2021

Bitmoji

Brand Guidelines

INTRODUCTION

We developed these guidelines to help everyone use the Bitmoji brand.

When we say "brand assets," we mean the Bitmoji wordmark, Bitmoji app icon, Bitmoji logo, Bitmoji avatars, Bitmoji artwork, and our other features and product names.

If you'd like to use our brand assets in a way not covered by these guidelines, please fill out this request form.

🔗 REQUEST FORM

We update these guidelines periodically, so please check in often to see what's new!

CONTENTS

BITMOJI DOS & DON'TS

Here are a few things to keep in mind when using Bitmoji.

DO

- Use your Bitmoji avatar for personal and non-commercial use
- Use your Bitmoji avatar for non-monetized media, such as a personal profile picture
- Download and use visual assets provided in our Press Kit
- Follow all of Bitmoji and Snap Inc.'s Terms of Service, Community Guidelines, and Privacy Policy
- Make your grandma a Bitmoji

DON'T

- Monetize Bitmoji's brand assets or artwork
- Use Bitmoji's brand assets or artwork as part of your marketing materials
- Sell Bitmoji merchandise
- Copy the Bitmoji look and feel
- Use Bitmoji's brand assets or artwork in a way that suggests or implies partnership, sponsorship, or endorsement by Bitmoji or Snap Inc.
- Incorporate Bitmoji's brand assets, artwork, or anything confusingly similar, into any other trademarks, names, domain names, usernames, or logos
- Use visual Bitmoji brand assets taken from third-party sources
- Use trademarks, names, domain names, usernames, logos, or other content that imitate or could be confused with any of the Bitmoji brand assets
- Feature Bitmoji's brand assets in connection with pornography, illegal activities/marketplaces, or other materials that violate Bitmoji and Snap Inc.'s Terms of Service, Community Guidelines, or Privacy Policy

LOGOS

Bitmoji is represented by an app icon and a wordmark.

The Bitmoji logos symbolize a fun and personal experience. Use the full-color Bitmoji app icon when displayed alongside other app icons.

APP ICON

WORDMARK

LOGOS: MISUSE

We usually love it when people don't take us seriously!

A couple exceptions though.

DON'T apply outlines

DON'T transform or distort in any way – e.g. skew, rotate, stretch

DON'T alter any elements – e.g. the face in the app icon

DON'T add or subtract elements – e.g. removing the rainbow bar from the wordmark or adding facial features to the app icon

DON'T add drop shadows or other special effects

DON'T modify transparency

DON'T type the word Bitmoji and connect it to the logo

DON'T contain in a shape – e.g. putting the logo in a circle or box

WORDMARK USAGE

The Bitmoji wordmark either has dark or light text as found in the Press Kit.

Never show the Bitmoji wordmark in any color other than what is in the Press Kit.

Bitmoji

On a dark background, use the wordmark in light text

Bitmoji

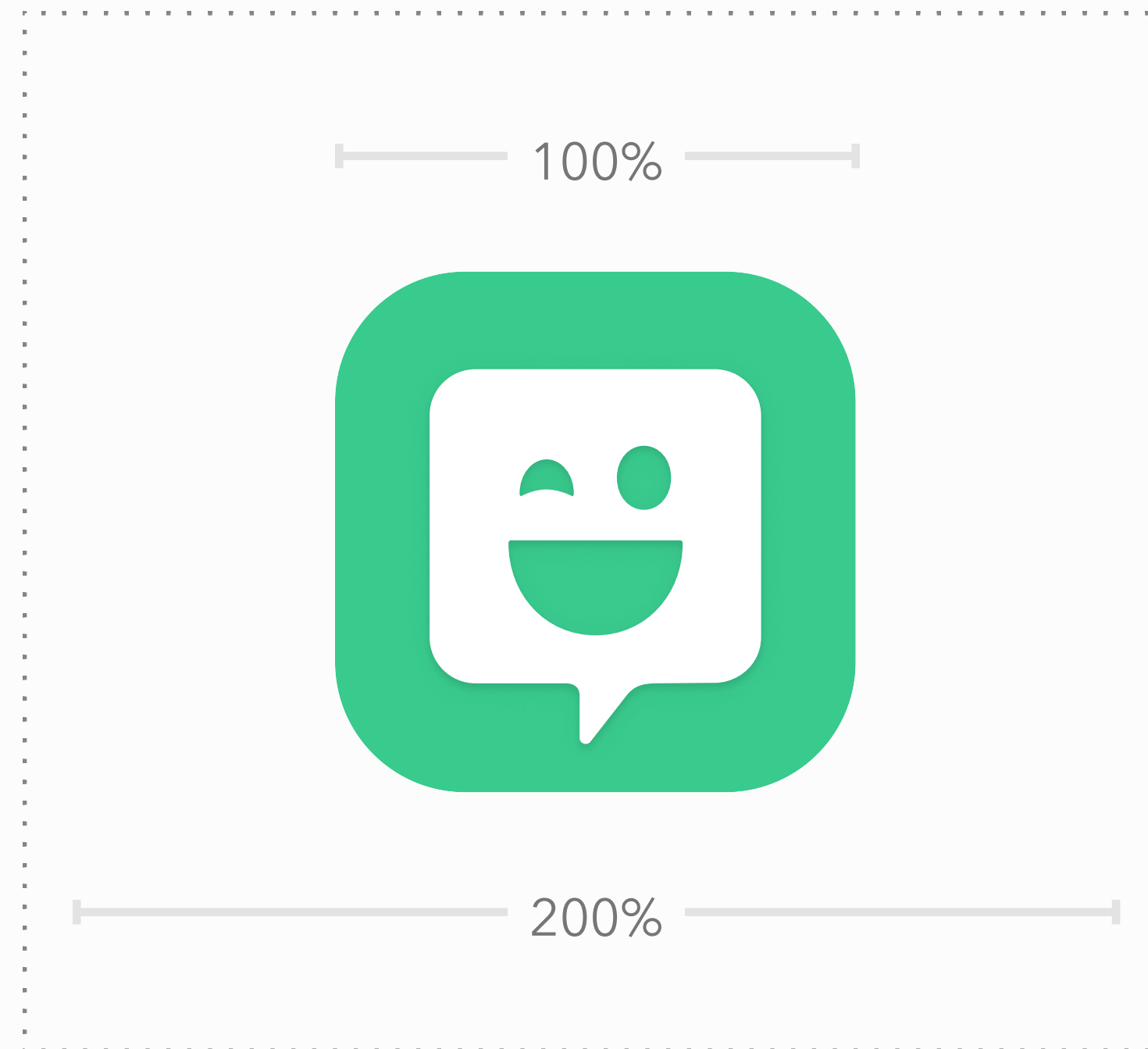On a midtone color background, use the wordmark in light text

