

# Pinterest brand guidelines for partners

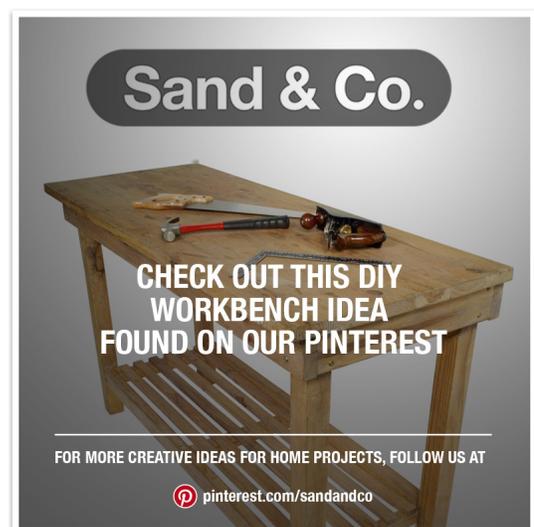


## Thanks for including Pinterest in your marketing!

In this guide, you'll find general rules around using our brand assets and showcasing Pinterest content. You can also get more specific examples and rules organized by media at the end.

### Our point of view

We're happy to have you promote your Pinterest presence and content. When your advertising or marketing materials reference Pinterest, please make sure they don't suggest Pinterest is sponsoring your promotion or is formally affiliated with it.



## Promoting your presence on Pinterest

You can always promote your Pinterest profile or showcase one of your Pins.

1

Encourage people to follow your profile using the badge (📌) and a URL, like this:



2

The design should look like it came from your business, not from Pinterest (don't imply a Pinterest endorsement).



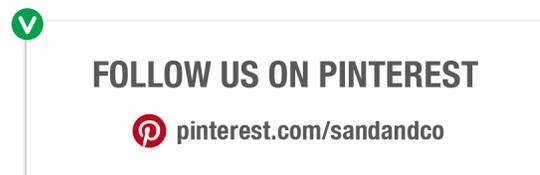
3

When you use the word Pinterest, make sure it's accompanied by a statement (not a standalone word).



4

You can use the word Pinterest but not our script wordmark.

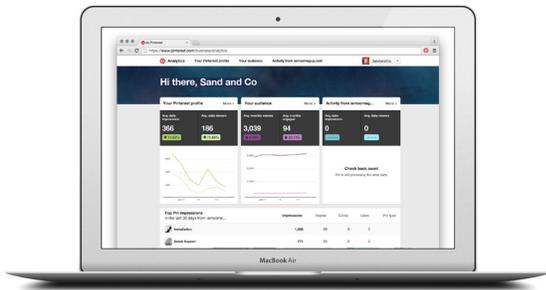


## Promoting popular Pins from your profile or website

If you want to highlight something of yours that's popular on Pinterest, make sure it's backed up by data. We want to make sure any claims related to Pinterest are credible. The rules on the previous pages still apply.

**1**

A Pin is only popular if it has high impressions, clicks or repins as seen in Pinterest Analytics. (Pinterest Analytics only shows the top 50 Pins, so assuming there's data to begin with, highlight only Pins at the very top of your list.)

**2**

A Pin is popular from your profile or website, but not all of Pinterest, so follow up any "Popular on Pinterest" labeling with your profile URL.

**3**

Do not use the word "trending" to highlight any Pinterest content. We don't define trends on Pinterest right now.



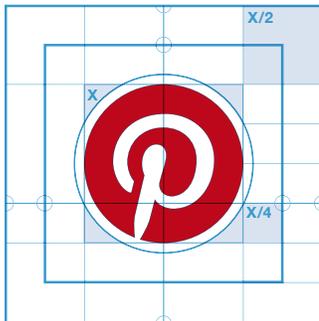
## Core brand elements

Our elements and marks include the Pinterest name, logos, graphics and any word, phrase, image or other designation that identifies Pinterest as the source of any product or service. Please use these elements consistently.

### Our badge

Our badge is a red circle and white scripted **P** outlined in white. Use the logos provided on our website. Do not alter them and keep them free of filters and effects.

You can download our badge from our site at:  
[business.pinterest.com/brand-guidelines](https://business.pinterest.com/brand-guidelines)



### Our wordmark

Our wordmark is meant to represent Pinterest as a company. **Do not use the wordmark when referring to Pinterest as a product or to promote your profile on Pinterest.**

*Pinterest*

### Our color

Our badge should always be reproduced in our Pinterest red whether in print or on-screen.

#### Digital applications

RGB

**189.8.28**

HEX#

**bd081c**

#### Printed material

Pantone

**200C/U**

CMYK

**15.100.90.12**



## Words and phrases

Our marks also include these words as they relate to social media: Pin, repin, Pinner, pinboard and Pin it.

### Pinning only happens on Pinterest.

Don't use these phrases to refer to activities that happen on other social media.



### Make your services and apps distinct from Pinterest.

**Naming:** If you're creating an app, website or other service designed to be used with Pinterest, give it a distinctive name. It's fine to say the product is for use with Pinterest as long as you pick a distinct brand for your product.

Don't use "pin" or "Pinterest" in the name. Don't register a domain name containing "pin," "pinterest" or any misspellings, transliterations or similar variations on Pinterest.



**Visuals for your app or service:** Design your app and website (as well as badges, avatars and graphics associated with them) with branding and logos that distinguish your brand from ours.

Don't use any Pinterest marks, logos, graphics or variations designed to evoke them, including the scripted P, the red and white P or a pushpin.



## In-store signage

The general rules still apply for in-store signage.

