

GIPHY Brand Guidelines



June 2025 Version 3.0

Introduction

GIPHY is the platform that *Animates the Internet*. An infinite catalogue of pop culture, memes, digital art, and cute animals makes GIPHY the largest search engine for GIFs and Stickers in the world. It works on your phone, your computer, Instagram, Twitter, Slack, and the next thing that isn't even invented yet. Anywhere you have a conversation, GIPHY is right there with you.

The GIPHY Brand Guidelines equip our employees and partners with the tools to represent our brand cleanly and consistently. Our brand is unmistakable and serves as a mirror to the digital landscape. It captures the whimsy of today's online culture, while evoking a sense of joy and nostalgia for the early days of the internet. Use this guide to maintain and strengthen our brand in the marketplace.

GIPHY Values

Our values and our people make us who we are. It's pretty simple really. All our products are made with the same love and quirk that can be found in our people.

We believe in the power of visual language to say what words can't - making everyday communication more fun, emotional, and human. Rooted in internet culture, GIPHY celebrates diversity, humor, and the ever-evolving ways people share moments, #moods, and meaning.

GIPHY never stops. Never stops building, rebuilding, laughing, looping, & being who we are.

There are no rules... okay only a few. GIPHY strives to do and make things that have never been, that should be.

GIPHY feels. We laugh. We cry. We are creators that use expression as our medium and everything we build is an expression of who we are.

GIPHY is weird. But in a good weird kind of way. We make weird things that people love. The weirder the better.

GIPHY is alive. We bring things to life. We pretty much only work with and build things that move.

ANIMATED  **EXPRESSIVE**
EXPERIMENTAL 
INFINATE  **WEIRD**
 **TRANSPARENT**
KIND  **FUNNY**
JOYFUL  **BALANCED**

Whether its a GIF in the group chat, or a Sticker on your story, our goal has always been to bring a little bit of joy and delight to everything we can.

GIPHY has a sense of humor. It's kinda our whole thing.

GIPHY is fair. We believe the internet, the outside world, & the company, should be balanced. We strive to be a diverse group of weirdos who create things for everyone.

GIPHY makes the world a kinder place. We love the people we work with and we value people over product.

GIPHY is transparent (*Alpha 0,0,0,0*). We embrace the 'Why' and the freedom of information act.

Our Message

GIPHY's brand positioning began as a simple, descriptive promise:

"All The GIFs." It captured what set us apart - a vast, unmatched, searchable library of animated content.

Over 10 years later, that foundation has evolved into something more aspirational:

"Be Animated." This tagline reflects not just what we offer, but what we inspire - self-expression, creativity, and fun.



GIPHY

BE ANIMATED

Tone of Voice & Grammar

If used correctly, GIPHY's tone of voice is meant to brighten your day, the same way it's GIFs do.

It's important to keep things conversational and cool. Unlike most other brands, we value some light internet talk over corporate jargon. Though not all GIF users are young, the majority are and it's our job to match their tone of voice.

Always use sentence case and the other grammar rules listed below.

Bold / Energetic

GIPHY isn't shy. The visuals are attention-grabbing & confident, so the tone of voice should be too. It is fast-paced & lively, matching to tempo of digital conversations.

Witty / Cheeky

GIPHY isn't afraid to be a bit tongue-in-cheek. We lean into internet humor with attitude. Clever punch lines, layered jokes, and visual puns are all part of our language.

Casual / Relatable

GIPHY speaks in the language of the internet - casual, meme-savvy, and always in on the joke. Never be afraid of a good pun or internet joke. We aim to speak the way GIF users do, with the occasional abbreviation, slang, and GIFs.

Emotional / Inviting

GIPHY taps into the everyday emotions of being human - those "that's so me" moments. The tone is fresh, easygoing, never too serious, and reflects what people are talking about and how they really feel about it.

Sentence Case? **Yes**

Sentence Length? **Short**

Exclamation Points? **No**

Periods? **Body Text Only**

Exclamation Points? **No**

Emojis? **Tastefully**

GIPHY - Always **All Caps**

GIPHY Ads/Studios - **Singular** Entity

GIPHY Products - **Title Case**

Our Visual Language

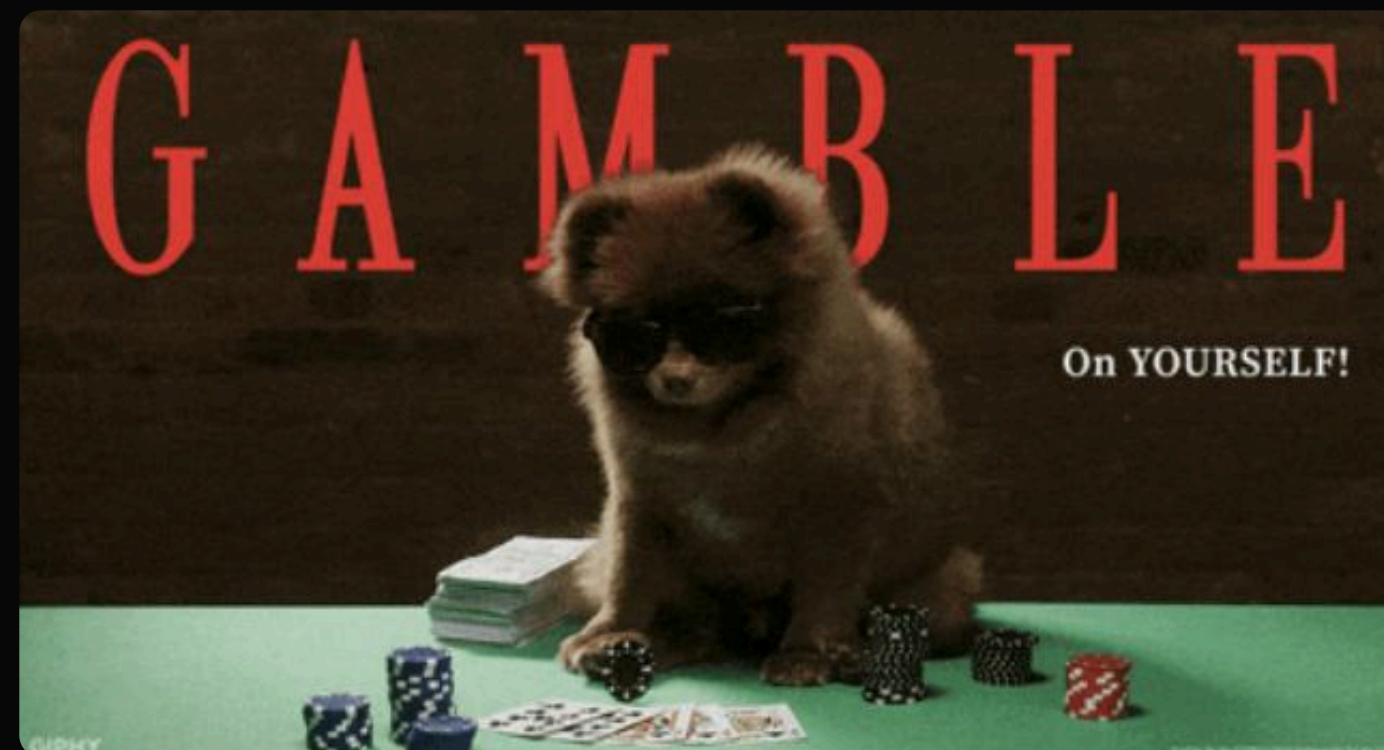
Our visual brand is defensible and has rules, yet expansive enough to allow other artists to contribute. It is instantly recognizable and reflects the internet and self expression. We aim to keep everything entertaining, emotional, and inclusive.

