

# TikTok For Business

Brand Guidelines

TIKTOK FOR BUSINESS BRAND GUIDELINES

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**PLATFORM OVERVIEW**

# To inspire creativity and bring joy.

TikTok is the leading destination for short-form mobile video and our mission is to inspire creativity and bring joy. The platform is a home for creative expression through videos that create a genuine, inspiring, and joyful experience.

02

# Messaging

Personality

Tone of Voice

Brand Treatment in Copy

**PERSONALITY**

# We are bold, provocative, and full of creative energy.

Proof points in copy should be **smart** and **direct**, with a hint of **playfulness**.

Avoid business jargon at *most* costs. But if and when you have to use business terms, try to soften them with something **colloquial, casual, or funny**.

We are a professional partner here to help brands get **results**. However, **we are not business as usual**. We're the creative, fun, and modern side of any brand's marketing budget.

At the top-of-funnel awareness level, we'll have more liberty to express style, playfulness, and personality. While we might have to get more direct as we move down the funnel, don't lose sight of tone. Aim to include hints of our personality—as long as it never clouds or obscures our conversion message.

**tone of voice**

# Do

- Be confident yet humble
- Be playful
- Get to the point
- Keep it casual
- Write the way people talk
- Be provocative

# Don't

- Brag or act cocky
- Try too hard
- Forget to have *some* fun along the way
- Forget you're talking to marketers who need results
- Write sloppy
- Be mean or derisive

## TOPE OF VOICE – LANGUAGE EXAMPLES

### Do

Make it big on a small biz budget and maximize ROI.

Grow your audience. Grow your brand. Make graphs go up.

TikTok is the place to unleash your brand's creative side.

### Don't

Hit the big time without spending a lot of dolla dolla billz, y'all.

Increase your audience and brand share of voice.

Time to ditch all the other apps. Only TikTok lets your brand be creative.

**MESSAGING**

# Brand Treatment in Copy

**Full Name****TikTok For Business**

When a non-logo version of our brand is required, i.e., in copy form, the full name of our brand should always be represented as shown above. This is to be the case for all consumer and public-facing instances. Note: Uppercase 'F' to be used at all times (For), as we should always treat the brand as a proper noun.

**Abbreviations****TT4B OR TTFB**

Abbreviations on our brand name are never to be public or consumer facing. Abbreviations are only allowed in the context of internal communications.

03

# Design System

Design Rationale

Design Inspiration

Design System Overview

Logo

Typography

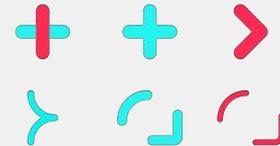
Color

Design Tool Kit

**DESIGN INSPIRATION**

# Our visual language is an extension of the logo.

A direct derivative of the circles which become speech bubbles, the base of patterns, emphasis marks to highlight text, rounded rectangle shapes resembling phones, and even the rounded edges of the secondary typeface, Sofia Pro Soft.

**TikTok** For Business

OVERVIEW

# Design System

Our design system is composed of four core elements: **logo**, **typography**, **color**, and a **design toolkit** with specific shapes, patterns, and graphic symbols.

Logo

**TikTok**: For Business

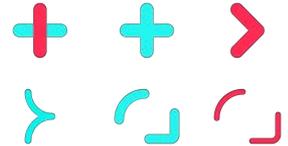
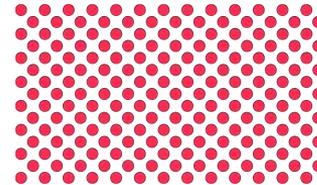
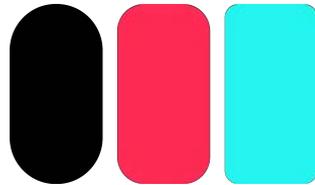
Typography

Connecting brands today with the **culture of tomorrow.**

Color



Design Tool kit



## DESIGN SYSTEM

# Logo

- Logo Lockups
- Social Lockups
- Color Variations
- Scale
- Clearspace
- Partnerships
- Placement
- Rotation
- Logo Animation
- Application
- Things to Avoid

**TikTok For Business Logo Files**

**DOWNLOAD**

**DESIGN SYSTEM - LOGO**

# Logo Lockups

Optical kerning, refined weight, defined clear space, and two lockups help to make the logo instantly recognizable at all sizes and in all contexts.

**Horizontal**

The horizontal lockup option is our primary and preferred option for most applications.

**Vertical**

The vertical lockup option is our secondary option and best used in tight or vertically oriented applications such as portrait oriented business cards, social icons, 9x16 vertical video, etc.

**Horizontal**

**TikTok** For Business

**Vertical**

**TikTok**  
For Business

## DESIGN SYSTEM - LOGO

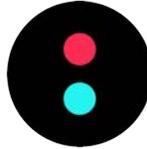
# Social Lockups

For extra small applications where the TikTok For Business logotype is illegible, the two circles can be leveraged as an icon.

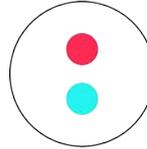
## Rules

The two circles can be used as an icon only if TikTok For Business also appears on the page, such as a social media icon with the profile handle next to the icon.

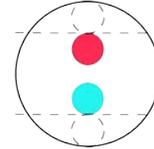
Black



White



Construction



Application



**DESIGN SYSTEM - LOGO**

# Color Variations

The logo exists in four color variations to enhance legibility on different backgrounds.

## Full-Color

Full-color logo should only be used on black or white backgrounds. Logo should be white on dark backgrounds and black on light backgrounds.

## Monochrome

Monochrome variations exist for when a simpler solution is needed.

Black and white logos can be used on **Razzmatazz** background.

Do not use white logo on **Splash** background.

