

DISCORD DEVELOPER PARTNER GUIDELINES

01 OVERVIEW

Welcome to the Discord Developer Partner Guidelines

We're a playful and fun brand that doesn't take ourselves too seriously. That said, we like to keep things quality and have a set of guidelines to help guide you through the basic elements of our identity system and explain how we use them to build partnership assets.

Understanding and following these guidelines helps maintain a consistent, playful, and meaningful experience of our brand that show why hundreds of millions of people use Discord every month to talk and play games with friends.

These guidelines are a companion to our master brand guidelines [accessible through Corebook](#).

If you're going to use our art and brand assets for something please keep it appropriate and within our brand guidelines and please send it our way for approval. For third-parties requesting approvals to use the Discord brand and assets, please email brand@discordapp.com. Reviews typically take between 4-6 weeks, so please plan accordingly. If we could do it faster, we would, but we don't have superhuman reviewing skills. Yet.

Talk to you soon!
The Discord Brand Team



Legal Brand Guidelines

DISCORD, DISCORD NITRO, the “Clyde” Logo and any other trademark owned by Discord and its affiliates (the “Discord Marks”) and other brand materials such as logos, trade dress, the Discord look and feel, and other aesthetic features unique to the brand (the “Brand Assets”) are the exclusive property of Discord, Inc. You must have permission from Discord before using any of the Discord Marks or Brand Assets except as permitted here.

Do

- Always follow these Brand Guidelines when using the Discord Marks and Brand Assets.
- Use the Discord Marks to inform people that you are a Discord user and/or that you have a Discord server, but such use must comply with these Brand Guidelines and cannot imply that you are Discord, or somehow sponsored by or acting on behalf of Discord.
- Use the Discord Marks properly to direct users: Discord is an adjective you can use to describe your server or username on the Discord platform.
- Use the Discord Marks and Brand Assets only on digital assets (i.e. in a digital-only capacity).

Don't

- Incorporate the Discord Marks or any mark that is confusingly similar to the Discord Marks into the name of a Discord server, or your brand, company or organization name, URL or domain name, event, product name (including any bots developed for the Discord platform), logo, social media account, or trademark.
- Adopt any trademarks, trade dress, logos, domain names or other features that are confusingly similar to the Discord Marks or Brand Assets.
- Market any product, service, or brand under a trademark, trade dress, logo, or other feature that is confusingly similar to the Discord Marks or Brand Assets.
- Copy or imitate the look and feel of the Discord website, desktop app or mobile app or Discord marketing, including, but not limited to, characters, color combinations, graphics, sounds, imagery, presence icons, typefaces, or stylization used by Discord (or anything similar thereto).
- Use the Discord Marks and Brand Assets in a manner that is inconsistent with Discord’s Terms of Service or Community Guidelines.
- Use the Discord Marks or Brand Assets on merchandise.

02 LOGO

Logo

Our logo is the most recognizable and iconic way to signal the Discord brand. From smaller sign-offs to large, display executions, the following section outlines how our logo can adapt for different situations, formats, and communications.

[↓ Download the Logo](#)