Bitmoji

On a white background, use the wordmark in dark text

CLEAR SPACE AND MINIMUM SIZE

Everyone needs some personal space, including the Bitmoji logo.

When you're using the Bitmoji logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 50% of the width of the logo. To ensure the logo maintains its visual impact, do not make the logo any smaller than a quarter inch or 18 pixels wide.
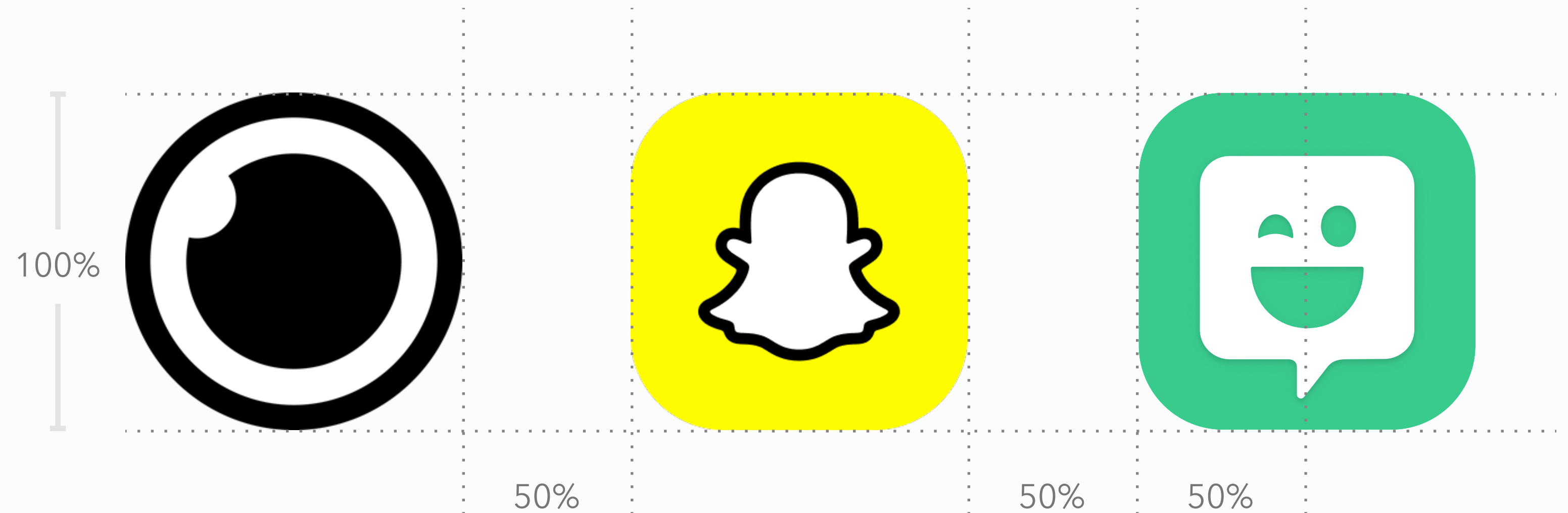
100%

200%

CLEAR SPACE

.25in or 18px

MINIMUM SIZE

CLEAR SPACE AND MINIMUM SIZE

Only display the Bitmoji logo alongside the Snapchat app icon and Spectacles logo as shown here.

