

Dubsmash Brand Guidelines

- The information in this document will help you to make the best use of our brand and our assets; including our logo, content and trademarks.
- If you plan to use these items in a commercial context, please contact our brand team at brand@dubsmash.com. A review of your request will usually take 48-72 hours to process. In case you are not sure whether your usage is commercial or not, please be sure to contact the brand team first.
- If your plan is to use the brand items and assets in a non-commercial context, please find relevant information on the next pages. We've created some guidelines to help you without having to negotiate legal agreements for non-commercial use. To make use of our brand items in a way that is not covered by these guidelines, please contact us at brand@dubsmash.com and include a visual mockup of the intended use.

[3 pages following]

1. Usage

The brand items include the Dubsmash name, the Dubsmash logo, the Dubsmash pattern, and any word, phrase, image, or other designation that identifies the source or origin of any Dubsmash product. Please don't modify the brand items or use them in a confusing way, including suggesting endorsement or sponsorship by Dubsmash, or in a way that confuses Dubsmash with another brand (including your own).

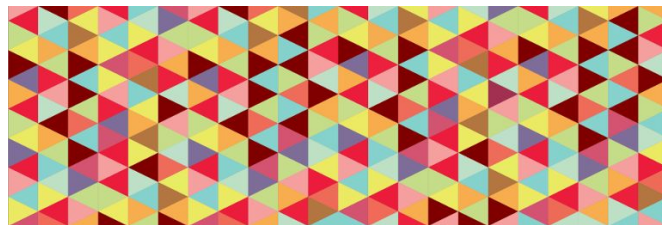
Dubsmash Logo & Wordmark



Dubsmash Logo



Dubsmash Pattern

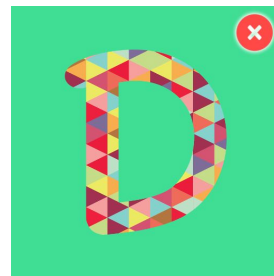
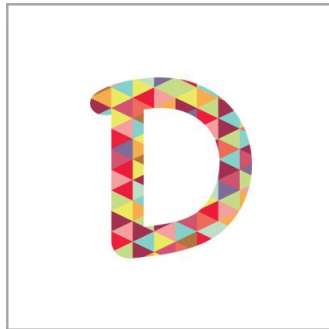


Our brand assets can be downloaded from the following link:

[\[Download brand assets\]](#)

2. Dubsmash Logo

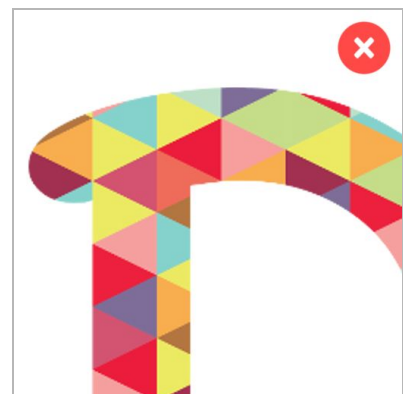
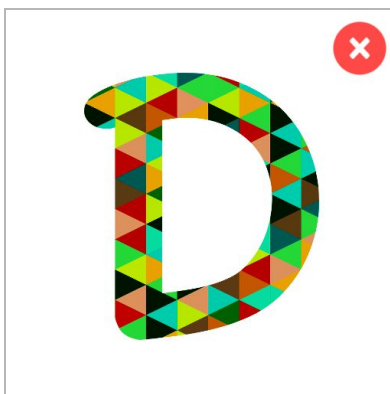
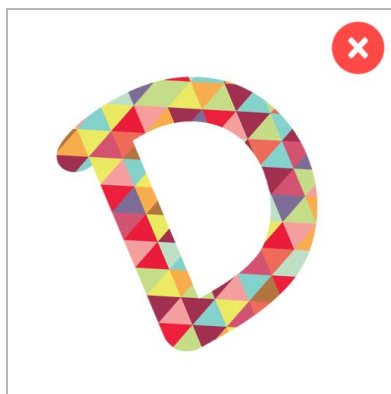
The colored version of the Dubsmash “D” logo can only be used on a white background.



When using the Dubsmash “D” logo with other logos and graphic elements, maintain a safety space that equals 200% the size of the square around the “D”.

Please do not:

- Use any logos or similar imagery to represent Dubsmash other than what is found in the [Dubsmash Brand Folder](#)
- Rotate the “D” mark or alter its positioning in relation to the Dubsmash name
- Change the colors used in the “D” logo
- Overprint or obstruct any part of the logo
- Add filters or special effects to the logo
- Use old versions or any other marks or logos to represent our brand
- Never scale up one of the brand assets. If you need a larger version, please contact us.



3. Visual design of your website or application

- Design your site with unique branding and logos. Do not copy or imitate the look and feel of the Dubsmash website or apps, as this could create user confusion.
- You must not use, display, mirror or frame (including in hidden text or meta-tags) Dubsmash websites, or any individual element of Dubsmash's website, Dubsmash's name, trademarks, logos or other proprietary information, or the layout and design of any page or form contained on a page.

4. Naming

- Please don't use the Dubsmash marks as part of the name of your company, application, product, service, or in any logo you create.
- Don't register a domain containing "Dubsmash", misspellings, transliterations or similar variations thereof.
- Don't apply for a trademark with a name including "Dubsmash", the Dubsmash "D" logo, the Dubsmash pattern, transliterations or similar variations thereof.

5. Merchandise

- Please note that we generally don't permit the use of our brand items on merchandise.
- Do not use the Dubsmash name, the Dubsmash logo, the Dubsmash pattern, or any other confusingly similar marks on any apparel, product, toy, or any other merchandise.

6. General Info

By using the Dubsmash brand assets you agree to follow these guidelines as well as our [Terms of Service](#) and all our rules and policies. Dubsmash reserves the right to cancel, modify, or change the permissions in these guidelines at any time at its sole discretion. For further information about the use of the Dubsmash name and trademarks, please contact brand@dubsmash.com.