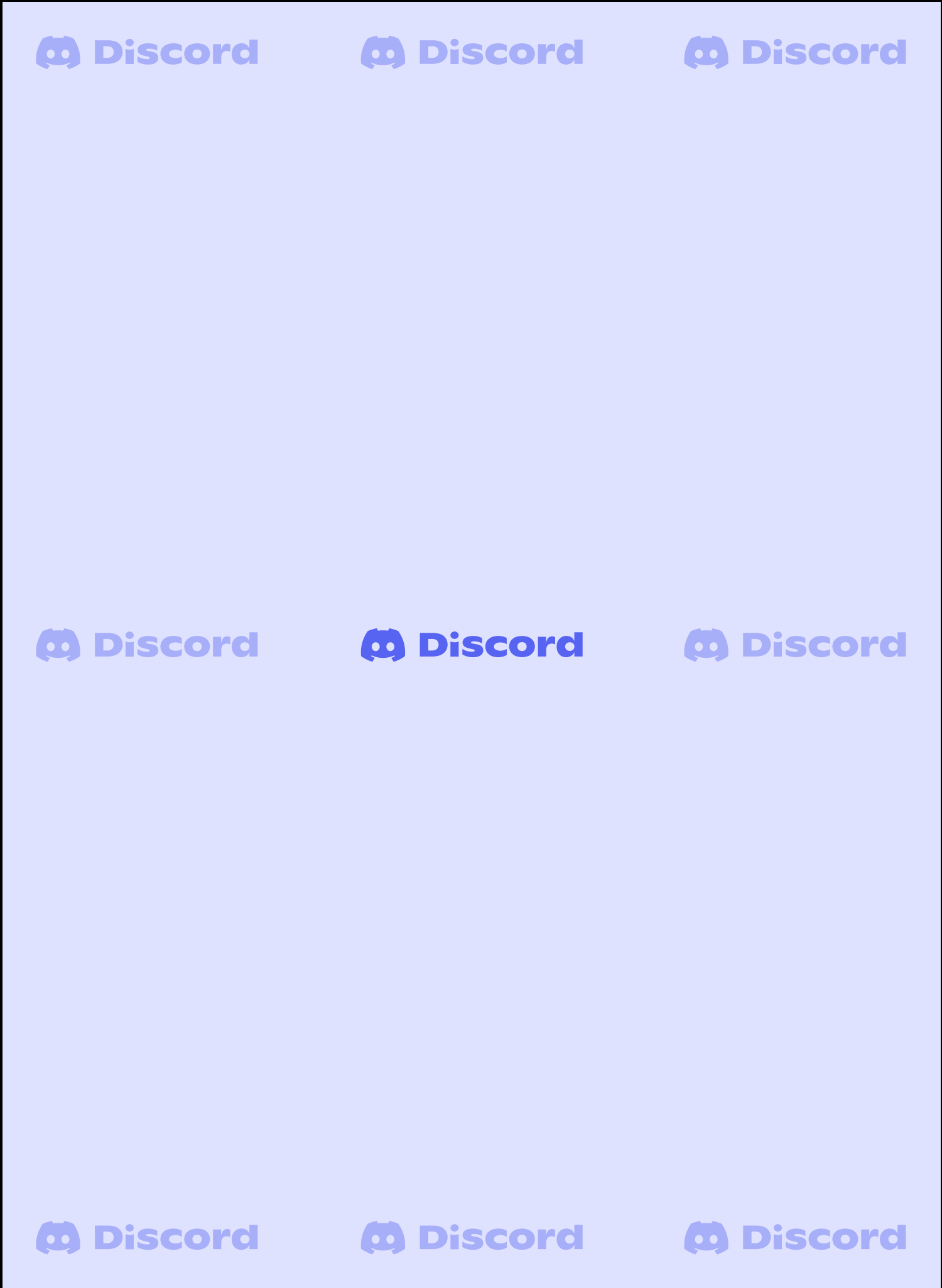
Clearspace

Our logo should always have room to breathe: we call this the clearspace. This prevents it from getting lost or looking too cluttered in relation to other elements of a composition: typography, illustration, imagery, or the edge of a canvas. To the right is the minimum spacing for the logo when used at smaller sizes. The clear space equals the height of “D” from the wordmark.



Placement

Regardless of communication medium or dimension, we place our wordmark in specific locations like the ones displayed. This ensures the logo placement is simple and consistent, allowing enough flexibility to accommodate our dynamic graphic system.



Color

There are two primary color pairings for the Discord logo on partner assets. When in doubt, use one of these.

- 1. White logo on dark color background
- 2. Black logo on light color background

For general guidance on minimum contrast requirements, please visit [WCAG](#)

01



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Over Imagery

Our wordmark should always be clearly legible and respected within the context of the image.

Ensure there is enough contrast between the background photo and wordmark. If the image is too bright, or has areas that are too white, the wordmark risks becoming lost in the composition.

Photo compositions should be simple enough to allow the logo to stand out. Any images that are too complex or have a key subject in the exact center will become confusing when the wordmark is placed on it. Select images with this in mind, or position the image accordingly in relation to the logo.

For general guidance on minimum contrast requirements, please visit [WCAG](#)



Yes: Logo has enough contrast with the background.



Yes: Logo has enough contrast with the background.



No: Logo placement interferes with busy background.



No: Not enough contrast between the logo and the imagery.

Partner Lockup
Horizontal

The Discord logo can be locked up with partner brands and collaborators’ logos. To the right is an example of our primary horizontal lockup construction.

The size of the elements should be optically adjusted so that they appear to be the same size. Once the logos have been sized, the space between the logo and the partner logo (X) equals to 1.5x the cap height of Discord wordmark. Align the division line to the centre of the lockup.



Partner Lockup Vertical

The Discord logo can also be locked up vertically with partner brands and collaborators’ logos. To the right is an example of our primary vertical lockup construction.

The size of the elements should be optically adjusted so that they appear to be the same size. Once the logos have been sized, the space between the logo and the partner logo (X) equals to 1.5x the cap height of Discord wordmark. Place the division line between the Discord and partners Logo.

Make sure the logos are always optically centered.



Partner Lockup (Play Now) Vertical

The Discord logo can also be locked up vertically with partner brands and collaborators’ logos and the copy “Play Now On.” To the right is an example of our Play Now partner lockup vertical lockup construction.

The size of the elements should be optically adjusted so that they appear to be the same size. Once the logos have been sized, the space between the logo and the partner logo (X) equals to 1.5x the cap height of Discord wordmark. Place the copy “Play Now On” between the Discord and partners Logo.

Make sure the logos are always optically centered.

