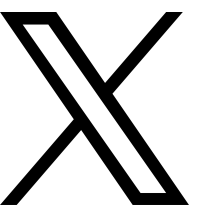




Brand Quick Guide

For External Partners

August 2023 v1.0



Welcome

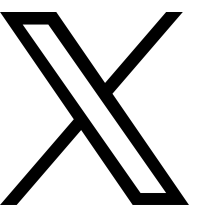
This document is the beginning of our brand journey as X.

We know many partners use our logos in a variety of places to help signpost where your audience can find you.

We also appreciate the importance of keeping this information up-to-date and accurate.

With that in mind, this document provides details on how to use our new branding including logo use, primary colors, typography, terminology, posts and asset download.

Please note that as we continue to build out X, we will continue to update and evolve our guidance. This guide isn't exhaustive, please reach out to your X brand partner if you are looking for something that isn't specifically covered here.



Logo

The X logo is black or white. It must be legible and maintain the integrity of its form. Our logo should be large and clear in external communications.

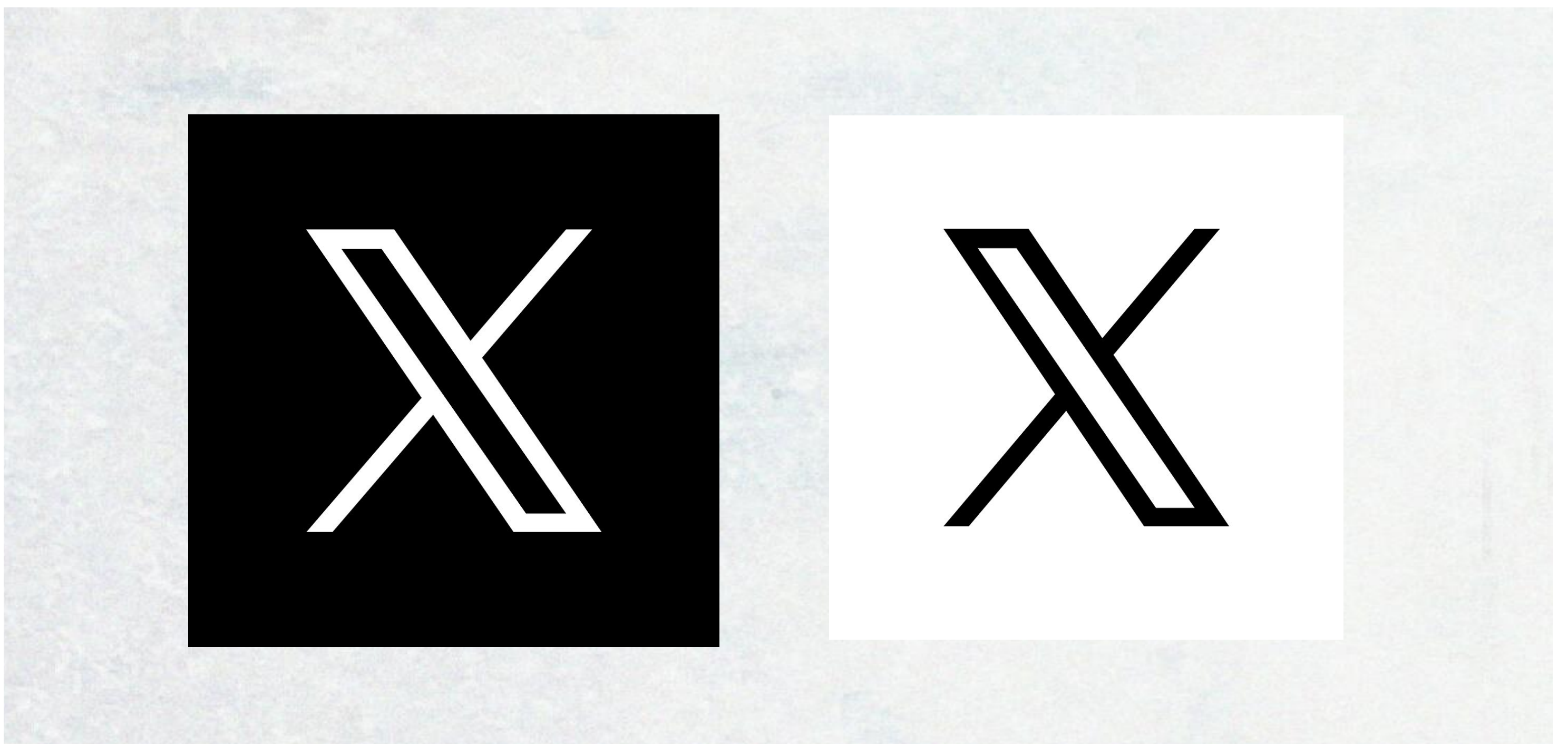
Color Treatment

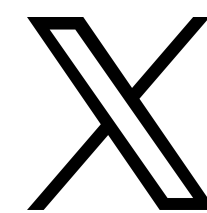
Logo should be white on black background or black on white background.

Clearspace

The empty space around the logo should be at minimum equal width left, right, top, bottom.

Exception: For non-digital or non-monochrome environments, the logo should be white on darker backgrounds and black on lighter backgrounds.

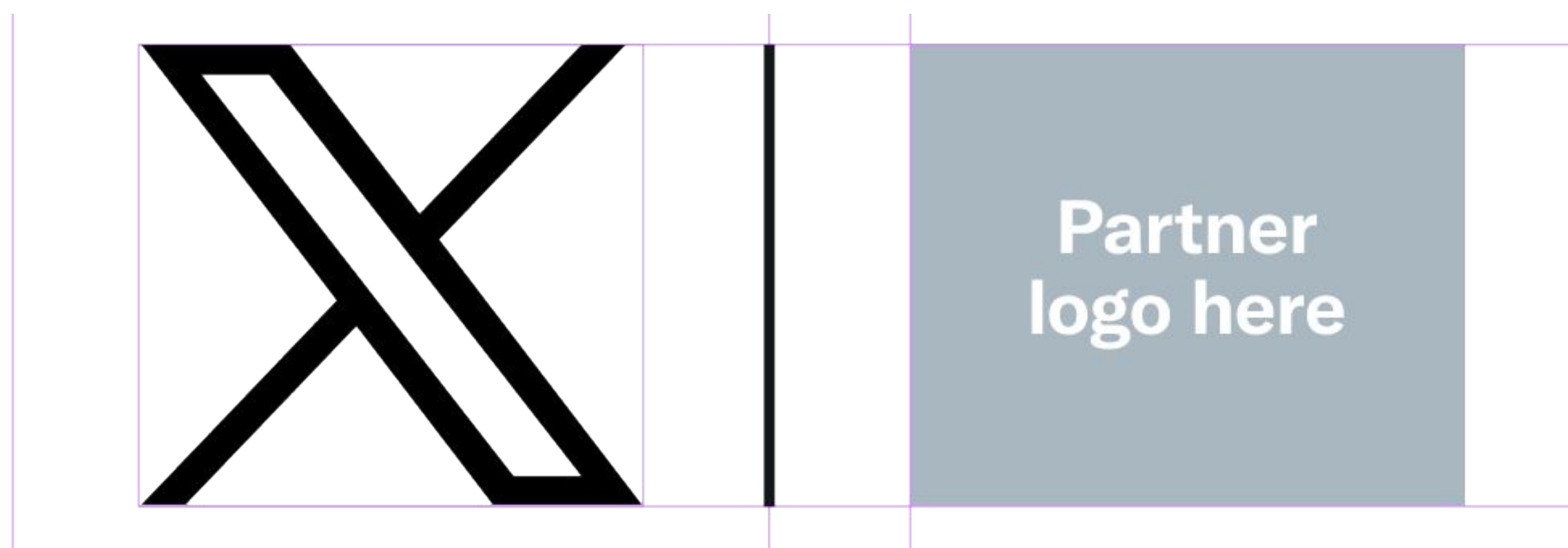


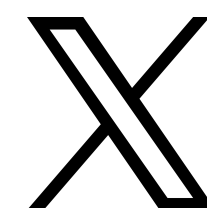


Logo Lockup

We use the logo pairing lockups to clearly show an account in on X. When pairing a username with the X logo, make sure the logo is white or black, and we recommend pairing it with the username in black. Observe our clear space rules, and scale the text to 100% of the height of the logo. Feel free to use a typeface that's from your brand's design system.

Aligning partnership logos should also follow clear space rules.





