



# BRAND GUIDELINES



## Using this guide

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These guidelines explain how to use Reddit assets in a way that stays true to our brand. In most cases, you'll need to get our permission first. See **Getting permission** on page 16 for more information.

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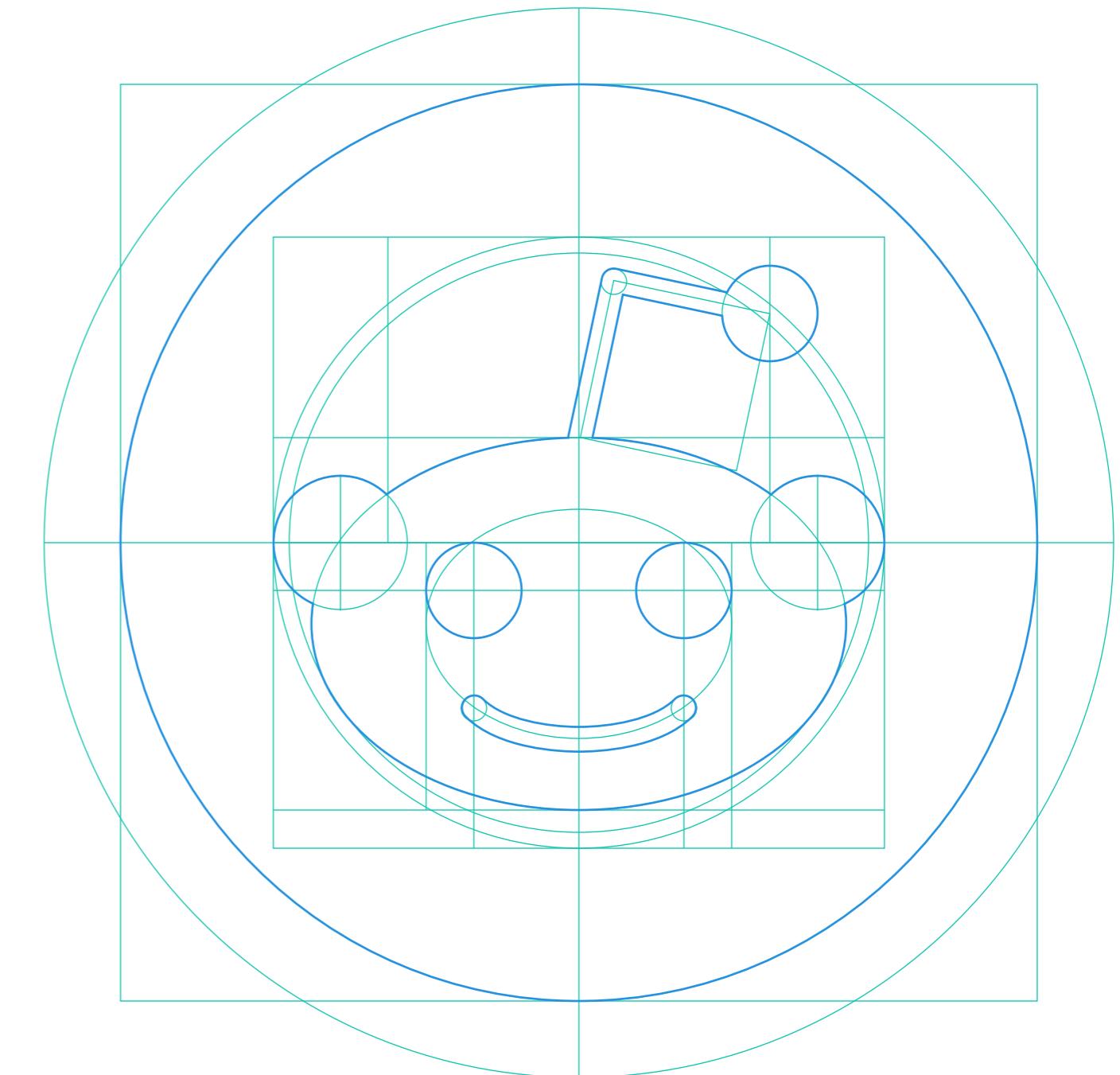
REDDIT LOGO

## Reddit logomark

The Snoo head logo is used on all above the line marketing materials and on our products. Synonymous with the word Reddit, it can also be used independently.