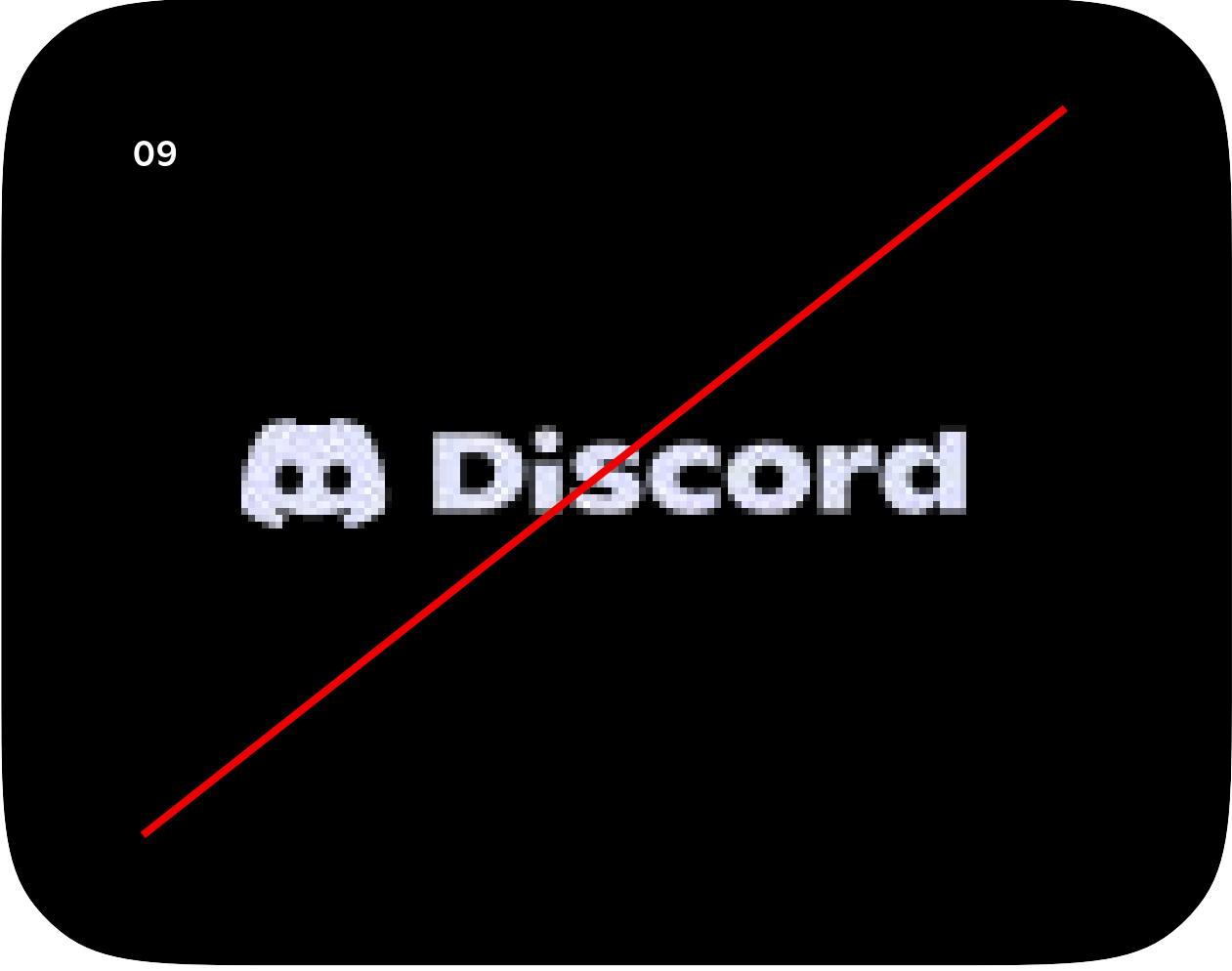
