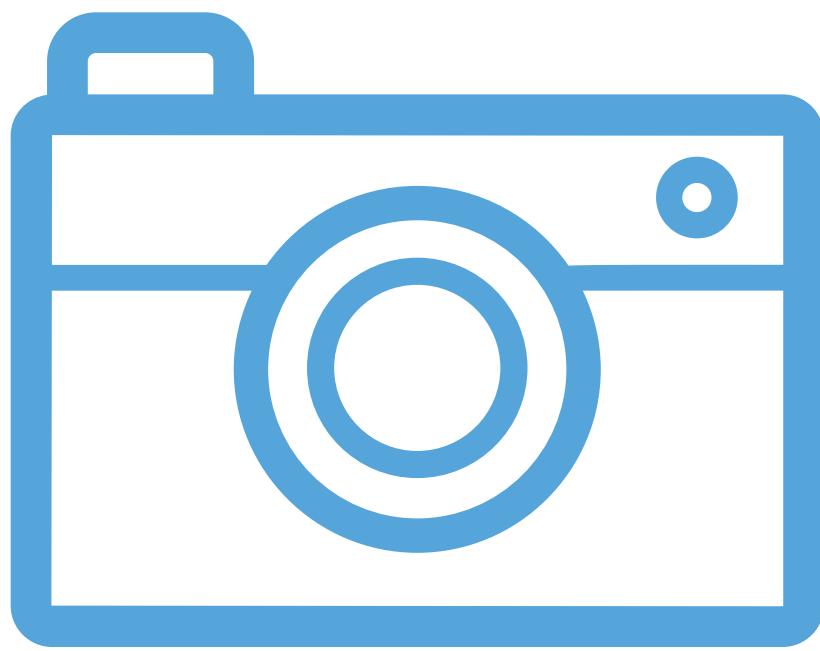


SECONDARY ICONS

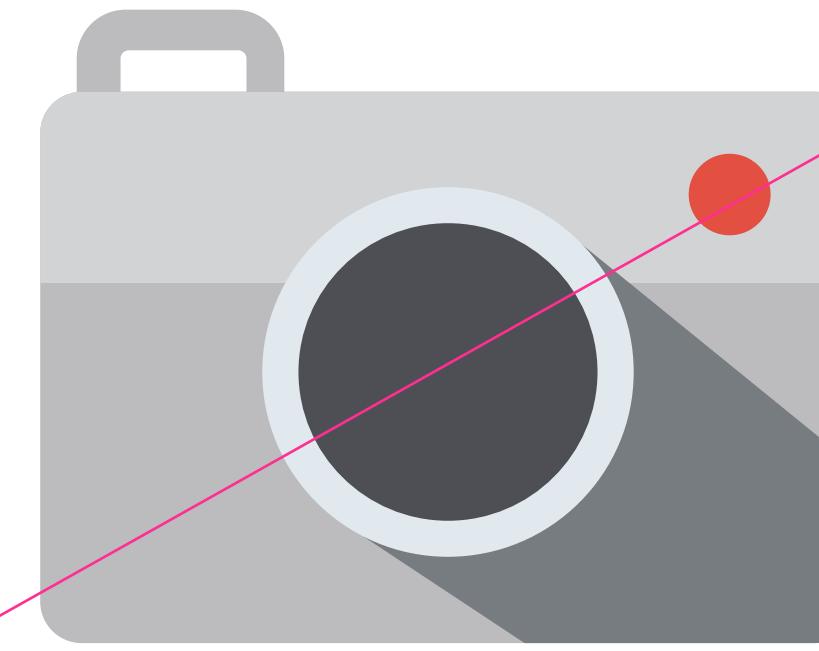
Use these to help tell stories. Each icon should represent one idea.



IN OTHER WORDS /



MORE LIKE THIS
Simple, iconic. Hieroglyphic.
Pictures that quickly scan as
objects and ideas they represent.



LESS LIKE THIS
Overly-stylized, photographic, or
suggestive of surface texture and
simulated dimension.



ILLUSTRATION



We use illustration when we want to present an abstract idea, never to recreate something actual or concrete. If you want to illustrate an actual moment, use photography. Our illustration style is realistic, more serious than cutesy. It should be clean, colorful and bold, and it should retain some elements of the human hand without being sketchy.