**TikTok** For Business

Full Color Black

**TikTok** For Business

Monochrome Black

**TikTok** For Business

Full Color White

**TikTok** For Business

Monochrome White

**TikTok** For Business

**TikTok** For Business

**TikTok** For Business

**DESIGN SYSTEM - LOGO**

# Scale

Our logo is designed to scale to small sizes on print and screen. Two orientations have been provided to accommodate for portrait and landscape oriented applications.

**Horizontal Smallest Size**

5px tall (.07in, .2mm).

**Vertical Smallest Size**

14px tall (.2in, 5mm).

**Horizontal**

**TikTok** For Business

**TikTok** For Business

**TikTok** For Business

Minimum Size: 5px tall (.07in, .2mm).

**Vertical**

**TikTok**  
For Business

**TikTok**  
For Business

**TikTok**  
For Business

Minimum Size: 14px tall (.07in, .2mm).

**DESIGN SYSTEM - LOGO**

# Clearspace

Clearspace around the logo is equal to the cap height of the “T” for both horizontal and vertical logo lockups.

Horizontal



Vertical



**DESIGN SYSTEM - LOGO**

# Partnerships

Aligning partnership logos should follow clearspace rules. The separating line between logos can be created using the vertical line glyph in the Sofia Pro Bold typeface at the same font size as the logotype.

**Horizontal Lockup****Vertical Lockup**

**DESIGN SYSTEM - LOGO**

# Partnerships

Aligning partnership logos should follow clearspace rules. The separating line between logos can be created using the vertical line glyph in the Sofia Pro Bold typeface at the same font size as the logotype.

**Horizontal Lockup****Vertical Lockup**

**DESIGN SYSTEM - LOGO**

# Placement

The logo placement depends on the type of communication and should follow clearspace and scale guidelines.

**Approved Horizontal Logo Placement**

Top left, bottom left, top center, center, bottom center, top right, bottom right.

**Approved Vertical Logo Placement**

Top left, bottom left, center, top right, bottom right.

**Exceptions**

When approved logo placements cannot be met, follow clearspace and minimum scale guidelines for maximum accessibility.



## DESIGN SYSTEM - LOGO

# Rotation

The logo may be rotated to add a level of playfulness. When rotating the logo, it must be done in 10-degree increments and never end up upside down.

When rotating the logo vertically (90°), it should be placed with “TikTok” at the bottom to visually ground the logo.



0°



90°



10°



-50°



10°



**DESIGN SYSTEM - LOGO**

# Logo Animation

Follow color, scale, clearspace, placement, and rotation guidelines when animating the TikTok For Business logo.

Movement should feel efficient, smooth, and fun.

Use motion blur, rotation, and scale animation properties to add fluidity.

**Things To Avoid**

- Do not add effects like drop shadows & gradients.
- Do not distort or manipulate the logo on end states. Glitch effects and squash and stretch are acceptable during transition states.

**TikTok For Business Logo Animation**[DOWNLOAD](#)

**DESIGN SYSTEM - LOGO**

# Logo Animation

Follow color, scale, clearspace, placement, and rotation guidelines when animating the TikTok For Business logo.

Movement should feel efficient, smooth, and fun.

Use motion blur, rotation, and scale animation properties to add fluidity.

**Things To Avoid**

- Do not add effects like drop shadows & gradients.
- Do not distort or manipulate the logo on end states. Transitions such as glitch effects are acceptable.

**Don't Make Ads. Make TikToks Campaign Social End Card**[DOWNLOAD](#)

DESIGN SYSTEM - LOGO

# Application

The logo placement depends on the type of communication and use. Aligning the logo should follow clearspace, placement, and rotation rules.

Design System

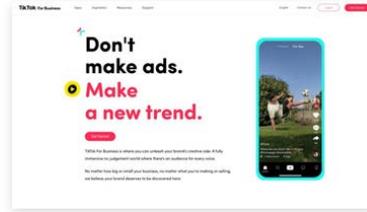
Logo

Application

Business Card



Website



Newsletter



Social



Banners



DESIGN SYSTEM - LOGO

# Things to Avoid

1. Don't re-create the logo by typing it with a font.
2. Don't stretch, distort, or manipulate the logo.
3. Don't add effects like drop shadows or gradients.
4. Do not change the logo color.
5. Don't place the logo on a background that reduces its legibility.
6. Do not outline or create a keyline around the logo.

1.



Don't re-create the logo by typing it with a font.

2.



Don't stretch, distort, or manipulate the logo.

3.



Don't add effects like drop shadows or gradients.

4.



Do not change the logo color.

5.



Don't place the logo on a background that reduces its legibility.

6.



Do not outline or create a key line around the logo.

**DESIGN SYSTEM**

# Typo- graphy

Brand Typefaces

Sofia Pro Substitutes

Sofia Pro Soft Substitutes

Typography System

Headline Treatment

Localizations

Things to Avoid

**TikTok For Business Typefaces**

**DOWNLOAD**

**TYPOGRAPHY OVERVIEW**

# Brand Typefaces

Our typefaces are Sofia Pro and Sofia Pro Soft.

## Sofia Pro

Our primary typeface, used for headlines, subheads, body copy, and captions.

## Sofia Pro Soft

Our secondary typeface, used only for emphasis in combination with Sofia Pro.

## Sofia Pro

**ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ**

**abcdefgh  
ijklmnopqr  
tuvwxyz**

**1234567890**

## Sofia Pro Soft

**ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ**

**abcdefgh  
ijklmnopqr  
tuvwxyz**

**1234567890**

**TYPOGRAPHY OVERVIEW**

# Sofia Pro Substitutes

In specific instances where our brand typefaces are not available, please opt for native sans-serif typefaces.

**Helvetica or Arial**

Widely available system sans-serif.

**Roboto**

Native to Android devices.

