BRAND IDENTITY

Spotify

Brand Guidelines

Comprehensive visual identity system and brand standards for the world's most popular audio streaming platform

Version
2025.1

Last Updated
January 2025

INTRODUCTION

Brand Overview

Our Vision

To unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.

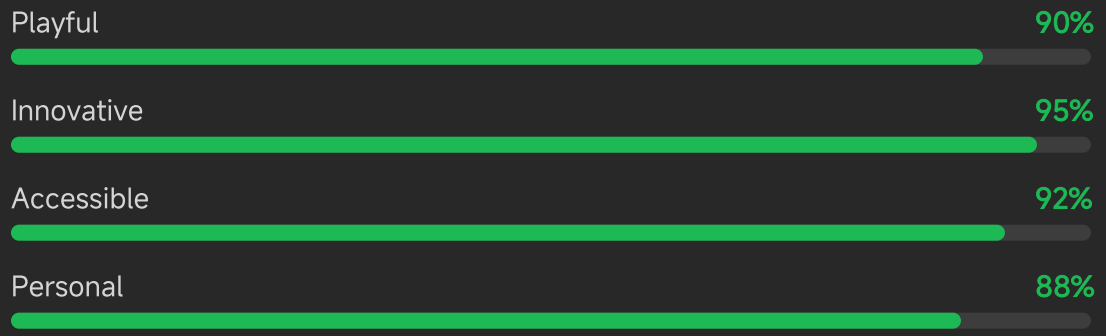
Our Mission

To create a more open, connected, and innovative world through the power of audio. We believe in a world where creativity knows no bounds.

Brand Values

- **Innovation**
  Pushing boundaries in audio
- **Authenticity**
  Real connections, real artists
- **Passion**
  Love for music and creators
- **Inclusivity**
  Music for everyone, everywhere

Brand Personality



PUBLIC

LOGO

Logo System

Primary Logo

Use on dark backgrounds and full-color applications

Icon Only

Use for app icons, favicons, and social avatars

Logo Usage Guidelines

Clear Space
Maintain minimum clear space equal to the height of the icon around all sides

Minimum Size
Digital: 70px width | Print: 20mm width

Don'ts
Never stretch, rotate, add effects, or change the logo colors

Backgrounds
Use on black, white, or green backgrounds only. Never on busy images.

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COLORS

Color Palette

Spotify Green

HEX: #1DB954
RGB: 29, 185, 84
CMYK: 84, 0, 55, 27

Primary brand color. Use for CTAs, highlights, and key moments.

Deep Black

HEX: #191414
RGB: 25, 20, 20
CMYK: 0, 20, 20, 90

Primary background. Creates immersive audio experience.

Pure White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Primary text color. Ensures readability on dark backgrounds.

Elevated Black

HEX: #282828
RGB: 40, 40, 40
CMYK: 0, 0, 0, 84

Cards, containers, and elevated surfaces.

Bright Green

HEX: #1ED760
RGB: 30, 215, 96
CMYK: 86, 0, 55, 16

Hover states and accent applications.

Medium Gray

HEX: #535353
RGB: 83, 83, 83
CMYK: 0, 0, 0, 67

Secondary text and disabled states.

PUBLIC

TYPOGRAPHY

Typography System

Circular

PRIMARY

Aa

Book, Medium, Bold, Black

Used for:

Headlines, UI elements, marketing, brand communications

Inter

SECONDARY

Aa

Light, Regular, Medium, Bold

Used for:

Body text, long-form content, captions

Type Scale

Display

48–64px / Circular Black

H1 Headline

32–40px / Circular Bold

H2 Subheadline

24–28px / Circular Bold

H3 Section Title

20–22px / Circular Medium

Body Large

16–18px / Inter Regular

Body Regular

14px / Inter Regular

Caption / Small

12px / Inter Regular

PUBLIC

IMAGERY

Visual Style



Artist-Focused

Celebrate creators. Authentic, intimate portraits that show personality and passion.



Energy & Movement

Dynamic, vibrant, alive. Capture the feeling of live music and shared experiences.



Personal Moments

People connecting with music. Headphones, smiles, emotional responses.



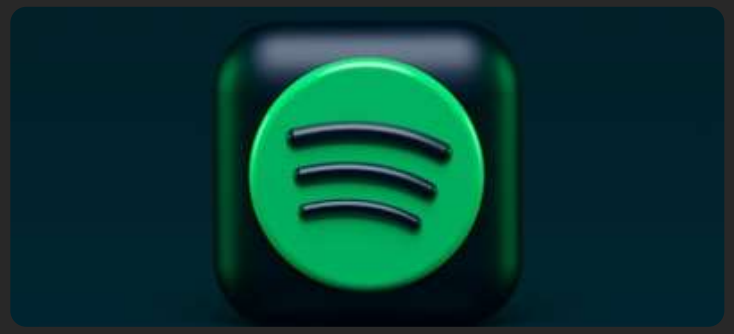
Abstract & Colorful

Bold colors, gradients, shapes that evoke sound waves and rhythm.