You may display the Bitmoji logo side-by-side with other logos. If you include the Bitmoji logo next to other logos, please display it in the same size as other logos. Don't display the Bitmoji logo larger than your own marks or branding.
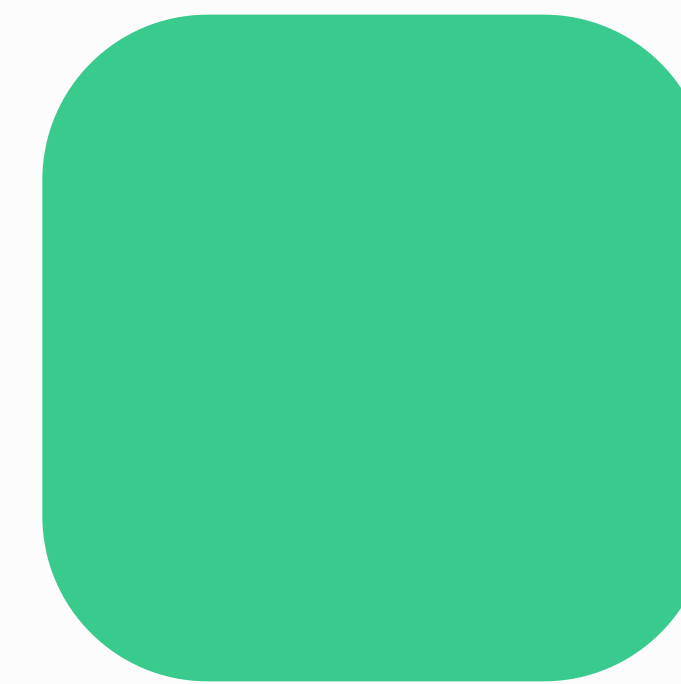
100%

50%   50% 50%

COLOR PALETTE

Primary Color – App Icon

Bitmoji Green is our brand color. It appears in our app icon, as well as many of our visual assets.

APP ICON

BITMOJI GREEN
HEX #39CA8E
CMYK 18, 21, 0, 12
PANTONE: 2412 C

COLOR PALETTE

Secondary Colors – Wordmark

This color palette is used in the Bitmoji wordmark.

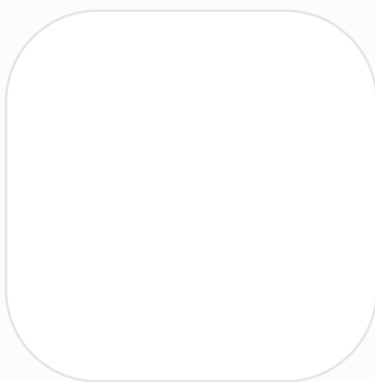HEX #2E3945 is used in the dark version of the wordmark.
HEX #FFFFFF is used in the light version of the wordmark.
The other four colors are used in the bar beneath the text "Bitmoji.

TEXT COLORS

DARK TEXT
HEX #2E3945
CMYK 33, 17, 0, 73
PANTONE: 432C

WHITE TEXT
HEX #FFFFFF
CMYK 0, 0, 0, 0
PANTONE: n/a

BAR COLORS

HEX #2E3945
CMYK 33, 17, 0, 73
PANTONE: 432C

HEX #2ECC71
CMYK 77, 0, 45, 20
PANTONE: 7479C

HEX #F1C40F
CMYK 0,19, 94, 5
PANTONE: 109C

HEX #E74C3C
CMYK 0, 67, 74, 9
PANTONE: 172C

For titles, headlines, and body copy, use Avenir Next.

It's a friendly, casual, and straightforward typeface that complements the Bitmoji brand.

