

Partner Brand Guidelines

How we create music moments with our friends.



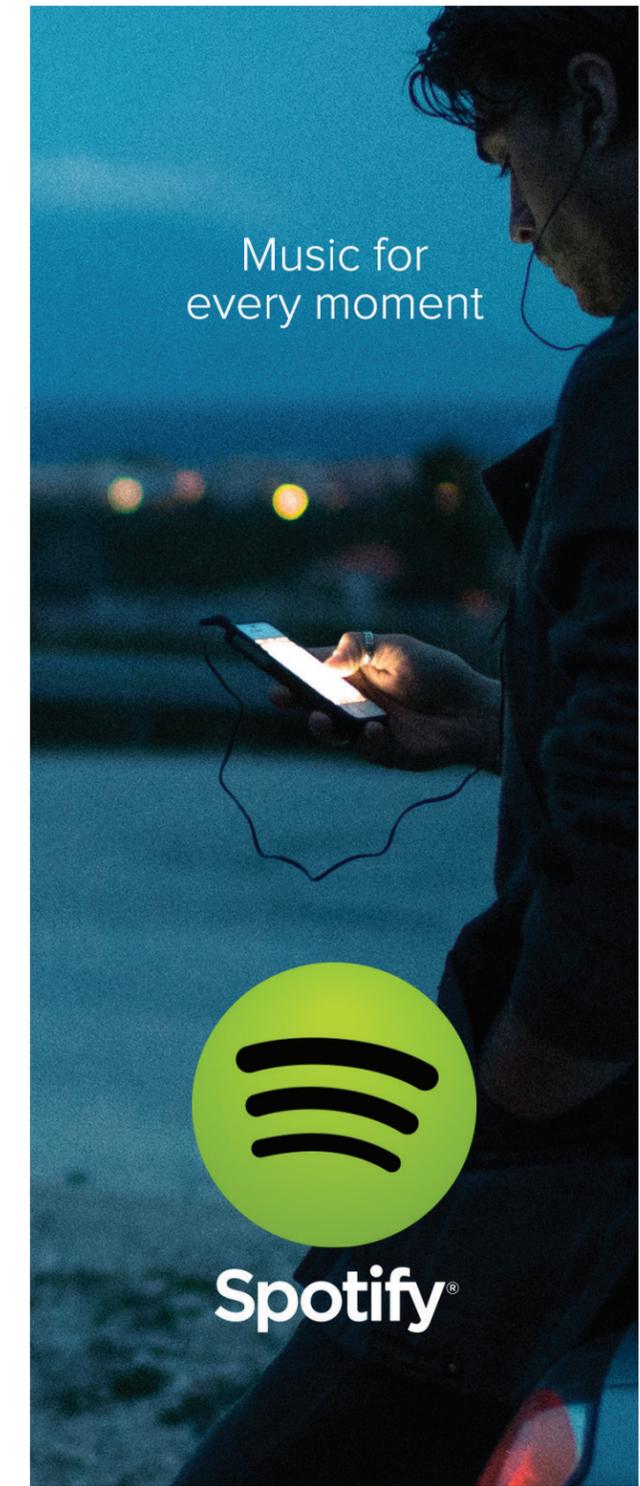
