

Spotify Codes: Marketing Usage

Welcome to the guidelines for using Spotify Codes in marketing materials.

This document shows you the most common usages of Spotify Codes.

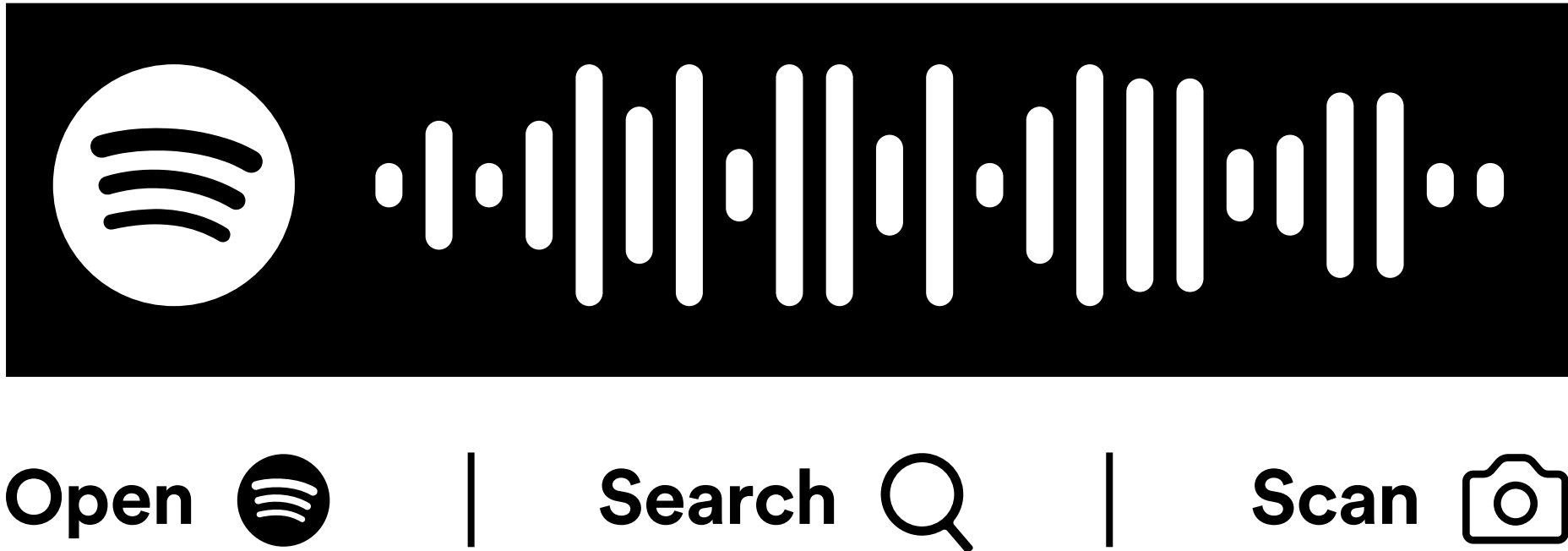
Design Guidelines

1. The Unit

The Unit

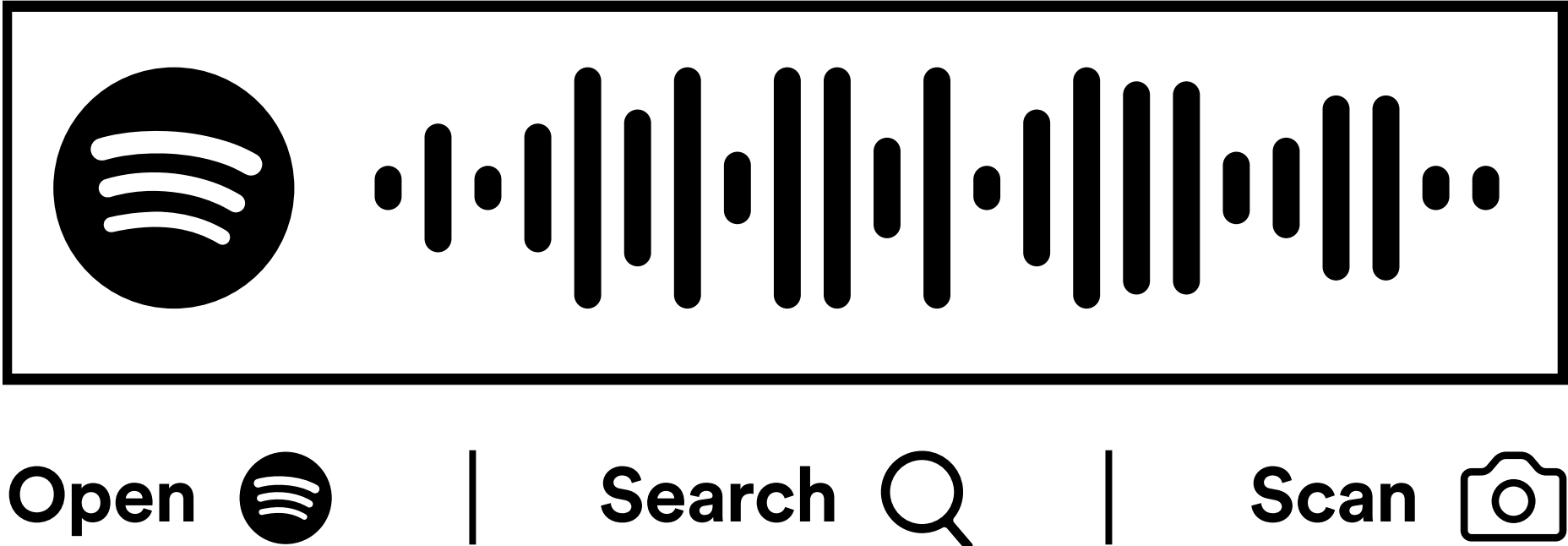
The Spotify Code unit contains two elements:

- 1. Three icon and word pairings detailing the steps required to use Spotify Codes. Copy and icons are not to be altered.
- 2. A unique barcode element is generated per piece of content. No alteration of its lines or the Spotify logo is allowed.



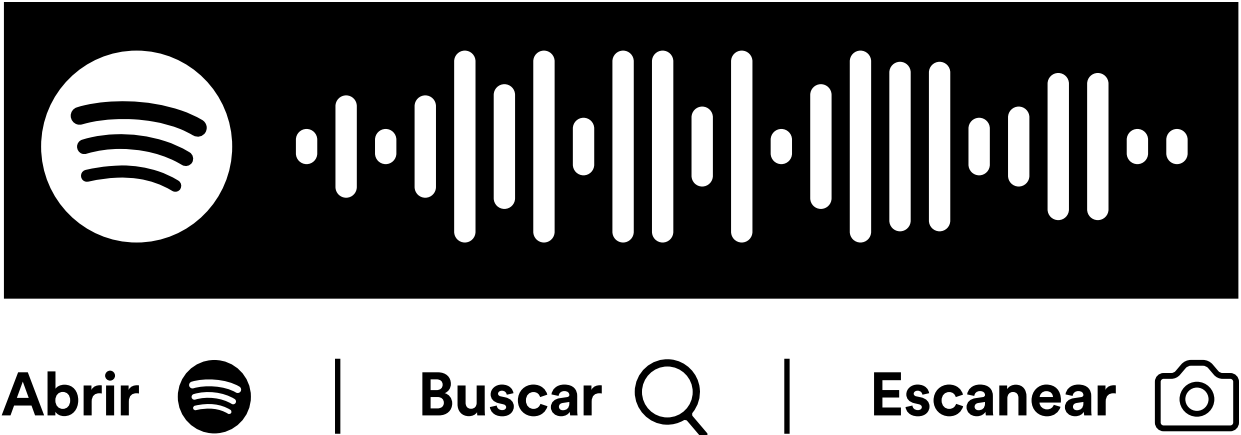
The Unit

The barcode sits inside a container, which can be a solid color or surrounded by a stroke.