The logo is a stylized smiling alien head, a.k.a. Snoo, Reddit's mascot. Snoo represents Reddit's friendly, conversational community aspect.

The logo background is Orangered (FF4500, PMS 172 C), Reddit's primary brand color, chosen for its vibrancy & distinctiveness. The Snoo head is always blank, like a canvas.





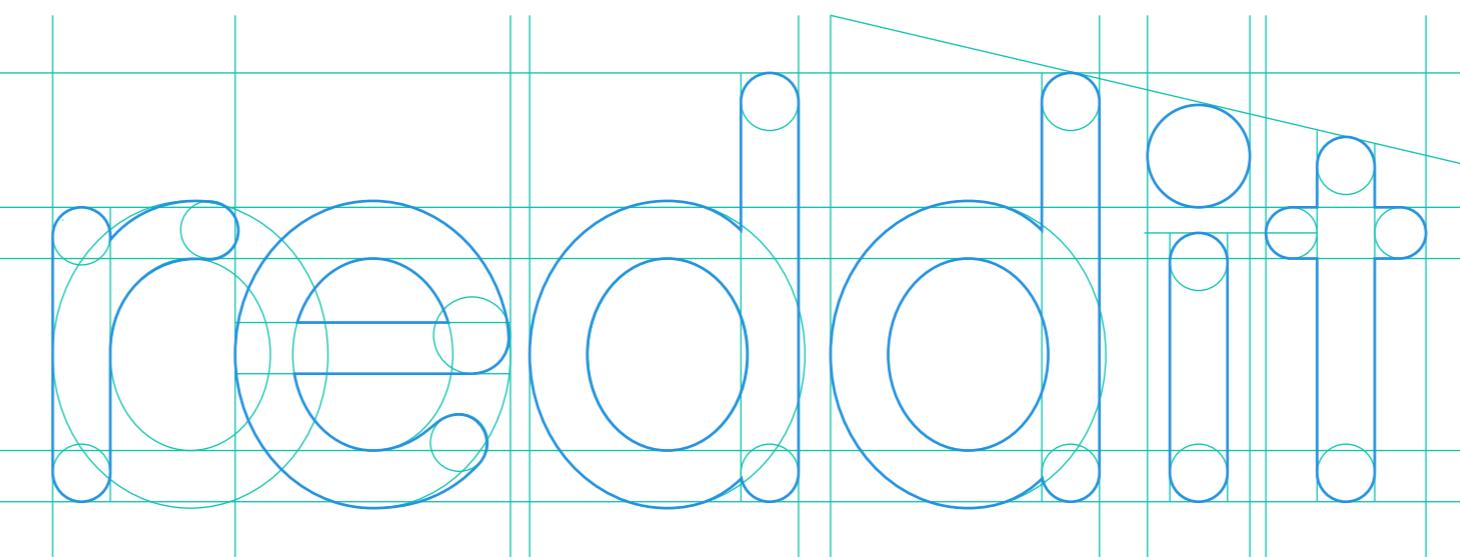
REDDIT LOGO

## Reddit wordmark

Reddit's wordmark is a refined variation on its classic logo. The rounded letters and shorter "i" reflect the brand's friendly, whimsical nature.

The dot on the "i" is Orangered (FF4500, PMS 172 C) and oversized, recalling Snoo's eyes and the circular logo.