DESIGN PRINCIPLES / ILLUSTRATION

BE US

Keep it approachable. Stay fun. Don't shy away from being clever. Show our sense of humor—our love of wit and ingenuity—but get to the point quickly.

DO RIGHT

Our illustrations are used when we need to explain an idea or concept, not as a complicated narrative or recreation of a real moment. They're communication, not decoration.

STAY SIMPLE

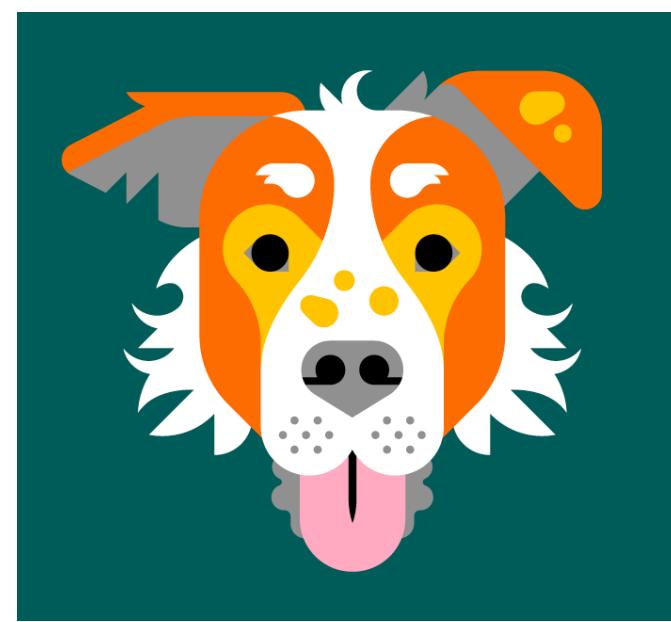
A picture conveys an idea. Not a complicated scene. Anything that gets in the way of the story we're trying to tell—no matter how stylish—probably shouldn't be there.

SOME BASIC RULES

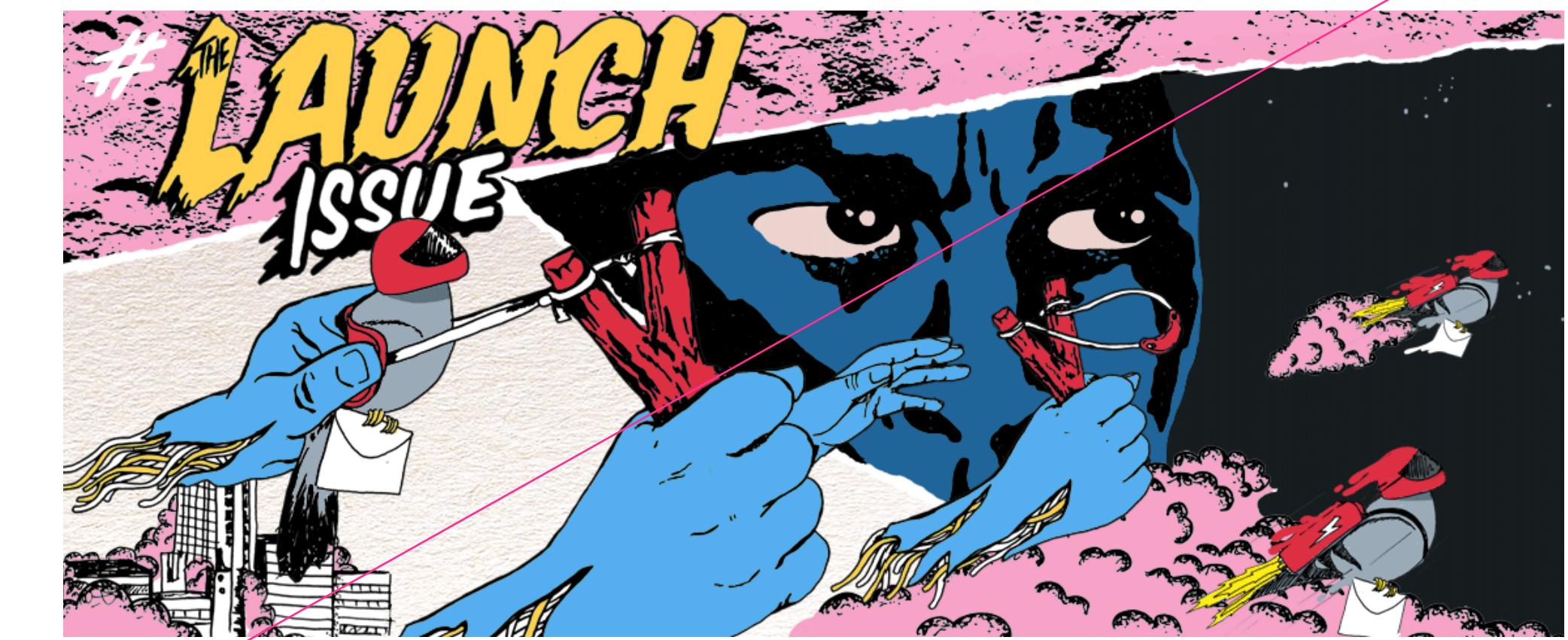
- Don't recreate photography.
- Don't get overtly dimensional.
- Don't simulate surface or texture.
- Don't try to tell too much of a story.
- Don't be the show, supplement the show.
- Don't get cute or complicated.