Translations

Spanish



Swedish



Japanese



Portuguese



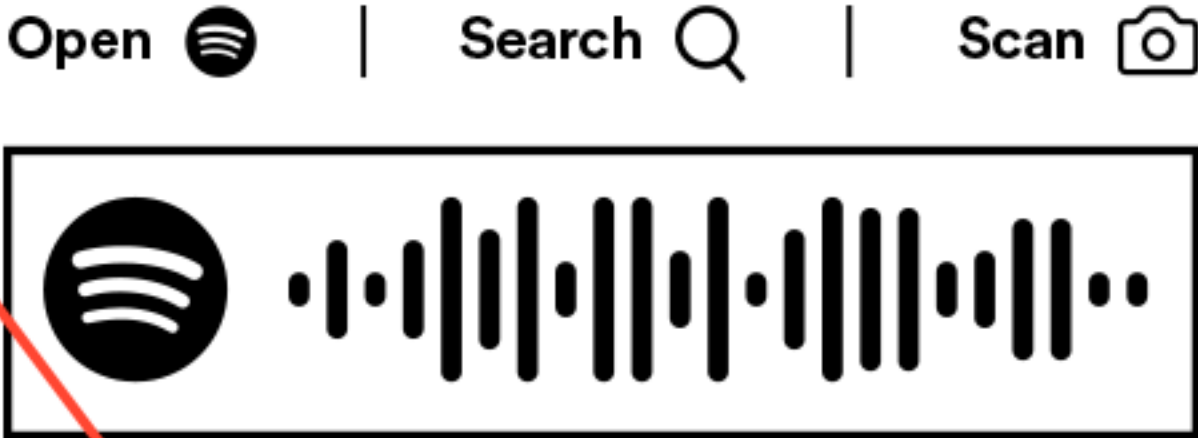
The Unit: Don'ts

- 1. Always include the icons.
- 2. The icons and words should not take priority over the code.
- 3. The icons and code should always be the same color.
- 4. The icons should always sit below the code.
- 5. Avoid uneven spacing between the icons and divider lines.
- 6. Do not stack the icons vertically.

1.



4.



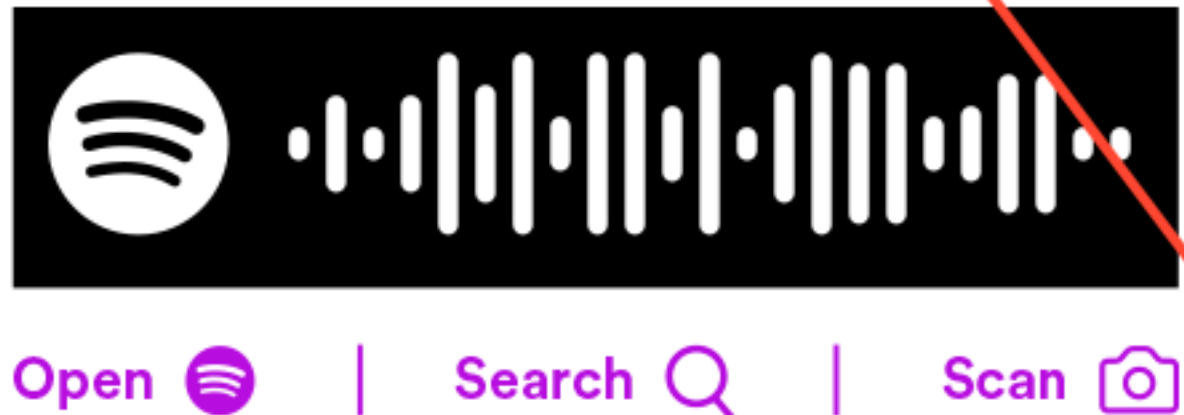
2.



5.



3.



6.