Avenir Next

— Created by Adrian Frutiger, 1988

LANGUAGE:
TALKING ABOUT BITMOJI

"Bitmoji" can refer to the product, the app, personalized stickers, or your avatar.
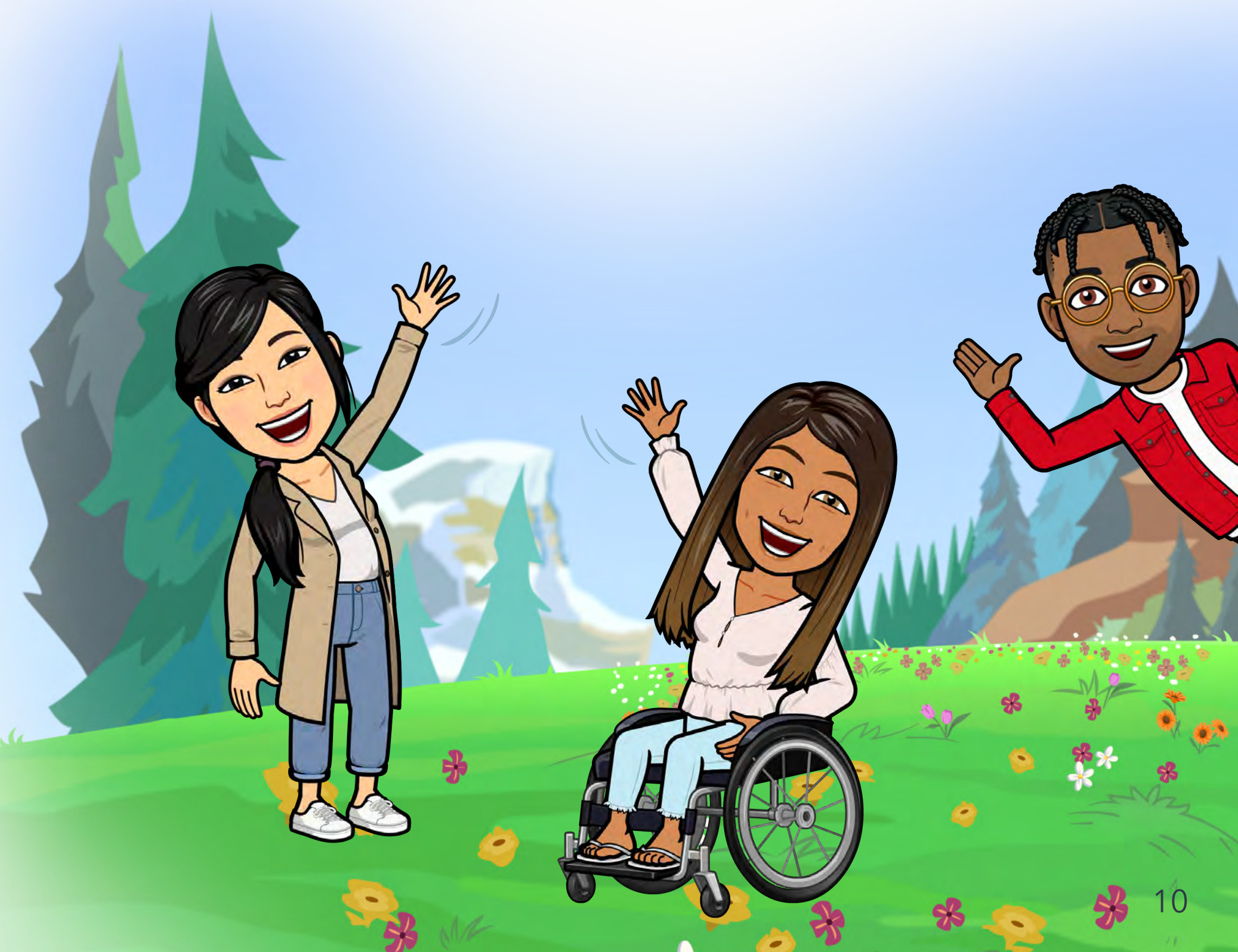
Sometimes you may need to refer to Bitmoji and our other products and features. To discuss them, you may explain how your product is integrated with Bitmoji, or describe your product as it relates to Bitmoji.

DO

- Use the full name "Bitmoji" without any modification

- Capitalize the word "Bitmoji," except when you're referring to Bitmoji's web address bitmoji.com

- Refer to stickers as Bitmoji stickers

- Refer to your avatar as a Bitmoji avatar

- Display the word "Bitmoji" in the same font size and style as the content surrounding it – e.g. within an article, title, or report

DON'T

- Modify the word "Bitmoji" in any way, such as by capitalizing the "M", adding extra characters, or separating it into two words (i.e. BitMoji, Bitemoji, Bit Moji)

- Translate "Bitmoji"