**SF Pro**

Native to Apple devices.

**Spartan**

Free Google font.

**Helvetica - System Sans-Serif**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**Arial - System Sans-Serif**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**Roboto - Free Google Font**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**SF Pro - Free Apple Font**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**Spartan - Free Google Font**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**TYPOGRAPHY OVERVIEW**

# Sofia Pro Soft Substitutes

In specific instances where our brand typefaces are not available, please opt for native sans-serif typefaces.

## **Arial Rounded**

Widely available rounded system sans-serif.

## **SF Pro Rounded**

Free Apple font.

## **Houschka Round**

Adobe Font available with Adobe Creative Cloud subscription.

### **Arial Rounded - System Sans-Serif**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

### **SF Pro Rounded - Free Apple Font**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

### **Houschka Round - Free Adobe Font**

ABCDE  
GHIJKLM  
NOPQRT  
UVWXYZ

**TYPOGRAPHY**

# Typography System

## Headline Level 1

Size: 4.5x. Weight: Bold. Tracking: -10pts.  
Leading: 120%. Alignment: left, center.

## Headline Level 2

Size: 3x. Weight: Bold. Tracking: -10pts.  
Leading: 120%. Alignment: left, center.

## Subhead

Size: 1.5x. Weight: Semi Bold. Tracking: -10pts.  
Leading: 120%. Alignment: left, center.

## Body

Size: 1x. Weight: Regular. Tracking: -10pts.  
Leading: 140%. Alignment: left, center.

## Caption

Size: .5x. Weight: Regular. Tracking: 10pts.

## Headline Level 1

# H1 - 4.5x - Sofia Pro Bold

Minimum size: 36pt/43.2pt

## Headline Level 2

## H2 - 3x - Sofia Pro Bold

Minimum size: 24pt//28.8pt

## Subhead

### Subhead - 1.5x - Sofia Pro Semi Bold

Minimum size: 12pt/14.4pt

## Body

Body- 1x - Sofia Pro Regular

Minimum size: 8pt/12pt

## Caption

CAPTION- .5x - Sofia Pro Regular

Minimum size: 4pt/6pt

## TYPOGRAPHY

# Headline Treatment

Add emphasis to keywords or phrases by highlighting with **Razzmatazz (#FE2C55)** and Sofia Pro Soft.

Make sure to highlight punctuation following highlighted keyword or phrase.

### Rules

Do not use **Splash (#25F4EE)** to highlight text, as it does not meet accessibility standards.

Do not use color blocking to highlight text. Only highlight text by changing font color.

Limit color usage to only two colors. (i.e., Black and **Razzmatazz** or White and **Razzmatazz**.)

### Emphasis

Connecting brands today with the **culture of tomorrow.**

Sofia Pro Soft set in **Razzmatazz (#FE2C55)**.



Connecting brands today with the **culture of tomorrow.**

Sofia Pro Soft set in **Razzmatazz (#FE2C55)**.



## TYPOGRAPHY

# Localization

In some regions you will encounter languages with a variety of accents. By setting the leading, or line height, to 120% of the font size, our system ensures that text does not collide.

## Emphasis

**Maior indiferença  
eleitoral e maior intenção  
de voto na esquerda.**

Font size: 36pts. Leading: 43.2pts (120%).

## TYPOGRAPHY

# Things to Avoid

1. Don't use the wrong typeface.
2. Don't apply gradients to type.
3. Don't put pictures or patterns in type.
4. Don't stack type.
5. Don't lead too much, refer to type system.
6. Don't lead too little, refer to type system.
7. Don't tightly track type (set to -10pts).
8. Don't loosely track type (set to -10pts).
9. Don't substitute with non-approved fonts..
10. Don't stretch, skew, or distort text in any way.
11. Don't use the bold font weight for text copy.
12. Don't set headlines in all caps.
13. Don't set headlines all lowercase.
14. Don't use type sizes that are too close in value.
15. Don't apply drop shadows or other effects.

1.

**Make  
TikToks**

2.

**Make  
TikToks**

3.

**Make  
TikToks**

4.

T  
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T  
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k  
s

5.

**Don't Make Ads.  
Make TikToks.**

6.

**Don't Make Ads.  
Make TikToks.**

7.

**Don't Make Ads.  
Make TikToks**

8.

**Don't Make Ads.  
Make TikToks.**

9.

**Don't Make Ads.  
Make TikToks.**

10.

**Don't Make Ads.  
Make TikToks.**

11.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hen.

12.

**DON'T MAKE ADS.  
MAKE TIKTOKS.**

13.

**don't make ads.  
make tiktoks.**

14.

Lorem ipsum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

15.

**Don't Make Ads.  
Make TikToks.**

**DESIGN SYSTEM**

# Color

Color Palette

Color Rules

Things to Avoid

**Color Palette**

**DOWNLOAD**

## COLOR

# Color Palette

Our colors take advantage of the existing TikTok brand colors that hold brand equity. They are designed to reflect the youthful and contemporary energy of the TikTok brand.

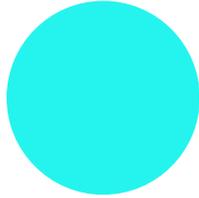
## Digital

Use RGB color values for all digital applications.

## Print

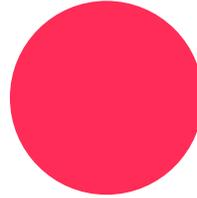
Use Pantone color values when printing stationery or logo to ensure correct branding color. Use CMYK color values for all other print applications.