If you need brand-safe content (GIFs and Stickers), our originals can be used in all GIPHY owned executions and public media. Here are some places to find them:

[Originals](#)

[Studios](#)

[Studios Again](#)



Who We Are

GIPHY Ads

GIPHY makes ads that people actually *want* to share. We recommend focusing on the **Why** and **How** of our Ads when selling or describing the business.

Why?

Reach - We power messaging on nearly all of today's most popular apps.

Relevance - We place your brand at the center of everyday conversations & cultural moments.

Shareable - We transform your brand into a hilarious shareable message.

How?

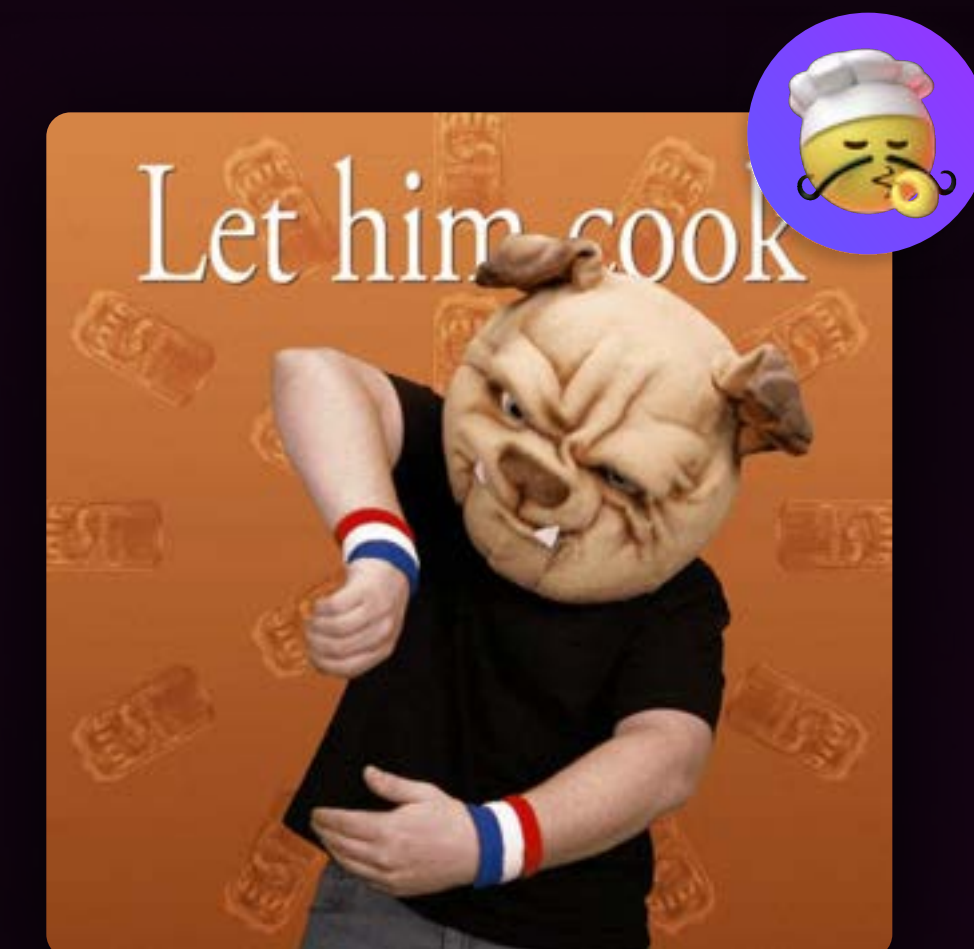
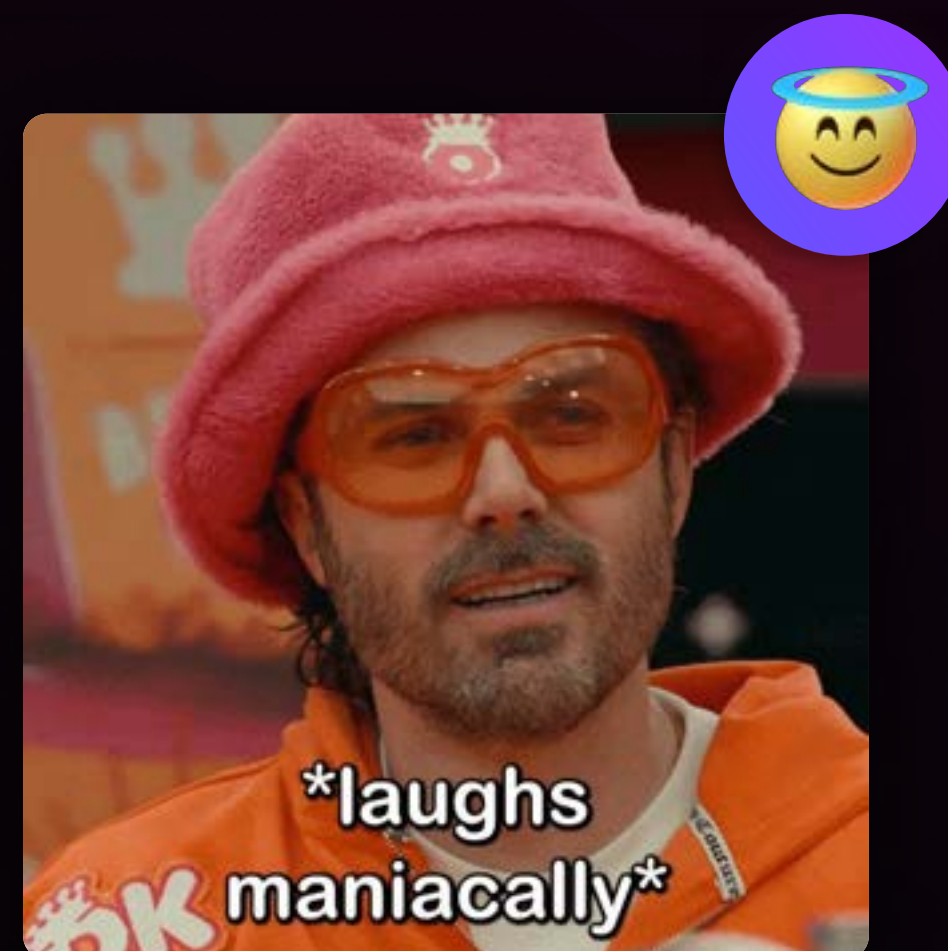
We provide high-visibility placement in our ecosystem through the **Trending Feed**, **Search**, **Stickers**, **Banners**, & more.