**reddit**





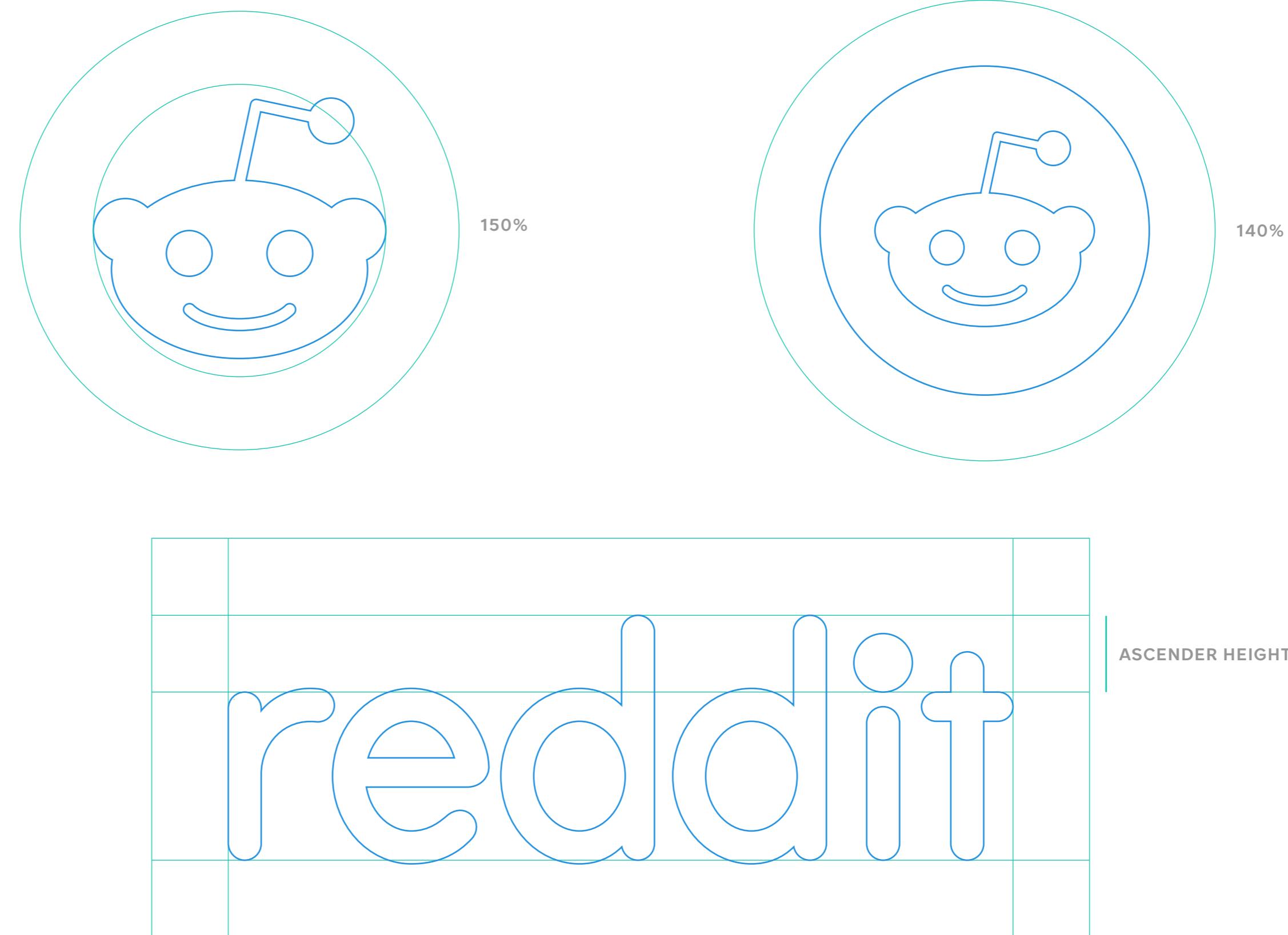
REDDIT LOGO

## Clear space

Make sure to leave enough space around the icon and the wordmark, so that they are distinct from other elements on the page.

The background of the icon is 150% of the Snoo head size. The safe space around the entire icon should be at least 140% of the icon size.

The space around the wordmark should be at least equivalent to the ascender height on the “d”s.