2. Placement

Placement

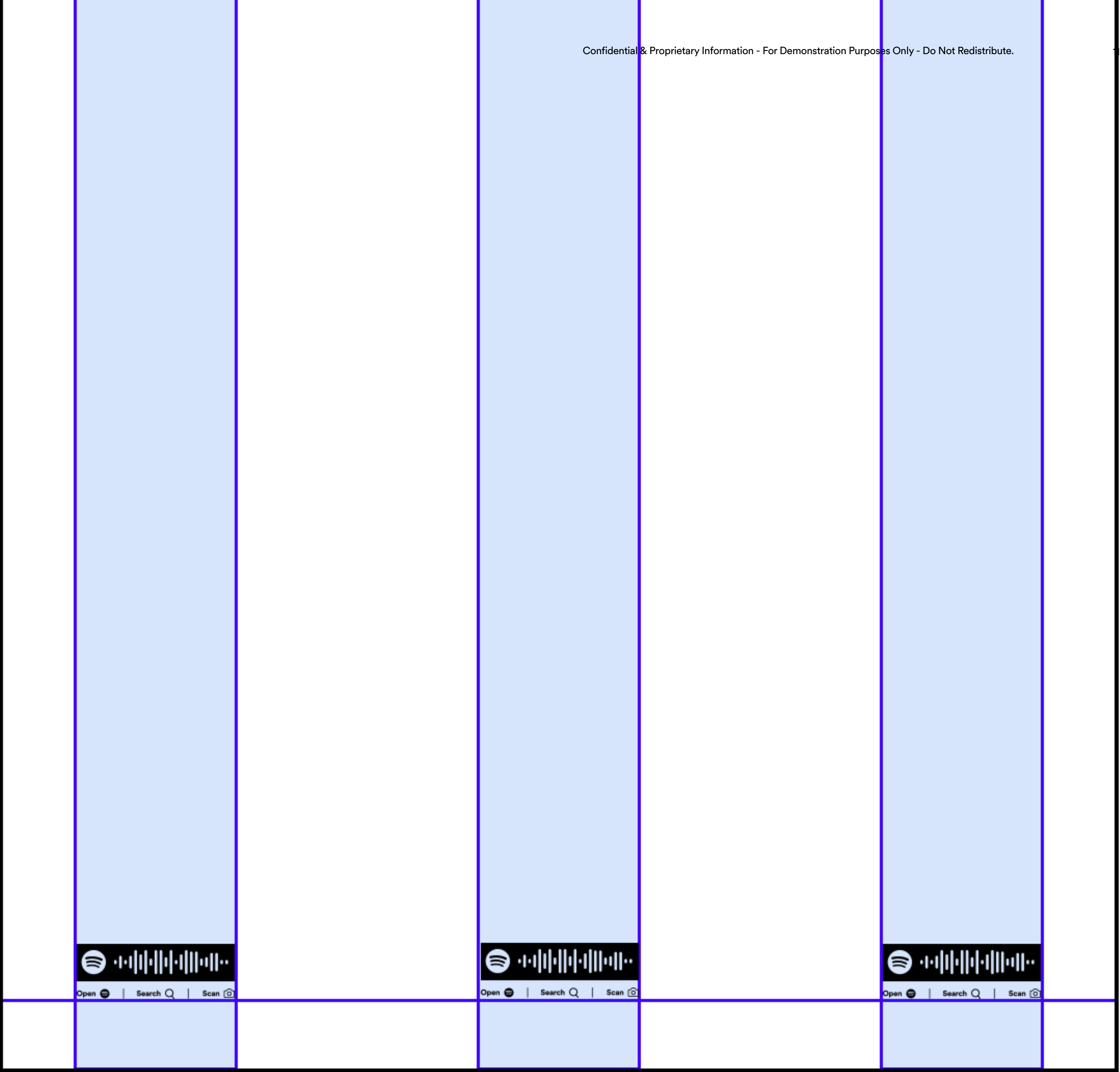
The unit should always be placed towards the bottom of any singular piece of communication.



Placement

The unit can be aligned on the left, right, or in the center depending on copy alignment and artwork.

It should be equidistant from each edge.