IN OTHER WORDS /



MORE LIKE THIS
Delightful, fun, bright and
international.



LESS LIKE THIS
Dark/morbid content, strong
outlines, and overly sketchy styles.



MOTION + SOUND



We tell true, human stories in an honest, quirky and accessible way. Videos should highlight the product and the experience while staying true to the brand story.

Our approach to motion graphics and animation is swift, simple, efficient, natural and human-scale. When pairing sound and image, lean toward simple, human, inviting, upbeat music. Avoid purely synthetic music and sound cues.



DESIGN PRINCIPLES / MOTION + SOUND

BE US

Reinforce our brand promise: everything happens here. Always celebrate user stories and stay true to their original intent.

DO RIGHT

Make sure you have permission to use all content featured in your video. When in doubt, check with the Twitter legal team.

STAY SIMPLE

Whether in animation or live action, keep visual effects and fancy camera moves to a minimum. Show the product as realistically as possible.

SOME BASIC RULES

- Don't arbitrarily stylize or pump up production values.
- Don't use muzak or soulless electronic loops.
- Don't go too tech-y or too polished with effects.
- Don't use unlicensed footage, music or effects.
- Be conscious of tone. Consider your message.



USAGE EXAMPLES / MOTION + SOUND



CAMPAIGN VIDEO
youtube.com/watch?v=62NnPg2Ds5w



CONSUMER VIDEO
youtube.com/watch?v=xGcPPIXER4I

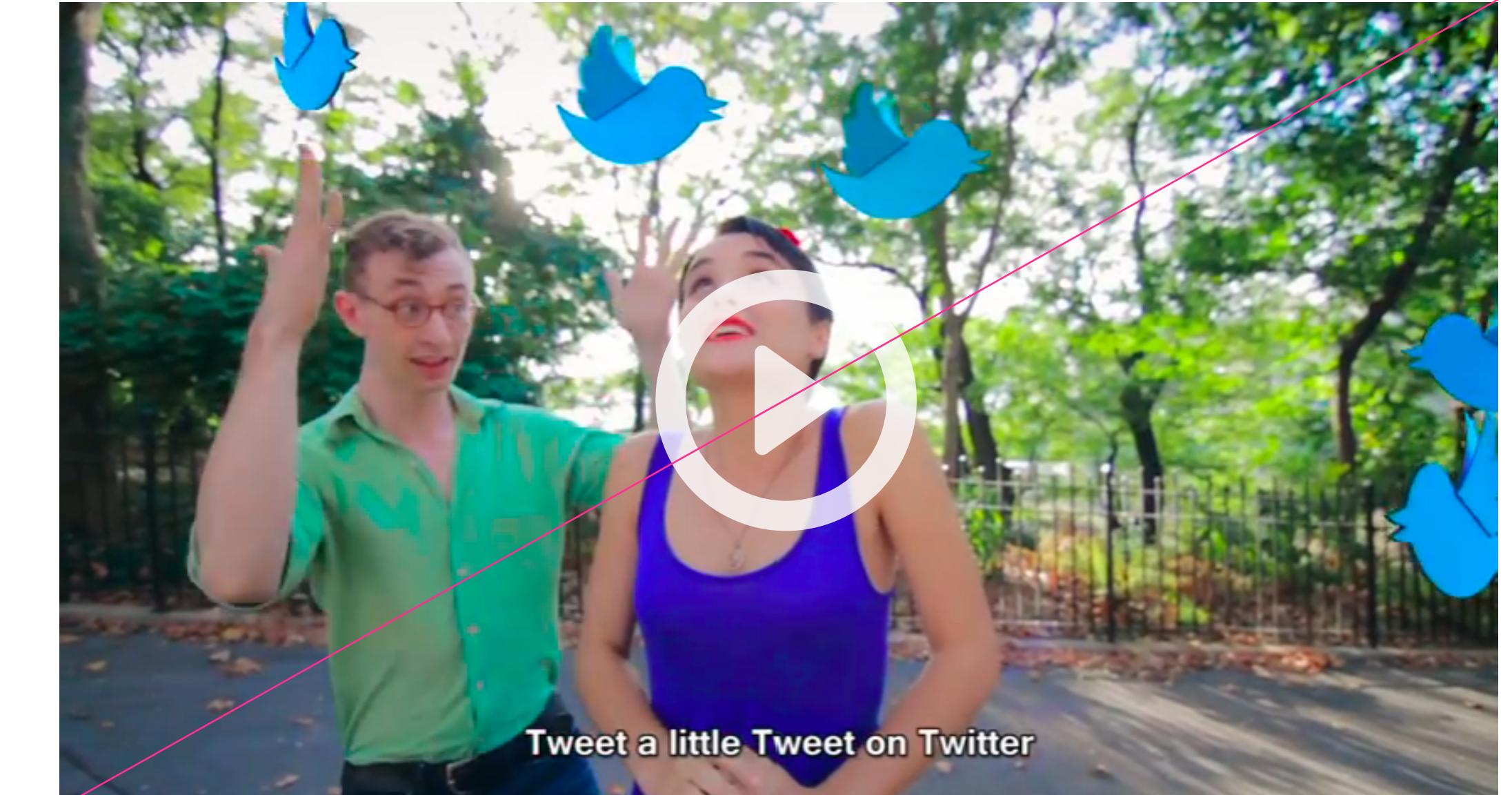


IN OTHER WORDS /



MORE LIKE THIS

www.youtube.com/watch?v=nDTQ3rAPJzE
Celebrates user stories as a humble enabler.
Elegant and simple Tweet animations.



LESS LIKE THIS

www.youtube.com/watch?v=xr3TI7T6fIQ
Self-congratulatory, cavalier about user
experiences. Inappropriate logo animations and bird imagery.



TWEET TREATMENTS



