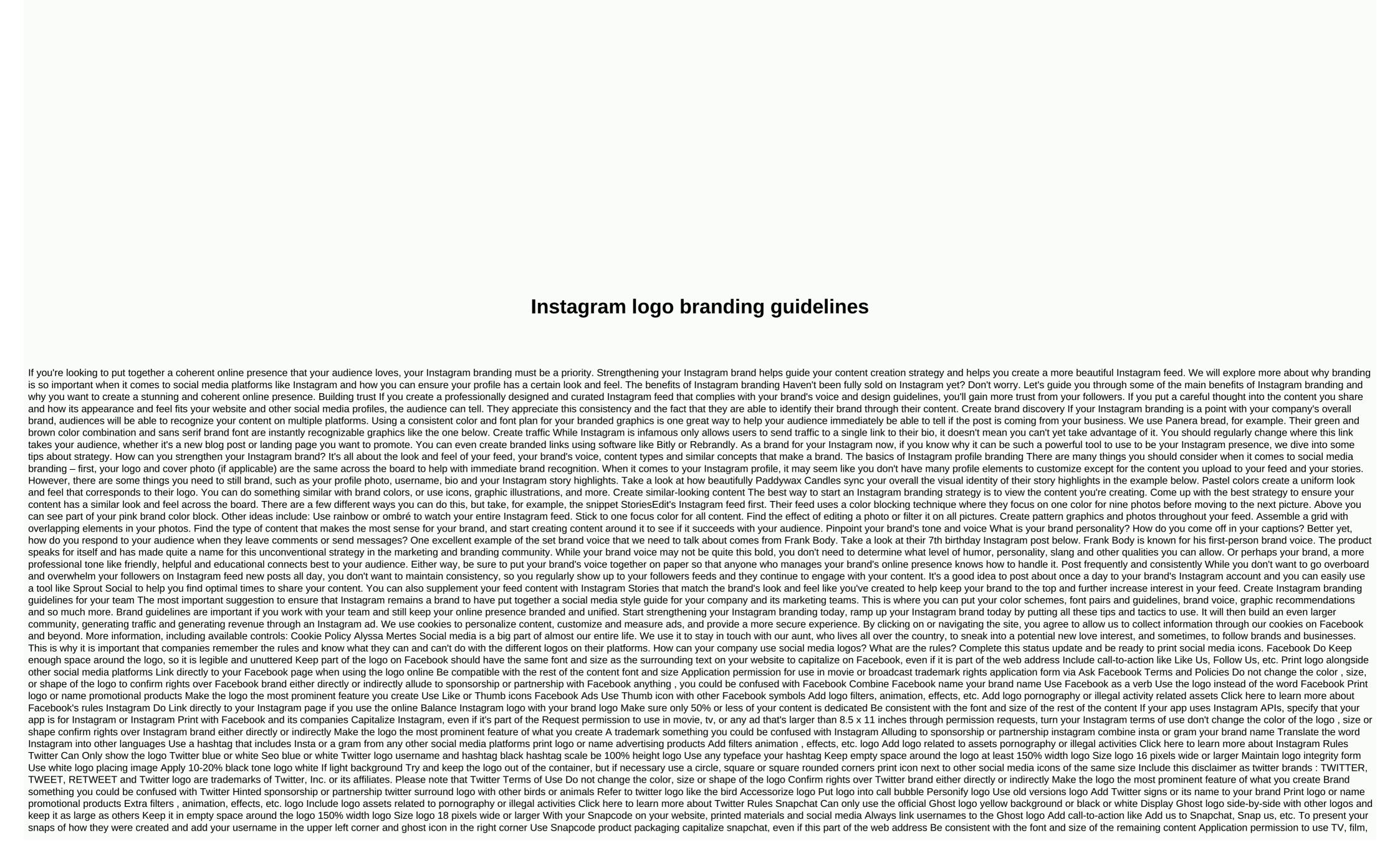
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Products Add filters, animation, effects, etc. logo Include logo related to assets related to pornography or illegal activities Click here to learn more about YouTube Rules Now let's get into all the fine details! Each platform has its own set of instructions on how to use your logos. Another important tip to remember about Facebook is to use the correct logo, if appropriate. Use the blue box logo on white or light backgrounds. Use the logo of a white box with blue or dark colored backgrounds. Facebook has many different logos and If you're never sure how to use their icons, direct them to their team or read their official instructions. Like other social media platforms, you don't have permission to use the Instagram logo on advertising mementos, such as carrier bags or pencils without getting approval through a written request. Make sure you are mindful of the safe, positive environment Instagram is trying to create. If in doubt, ask the official for an explanation of what you can print or read their official guidelines. Aside from all the chart above, it's important to remember that Tweets were created by the Helvetica Neue Bold font, which is a common typeface for the brand and was even trending hashtag in the past. You use this font for the following: Tweets Display Names Timestamps Username Fortunately, Twitter has made it super easy to stay in your format. You can download the media kit, with all the logos and brand resources that you can possibly need. If all else fails, you can check their official instructions more accurately. 1 2 a. Username: Avenir Next Demi Bold (-10 Tracking) b. Titles/Titles: Avenir Next Medium (-30 Tracking) 3 Bitmoji Person or Company Personal Emoji, which can be sent to other users via sticker Chat and Snaps Collections Brands link to their products without users having to sweep the ad to make a purchase of the Filter visual overlay that is added to Snap; many are customized according to location, holidays, etc. Geofilter Filters that appear in certain places such as neighborhoods, attractions, restaurants, etc. Lens Add real-time special effects and sounds to your Snaps Memories Personal collection of Snaps and Stories recorded by user My Story Compilation Snaps posted over a 24-hour period; played in chronological order Our stories collections Snaps publishers such as CNN, Buzzfeed, Mashable, etc., which are updated daily Shows Original programming produced and shot by mobile Snap Picture or video taken from Snapchat; decorated with emojis, captions, filters, lenses and more Snapcode (n.) Unique, scannable codes that make adding new friends and opening content easier for Snapchat Sponsored Lens (n.) Companies create their own special Lens to represent your brand, advertising events etc Do you have any other questions? Reach directly from the Snapchat.com. You can also download their official instructions for more information. Pinterest has a list of acceptable and unacceptable call-to-actions for you to print: Acceptable Find us on Pinterest Follow us on Pinterest Find us freedom to play in these acceptable phrases, such as Visit Us on Pinterest, Get Inspired, etc. You also need to make sure that your THE URL is included. Do you have any more questions? Check out their official guidelines! For other questions, you can contact the LinkedIn team directly at brandreguest@linkedin.com. Be sure to also check out your official guidelines! 