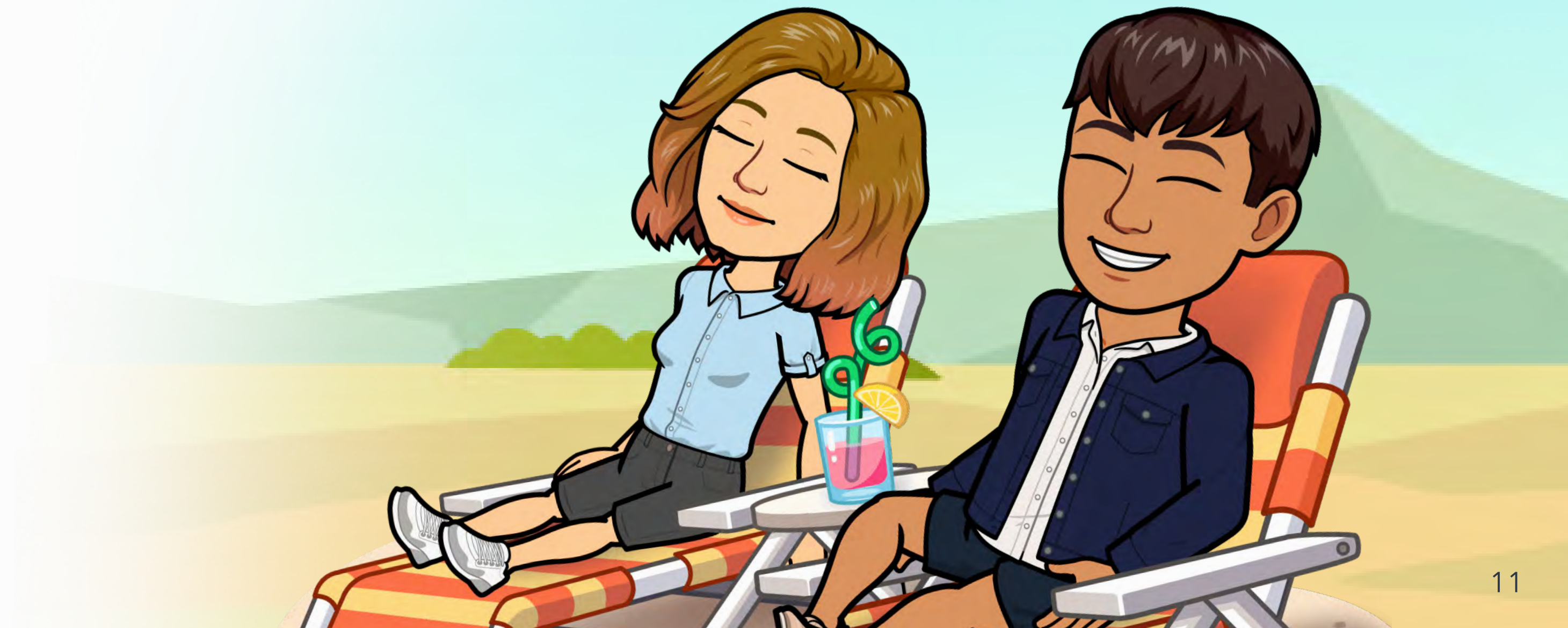## LANGUAGE:
TALKING ABOUT FRIENDMOJI

Friendmoji is special because friendship is special!

DO

- Use the full name "Friendmoji" without any modification

- Capitalize the word "Friendmoji"

- Refer to Friendmoji as a product of Bitmoji or Snap Inc.

DON'T

- Modify the word "Friendmoji" in any way, such as by capitalizing the "M" or separating it into two words (i.e. FriendMoji, Friend Moji, Friend mojo)

- Translate "Friendmoji"

LANGUAGE:
TALKING ABOUT
ACTIONMOJI

Driving to a party? Flying out? Actionmoji knows where all the action is at.
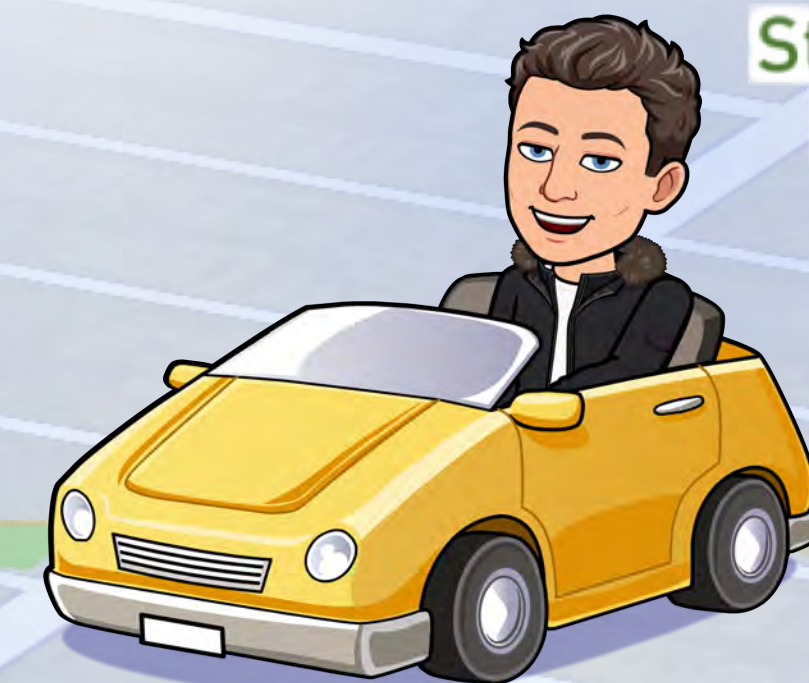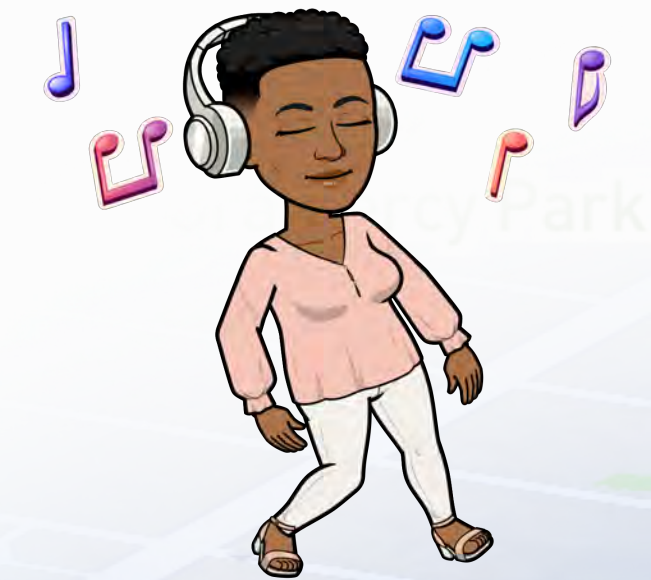
DO