### Splash



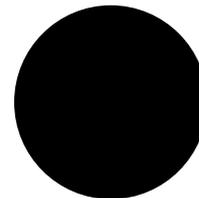
#25F4EE  
Pantone: 318 C  
RGB: 37, 244, 238  
CMYK: 67, 0, 29, 0

### Razzmatazz



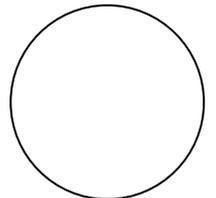
#FE2C55  
Pantone: 2040 C  
RGB: 254, 44, 85  
CMYK: 0, 100, 51, 0

### Black



#000000  
Pantone: Black  
RGB: 0, 0, 0  
CMYK: 60, 60, 60, 100

### White



#ffffff  
Pantone: White  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

### Extended Color Palette



### Color Palette

[DOWNLOAD](#)

## COLOR

# Color Rules

## Accessibility

Black and **Razzmatazz** can be used to highlight text. Do not use **Splash** to highlight text as it does not meet accessibility standards.

## Avoid color overload-Backgrounds

Full-bleed backgrounds work well, but when too many colors are used it can be overwhelming. Limit background color to one brand color per composition.

## Avoid color overload-Text

**Razzmatazz** can be used to highlight text on black or white backgrounds. Do not use more than one color to highlight text.

## Create focus

Use brand colors with black or white to bring dimension and focus to a composition. Do not use grey or neutrals as a background color.

### Accessibility



Do



Don't

### Avoid Color Overload -Backgrounds

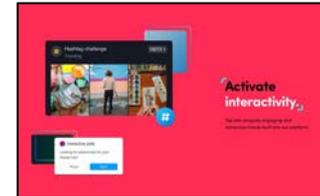


Do



Don't

### Avoid Color Overload -Text



Do



Don't

### Create Focus



Do



Don't

## COLOR

# Things to Avoid

1. Do not use gradients.
2. Do not create new colors.
3. Do not use more than one emphasis color to highlight a headline.
4. Do not use [Splash](#) to emphasize words on a white background.

1.



Do not use gradients.

2.



Do not create new colors.

3.



Do not use more than one emphasis color to highlight a headline.

4.

Do not use [Splash](#) to emphasize words on a white background.

**DESIGN SYSTEM**

# Design Tool Kit

Tool Kit Overview

Bubbles

Rounded Rectangles

Patterns

Pattern Application

Emphasis Marks

Things to Avoid

**Design Tool Kit Illustrator Files**

**DOWNLOAD**

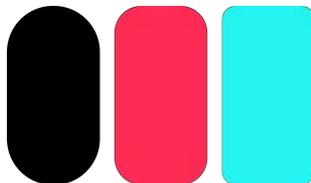
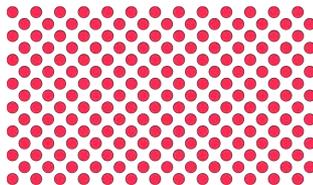
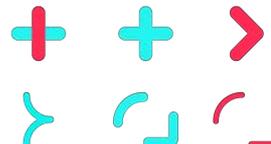
**DESIGN TOOLKIT**

# Tool Kit Overview

Our design tool kit is composed of four core elements: rounded rectangles, bubbles, patterns, and emphasis marks.

These elements are designed to be used in conjunction with the brand logo, color, typography, and imagery.

The shapes have been derived from the two circles in the TikTok logo. They tie back to the TikTok brand while allowing for playfulness and creativity.

**Rounded Rectangles****Bubbles****Patterns****Emphasis Marks**

## DESIGN TOOL KIT

# Bubbles

The bubble elements were derived from the two circles in the TikTok For Business logo. The circles have been extended, forming a rounded rectangle shape, in order to hold words.

**Variations**

This element has a fill and stroke variation in [Splash](#), [Razzmatazz](#), and Black.

**Use**

The bubbles are primarily used as a call to action (CTA) across digital assets. This element can also be used to add emphasis on print assets.

**Size/Scale**

Digital minimum size: 30px.

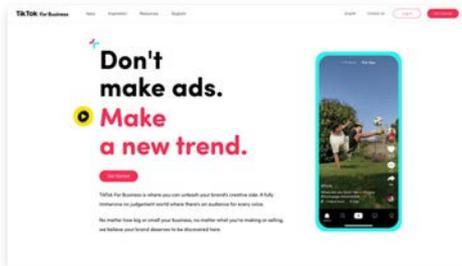
Print minimum size: .2in.

TikTok For Business



Digital minimum size: 30px

Print minimum size: .2in

**Applications**

Website



Banner Ads



Business Card

## DESIGN TOOL KIT

# Rounded Rectangles

## Variation

This element has a fill and stroke variation in [Splash](#), [Razzmatazz](#), Black and White.

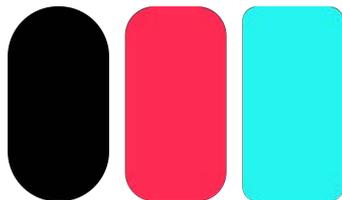
## Roundness

Roundness is limited to 25%, 50%, and 100%.

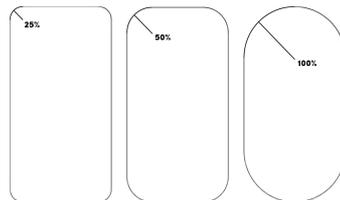
## Use

The primary use is for image masks with a colored border. Rounded rectangles can stretch to accommodate image height/width.

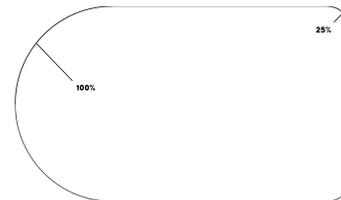
Rounded rectangles can also be used as graphic elements and backgrounds by layering the different shapes. Elements should be stacked using different colors to create focus.



Rounded rectangles may be used as fill or stroke in [Splash](#), [Razzmatazz](#), Black or White.



