

Twitter Emoji Design Guidelines

SIZE

The emoji must fit within a square boundary.

The artwork must be designed at 72x72 pixels, but they will appear much smaller on screen. The artwork needs to be clearly visible at 16x16 pixels.

HASHTAGS

Each hashtag cannot exceed 250 mentions over the past 30 days, unless directly associated w/brand conversation. Check your hashtag at go/casebuilder to ensure this. You can also search for the hashtag on Twitter to get a sense of the conversations happening around the hashtag in question.

ORIENTATION

Artwork works best when horizontal or fully square. If the illustration is vertical, consider adding a 45 degree angle to provide extra width. Make a conscious effort to fill the 72x72 pixel canvas as best as you can.

SIMPLICITY

Keep the details to a minimum. As the image scales down, stroke weights, colors, and gradients may cause visual imperfections. **NO STRAIGHT LOGOS*** - keep in mind that emojis are creative in nature, and a great way for a brand to explore fun and engaging design(s) - please exercise creativity here! This is not the right opportunity to use logos as they will not be visible at the small emoji size. **However, logos may be acceptable for Content Partnership events & conferences wherein the logo resonates well with the user base (e.g. Cannes, CES).*

COLORS

Emojis can be displayed on both a light and dark background. We recommend colors that will enable the image to stand out and be easily visible.

FILE FORMAT (WE REQUIRE BOTH!)

PNG: The final asset must be saved as a 72x72 pixel transparent png-24 (non-interlaced).

EPS or SVG or AI: Please also include the original high-resolution vector artwork. This may be requested for on-air or print use.

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✓ DESIGN DECISIONS TO FOLLOW

Our open source emoji page provides great examples of how to incorporate the right amount of detail.

<http://twitter.github.io/twemoji/>

SUCCESSFUL EXAMPLES

#Wimbledon

The artwork created for Wimbledon is simple, clear, and fun without unnecessary details.



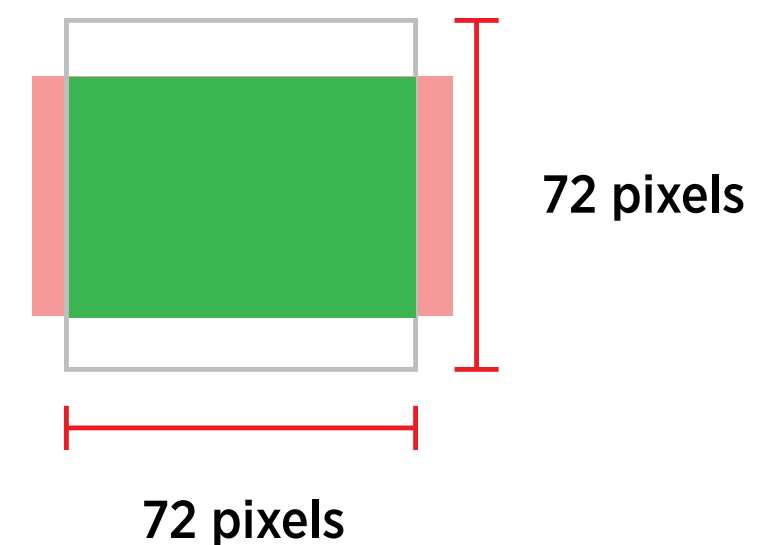
#WorldCup

Country flags work well on light and dark backgrounds. Because white areas extend to the outer edges, a light gray is added to ensure visibility on the white background.

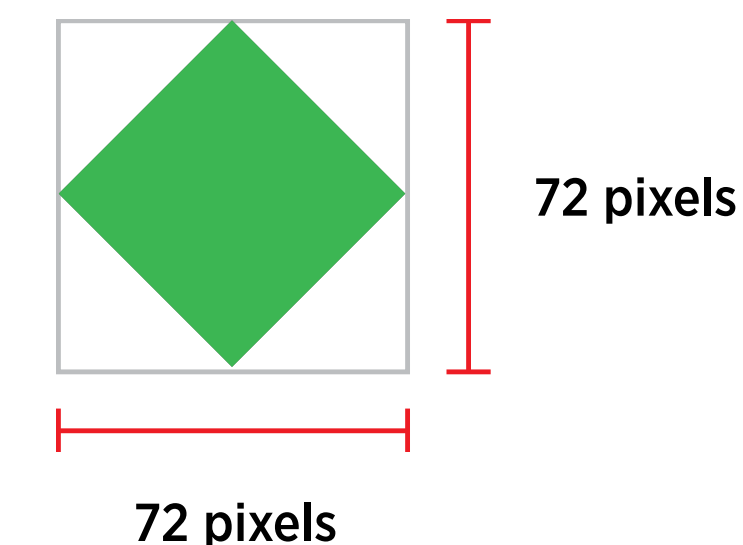


DESIGN INSTRUCTIONS

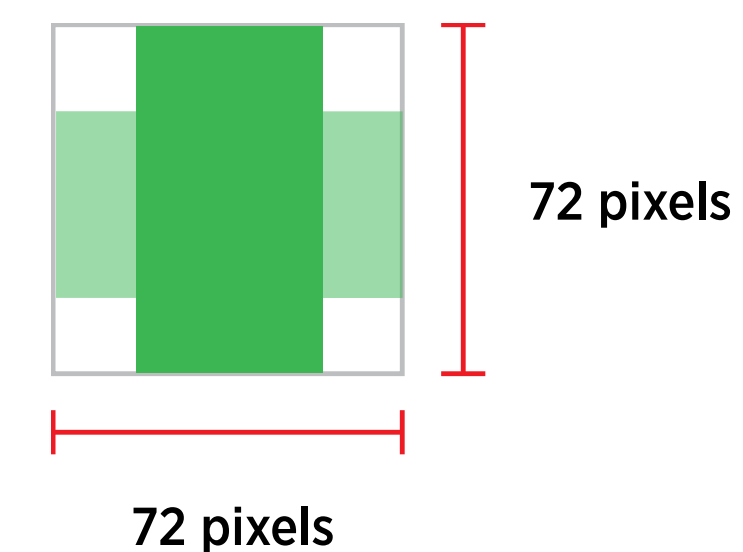
Below you will find helpful tips on designing custom emoji.



All artwork must fit within a square box.



Artwork should occupy as much as the canvas as possible.



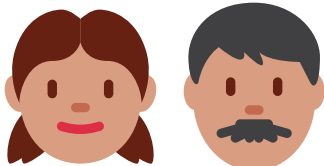











Artwork should be at least 36 pixels tall or wide.

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DESIGN DECISIONS TO AVOID

72 x 72 DESIGN	16 x 16 TWEET SIZE	
		Visual Complexity Busy artwork does not translate at a small size.
		Wide Artwork Multiple faces or logos will be forced to become even smaller in order to fit within the square boundary.
		Narrow Artwork Images that are too thin or short will be difficult to see and include extra horizontal spacing on both sides.

72 x 72 DESIGN	16 x 16 TWEET SIZE	
		Light colors Lighter colors will not show up on the timeline's white background.
		100% Black This will not show up on a black background. Use dark gray or outline artwork with white.
		Trademarks Trademarks and copyrights symbols will not be legible and only display on screen as a tiny dot.