- Use the full name "Actionmoji" without any modification

- Capitalize the word "Actionmoji"

- Refer to Actionmoji as a product of Bitmoji or Snap Inc.

DON'T

- Modify the word "Actionmoji" in any way, such as by capitalizing the "M" or separating it into two words (i.e., ActionMoji, Action Moji, Action moji)

- Translate "Actionmoji"

Stuyvesant
Square

LANGUAGE:
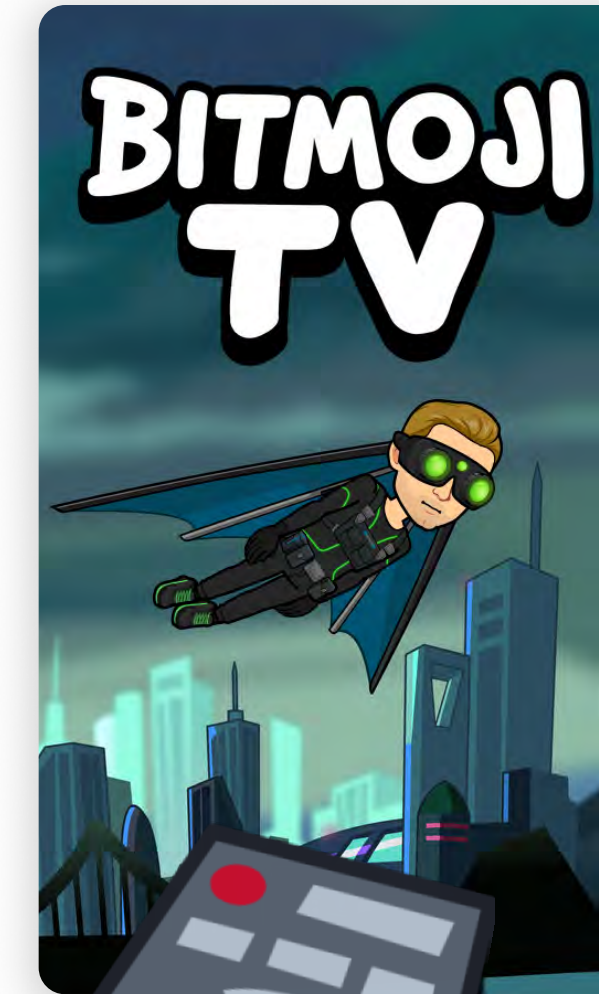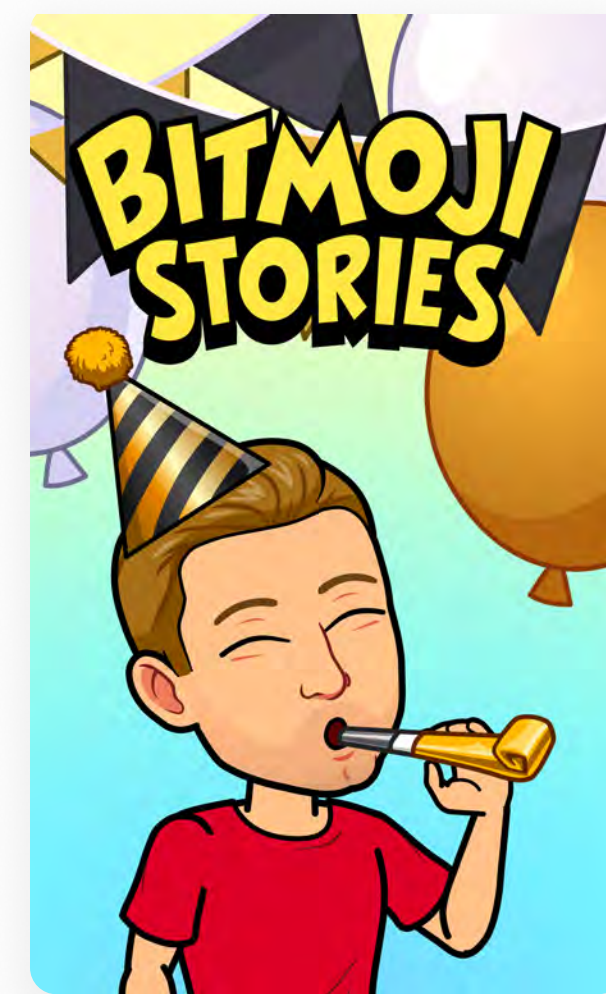### TALKING ABOUT BITMOJI STORIES & BITMOJI TV