Curve proportion is limited to 25%, 50%, and 100% roundness.

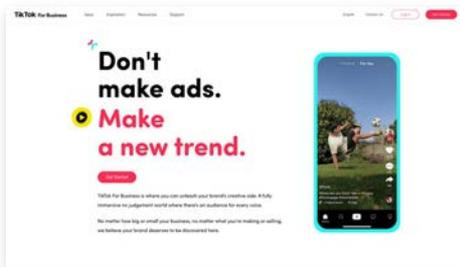


Up to two different curve proportions may be used in the same element.

## Applications



Business Card



Website



Graphics



## DESIGN TOOL KIT

# Rounded Rectangles

## Primary Use

Reserve the use of the rounded rectangle with 100% roundness to call-to-action buttons on digital.

## Secondary Use

Reserve the use of the rounded rectangle with 100% roundness for adding emphasis in print applications.

## Graphic Element Rules

Make sure to layer rounded rectangle with 100% roundness with others shapes when using as a graphic element. Do not use this specific rounded rectangle by itself.

## Applications



Website - CTA



Banner Ad - CTA



Banner Ad - CTA



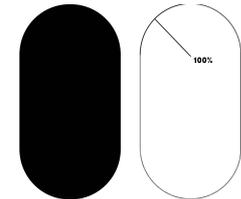
Business Card - Emphasis



Graphics - Layered with other rounded rectangles



## Rounded Rectangle - 100% Roundness



Rounded rectangle with 100% roundness.

## DESIGN TOOL KIT

# Patterns

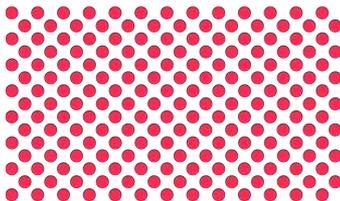
The pattern design elements are derived from the circles in the TikTok For Business logo. The patterns add a level of playfulness and creativity while tying back to the TikTok brand.

## Use

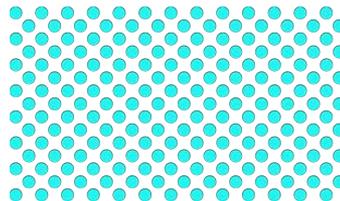
Patterns are used to bring visual interest to compositions as graphic elements. Patterns can be used as background elements or to divide and organize content. Patterns can be used full bleed or masked within.

Patterns may be used on backgrounds that provide high contrast (i.e., black or white) to aid in accessibility.

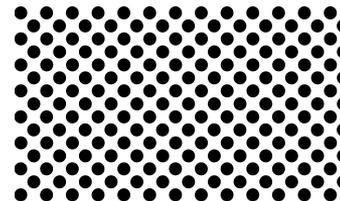
Patterns may be used on [Splash](#) or [Razzmatazz](#) backgrounds if the patterns does not include those colors to maintain legibility and accessibility.



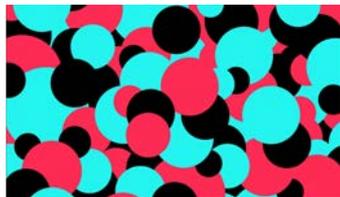
Min Circle Diameter: 20px.



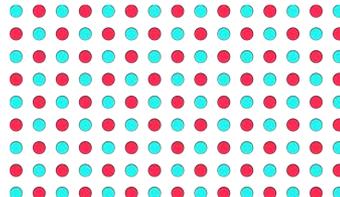
Min Circle Diameter: 20px.



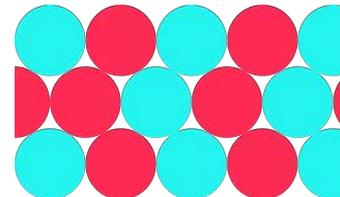
Min Circle Diameter: 20px.



Min Circle Diameter: 50px.



Min Circle Diameter: 20px.



Min Circle Diameter: 50px.

## DESIGN TOOL KIT

# Pattern Application

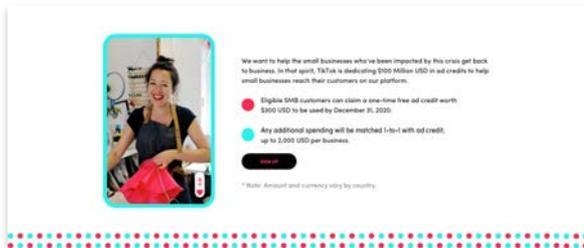
The pattern placement depends on the type of communication. It should be used creatively and bring visual interest to compositions while following minimum size and accessibility requirements.

## Things to Do

- Use patterns on high contrast backgrounds.
- Use patterns to divide content and create flow.

## Things To Avoid

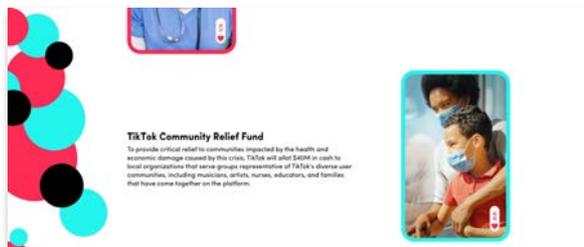
- Do not place patterns on top of images.
- Do not place patterns on competing colors.
- Do not place pattern on similar colors.
- Do not place text on top of patterns.



Use patterns to divide content.



Use patterns as graphic elements to bring visual interest.



Use patterns as graphic elements to bring visual interest and create flow.



Do not place text on patterns.

## DESIGN TOOL KIT

# Emphasis Marks

## Use

Emphasis Marks should be added to all level one headlines using the Emphasis Mark library.

Use only square marks at the end of a sentence to avoid confusion with punctuation.

