Spotify

Hardware Partner Guidelines

Logos

An introduction to the Connect logos. All logo usage must be approved by Spotify.

Spotify Connect compatibility logo

The Spotify Connect logo should be used when a partner wants to show their product is enabled with Spotify Connect, and at minimum as prominently and as often as any other compatibility logo.

Use the black & white Spotify Connect Compatibility logo.
The logo includes the surrounding line and cannot be used without that shape.
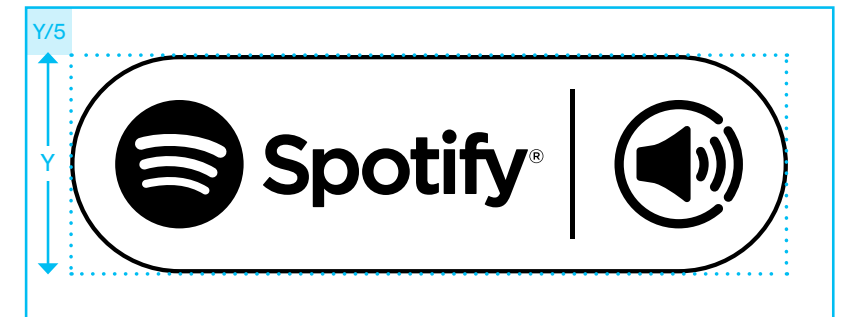
Sticker - Light background

Sticker - Dark background

Clear space
In order to preserve the integrity of the Spotify Connect logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logo is equivalent to 1/5 of the height of the logo.

Black & white - Light background

Black & white - Dark background

Minimum size

Minimum print size 1,2 inch (30 mm) wide.

Minimum digital size 130 pixels wide.

Spotify Connect compatibility logo misuse

It is important that the appearance of the Spotify Connect compatibility logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

NO

Do not use the old logo with different color on the icon and "Spotify"

NO

Do not manipulate the logo (like changing the appearance of the outline)

NO

Do not rotate the logo.

NO

Do not change the logo colour or tone outside those colours specified in the colour section of this guide.

NO

Do not distort or warp the logo in any way.

For more information about Spotify Connect, the Spotify brand or assets, feel free to contact your Business Development counterpart.