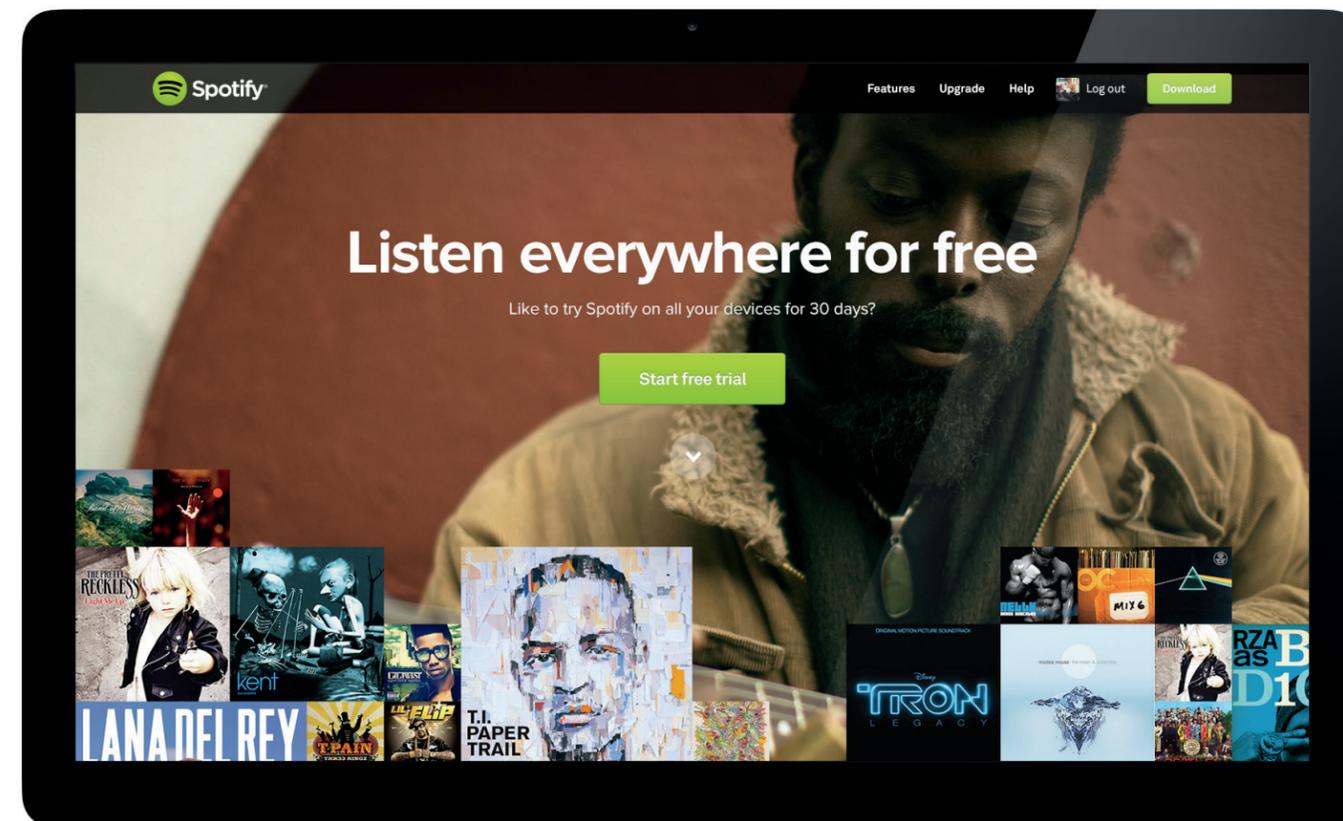
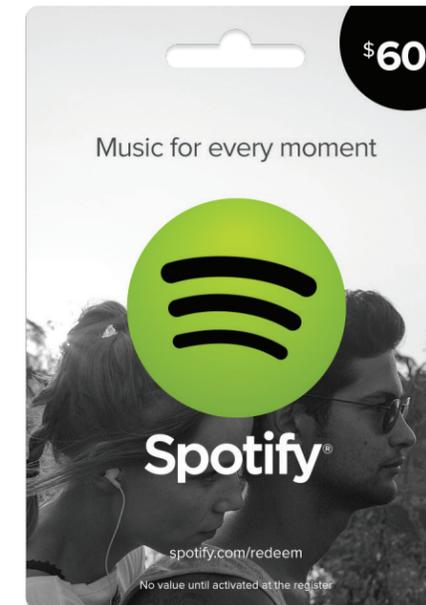
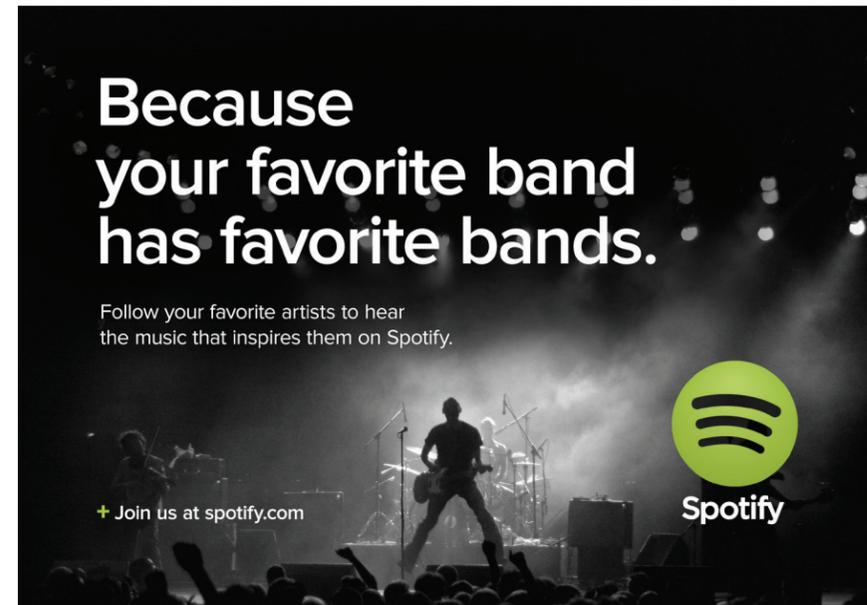
Spotify®