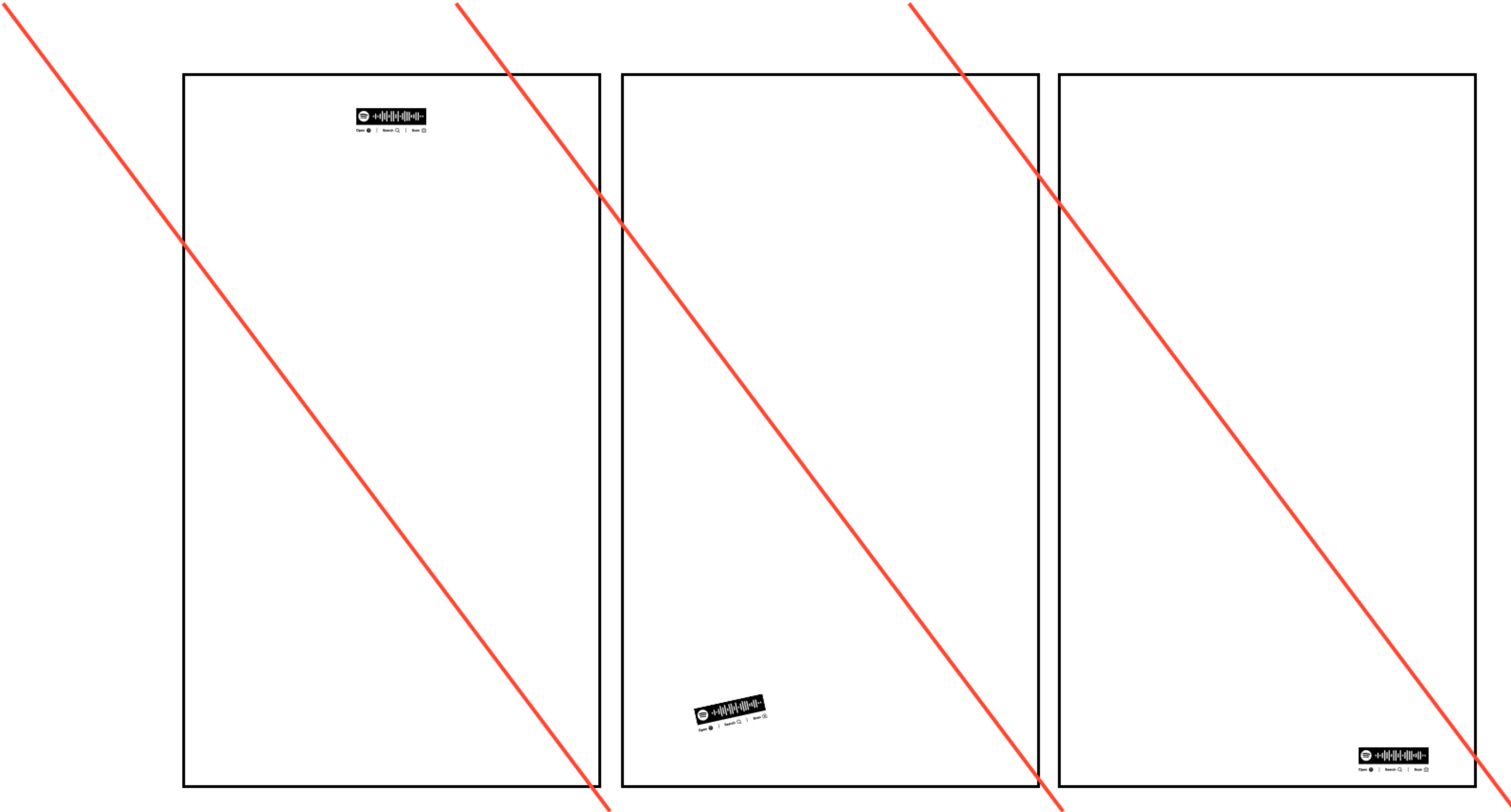


Placement: Don'ts

The unit should not be placed at the top.

The unit cannot be tilted in any way.

Unit should not sit too close to the edges.



3. Sizing

Sizing

Sizing should be guided by commonsense.

The unit shouldn’t be the biggest element on any one piece of communication, but must be big enough to read and scan clearly.

It should take approximately 1% of the total artwork.