GIPHY Studios is our award-winning production team that creates bespoke, shareable, hilarious GIFs & Stickers for your brand.



GIPHY ADS

Ads People Share

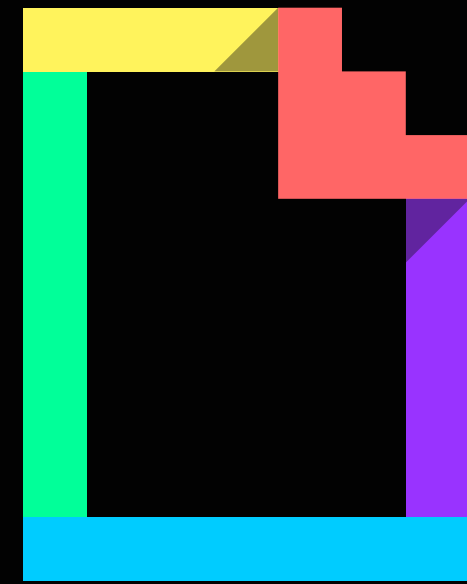


This Is The GIPHY Logo

It has two parts: **Icon**, and **Wordmark**.

It is almost always used together, and that's how it looks in most of the files you've been given and should rarely be altered. Always ensure the correct ordering and spacing between the Icon and the Wordmark.

The Logo



The Icon

GIPHY

The Wordmark

Do Not Change The Logo

Here are a few examples of things you should NOT do with the logo, no matter how tempting.

Padding around the logo should equal one corner's width and height.

Like all good logos and most medieval castles, our branding is surrounded by a space that no partner logo nor graphic should cross.



Never use part of the logo ...



or write GIPHY in another font ...



or change scales.



Never add color to our logo ...



Don't even think about rotating ...



or change the order of things.



Not enough padding between elements and the logo...

Background Contrast

GIPHY'S *wordmark* is almost always white.

If you run into contrast issues with the wordmark, or the icon, use the **Boxed Versions** of our logos - i.e. the wordmark surrounded by a black box. It's impossible for us to set rules that will account for all possible backgrounds and outcomes, so use your head and don't hesitate to ask us about it!

Nice contrast. Good choice.



Nope. Use that boxed version!



Logo Consistency

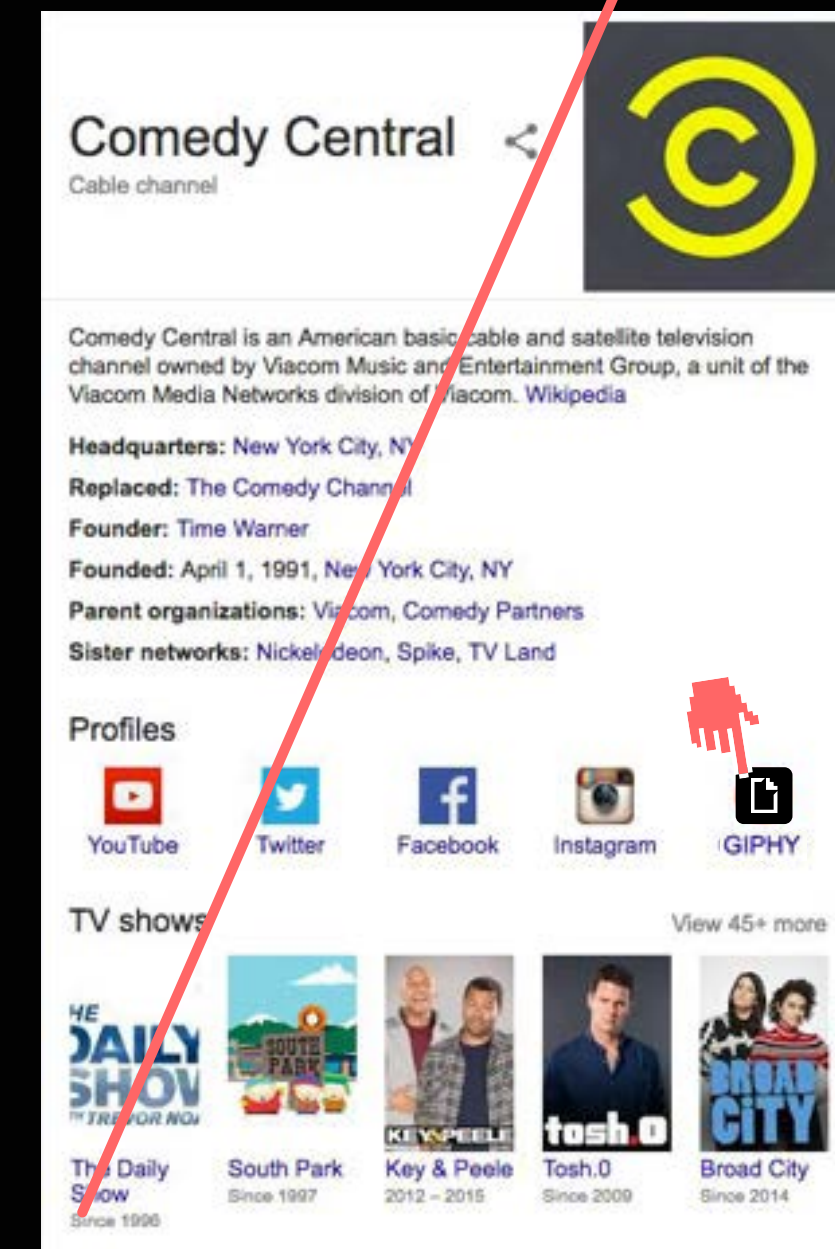
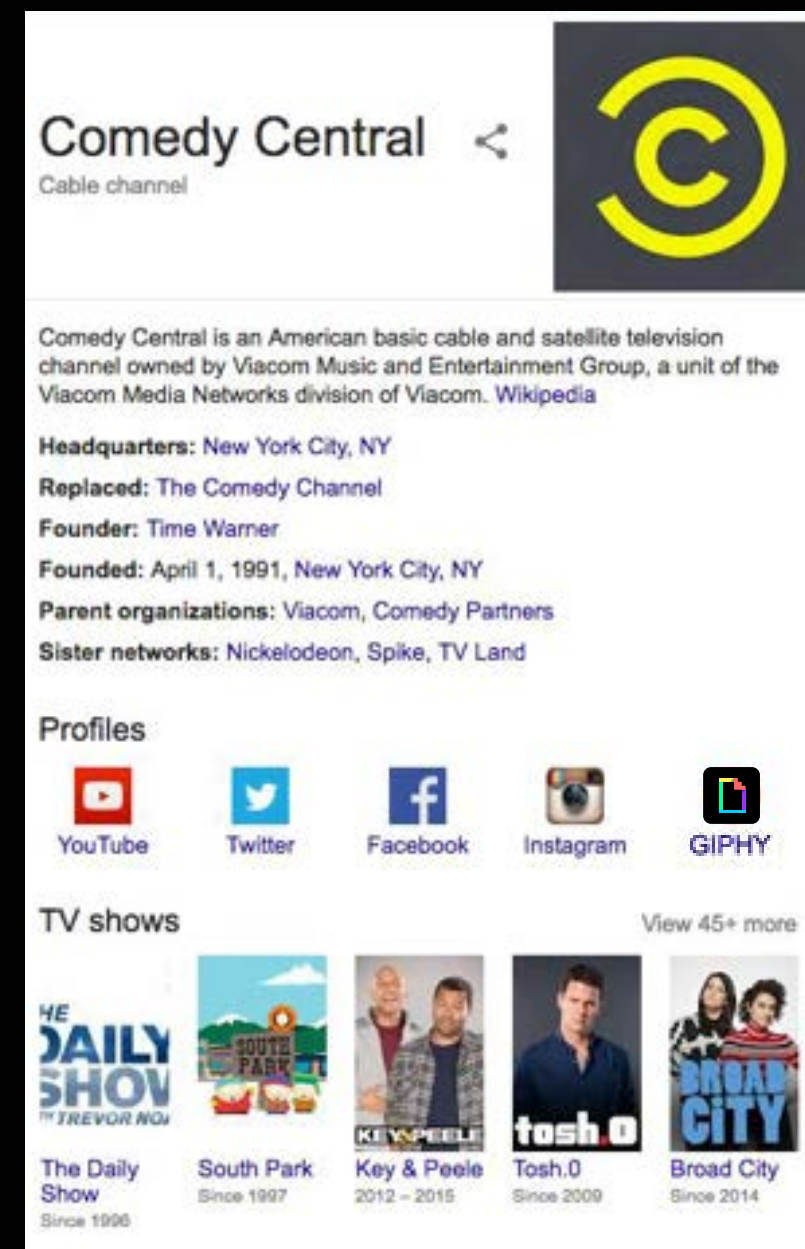
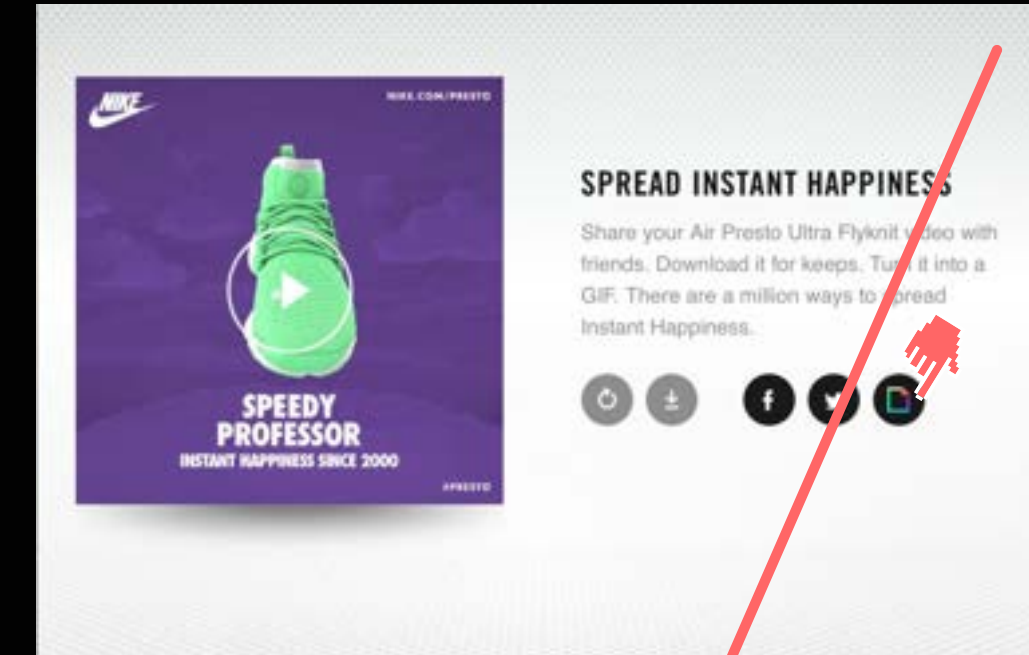
Use our color logo when the other logos are color, use B&W when other logos are B&W.