Spotify is the right music for every moment.

This is our brand role. It's a simple statement that helps to guide everything we do. Including how we look and how we talk to the world.

Spotify is not just a utility that allows you to access millions of songs. It's about having the right music at your fingertips. Whatever mood you're in, wherever you find yourself, the perfect music is always there with you.

Whether you provide devices, accessories, networks or apps, let's join forces and give people the right music for every moment.



Primary Logotype

The first way we signify the presence of Spotify is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Smallest size use

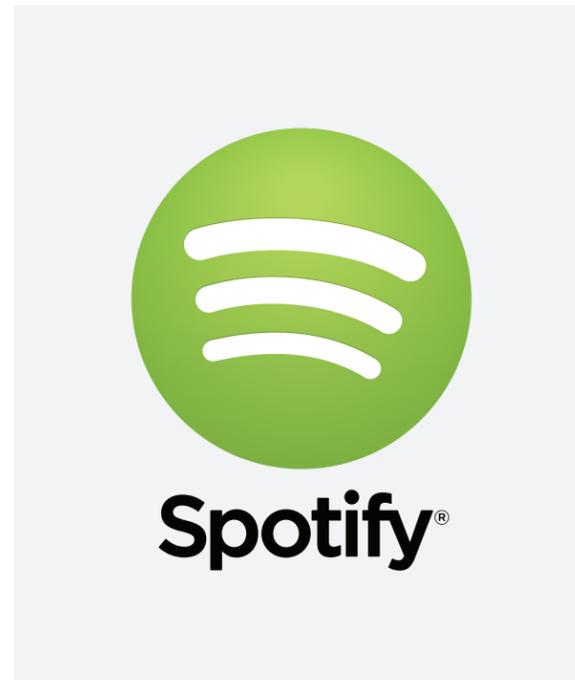
The minimum size the Primary Logotype may be used for print applications is .4" (10mm) wide. Include the registration mark for this measurement.

For digital applications, the minimum size is 45 pixels wide.

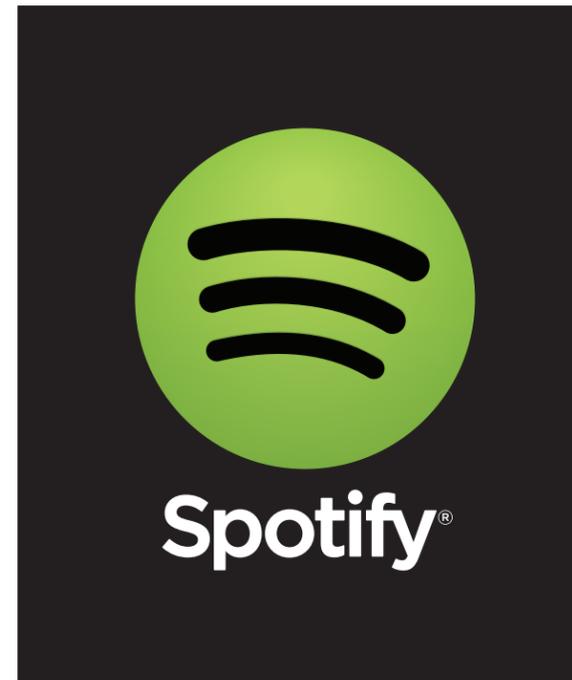
Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