1. Traditional red, white and black logo 2. All black logo 3. All white logo 4. The red Play icon You can also use the monochromic versions of the logo as a visual background background. This version is available in both all-black or all-white. Finally, you have the option to use your simple red Play icon. It should only be used if there is not enough space to print a logo called YouTube. You would have followed all the same rules using this logo. It's always a good idea to be aware of YouTube's rules. Feel free to reach out directly and be sure to take a look at your official guidelines to learn more! Following branding guidelines is only part of the battle. You must also be sure that you are using the right logo colors. When printing pictures, the RGB color model and hex codes are used. Both rely on a mixture of red, green and blue tones to make different shades. Below is a diagram of the RGB color model and hex code for each social media icon. Facebook Hex: #0e1f56 RGB: 14, 31, 91 Hex: #3b5998 RGB: 59, 89, 152 Hex: #6d84b4 RGB: 109, 132, 180 Hex: #d8dfea RGB: 216, 232, 234 Hex: #ffffff RGB: 255, 255, 255, 255 Instagram Hex: #cd486b RGB: 205, 72, 107 Hex: #8a3ab9 RGB: 138, 58, 185 Hex: #bc2a8d RGB: 188, 42, 141 Hex: #e95950 RGB: 233, 89, 80 Hex: #fbad50 RGB: 251, 251, 252 Instagram Hex: #cd486b RGB: 253, 254 Hex: #bc2a8d RGB: 261, 262, 263 Hex: #cd486b RGB: 263, 263, 264 Hex: #cd486b RGB: 264, 264 Hex: #cd486b RGB: 264, 264 Hex: #cd486b RGB: 264, 264 Hex: #cd486b RGB: 265, 265 Instagram Hex: #cd486b RGB: 264, 264 Hex: #cd486b RGB: 265, 265 Instagram Hex: #cd486b RGB: 264, 264 Hex: #cd486b RGB: 265, 265 Instagram Hex: #cd486b RGB: 265, 265 Ins , 255, 255 Snapchat Hex: #ffc00 RGB: 255, 252, 0 Hex: #000000 RGB: 0,0, 0 Hex: #fffff RGB: 255, 255, 255 Pinterest Hex: #bd081c RGB: 455, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0.0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #0077b5 RGB: 0, 119, 181x He: #00a0dc RGB: 0, 160, 220 Hex: #000000 RGB: 0, 0 Hex: #ffffff RGB: 255, 255, 255 LinkedIn Hex: #ffffff RGB: 255, 255 LinkedIn Hex: 255, 255 YouTube Hex: #FF0000 RGB: 255 0, 0 Hex: #000000 RGB: 0, 0, 0 Hex: #fffff RGB: 255, 255 Can you imagine that a more muted Instagram yellow in Snapchat's logo? What about Facebook Twitter's light blue? It is important to use the right colors when representing any social media brand or you are in danger of changing the appearance of the logo. When it comes to printing social media icons, no matter which one of them, there are some important rules for printing social media icons: • You can't print icons on advertising products or use a media without permission. • Always print specified hex code or RGB numbers. • Make sure that the logo is readable when printed. • Do not change, animate or change the logo in any way. • If you have any questions, please refer to the branding team assigned to each platform. Although each social media platform has individual rules, they remain the same throughout the whole life. The finer details of each social media platform are listed above! In this digital world, your business must be active on social media. Why? To start, it helps you connect directly to the audience. Not only that, but many people are accessing these platforms on their phones and using them to find deals on new products. Make sure your presence on social media is everywhere known, from your website to your ad. 2.34 billion people worldwide are on social media. 71% of consumers with a good social media experience with the brand are likely to recommend them to others. 96% of small businesses use social media to advertise. When it comes to social media logos, it's important to follow the rules. Remember that you can't print these icons for your ad giveaways. You must also apply for permission to use them in books, TV, film or other media. If you're never sure, reach teams directly for more information! Alyssa is the lead copywriter at Quality Logo Products. As a promo expert, he has uncovered the world's first custom tote bag, interviewed the man behind the rock band's ACDC logo, and had a piece published by the Advertising Specialty Institute, a leader in the advertising industry. 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