It is important to come off as peers amongst the other social media giants we're placed next to. Let's look the part!

Nice Work, you got it!



It's gonna be a no from me, dog



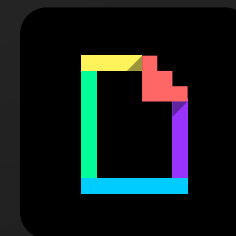
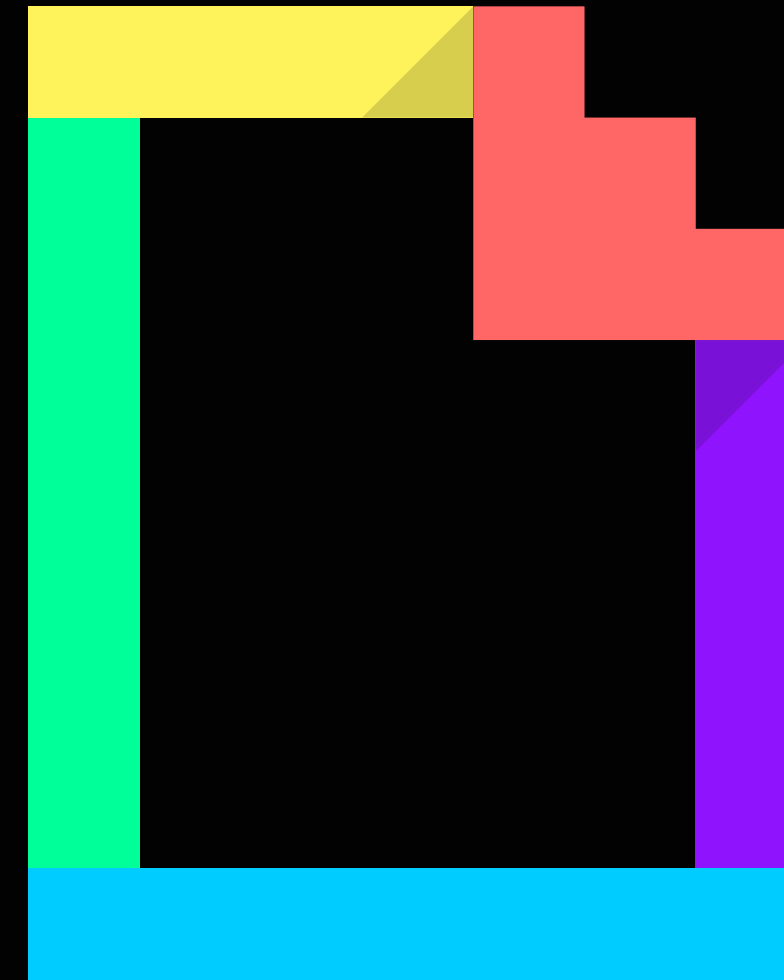
Our Icon

The icon should be reserved for instances where the brand is already established, and people are totally sure they're using a GIPHY something or other.