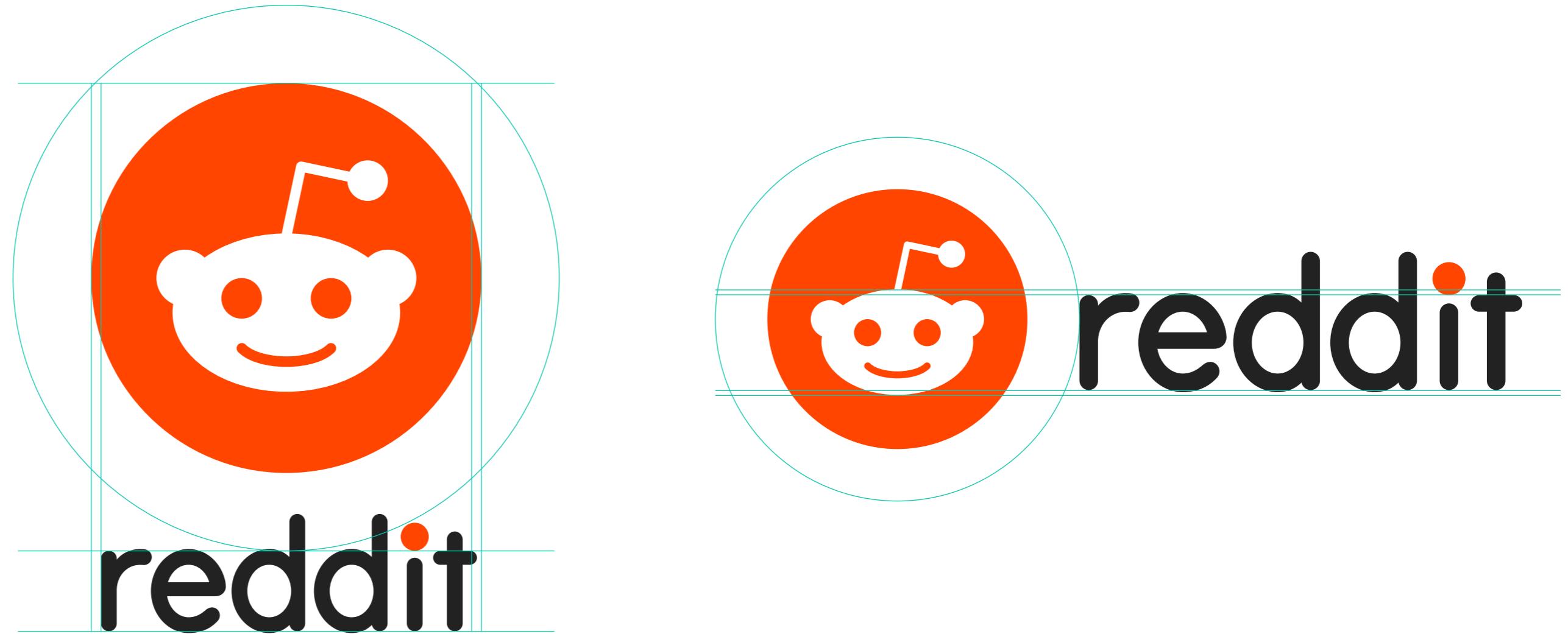


REDDIT LOGO

## Logo lockups

Reddit's icon and wordmark commonly appear together, and both horizontal and vertical configurations are acceptable.

The wordmark should be aligned with the Snoo in the horizontal lockup, and in all cases the safe area around the icon should be respected.





REDDIT LOGO

## Treatments

Whenever possible, use the Snoo head in the orangered circle icon, and/or the black and orangered wordmark, as they best reflect our core brand identity.

The Snoo head should always appear blank or neutral with darker eyes and mouth. If the logo needs to be reversed out of a dark or color background, use the Snoo head independently of the circle background, to avoid inverting the eyes and mouth.