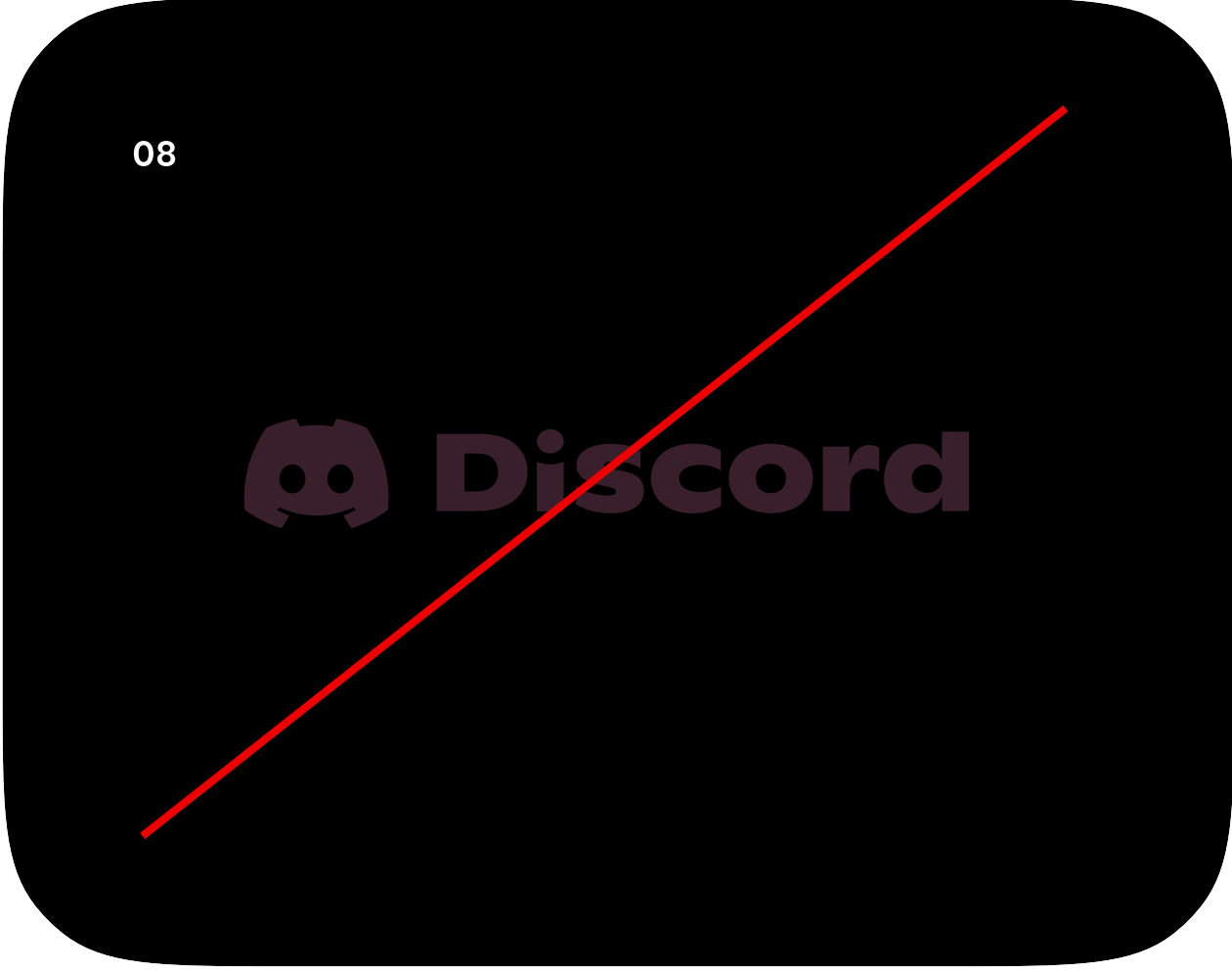
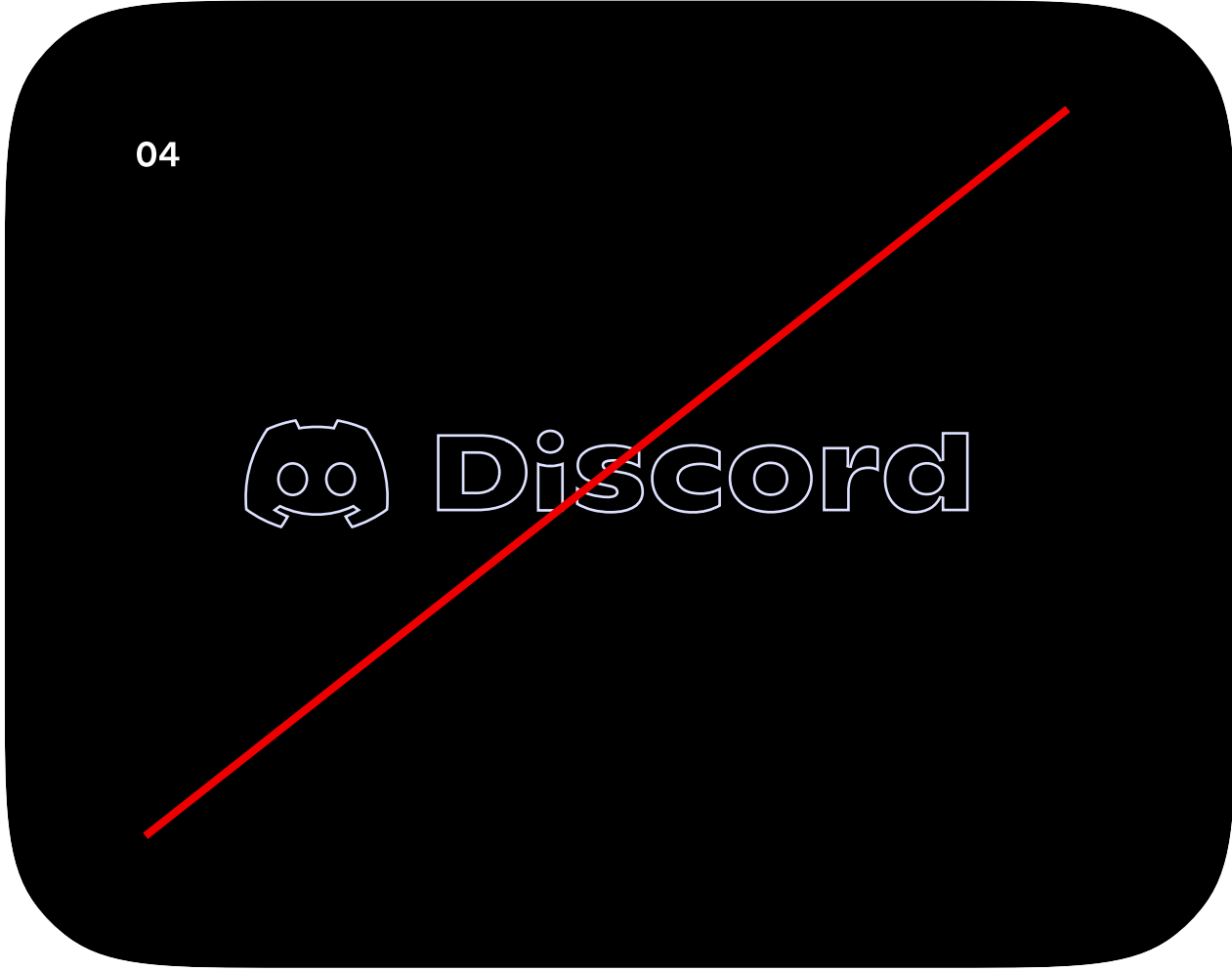