Primary Colors

Our primary colors are black and white. Black plays a very important role in all brand assets and should provide balance with white. Together, they ensure neutrality, communicate powerfully and provide consistency across brand communications.

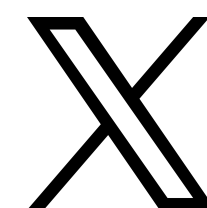
Note: We are currently developing the secondary colors and will include them in an updated version of the brand guidelines.

X Black

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100
Pantone Black 6 C

X White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Pantone White



Typography

Use these type styles for consistency.

Please reference the type style and size parameters.

HEADLINES | HELVETICA NEUE BOLD, 60 - 75 PT

**Hello,
X**

SUB-HEADLINES | HELVETICA NEUE BOLD, 24 - 40 PT

**This is a beautiful
sub-headline**

CONTENT HEADLINE | HELVETICA NEUE BOLD, 28 PT

**This is a beautiful
content headline**

BODY COPY | HELVETICA NEUE NORMAL, 18 - 24PT

We partnered with media agency 1 and media agency 2 to understand what factors influence a consumer's purchase decision. ¼ of a consumer's purchase decision is driven by how culturally relevant the brand is -- that is not insignificant.

DATA NUMBERS | HELVETICA NEUE BOLD, 75 - 100PT

+18%

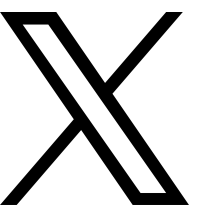
DATA SUPPORTING | HELVETICA NEUE NORMAL, 20 - 22PT

MESSAGE
ASSOCIATION

SOURCE | HELVETICA NEUE NORMAL, 16 PT

Source: X Internal Data (Semantic Core). US Only. Graph: 7-day rolling average post volume, 4/1/23 – 7/17/23. Growth Metric: Daily average post growth month over month, 6/1/23 – 7/17/23. Data retrieved 7/17/23.

If you are already using Chirp font, you may continue to use it until a revised version of the brand guidelines is released with a custom toolkit.



Terminology

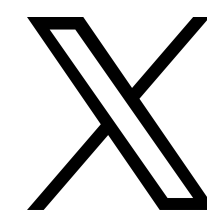
Introducing our glossary of key terms! This reference tool is designed to define and help you use X brand terminology.

Note: An extensive glossary of terms will feature in a future version of the brand guidelines.

Before	After	Example usage
Twitter	X	"This is for employees of X only"
Twitter app	X app	"Download the X app"
Twitter account	X account	"Create your X account"
Tweet	post	"Share your post." "Add another post"
Retweet	repost	"This is a repost"
Quote Tweet	Quote	"This is a Quote"
Protected Tweets	protected posts	"Request to follow them to view their protected posts"
Replies	replies	"Read your replies"
Tweeter	author*	"See more posts from this author"
Pinned Tweet	pinned post	"View your pinned posts". "This post was pinned"
Promoted Tweet	promoted post	"View their promoted post"
Twitter Spaces	Spaces**	"Go live on Spaces"
Twitter Blue	X Premium	"Subscribe to X Premium"
TweetDeck	X Pro	"Subscribe to X Pro."
Twitter Ads	Ads**	"Go to ads.x.com to see your Ads."

*Can also use "users" or "subscribers" or "account" or "creator" depending on the context.