COLOR



WHITE  
ON DARK BACKGROUND



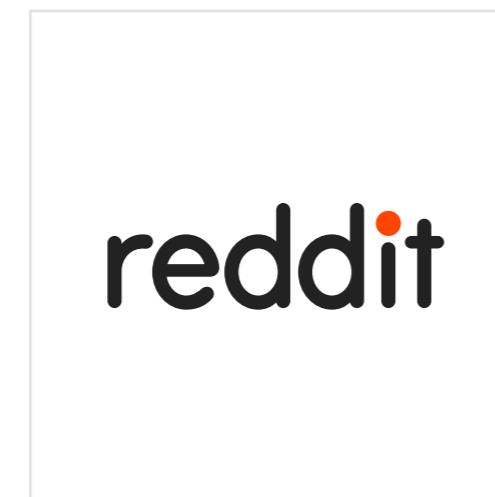
COLOR STACKED  
ON PALE BACKGROUND



COLOR STACKED  
ON DARK BACKGROUND



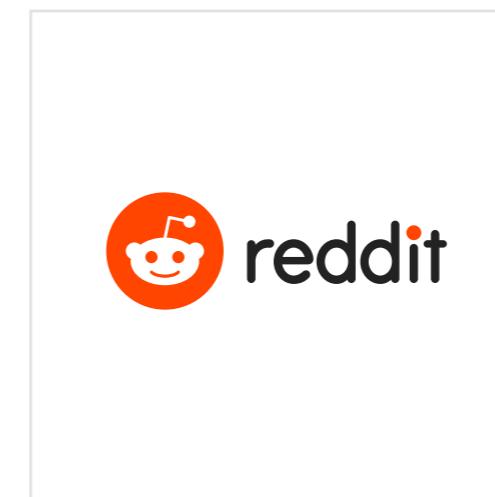
WHITE STACKED  
ON DARK BACKGROUND



COLOR



COLOR  
ON DARK BACKGROUND



COLOR LOCKUP  
ON PALE BACKGROUND



COLOR LOCKUP  
ON DARK BACKGROUND



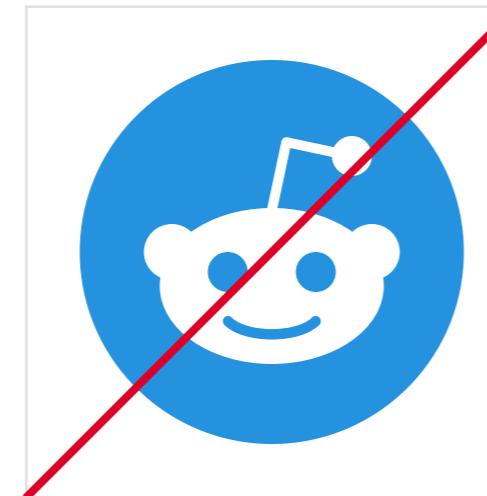
WHITE LOCKUP  
ON DARK BACKGROUND



REDDIT LOGO

## Improper use

It is important that the Reddit logo and wordmark appear in a consistent manner. Please use one of the variations we provide, and do not redraw the Snoo head logo or the Reddit wordmark.



DON'T RECOLOR  
THE LOGO



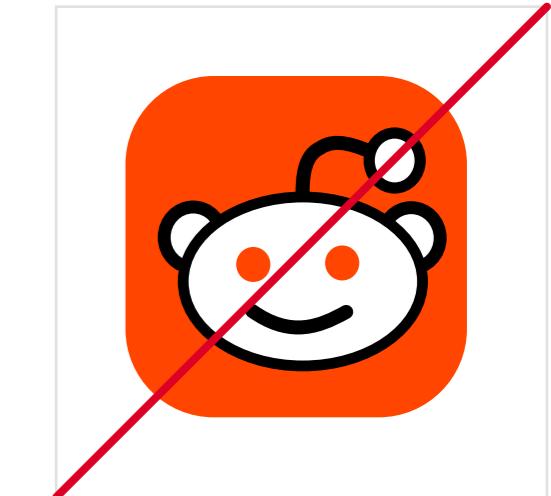
DON'T OUTLINE  
THE SNOO HEAD



DON'T DISTORT  
THE SNOO HEAD



DON'T REVERSE  
OUT THE LOGO



DON'T REDRAW  
THE SNOO HEAD



DON'T USE CLASSIC SNOO  
IN PLACE OF THE LOGO



DON'T RECOLOR  
THE WORDMARK



DON'T OUTLINE  
THE WORDMARK



DON'T DISTORT  
THE WORDMARK



DON'T USE  
ANOTHER TYPEFACE



## Brand family

Product logomarks that are part of the Reddit family are generally lockups of the logo with the product name.

In some cases the logo has been customized for the product by accessorizing the stylized Snoo and modifying the primary color.





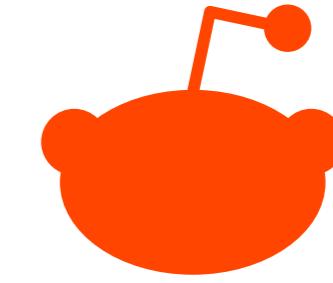
## SOCIAL ICONS

# Social icons

When linking to Reddit with a graphic, please use our provided social icons, which appear in round, square, and silhouette variants.

When it appears in color, our icon should always use Reddit Orangered (FF4500, PMS 172 C), and should never appear at sizes smaller than 24x24 pixels.