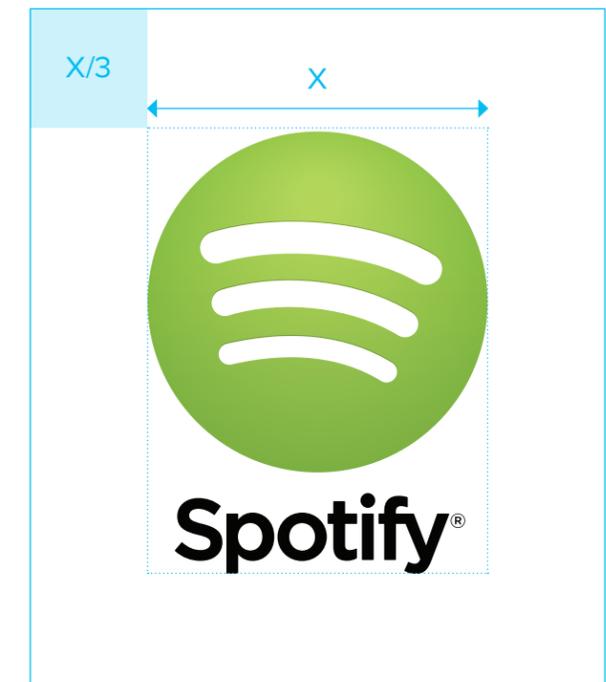
Primary Black Logotype



Primary White Logotype



Clearspace



Minimum size



Minimum print size **0.4 inch (10 mm)** wide.

Minimum digital size **45 pixels** wide.

Horizontal Logotype

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Horizontal logotype. It's still a good way of showing off the Spotify brand, so don't you worry!

Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.

Smallest size use

The minimum size the Primary Logotype may be used for print applications is .6" (15mm) wide. Include the registration mark for this measurement.

For digital applications, the minimum size is 80 pixels wide.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Horizontal Black Logotype



Horizontal White Logotype



Clearspace



Minimum size

-  Spotify Minimum print size **0.6 inch (15 mm)** wide.
-  Minimum digital size **80 pixels** wide.

Monochromatic Logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

Clearspace

The minimum clearspace around the Primary Logotype is equivalent to 1/3 of the width of the logotype.

The minimum clearspace around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

Smallest size use

Primary Logotype should never be smaller than .4" (10mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 45 pixels wide.

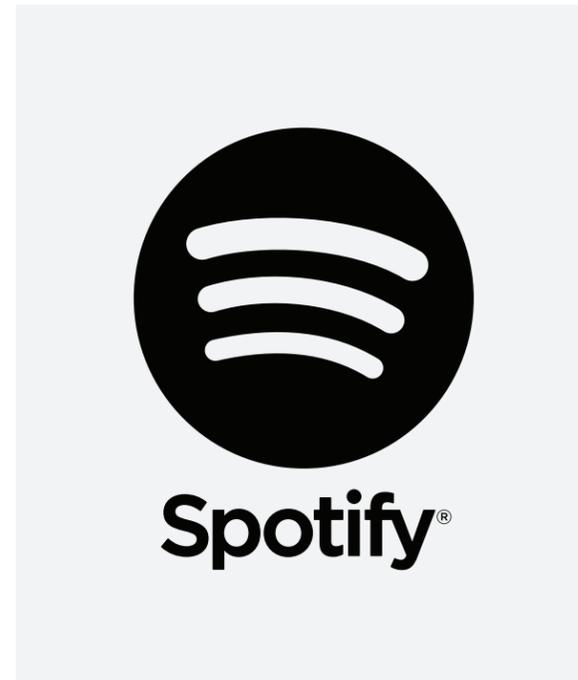
Horizontal Logotype should never be smaller than .6" (15mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 80 pixels wide.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