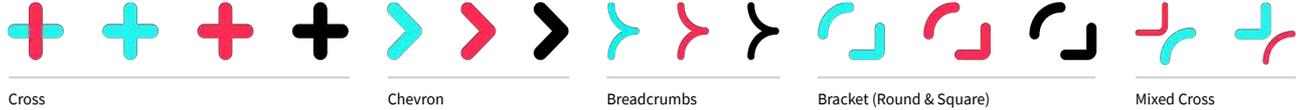
## Variation

Two marks are preferred, one at the beginning and one at the end of a headline. Beginning and end emphasis marks should be different colors (i.e. [Splash](#), [Razzmatazz](#), Black, or White).

## Size & Alignment

The x-height of the headline font is the unit of measurement for the alignment and size of the Emphasis marks.

## Emphasis Marks Library



## Application



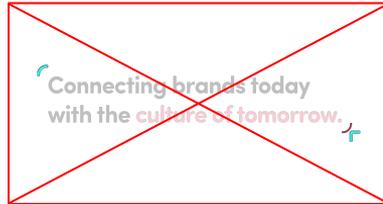
Connecting  
brands today  
with the **culture**  
of tomorrow.

## DESIGN TOOL KIT

# Things to Avoid

1. Do not use curved Emphasis Marks at the end of a sentence.
2. Do not scale Emphasis Marks larger/smaller than headline font x-height.
3. Do not ignore Emphasis Mark alignment guidelines.
4. Do not use a pattern on a background with a clashing color or any image.
5. Do not use a pattern on a background of the same color, that color will get lost.
6. Do not stack rounded rectangles of the same color.

1.



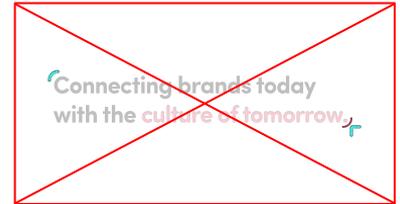
Do not use curved Emphasis Marks at the end of a sentence.

2.



Do not scale Emphasis Marks larger/smaller than headline font x-height.

3.



Do not ignore Emphasis Mark alignment guidelines.

4.



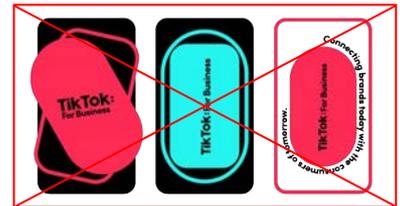
Do not use a pattern on a background with a clashing color or any image.

5.



Do not use a pattern on a background of the same color, that color will get lost. The **Razzmatazz** circles are lost.

6.



Do not stack rounded rectangles of the same color.

04

# Imagery

Photography Guidelines

Diversity

Photography Application

Things to Avoid

Video Rules

Do's & Don'ts

## IMAGERY

# Photography Guidelines

Photography, whether in selecting stock or actually shot, should always feature subject matter that is **real, fun, bold, lighthearted, and optimistic**. Every scenario should be action-oriented to engage the viewer, and invite them into each moment. They should never be passive or stagnant.

It should never feel staged, cheesy, overly posed, or overproduced.

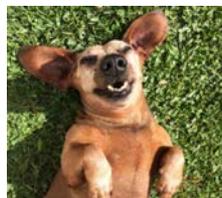
### Style and Properties

Natural light  
Colorful  
Active

### Content

Diverse cast, animals, action, DIY, art, food, gaming, creativity, community.

### Interactions



Express joy and delight.

### Casting



People are diverse and relatable.

### Compositions



Open with negative space.

### Lighting and Color



Appears natural.

## IMAGERY

# Diversity

Photography, whether captured in a shoot or in selecting stock, should reflect the diverse communities that use TikTok, and reflect the world. Always be inclusive by showing and casting diversity among race, culture, gender, age, size, abilities, socioeconomic status, and region.

## Things To Avoid

- Limiting models to a single gender or race, region.
- Limiting location to one region (urban, rural, suburban).

## Ethnicity/Race/Culture



Use imagery that reflects our global audience by casting diverse models that feel authentic within your region.

## Age



Our audience is 16 – 34 year olds that love to create content and interact with a global community. Use imagery of people on both ends of the spectrum and include seniors when it feels natural.

## Gender



Use imagery that reflects the creative expression of audience by being inclusive of all gender identities.

IMAGERY

# Photography Application

Imagery, whether shot or stock, should follow content, style, and photography guidelines across all applications.

### Image Masks

Imagery is cropped in rounded rectangle frames with 25% or 50% roundness. Images can be rotated, in 10-degree increments, to create fun and dynamic compositions.

### Colored Borders

Key imagery can be highlighted with **Splash**, **Razzmatazz**, Black or White for emphasis.

## Imagery

## Imagery Rules

### Web



### Banners



### Social



IMAGERY

# Things to Avoid

1. Busy foreground elements.
2. Static moments with inactivity.
3. Blown-out skies, hair, tree edges, etc.
4. Harsh shadows or lighting on the subject, along with reflections and blur that complicate the photo.
- 5 Cluttered and complex compositions that distract from the main hero.
- 6 Limiting models to a single gender or race.

1.



Do not shoot or source imagery with busy foreground elements.

2.



Do not shoot or source imagery with static moments where people are not engaged.

3.



Do not shoot or source imagery with blown-out areas so image holds an edge on white.

4.



Do not use overly dramatic lighting and excessive lens flare.

5.



Do not shoot or source imagery with busy backgrounds or environments that distract from the subject.

6.



Do not limit models to a single gender or race.

## IMAGERY

# Video Rules

## Content

Video content should always exude a high level of **energy and fun** from the get-go. Creative editing, trick cuts, interesting transitions, effects and dancing are a few examples of how to keep videos entertaining and uniquely TikTok. There's always opportunity to add a "TikTok twist." No two videos should feel too similar.