VARIANTS



MINIMUM  
24PX





## MASCOT

# Snoo, our mascot

Reddit's alien mascot, the adorable and informative Snoo made the voyage to Earth to explore the diversity of humanity.

Snoo embodies our values and the people who use our services.

Illustrations of Snoo should not be used in place of the official Reddit Snoo head logo.

We generally require permission to use the Snoo character, please inquire at [licensing@reddit.com](mailto:licensing@reddit.com)



## Classic Snoo

Snoo began life as a doodle by Reddit co-founder Alexis Ohanian when he was a University of Virginia senior. Snoo was named after the original concept for Reddit, 'Snew' (as in 'what's new').

Classic Snoo should never be used as a substitute for the Reddit logomark, and should only be used when referring to the history of the brand.



## BRAND COLORS

# Brand colors

Our palette is at the core of our identity and will assist recognition of our brand.

Our primary brand colors are orangered, mint, and blue, chosen for their vibrancy and complementary character.

Secondary colors such as mango, orange, and teal provide variations on the primary tones and can be used to add depth to a layout.

ORANGERED  
FF4500  
PMS 172 C

MINT  
0DD3BB  
PMS 333 C

BLUE  
24A0ED  
PMS 2171 C

YELLOW  
FFCA00  
PMS 7405 C

MANGO  
FFB000  
PMS 130 C

ORANGE  
FF8717  
PMS 715 C

TEAL  
00A6A5  
PMS 7465 C

ALIEN BLUE  
0079D3  
PMS 2130 C



# Terminology

Our language preferences are the result of research and are designed to help people understand Reddit better. Most of these recommend a primary term that is more universally understood and should be used initially in communications, before introducing synonyms.

## Reddit

The name Reddit is a play on words – as in “I read it on Reddit”.

‘Reddit’ is a proper noun and should always be capitalized when referring to the company or the product.

Avoid referring to Reddit as “the site”, as Reddit is on multiple platforms.

## Redditor, u/

A person who uses Reddit is a ‘redditor’.

Names on Reddit are preceded by ‘u/’ which is an abbreviation of ‘username’. For example, “u/kn0thing”.

Avoid the term ‘Reddit user’, we prefer to stay away from language that commoditizes people on Reddit.

## Community, r/

The various discussion spaces on Reddit should be referred to as ‘Reddit communities’, or simply ‘communities’.

Community names are preceded by ‘r/’ which is an abbreviation of ‘Reddit’. For example, “the r/worldnews community”.

Experienced redditors call these communities ‘subreddits’, but that term is less well understood by a larger audience.

## Voting, vote score

Redditors can ‘upvote’ or ‘downvote’ content to directly affect its ‘vote score’.

A post’s vote score shows how ‘hot’ a post is. Along with age and other factors, this determines its position in the hot ranking on Popular and community feeds.



## Popular feed

'Popular' is a feed where trending content is aggregated from across thousands of active communities on Reddit. This is the view of Reddit that is shown to all logged out users by default, and is commonly referred to as the 'front page' of Reddit.

"Making the front page" means that a piece of content has a high enough vote score to be featured in this feed.

## Posts

A Reddit 'post' is the broad term for content (images, videos, articles, text) shared on Reddit.

Avoid calling these 'links' or being overly specific ('text posts').

## Home feed

Every redditor's personalized feed of content is their 'Home' feed. Trending content from communities they are subscribed to and redditors they follow appear here.

Avoid referring to this as the 'front page' to reduce confusion.

## Comments

The 'comments' sit below posts on post pages, and are where redditors have public discussions.

Please avoid referring to them as 'comment threads' or 'threads', as those terms are not universal or consistently understood.

## Profiles

Content redditors have shared and discussions they have had on Reddit appear on their 'profile'.

For example, "u/kn0thing's profile".

## Karma

Redditors accrue 'karma' when they participate on Reddit. Karma is a score that increases as a redditor performs certain actions, such as posting and commenting. When a redditor's posts or comments get upvoted, they also accrue karma.

Karma is not equivalent to a post or comment's vote score, please avoid using these interchangeably.

## Subscribe, follow

Redditors 'subscribe' to a community to see posts from that community in their Home feed.