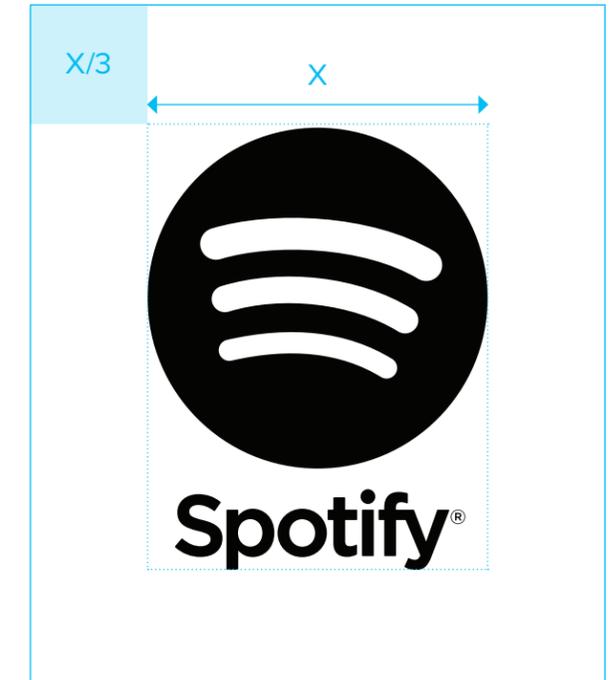
Monochromatic Black Logotype



Monochromatic White Logotype



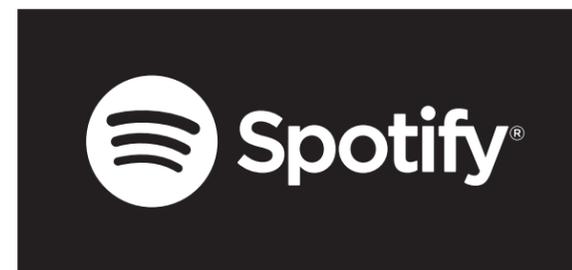
Clearspace



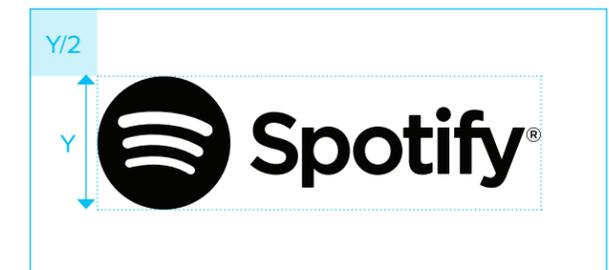
Monochromatic Black Logotype



Monochromatic White Logotype



Clearspace



Minimum size Vertical



Minimum print size **0.4 inch (10 mm)** wide.
Minimum digital size **45 pixels** wide.

Minimum size Horizontal



Minimum print size **0.6 inch (15 mm)** wide.
Minimum digital size **80 pixels** wide.

Partner logos

Size relationship—Primary Logotype

When partner logos are longer and more text-based, we prefer them to be at the same height as the logotype.

For symbol-based logos, we prefer them to be 2X the height of the logotype.

Size relationship—Alternate Logotype

When partner logos are longer and more text-based, we prefer them to be at between 30 and 50% the height of the stroke.