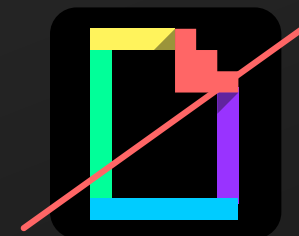
—

When it comes to placing the Icon in a container ... use the same exclusion zone dimensions established previously in this pdf.

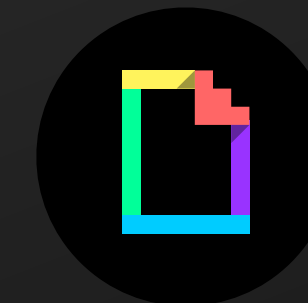
ALSO! When using our icon in a circle, it should be placed a few pixels right-of-center to compensate for the space created by our corner.



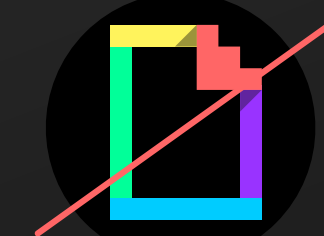
GREAT MARGINS.



TOO TIGHT!



NICE MARGINS.



YIKES...

Vertical Logo Alternative

The vertical logo is an alternate version of our primary logo, though it should only be used when absolutely needed. This format maintains brand recognition while offering greater flexibility in layouts where horizontal space is limited.

Use the vertical logo when the primary logo doesn't fit well or feels visually cramped.

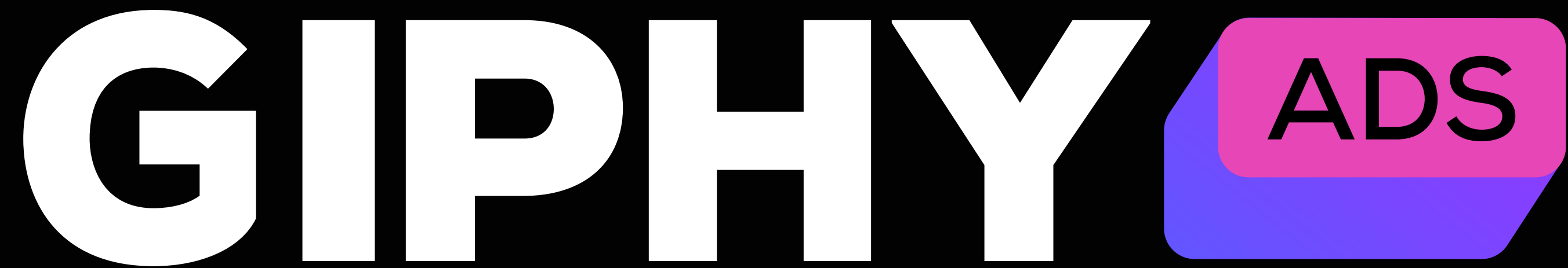


The GIPHY Ads Logo

This logo should be used when referencing our **Ads Business** in decks, events, merch, and more. The logo is composed of the core GIPHY Wordmark and the **Ads Pill**. The pill can appear in both static and animated versions.

If you aren't sure which logo to use, its probably best to stick with GIPHY's core logo, unless the asset is strictly focused on advertising with GIPHY.

The Ads Logo



The Wordmark

The Ads Pill

Monochrome Icons

We are providing you with a monochrome logos to be used when everybody else is doing it.

These are usually tiny little icons on the bottom of a site, and you need simple, white versions of everybody's logo.



GIPHY

GIPHY ADS



GIPHY

GIPHY ADS



GIPHY

GIPHY ADS

GIPHY Colors

The GIPHY color palette is a real head turner. Using these colors in your design or product is a great idea.

The first time someone meets GIPHY they should see our **Primary Colors** first, use **Secondary Colors** when you have exhausted those options.

As a general rule, **Purple** and **Red** are considered our hero colors and are used most frequently across our own designs.