See what your Bitmoji is up to – they star in Snapchat's Bitmoji Stories and Bitmoji TV!

DO

- Use the full name "Bitmoji Stories" or "Bitmoji TV" without any modification
- Capitalize the words "Bitmoji Stories" and "Bitmoji TV" as shown
- Refer to Bitmoji Stories and Bitmoji TV as products of Bitmoji or Snap Inc.

DON'T

- Translate "Bitmoji Stories" and "Bitmoji TV"

LANGUAGE:
TALKING ABOUT BITMOJI AVATAR STYLES

There are three different art styles for Bitmoji avatars. There are 2D and 3D Bitmoji avatars.

DO

- Capitalize the avatar style names: Bitmoji Deluxe, Bitmoji Classic, and Bitstrips
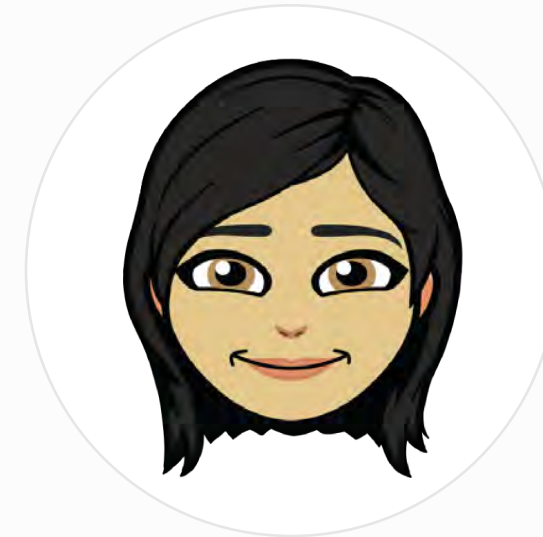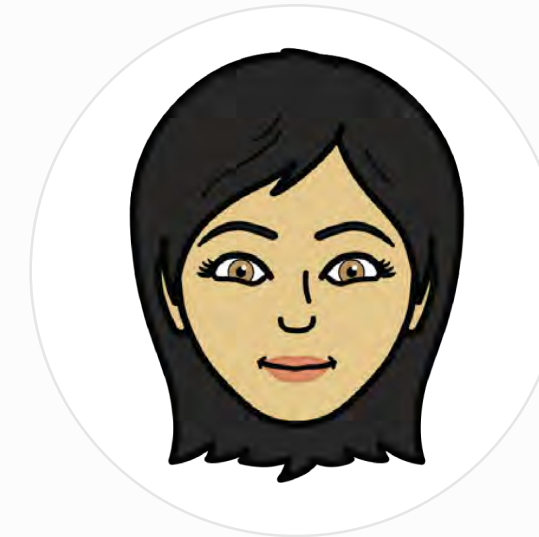
DON'T

- Translate the Avatar Style names

2D BITMOJI

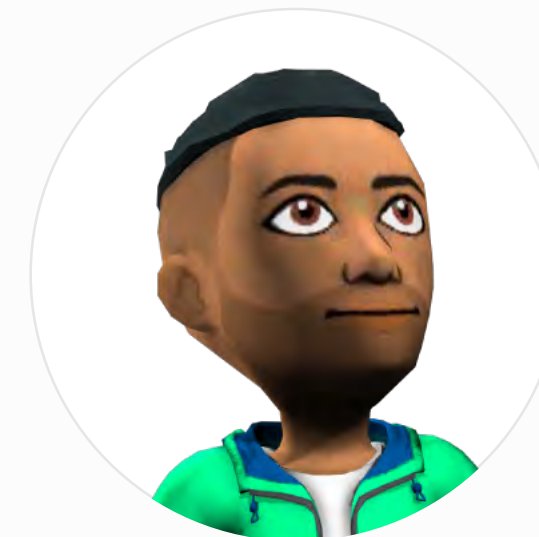Bitmoji Deluxe   Bitmoji Classic   Bitstrips

3D BITMOJI

PBR Shaded   Standard Shaded   Low Res Model

LANGUAGE: DESIGNING YOUR APPS AND PRODUCTS

Here are some tips on how to describe your product's uniqueness while being mindful of Bitmoji's trademarks.