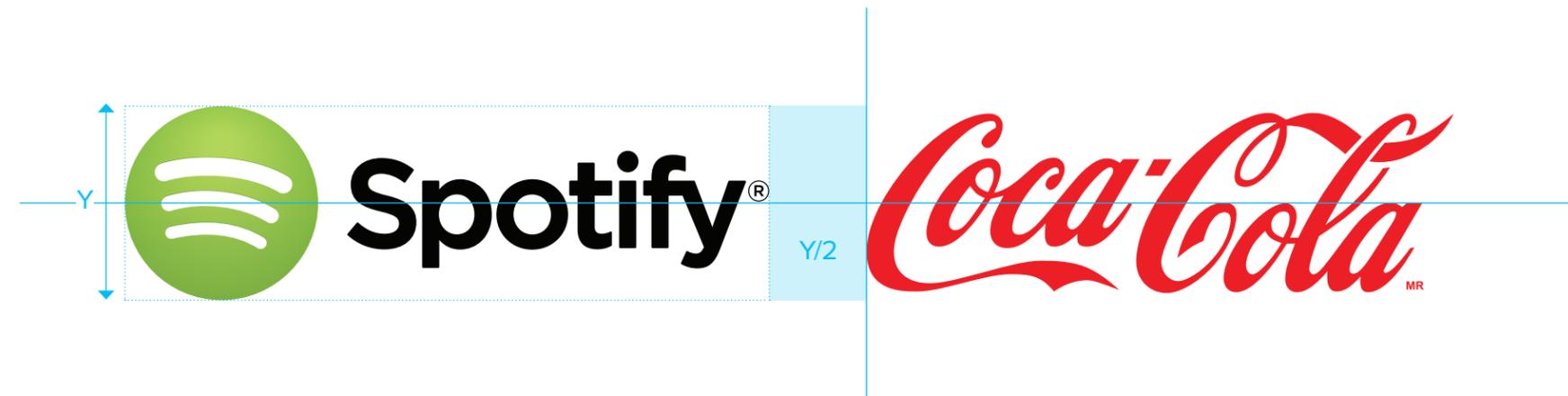
For symbol-based logos, we prefer them to be the same height as the logotype.

Alignment

We prefer our partner's logos to always be center aligned with either the Preferred or Alternate logotype.

Always consult the partner's company guidelines for logo usage, minimum size, etc.

Relationship with text-based logotypes



Relationship with symbols



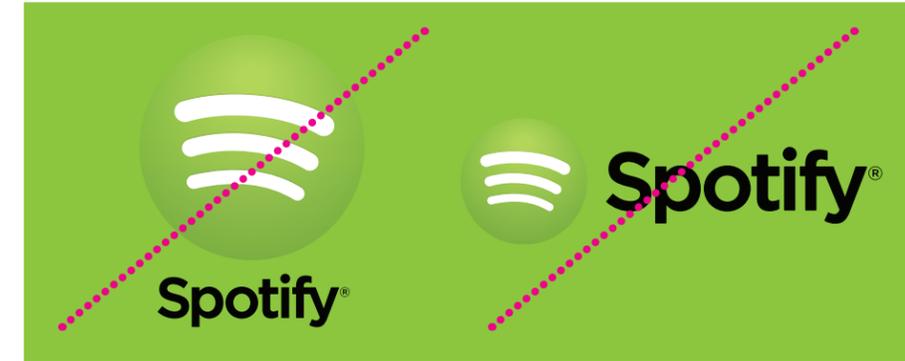
Logotype Don'ts

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Spotify®

Don't separate the icon from the word mark. They should always be treated as a whole.



Don't use our logo against a green background.



Only use specified colours to represent the logotype.



Don't skew, rotate or stretch the logotype.



Avoid stylizing the logotype with outlines, glows, or any other techniques.



Respect the distance guidelines so that each logo has enough breathing room.

Colour

Spotify Green is our hero colour. We use Spotify Green to clearly signify the presence of Spotify in people's lives, and to help our users immediately identify us. Use this colour generously for our type, charts and as a background.

We have a select set of supporting neutral colours which help Spotify Green to sing. In the majority of uses, we want strong contrast between all of the colours used.

Solid colours work best in printed applications and for text.

The gradients are best applied in digital applications like our website and email.

<p>Spotify Green Solid</p> <p>Pantone 376C C54 M0 Y100 K0 R132 G189 B0</p>	<p>Spotify Black Solid</p> <p>Pantone Process Black C C0 M0 Y0 K100 R0 G0 B0</p>	<p>Spotify Grey Solid</p> <p>Pantone Cool Gray 8C C0 M0 Y0 K60 R130 G130 B130</p>	<p>Spotify Sand Solid</p> <p>Pantone Cool Gray 1C C6 M5 Y6 K0 R236 G235 B232</p>	<p>Spotify White Solid</p> <p>C0 M0 Y0 K0 R255 G255 B255</p>
---	---	--	---	---

Partner Messaging

**Key descriptive
messaging**

With Spotify, your music is everywhere. Working out, partying or relaxing, the right music is always at your fingertips.