Primary



Purple
#9013FE



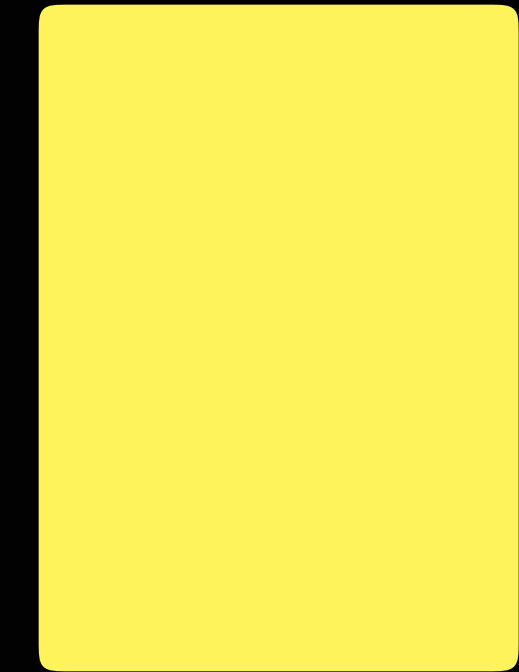
Red
#FF6666



Green
#00FF99



Cyan
#00CCFF



Yellow
#FFF35C

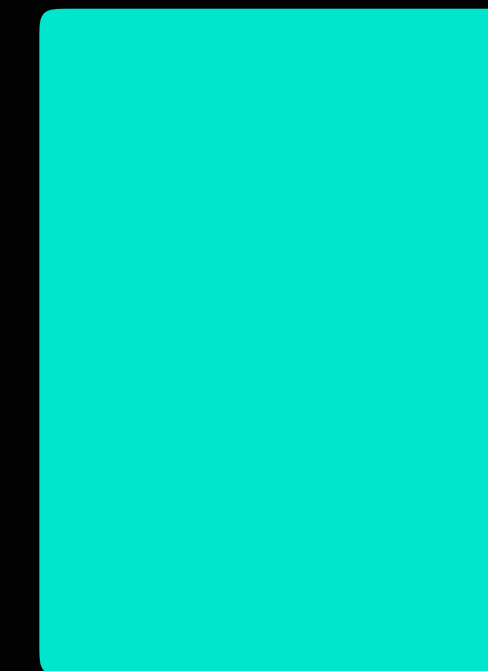
Secondary



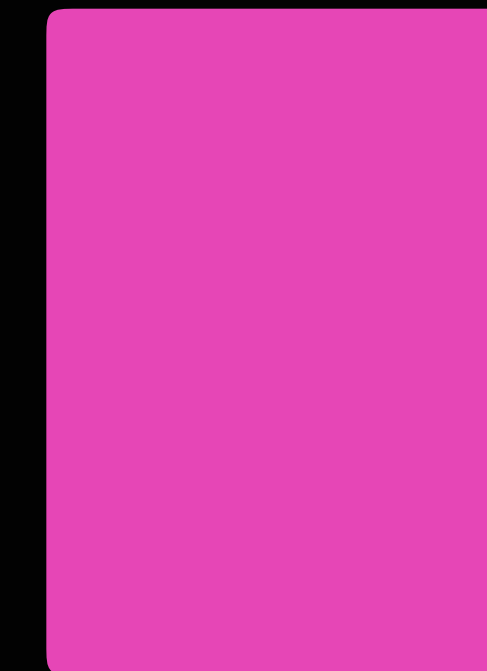
Indigo
#5D5FEF



Blue
#3191FF



Teal
#00E6CC



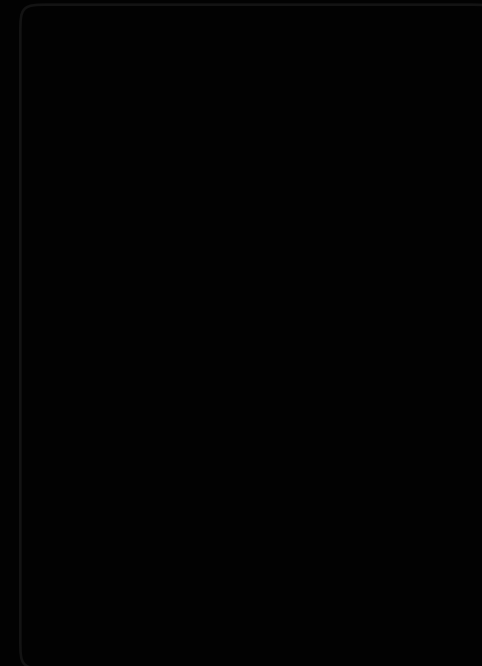
Pink
#E646B6

Greyscale

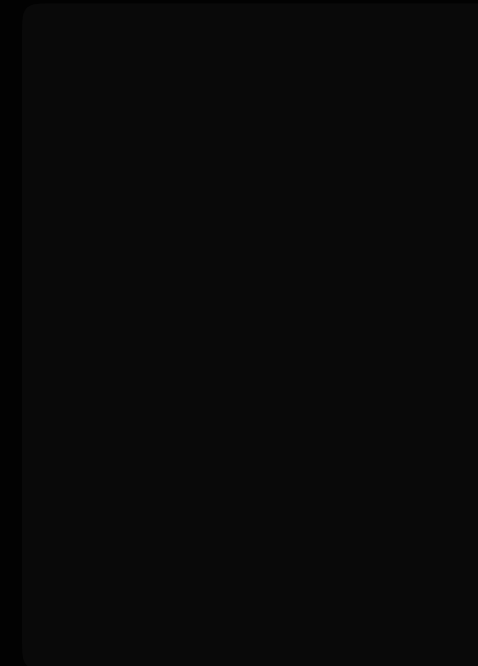
The vast majority of our apps, websites, and extensions are made up of various blacks with a touch of color. **Almost Black** is the background color of our products. **Avoid GIPHY content on a white or grey background at all costs!**

Most text is **Full White** but **Almost White** can be used for subheadings. If you desire a subheading when on top of an image, color, or gradient, instead of using a grey, set #FFFFFF to 80% opacity.

Greys



Black
#080808



Almost Black
#121212



Seattle
#212121



Gowanus
#2E2E2E



Gutter
#3E3E3E



Old Greyg
#4E4E4E



Ashes
#A6A6A6



Brooklyn Snow
#A6A6A6



Almost White
#D8D8D8



Full White
#FFFFFF

Single-Tone Gradients

The Single Tone Gradients are the *main* GIPHY Gradients that should be used in your products, presentations, merch and more, with **Purple** taking the lead. They are more subtle and add a layer of depth and dimension to our products.

Most of the Gradients can handle white text on top, but **Green** and **Yellow** may need a black box or subtle shadow on the text to pop.

Single-Tone Gradients



Purple
#9933FF - #6157FF



Green
#00FF99 - #00E6CC



Red
#E646B6 - #FF6666



Blue
#00CCFF - #3191FF



Yellow
#FFF35C - #FF6666



Black
#080808 - #121212

Two-Tone Gradients

The Two-Tone Gradients are a bit louder and can be used to highlight a BIG title page, interstitials, one-off flashy products, and more. **Purple to Pink** is instantly recognized as GIPHY in the wild and encouraged for clients/events/etc. where it may be our first impression.

Try to avoid other random combinations of the GIPHY colors in your gradients and stick to these three.