1

You can show parts of the Pinterest product (a Pin, a feed) but make sure that our product is represented accurately and not altered in any way.



Partners are responsible for obtaining all rights to the use of any imagery or product represented on their display.



## In-store signage

The general rules still apply for in-store signage.

2

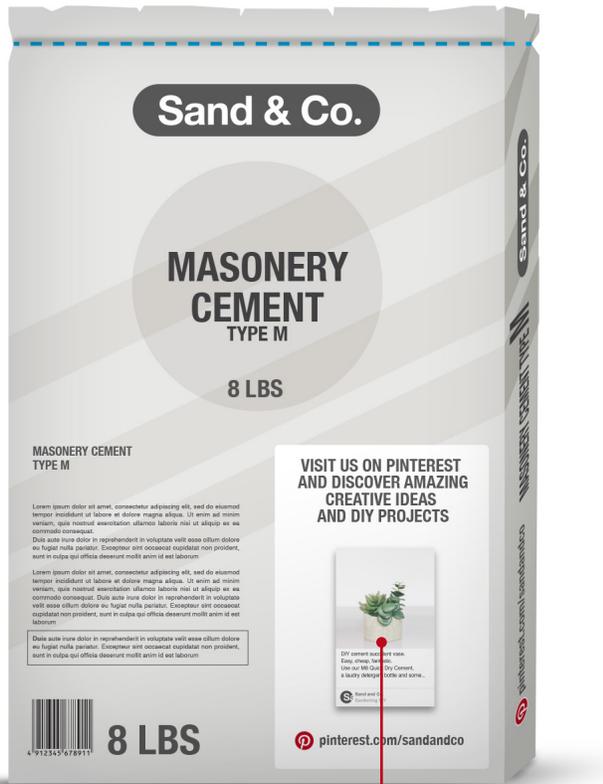
To avoid an implied endorsement, the Pinterest badge should be smaller in scale than your logo.



## Packaging

The general rules still apply for in-store packaging.

- 1 You can show parts of the Pinterest product (a Pin, a feed) but make sure that our product is represented accurately and not altered in any way.
- 2 To avoid an implied endorsement, the Pinterest badge should be smaller in scale than your logo.

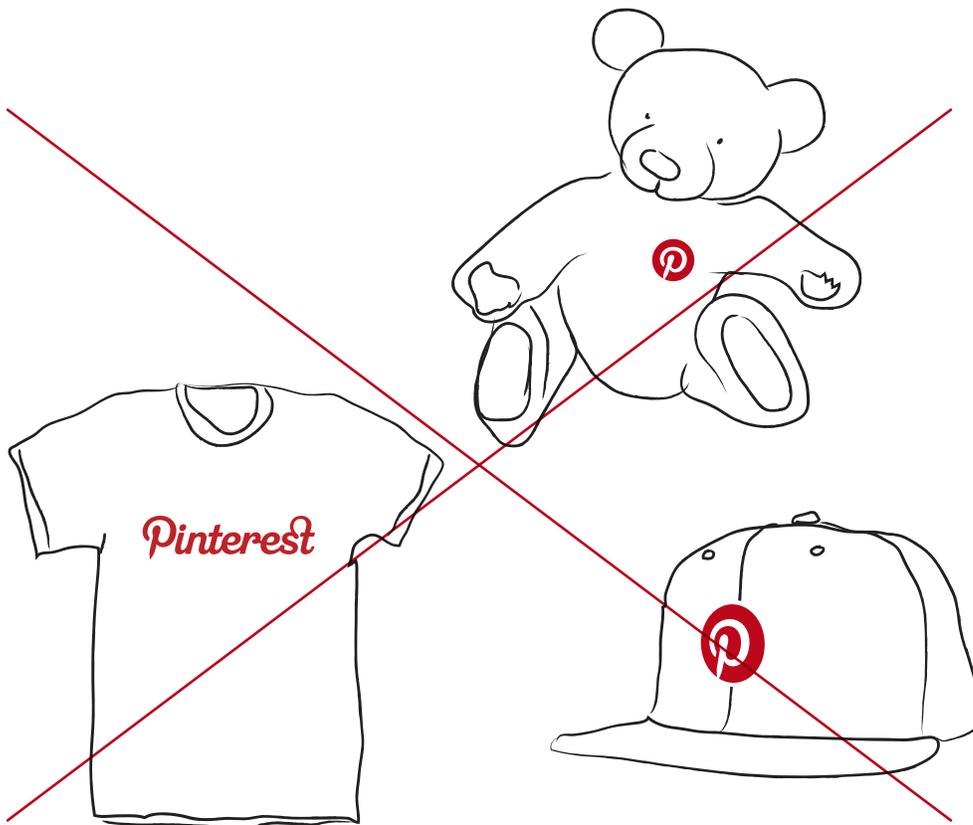


Partners are responsible for obtaining all rights to the use of any imagery or product represented on their packaging.



## Merchandise

Pinterest doesn't permit or license its trademarks, logos or other intellectual property for use on merchandise.



## Broadcast

Our badge can be used in broadcast but should never be used without a clear link back to the partner's presence on Pinterest. Partners should be driving people back to their presence on Pinterest with the use of our badge followed by their profile URL.

ex:  [pinterest.com/sandandco](https://pinterest.com/sandandco)

Use of our badge without a link implies a partnership, sponsorship or endorsement.

**Note:** Other than the simple lockup described above, in order to use Pinterest in video, television or film, potential partners must submit a request form to someone on our team who will need to review each use. Please reach out well enough in advance so as to avoid any production delays or changes should there be a violation of our brand guidelines.

[askbrand@pinterest.com](mailto:askbrand@pinterest.com)