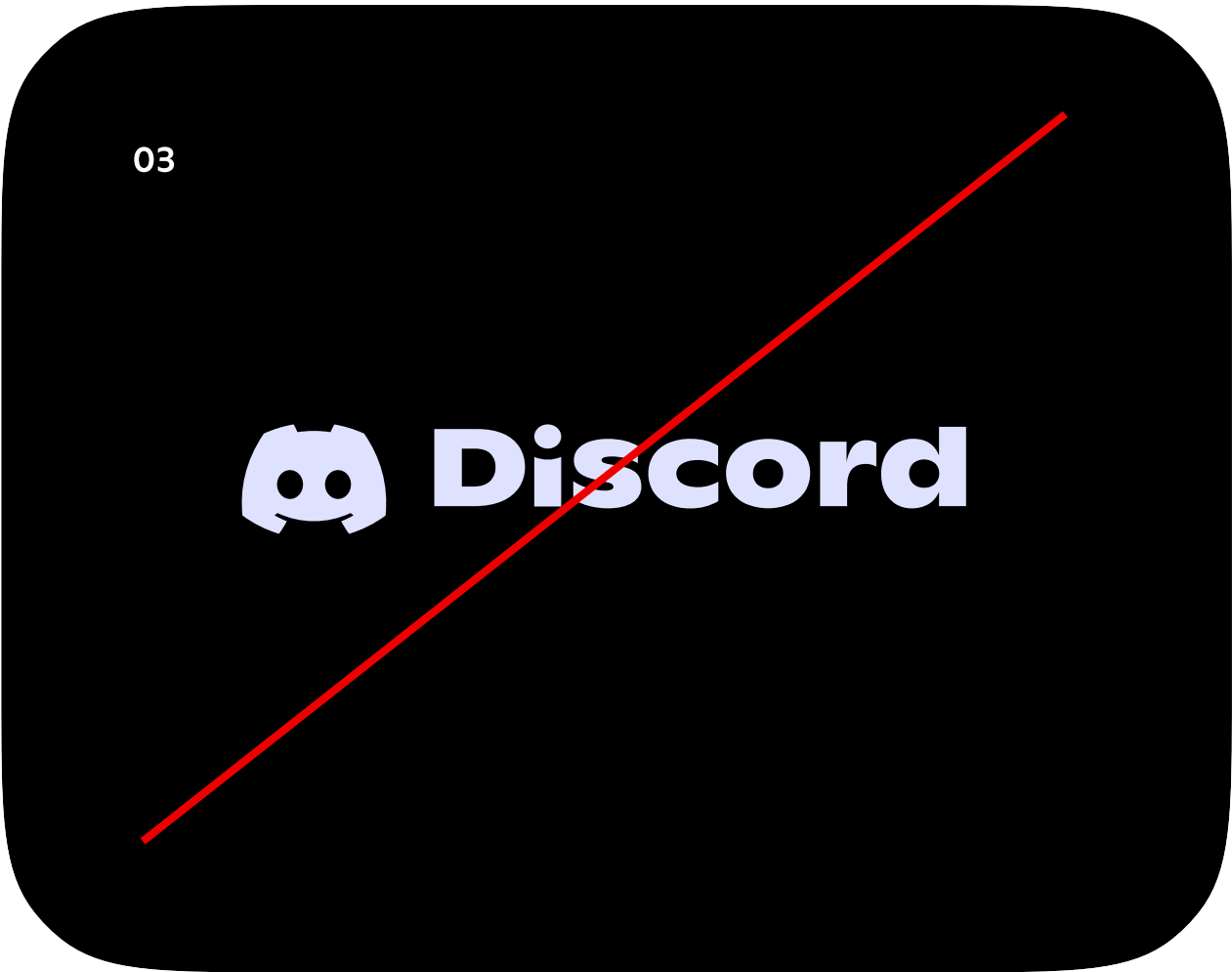