Content should feel **real and authentic to each featured brand or business**. Footage should be filmed in a **workplace setting** or feature **hints** to the business (i.e., logos, branded accessories, product, etc.). The goal is not to make something that resembles an ad a brand would make on another platform, but to behave natively as a creator on TikTok. That authenticity is what gets brands noticed.

## Orientation

Videos should always be shot in a vertical 9:16 format to stay true to the platform.

**TikTok** For Business



Real business environment.



Business product feature.



Real business environment with employee in uniform.

**IMAGERY**

# Video Rules

## Music

Sound is key on TikTok. Unlike other platforms, most content you see is inspired by the music or sounds featured, and might inspire others to remix your content. Videos should feature songs (or SFX) that feel like they came straight from TikTok. When in doubt, spend 10 minutes scrolling through TikTok for genre inspiration.

## SFX

In lieu of or in addition to music, unexpected sound effects can also be breakthrough. Things like mismatched sounds to actions, lip syncing, etc.

## Effects and Filters

Effects should be used to help elevate the video and give it more of a personality. Whatever effect is used should feel unique to the platform and either be taken straight from the effects library or influenced by an existing effect there.



Inspired by the “Big Head” effect on TikTok.



Inspired by the “Green Screen” effect on TikTok.



Inspired by the “Floating Body Parts” challenge on TikTok.

## IMAGERY

# Do's & Don'ts

## Things to Avoid

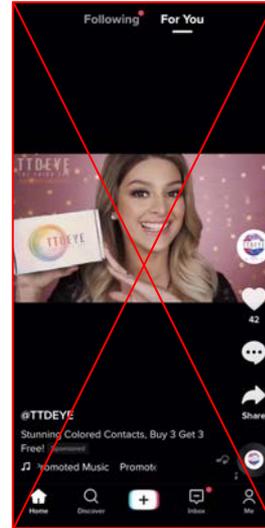
- Content should not be overly staged or produced, or resemble any type of content that would have been made for another platform.
- Content should not be shot in a horizontal or square format.
- One long, locked-off shot with no movement or effects.

## Things to Do

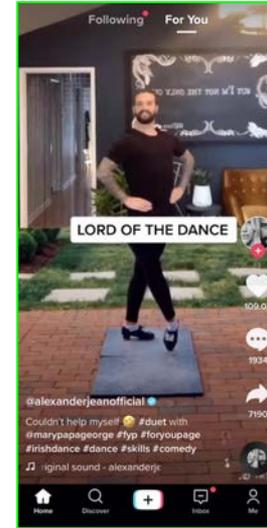
- Use TikTok as your inspiration. If you're ever stuck, spend time scrolling through TikTok and you will find answers. Let the platform do its job: to inspire your creativity.



Don't create content that is over produced.



Don't shoot for horizontal or square.



Do get lost scrolling TikTok finding inspiration from all the amazing creators.

05

# Advertising Campaign Guidelines

Videos

Stills

Graphics

Banners

## ADVERTISING GUIDELINES

# Video

## Content and Effects

See pages 55 - 61 for more.

### Intro

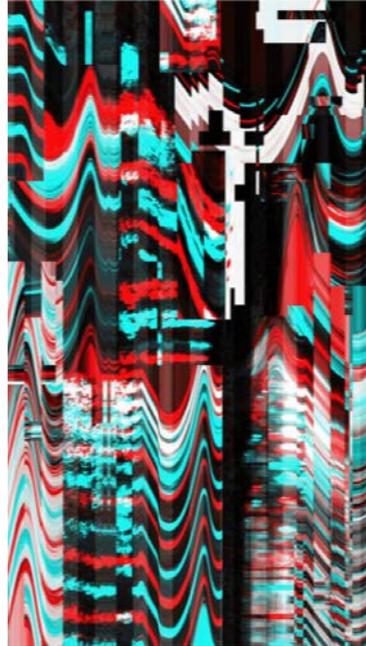
- “Don’t Make Ads.” should always be on a black background with white type.
- “Don’t Make Ads.” should always animate in word-by-word for emphasis.
- The full-glitch animation should be used to transition from the intro to the footage.

### Middle

- TikToks should be featured inside a phone graphic always. This can be cropped or moved around to fit with different sizing.

### Outro

- Glitch animation should be used to transition from footage to the end card.
- End card colors should correspond with the main color used in the fill around the phone.



Social stories video 9:16



YouTube Pre-roll 16:9

## ADVERTISING GUIDELINES

# Still

### Content and Effects

Video is the preferred medium, as TikTok is a video-based platform. Stills can be taken from the video content for specific ad buys if needed. When taking a still from footage, make sure it is a clear frame without motion blur. Be sure to choose a point with action and effects so that the still embodies the excitement of the video.

### Must Haves:

- “Don’t Make Ads.” should always be on a black background with white type in the top or bottom left of the frame.
- “Make TikToks.” positioning should be partially on both the black background and image as to not block any important part of the content.
- In banners, logo should be present whereas in social TikTok For Business will be seen within the platform it is being promoted on.



Social still 4:5



Social still 1:1



Static banner 350x200

### Rights & Usage

Must secure usage rights and pay appropriate fees for all featured content inclusive of talent fees, music licenses, location releases and brand/IP releases whether the content is existing or shot.

## ADVERTISING GUIDELINES

# Graphics

- “Don’t Make Ads.” should always be on a black background with white type.
- “Don’t Make Ads.” should always be DIN Next LT Pro - Bold Condensed .
- Video footage and imagery should always be housed within a graphic phone outline. Phone should also include the TikTok UI.
- Supers should always be inside white text bubbles, with Splash and Razzmatazz on the right and left sides of the bubble.
- Supers should always be in Sofia Pro Bold.
- Supers should be dynamic and move around the frame to see the content more clearly.
- Glitch animation should be used to bring text bubbles on and off screen.
- Supers should only appear over picture or a black background.