Diverse & Inclusive

Represent all cultures, genres, and communities. Music is universal.



Clean & Modern

Minimal compositions, negative space, contemporary aesthetic.

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MESSAGING

Voice & Tone

Brand Voice

Passionate
We love music and it shows. Our enthusiasm is genuine and contagious.

Inclusive
Everyone has a soundtrack. We celebrate all genres, artists, and listeners.

Insightful
We know music. Our recommendations and commentary are knowledgeable.

Playful
Music is joy. We don't take ourselves too seriously.

Tone Guidelines

DO	DON'T
✓ Use casual language	✕ Be corporate
✓ Show enthusiasm	✕ Use jargon
✓ Be personal	✕ Sound robotic
✓ Celebrate artists	✕ Be exclusive

Examples

INSTEAD OF:
"Our algorithm recommends..."

SAY:
"We think you'll love this..."

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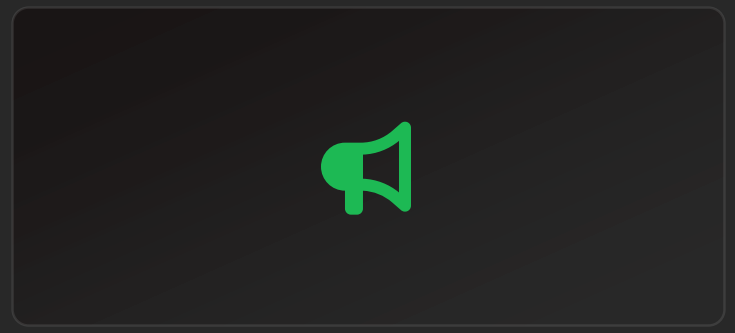
APPLICATION

Brand in Action



App Interface

Dark-first UI with green accents. Clean typography, album art-forward design.



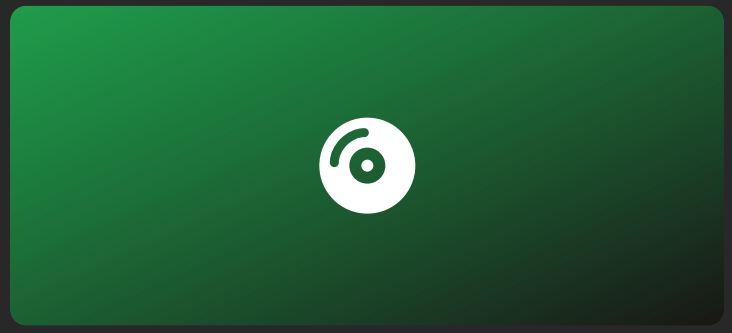
Marketing

Bold headlines, artist imagery, clear CTAs. Consistent green brand moments.



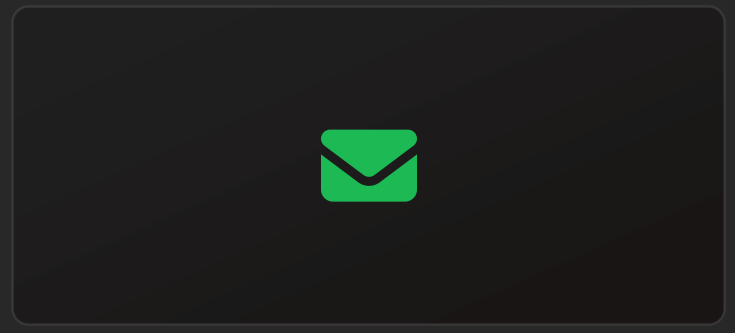
Merchandise

Iconic green logo on premium materials. Minimal, recognizable, desirable.



Playlist Covers

Bold, colorful, genre-appropriate. Consistent visual language.



Email Design

Clean layouts, personalized content, strong CTAs. Mobile-optimized.



Social Media

Native formats, engaging content, brand-consistent visuals. Platform-appropriate.

PUBLIC



Brand Guidelines

Playful. Innovative.
Spotify.

These guidelines ensure our brand remains consistent, recognizable, and true to our mission of connecting artists and fans through the power of audio.

602M+	236M	184
Monthly Users	Subscribers	Markets