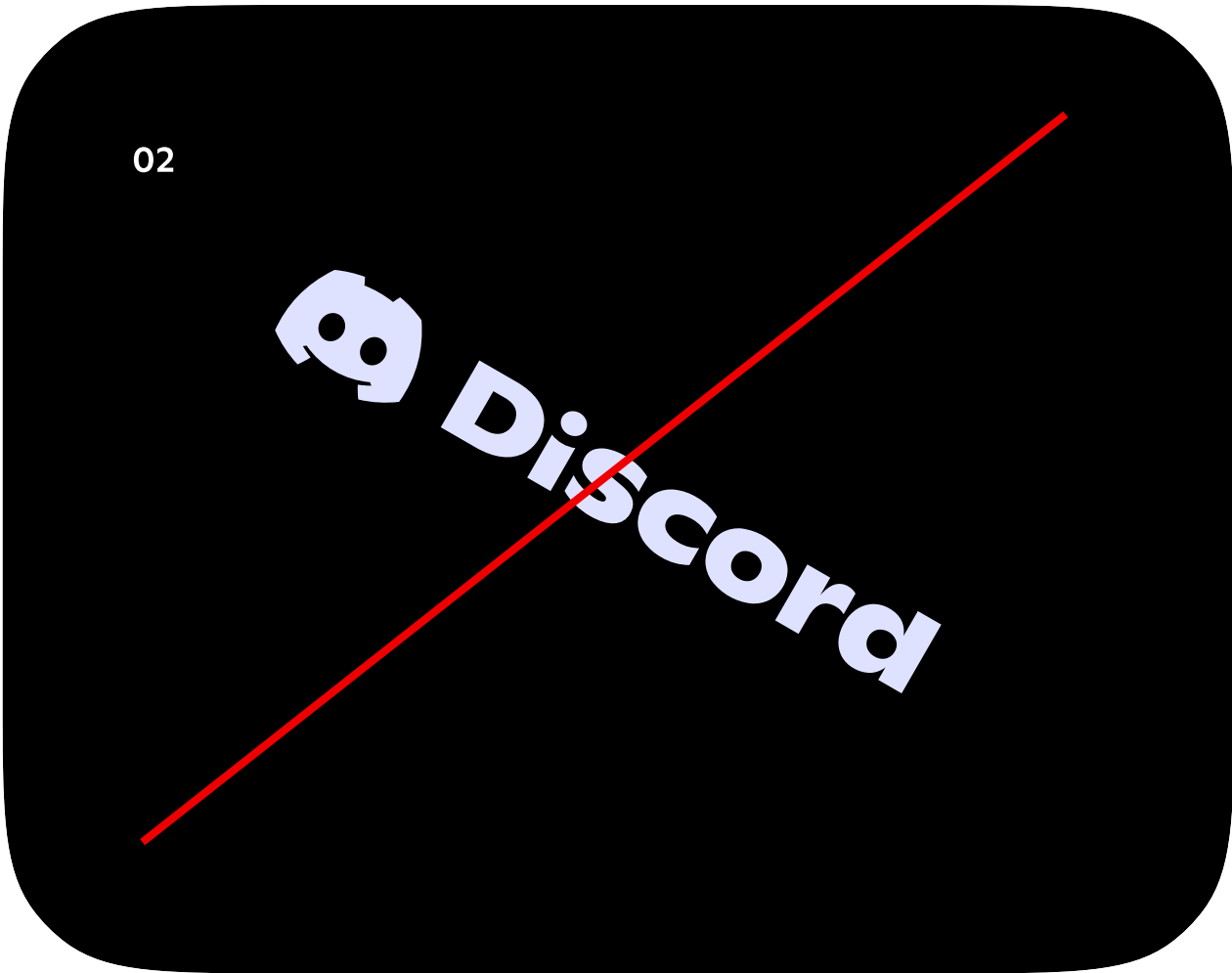
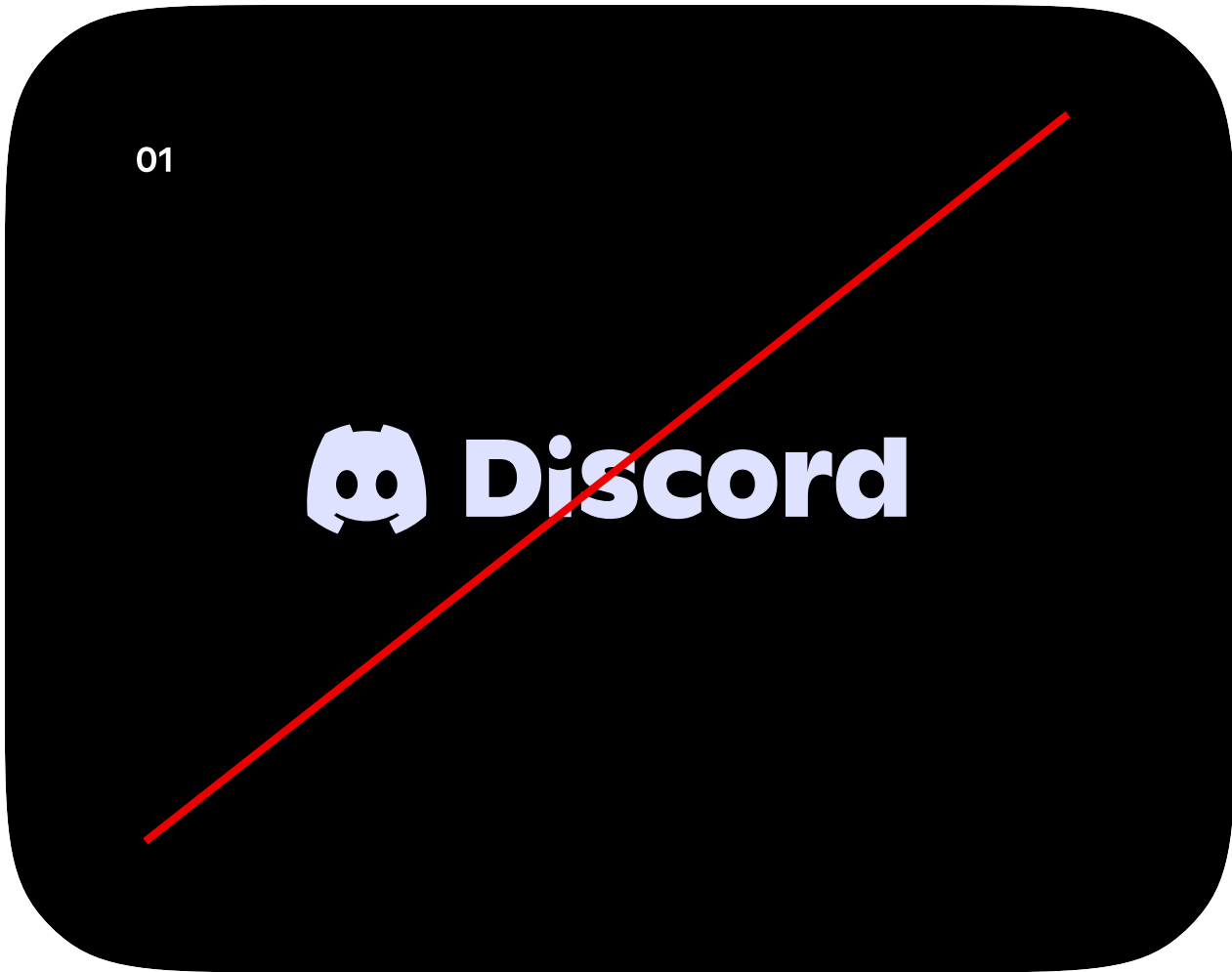
[Download the Play Now Partner Lockup](#)