There are millions of songs on Spotify – from old favourites to the latest hits. Just choose the music you love, or let Spotify surprise you.

This is an alternative paragraph to use if you want to get across catalogue breadth.

There are millions of songs on Spotify – from Beyoncé to Bach, and Metallica to Mumford & Sons. Just choose the music you love, or let Spotify surprise you.

(Feel free to localise these artists.)

Product messaging

Here are quick descriptors for our product tiers.

Free

Instant music for free on your computer, featuring ads.

Unlimited

Unlimited, ad-free music on your computer.

Premium

Your music is everywhere, on all your devices.

Premium messaging

Here's the list of Premium benefits. You'll want to stress the benefits that are most relevant for your customers.

- **Listen on all your devices**
- **Download music & listen offline**
- **Better sound quality**
- **No ads & no commitment***

* Delete 'no commitment' if inappropriate.

Premium descriptor

With Spotify Premium, your music is everywhere. Just hit play.

Plane, train or living room, the right music is always there for you.

Stream anything you like, or go offline and listen to your saved music.

Premium free trial messaging

Some simple rules to help you message Spotify free trials in a legal and Spotify way.

1. The offer is from Spotify

Please make it clear that the free trial offer is from us, not your brand.

2. The offer is not exclusive

Please don't suggest that the offer is exclusive to your customers.

Examples:

Right:

Try Spotify Premium free for 30 days. Visit theguardian.co.uk

Wrong:

The Guardian gives you 30 days free Spotify Premium.

Premium free trial messaging – specific messaging

Some simple rules to help you message Spotify free trials in a legal and Spotify way.

General free trial messaging:

Try Spotify Premium for free.

Enjoy unlimited music on all your devices for 30 days.

General headline & descriptor:

Try Spotify Premium free on your (device).

Enjoy unlimited music for 30 days.

<Try it free>

Examples:

Try Spotify Premium for free on your Samsung TV.

Enjoy unlimited music for 30 days.

<Try it free>

Try Spotify Premium on your Sonos Play 3.

Enjoy unlimited music for 30 days.

<Try it free>

Premium free trial messaging – bundling

The trial itself cannot be bundled with your services/products

Right:

Try Spotify Premium
free for 30 days on your
Sonos.

Wrong:

Get 30 days Spotify
Premium free when you
buy a Sonos Play 3.

Product Bundling

General Partnership Messaging:

Listen everywhere with Telefonica & Spotify

Specific bundle examples:

With (bundle), you can enjoy unlimited music from Spotify on all your devices.

With (bundle), you have 150 minutes, 500MB and unlimited music from Spotify for 2 years.

With (bundle), you can enjoy Spotify for only X per month.
Listen everywhere with unlimited music on your (device).

Competitions

Right:

Win Spotify Premium for a year!

Get lucky with 12 months of unlimited music on all your devices

Win Spotify Premium for X months!

Wrong:

Win free music for a year!

(Spotify is already free).

Short copy

For buttons and boxes, or when very short copy is required.

Music for every moment.

For music.

Spotify inside.

(For pre-loads).

Messaging contacts

For copy approval/requests

Please contact **copy@spotify.com**

Questions about Spotify copy?

Please say hello to **Paul Moulton, Head of Copy** **moulton@spotify.com**

Checklist

To make sure your communications are as successful as possible, please refer to the following checklist.

For more details, check out our full Brand Identity Guidelines.

Have you used Spotify Green?

We hope so. Check that your green is the correct green (it should be PMS 376).

Does our primary or horizontal logotype have enough clearspace?

Always make sure our logo has enough room to breathe. Please check the guidelines on previous pages.

Is our logotype placed on a clean background?

The White Primary Logotype likes a dark background, and the Black Primary Logotype is very fond of a light background. This is to allow for sufficient contrast.

Is our logotype used more than once in the same space?

It shouldn't be.

Contact

For more information about our brand, feel free to contact **Christian Wilsson** in **Stockholm** or **Sophia Bendz** in **New York**.

Christian Wilsson
christian@spotify.com

Sophia Bendz
sophia@spotify.com

Thanks!



Spotify®