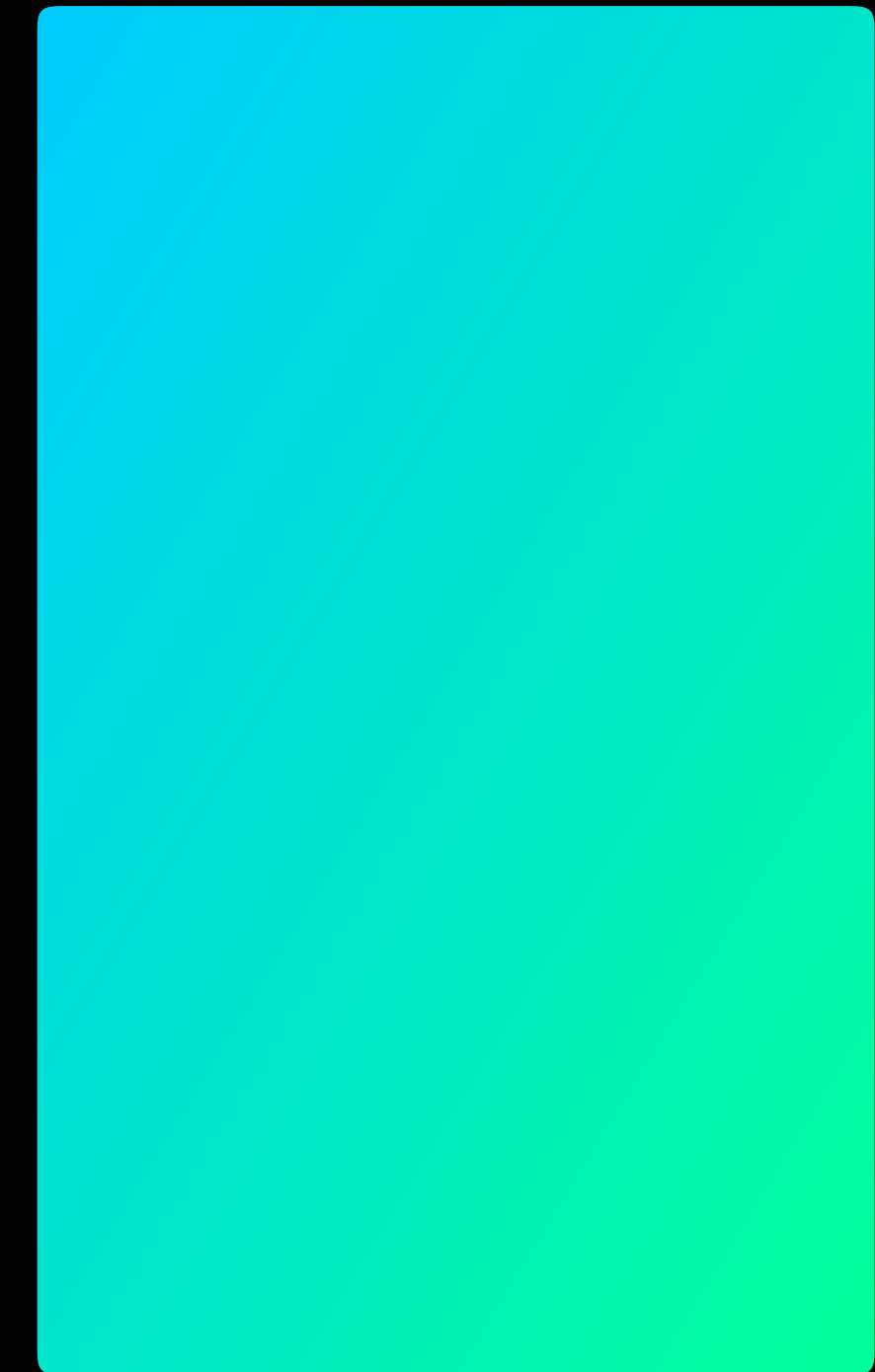
Two-Tone Gradients



Indigo to Cyan
#6157FF - #00CCFF



Purple to Pink
#9013FE - #E646B6



Cyan to Green
#00CCFF - #00FF99

GIPHY Ads Coloring

When referencing GIPHY Ads specifically, always use the right logo and coloring to represent our advertising business.

Backgrounds should remain **Black** when possible, with **Indigo** as a primary color and **Pink** as a less frequent highlight option. The **Purple Gradient** can be used to highlight full sections or important details like stand-out numbers, headers, etc. but save the Purple - Pink gradient for core GIPHY content, not Ads-specific.

The ads logo should always be on top of a dark background.

Primary



Indigo
#5D5FEF

Highlight



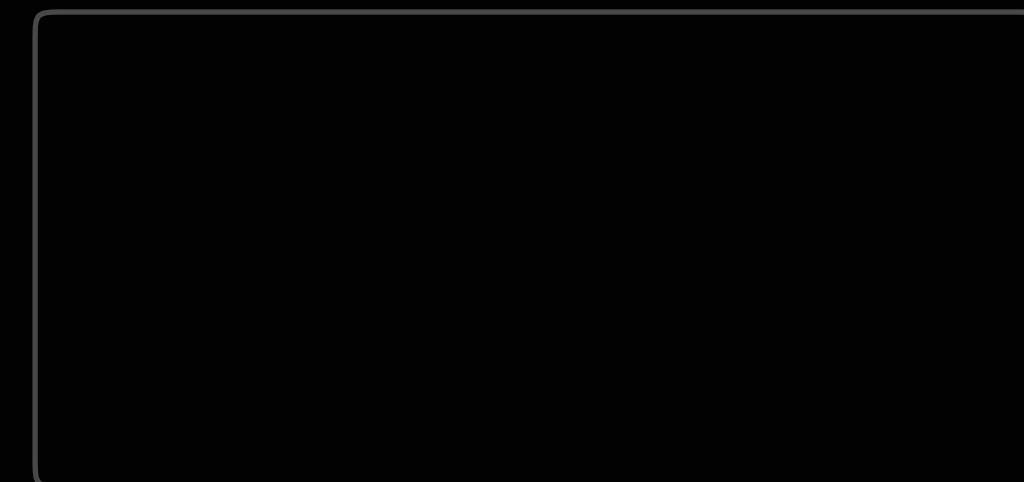
Pink
#E646B6

Primary Gradient



Purple
#6157FF - #9933FF

Background



Black
#080808

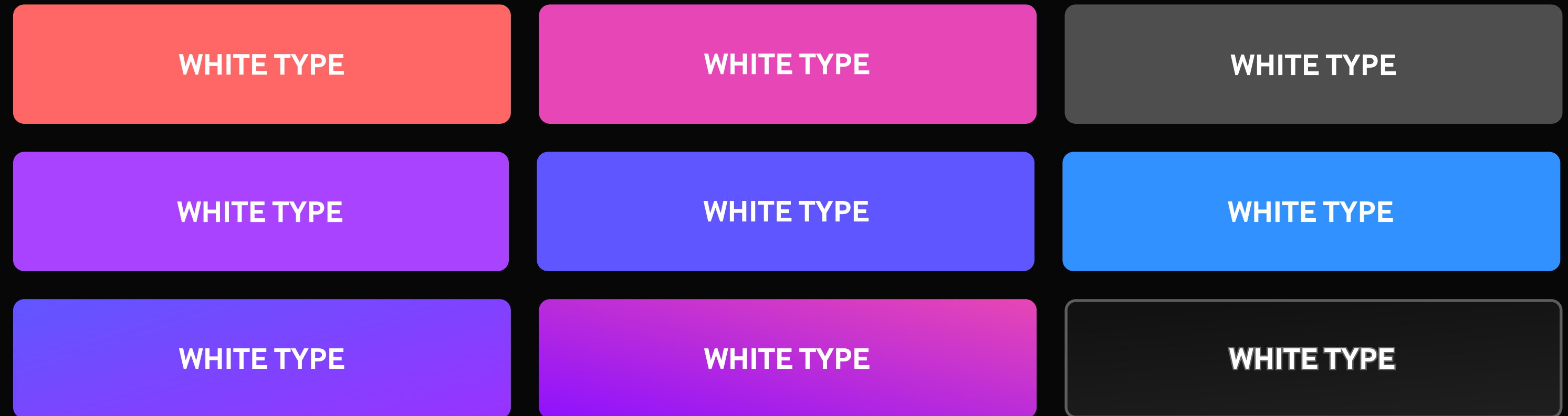
Color Contrast

The cooler, deeper, & bolder colors like **Indigo**, **Blue**, **Pink**, & **Red** (+ gradients) from our primary and secondary palettes make the best backgrounds when working with white text on buttons and general backgrounds.