If you are using Bitmoji Kit, your app must comply with the Bitmoji Kit Partnership Integration Checklist. If you are looking for examples, see Tips for Bitmoji Kit App Review.

🔗 BITMOJI KIT CHECKLIST　　🔗 APP REVIEW TIPS

DO

- Name your app, website, or product something that is unique and original to you
- Design an original logo or app icon that represents your brand

DON'T

- Use "Bitmoji" or "Bitmo" in your app name, website name, domain name, or product name
- Use any of Bitmoji's trademarks or logos or other source-identifiers (Bitmoji avatar and/or Bitmoji stickers) as part of your brand identity, which includes your app icon, logo, and product design
- Describe your app as "for Bitmoji" when it is not integrated with the Bitmoji platform or specifically designed to complement the Bitmoji app
- Use any of Bitmoji's artwork as your own or as part of your product and its services
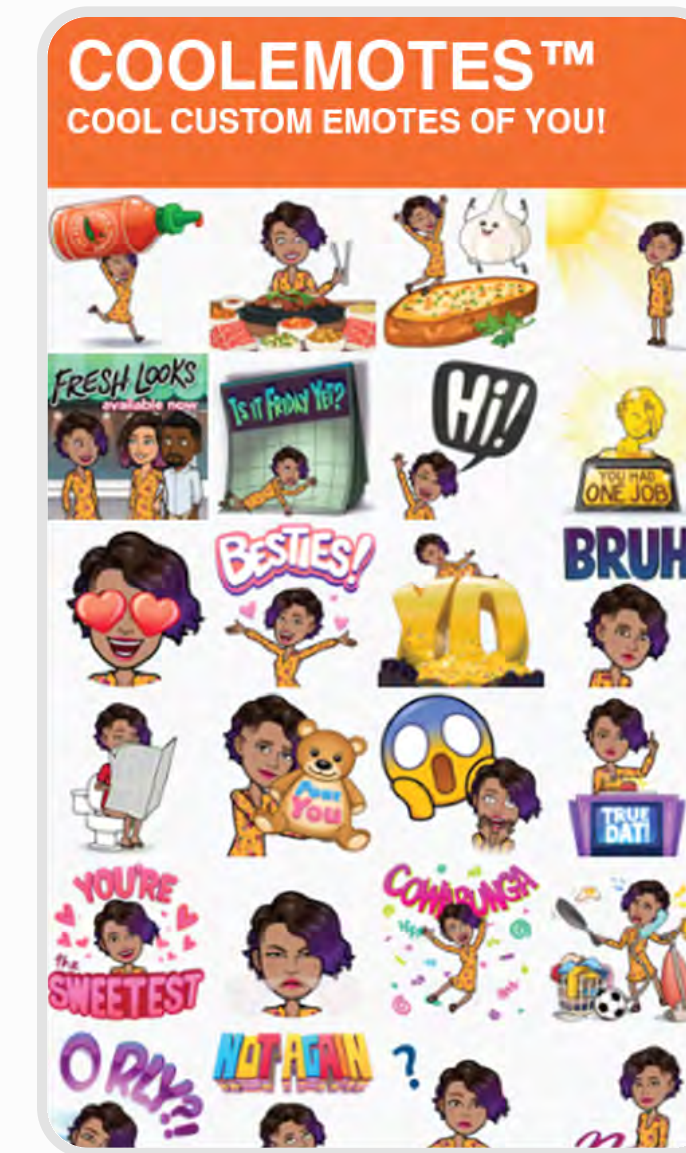- Suggest that Bitmoji sponsors or endorses your app, website, or product

LANGUAGE:
DESIGNING YOUR APPS AND PRODUCTS

Examples of misuse

Do not incorporate any Bitmoji artwork or brand elements into your apps or products, including promotional materials such as app store screenshots.

BITMO'CLOCK

STICKER FRIENDS

Bitmocool

BITMO GOTCHI

COOLEMOTES™
COOL CUSTOM EMOTES OF YOU!

Dress up your Bitmoji

Clothing

TERMINOLOGY

How to speak Bitmoji

BITMOJI
Bitmoji can refer to the product, the app, personalized stickers, or your avatar.

FRIENDMOJI
Friendmoji includes you and a friend in a single Bitmoji.

BITMOJI STORIES
Bitmoji Stories is your very own comic strip, starring you and your friends on Snapchat.

BITMOJI TV
Bitmoji TV stars your Bitmoji on their own TV show on Snapchat.

ACTIONMOJI
Actionmoji shows what your Bitmoji is doing on the Snap Map. Actionmoji can change based on your location,

the time of day, and how fast you're traveling.

AVATAR STYLE
The art style of your avatar - Bitmoji Deluxe, Bitmoji Classic, and Bitstrips.

AVATAR DESIGNER
The section in the Bitmoji app for creating and modifying your avatar and changing outfits.

Press Inquiries

For press inquiries, please contact

media@bitstrips.com