Video featuring a real business environment.



Video with a business product feature.



Still asset featuring a real business environment.

## ADVERTISING GUIDELINES

# Banners

- Regardless of banner sizing, at least one corner of the phone graphic should always be shown (excluding extreme horizontal sizing).
- Logo should always align with DMA.
- CTA button should either pair with or be aligned with the logo.
- CTA button color should be opposite whatever color is used in the phone outline graphic.



## ADVERTISING GUIDELINES

## Do's &amp; Don'ts

## Things to Avoid

- Do not have text bubbles on top of or overlapping a colored background.
- Do not right or center align “Don’t Make Ads.”
- Do not place imagery in a layout that’s not housed in the phone shape.

## Things to Do

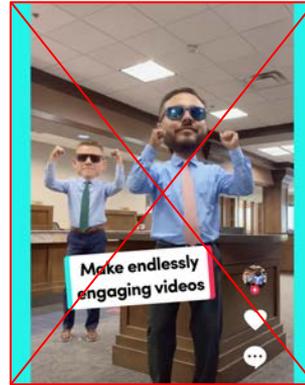
- If you have legal clearance, incorporate partner brand logos and names into the TikTok UI graphic to feel more native to the platform.



Putting text bubbles on a colored background causes one side to get lost.



Moving “Don’t Make Ads.” to the right or center throws off the alignment of the lock up.



Always have imagery housed inside phone graphic.



Do use logos and brand names within the TikTok UI to feel less forced.

# Thank You

TIKTOK FOR BUSINESS BRAND GUIDELINES

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## 05 Advertising Guidelines

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01

# Brand Story

## Brand Foundations

- TikTok Mission
- TikTok For Business Mission
- Vision

## Brand Promise

## Audience

## The Platform

## Global Portfolio

**BRAND FOUNDATIONS**

## TikTok Mission

**To inspire creativity and bring joy.**

TikTok is the leading destination for short-form mobile video and our mission is to inspire creativity and bring joy.

The platform is a home for creative expression through videos that create a genuine, inspiring, and joyful experience.

## TikTok For Business Mission

**To inspire and empower business creators everywhere.**

Every business has a creative side, even ones you might not expect. In fact, it's the creativity inside every business that moves things forward and draws new fans. Your crazy ideas, your experiments, your flights of fancy—they aren't just safe here, they are welcome on TikTok For Business.

## TikTok For Business Vision

**To create a world where any business, no matter how big or small, or what they make, sell or create, can get noticed.**

For most businesses, it's harder than ever for ads to get noticed—whether you're a one-person shop or a multimillion dollar corporation. But we believe that for every voice there should always be an audience. That's why we offer a sound-on, immersive first-screen experience, and a community that's always looking to discover new things, with open minds, and a willingness to get out of their comfort zone.

TikTok For Business is where brands can break out and break through.



**BRAND PROMISE**

**Because what you create matters,  
TikTok For Business is where you  
get discovered.**



**BRAND FOUNDATIONS**

# Audiences

## **Small Businesses**

Businesses with more limited revenue/resources and under 500 employees.

## **Enterprises**

Businesses with more substantial revenue/resources and more than 500 employees.

## **Creative and Media Agencies**

Organizations that serve small businesses and enterprises, helping them craft creative campaigns and/or purchase media.

## **Priority Audience Verticals**

Gaming, Retail, Food & Beverage, Lifestyle, Finance, Media & Entertainment.

**THE PLATFORM**

# Don't Make Ads. Make TikToks.

If you want your business to be invisible, make an ad.

Put it on Facebook or Instagram, or if you're feeling *really* nostalgic, TV.

We block them, skip them, and invented the DVR just so we could fast-forward through.

If you want your brand to get noticed... head to TikTok.

It's a whole different ballgame over here, and we want you to come play with us.

Come get discovered in a way you never thought you could.

Just promise us one thing...

**Don't Make Ads. Make TikToks.**



**GLOBAL PORTFOLIO**



**Global Insight**

In an age of informational overload, every business is desperate to be noticed.

**Global Promise**

The TikTok For Business portfolio can get your business discovered in a way normal ads can't.

**Global Creative Adaptation**

Every platform gets brands discovered differently, always better than the norm.

Don't Make Ads. Make \_\_\_\_\_



**GLOBAL PORTFOLIO**



Don't Make ads. Make TikToks.



Don't make ads. Make news on News Republic.



Don't make ads. Make a new trend on BuzzVideo.



Don't make ads. Make someone's day on TopBuzz.



Don't make ads. Make a connection on Helo.



Don't make ads. Make people smile on Ulike.



Don't make ads. Make an impact at scale on Pangle.

## IMAGERY

# Illustration

Illustration, whether sourced or created, should feel fun and energetic. There's always opportunity to add a "TikTok twist."

## Things to Do

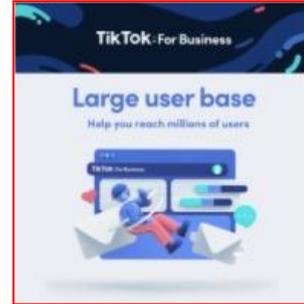
- Limit primary color usage to **Razzmatazz**, **Splash**, Black, and White.
- Limit secondary color usage to extended color palette (page 42).

## Things to Avoid

- Do not use gradients backgrounds.
- Do not use the wrong shade of brand colors.
- Do not use multiple illustration styles.
- Do not use 3D illustration style.



Do not use gradients backgrounds.



Do not use 3D illustration style.



Do not use the wrong shade of brand colors.



Do not use gradients in illustration.



Do not use non-brand colors.



Do not use the wrong shade of brand colors.