**Can also use X Spaces / X Ads depending on the context



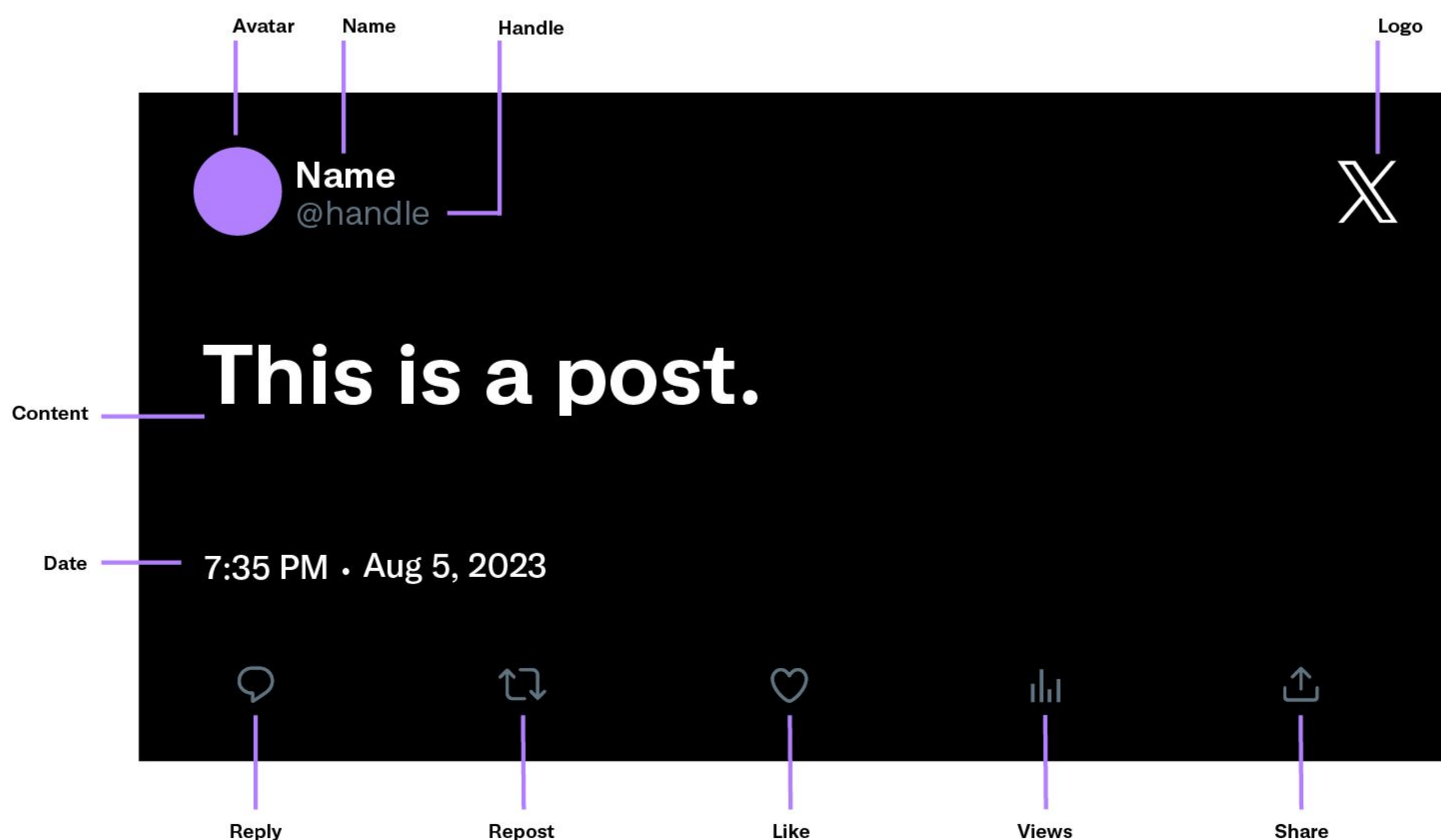
Posts

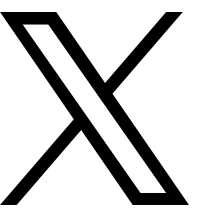
We use posts to highlight conversations and tell stories. They should always retain their basic structure.

We increase the size of the post content to better fit formats, to amplify the post and its message, and to make sure the post can work as a tagline or statement.

Dark mode posts are preferred. White can be used as an alternative to dark mode when the color scheme or context feels appropriate.

Include our logo in the top right so that when used, our brand is recognized.





Brand Assets

Click [HERE](#) to download the following brand toolkit assets:

- X White Logo.png
- X Black Logo.png
- X Alpha Logo .svg (transparent)
- X @handle Lockup.ai
- X Partnership Lockup.ai
- Post Layout.ai

By using the X brands in these guidelines (the “Guidelines”), you agree to the Guidelines as well as our Terms of Service and all other X rules and policies. X Corp (“X”) reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the X brands. You may use the X brands solely for the purposes expressly authorized by X.

Strict compliance with these Guidelines is required at all times, and any use of the X brands in violation of these Guidelines will automatically terminate any permission related to your use of the X brands.

X reserves the right to grant or deny any permission at its sole discretion and for any reason. X further reserves the rights, exercisable at its sole discretion, to modify these Guidelines and/or the X brands at any time and to take appropriate action against any unauthorized or nonconforming use of the X brands.



Thank you