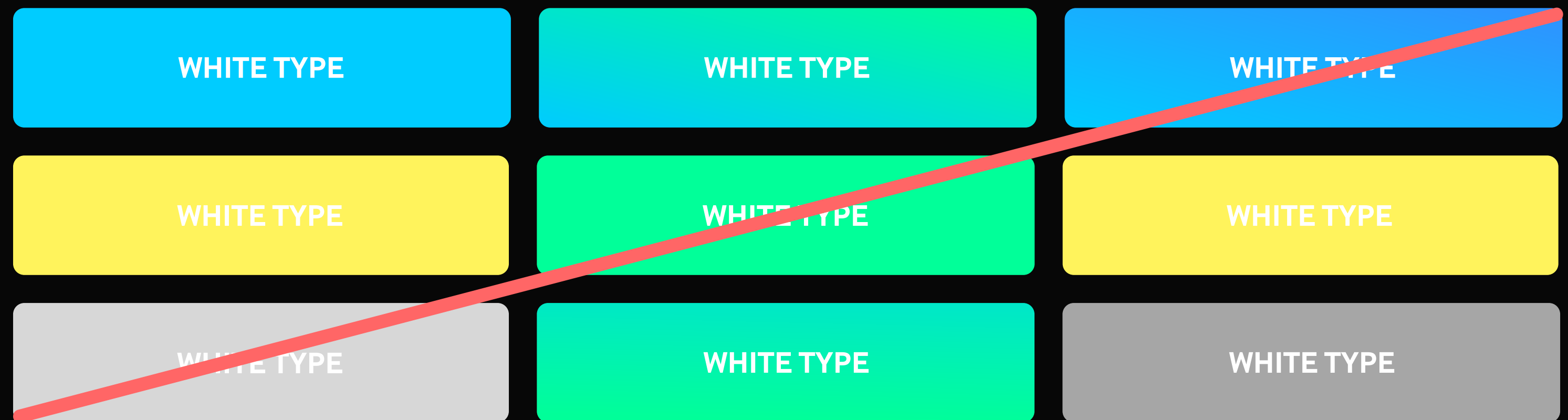
Yellow & **Green** rarely provide enough contrast against white text. If you absolutely must put text over one of these, give it a light drop shadow.

Cyan is right on the line of legibility so it's best to avoid, but the secondary **Blue** is fair game.

Good Color Contrast



Bad Color Contrast



GIPHY Header & Body Fonts

The right typography ensures GIPHY's unique personality & mission are not just seen, but felt.

Nexa is our primary brand font and should be used for Headlines, Marketing material, Social material, etc. Nexa Black & Regular are the main weights used, best to stick with those. Nexa Regular can be used as a Subheader.

Interface is our secondary font used for nearly all Product designs (other than big bold headers), Subheaders, All body text, etc. Interface is used when smaller-text legibility is important. Interface Bold & Regular are the main weights used.

Nexa

Brand, Marketing, Big Headlines



Aa Aa

Nexa Black & Nexa Regular
+ 6 other font weights available

[Download link](#)

Interface

Product Design, Subheader, Body Text



Aa Aa

Interface Bold & Interface Regular
+ 3 other font weights available

[Download link](#)

Fallback & Extra Fonts

Fallback fonts should be used when Nexa and/or Interface is unavailable in a specific software like Keynote, Google Slides, & more.

PT Mono is used throughout our developer platform as an optional secondary font. Headlines here should remain Nexa and not PT Mono.

Montserrat is a common fallback font when Nexa is unavailable

SF Pro (or Helvetica) can also be a good fallback font when Nexa is unavailable.

Roboto is a common font in the Android/Google world that is a good fallback for Interface.

Developers



Aa

PT Mono

9 font weights available

[Download link](#)

Google Slides Nexa Fallback



Aa

Montserrat

Montserrat Black & Light
+ 18 font weights available

[Download link](#)

Keynote Nexa 2nd Fallback



Aa

SF Pro

Infinite font weights

[Download link](#)

Interface Fallback



Aa

Roboto

Roboto Bold & Regular
+ 6 font weights available

[Download link](#)

Product Typography

Throughout the GIPHY ecosystem, we try to keep our font weights and sizes constant. However, outside of our ecosystem, it can be a little harder to stick to. We recommend starting with the sizes here and adjusting from there. The golden rule: Headline type should be Nexa and Body should be Interface. The sizes to the right are for our products, not decks or slides.

GIPHY type should *never* be Black. Stick with white or grey.

Desktop

Heading 1

Nexa Black (or Bold) 36px
Line Height: 36px

Hello GIPHY
It's me.

Heading 2

Nexa Black (or Bold) 28px
Line Height: 34px

Hey Again
Here it is in Bold

Heading 3

Interface Bold (or Regular) 22px
Line Height: 26px

Still Here!
You're Doing Great

P – Large

Interface Bold (or Regular) 17px
Line Height: 20px

This one is a classic
It'd be a shame if you didn't use it...

P – Small

Interface Regular (or Bold) 15px

Hey, Luke!
May the Force be with you. You don't believe in the Force, do you? You don't believe in the Force, do you? Kid, I've flown from one side of this galaxy to the other.

V – Tiny

Interface Bold 13px

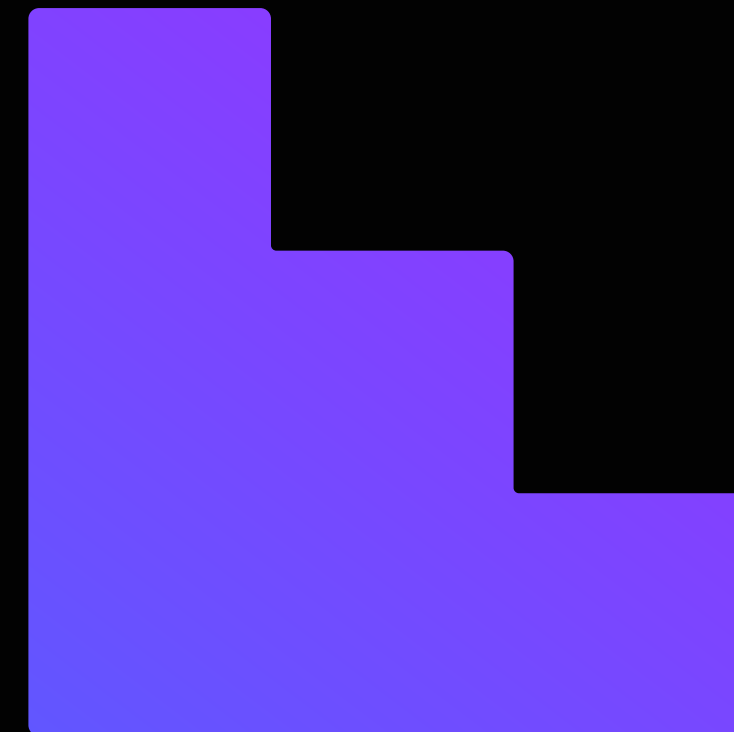
Try to use this size sparingly, it's v small.

GIPHY's Shapes

The Cornerpiece, pulled straight from our logo, is the keystone of GIPHY. It can be used for a number of things including more subtle branding, textures, back arrow, bullet points, etc. As well, rectangles and squares can be used alongside the cornerpiece but circles should be avoided.

Brand Shapes

The many shapes of GIPHY, made up of the cornerpiece and a bunch of rectangles & squares. Often displayed as pattern/texture rotated or floating upwards.



Corners

On boxes and rectangles throughout our products and branding material, subtle rounded corners are used to lightly soften our shapes.

Use the size of the element to determine the corner radius. Bigger boxes get an 8px corner radius, medium boxes get a 4px radius and small boxes get a 2px radius.

Round corners

Larger elements use a larger corner radius



Big

8px corner radius



Medium

4px corner radius



Small

2px corner radius



Questions? Get in touch!
We're here to help!

For questions and more information, please email
support@giphy.com