



Welcome.

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Design Guidelines

Logos

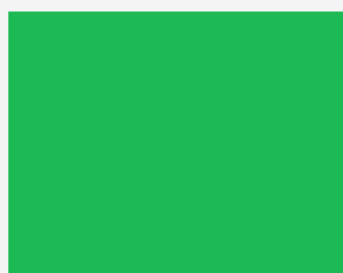
Colors

Typography

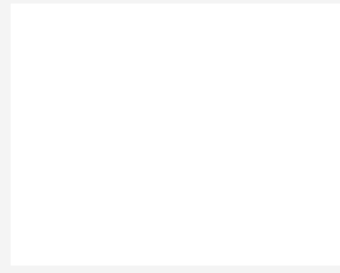
Logos



Colors



Green*
#1DB954



White
#FFFFFF



Black
#191414

*Note: This green is darker than the green used for Spotify Logos and Icons which is referred to as Light Green and is only used for the logo or icon.

Typography

**Circular
Spotify**

Primary Font

**Helvetica
Neue**

Secondary Font

Header Style - 36/44/0

SUBSECTION STYLE - 12/16/1

Subsection Style 2 - 16/22/10

Body Style - 14/20/1

Body Style 2 - 14/20/0



Users.

Spotify uses primarily Twitter and Instagram as social platforms for the brand, but also has a Facebook account. Their Instagram account is primarily used for photos of artists promoting music and occasionally branded promotional images. Twitter is very similar with content posted, however, they add links to playlists, artists, songs along with the posts. Spotify posts less often on Facebook, reserving the platform for larger promotions or holidays. If a post is shared on two platforms, it will be slightly altered for each post either with more images or such but the caption typically remains the same. Alternate Twitter accounts are: Spotify for Artists, SpotifyCares, as well as some specific accounts for countries Spotify is accessible in.



External Branding.

Users of Spotify are primarily ages 18-24, with the second largest demographic 13-17. Therefore, the branding and accessibility of the site is geared toward a younger tech-savvy demographic. The site, however, is easily navigated with a search bar and menu for browsing artists and playlists. Spotify is reaching larger demographics by being compatible with Amazon Echos, utilizing a web player, and offering mobile apps for listening on several types of devices.



Overall Branding.

Spotify is for music lovers, enabling anyone with endless music at the tips of their fingers with access on their phone, computer, laptop and more. With over 140 million active users it is one of the most used music streaming services currently. With the ability to search millions of songs and artists or browse playlists there are endless possibilities. Enjoy Spotify Premium for high quality audio with zero ads. Find your favorite song or let Spotify surprise you.