Don'ts

To ensure our brand signature remains consistent and impactful, the logo should not be reinterpreted, modified, or embellished. This page illustrates some modifications to avoid.

- 1. Don't stretch or distort the logo
- 2. Don't rotate the logo
- 3. Don't change alignments of the logo
- 4. Don't outline the logo
- 5. Don't change the scale relationship of the symbol and the wordmark
- 6. Don't use logo as a mask
- 7. Don't apply effects like glows or drop shadows
- 8. Don't use unapproved color pairing on the logo
- 9. Don't use low resolution logo



03 MOTION

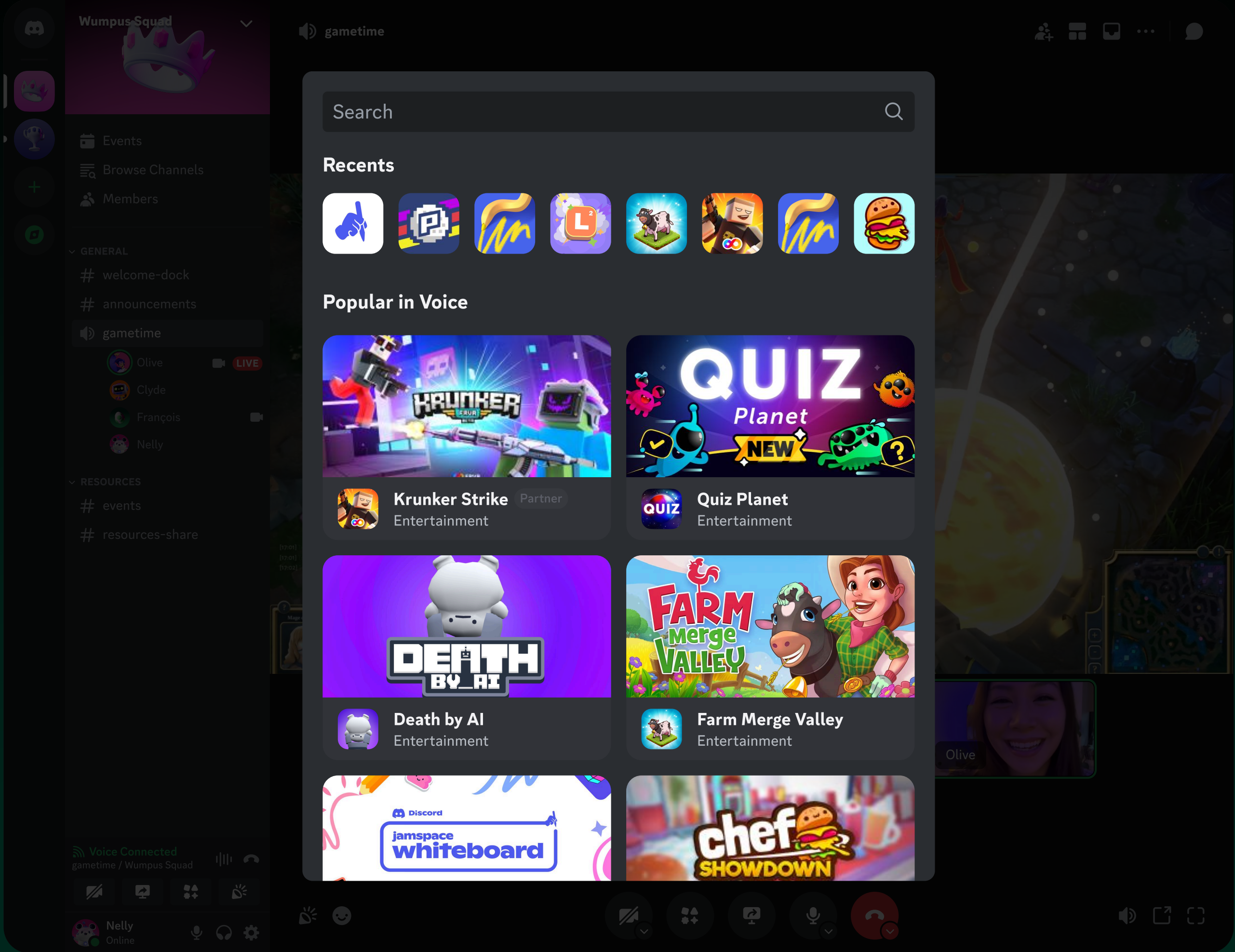
Do's and Dont's Your App/Activity on Discord

Below are some things to ensure and avoid when it comes to showing a recording of your app/Activity being used on Discord.

- Do:
- Make sure to use the latest version of our client with the app launcher
 - Use our avatars or avatars that you own

- Don't:
- Include personal usernames that could identify you
 - Show any lag or delays in launching or performance issues
 - Use IP that doesn't belong to you for avatars
 - Launch other Activities or apps besides your own
 - Show the previews from other Activities

[Download Discord Avatars](#)



Animated Bumper Partner Videos

When creating video content to promote your app/Activity on Discord, we have an animated video bumper available for use.

This bumper can be used at the end of your partnership video to let users know where they can find your game.

This bumper is available in lengths of 1s, 2s, and 3s.

Under no circumstances should the bumper be altered or changed.

[↓ Download the Animated Bumper](#)



04 CTAS

Discord CTAs

A CTA button can be great tool to help drive users to add your app to their account or server on Discord.

To the right are CTAs you can use on your websites and promotional surfaces to link users directly into the app’s profile page and authentication on Discord.

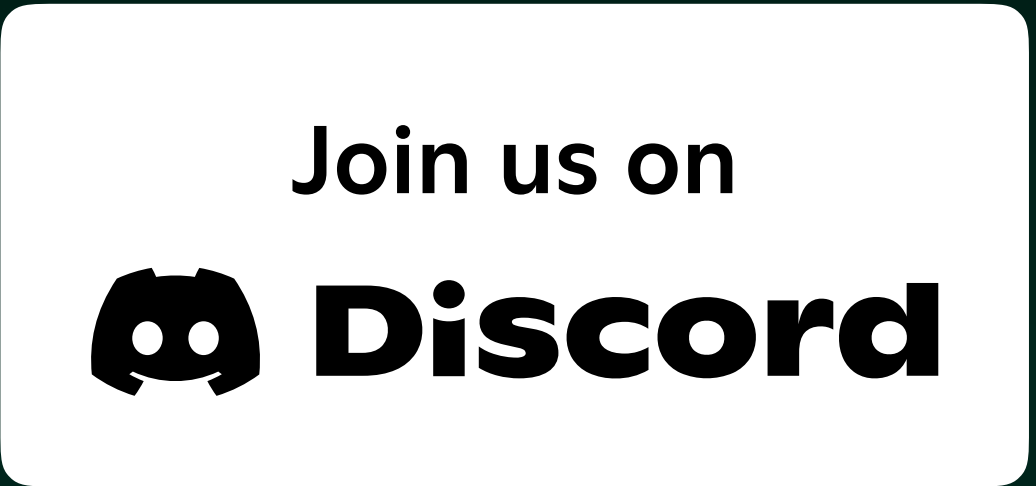
There are two primary color pairings for Discord CTAs on partner assets. When in doubt, use one of these.

- 1. White CTA on dark color background
- 2. Black CTA on light color background

For general guidance on minimum contrast requirements, please visit [WCAG](#).

[Download Discord CTAs](#)

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