Redditors 'follow' other redditors to see posts from that redditor in their Home feed.

## Snoo

Snoo is Reddit's smiling alien mascot. Snoo's name is a play on "what's new".

When referring to our mascot, 'Snoo' should be capitalized. Snoo can also generally refer to its alien race, who are collectively known as 'Snoos'.



# General usage

Our brand reflects how we want to be thought of and remembered. Consistent look, sound, and feel ensures a better awareness and connection to Reddit. Whenever using the Reddit brand, be sure to follow these key principles.

## Use official Reddit graphics

- Download our official brand asset graphics
- Don't modify the brand asset graphics or use modified versions you might find on the internet

## Talk about, not as, Reddit

- Use the brand assets to refer to Reddit and its products and services
- Don't use the brand assets in a way that suggests partnership or endorsement by Reddit

## Restricted contexts

- Don't use the brand assets in connection with material that would violate the Reddit Content Policy
- Don't use the brand assets to disparage Reddit or Reddit's products or services

## Follow terms & agreements

- Read and comply with the Reddit Brand Terms of Use (see page 17)
- As applicable, follow the Reddit Terms of Service, Privacy Policy, and any other relevant agreements



# Getting permission from Reddit

Reddit permits a few specific uses without prior approval. For those uses, if you agree to the Reddit Brand Terms of Use and follow the guidelines in this document, you're good to go. In most other cases, you'll need to get our permission first.

## Permitted under Reddit Brand Terms of Use

- Using the provided social icons to link to Reddit, to enable sharing to Reddit, or to refer to your presence on Reddit
- Using the brand assets included within a Reddit-powered embed of content from Reddit
- Using a brand asset as specifically permitted by a separate agreement you have with Reddit, Inc.

## Other uses and questions

- Read through the rest of these guidelines and then send a request to [licensing@reddit.com](mailto:licensing@reddit.com) with details of your proposed use including a visual mockup if applicable
- We'll get back to you as soon as we can, but don't start using the brand assets until we approve

## Generally not permitted or approved

- Use of Reddit brand assets on apparel or merchandise
- Use of the Reddit brand as any part of the name of a company, product, service, app, website, domain name, or social media account



## Reddit brand terms of use

**"Reddit"** means Reddit, Inc.

**"Brand Assets"** means the Snoo character and depictions thereof, all versions of the Reddit logo and wordmarks, and any other word, name, phrase, image, or other designation that identifies the source or origin of any of Reddit's products or services.

**"Terms"** means these Reddit Brand Terms of Use.

**"Guidelines"** means these Brand Guidelines, including these Reddit Brand Terms of Use.

**By using the Brand Assets with Reddit's permission, you agree to be bound by these Terms.** To the extent these Terms conflict with a separate agreement between you and Reddit, that agreement controls.

The Brand Assets are protected by trademark, copyright, and other laws. Reddit owns trademark rights in the United States and other countries.

If Reddit has expressly approved your request to use one or more Brand Assets, then Reddit grants you a limited, nonexclusive, nontransferable, royalty-free license to use the specific Brand Assets you identified in the request solely in the manner you described and solely for the purpose you disclosed. If the Getting permission from Reddit section of the Guidelines states that your proposed use of the Brand Assets does not require prior approval, then Reddit grants you a limited, nonexclusive, nontransferable, royalty-free license solely for that use.

Strict compliance with the Guidelines is required at all times, and any use of the Brand Assets in violation of the Guidelines will automatically terminate your license to use the Brand Assets. Reddit may also withhold or revoke permission to use Brand Assets at any time for any reason.

You acknowledge that Reddit is the exclusive owner of all rights in the Brand Assets. Goodwill generated by your use of the Brand Assets will inure to the sole benefit of Reddit. You agree not to take any action that is in conflict with Reddit's rights in or ownership of the Brand Assets.

Reddit in its sole discretion may modify or terminate the Guidelines or the Brand Assets at any time without notice. Reddit's waiver or failure to enforce a breach of any provision of the Guidelines is not a waiver of that provision. California law governs all matters arising out of this agreement without regard to conflict of law principles.

If you have any questions about these guidelines, please contact [licensing@reddit.com](mailto:licensing@reddit.com).



**THANK YOU  
FOR USING REDDIT!**