Sizing

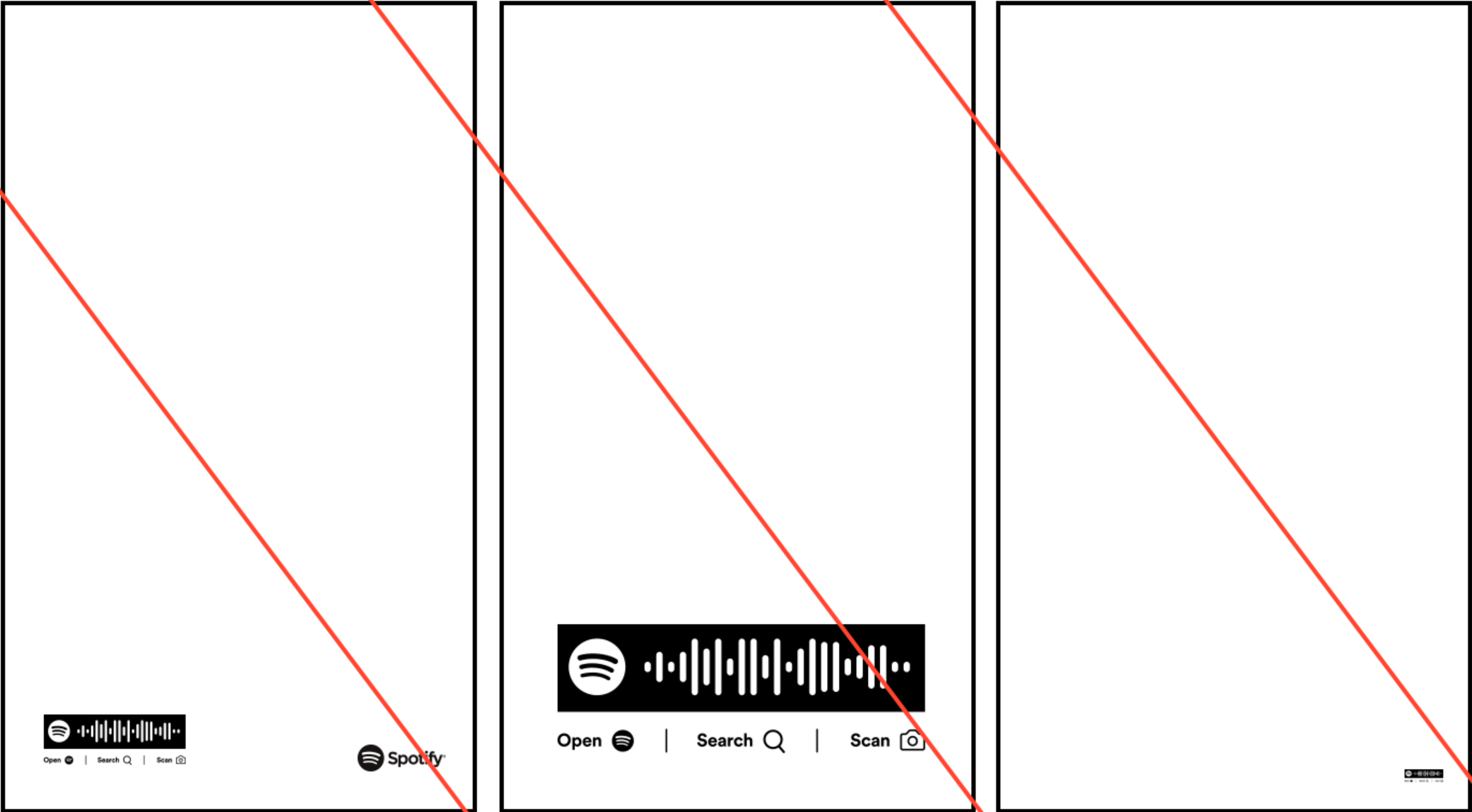
For Spotify communications, the unit can never be bigger than the Spotify logo.



Sizing: Don'ts

The unit should not feel like a prominent piece in the communication.

The unit should not be too small where “Open, Search, Scan” becomes illegible or difficult to read from a distance.



4. Color

For Demonstration Purposes Only

Color

The unit should match a primary color used in the creative, either in the artwork or copy.

Use colors that provide adequate contrast for the unit.



New podcast
by Lorem
Ipsum dolor.

Stream the new podcast lorem upsum on **Spotify.**



Open | Search | Scan

Examples: Collateral

For Demonstration Purposes Only



Event Invite



Merchandise

When used on apparel and physical products, the code is used without “Open. Search. Scan.”

These are not ads, so we allow an exception that minimizes messaging.

Appendix

The Unit: Icons only

An alternate version of the Code unit with icons only.