The power of Twitter comes from its users and the trust they have in us to share their stories on our platform. When displaying Tweets, it is vital to preserve the original intention of the user. Tweets should feel like Tweets—they can be taken out of the traditional timeline box, but they must include all relevant information and be used respectfully—with permission of the author when possible.



DESIGN PRINCIPLES / TWEET TREATMENTS

BE US

Remember that we are representing content created by real people. Tweets are used to inspire, empower and impact, not to embarrass or capitalize on others' misfortune.

DO RIGHT

Choose powerful content that tells big and small stories. Avoid over-emphasizing celebrity content and always get permission when using Tweets in marketing or promotional materials.

STAY SIMPLE

Use legible formatting that preserves the importance of both media-forward content and Tweet text. Be consistent in your treatments.

SOME BASIC RULES

- You can remove links and image URLs when recreating Tweets.
- Follow specific guidelines about typography and spacing to make sure it's recreated properly.
- Only use approved Tweets.
- Maintain original intent. Don't separate the Tweet context from the image.
- Black or white gradients/overlays are permissible for added legibility.



USAGE EXAMPLES / TWEET TREATMENTS



TWEET ON TOP OF IMAGE

Avoid interrupting the image. Optimize for legibility. Include the full Tweet text, author's name, @username and time stamp.



“We can neither confirm nor deny that this is our first tweet.”

CIA @CIA - 6 JUN 14

OUTSIDE OF THE BOX

Include the full Tweet text along with the author's name, @username, and time stamp.



Use these guidelines as a source of inspiration. Refer to them whenever you want to look and sound like us. For more information or questions, please email brand-team@twitter.com.

