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Twitter Updates Guidelines for Use of Its Trademarks

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Twitter recently updated its logos, [icons and buttons](#) and issued new [Guidelines](#) for their proper usage.

The Guidelines require that "Twitter" and "Tweet" always be capitalized (and that "Tweet" only be used in a way that creates a direct reference to Twitter, such as "Tweet with Twitter") and provide that the Twitter marks should never be used in a way that creates an impression that Twitter sponsors, endorses, or is associated with users. For example, the Guidelines prohibit using the Twitter Bird to "carry" another company's logo.

In addition, the Guidelines provide that, when promoting a Twitter account, users should use the phrase "Follow me/us on Twitter" or one of the Twitter logos, icons or buttons in the Guidelines, such as the Twitter Bird icon or the logo featuring the Twitter Bird and the words "Twitter Follow Us." Notably, the "t" icon (lower case "t" in light blue box), which is currently used by many Twitter users to direct traffic to their Twitter pages, is not included in the new Guidelines. When we asked about the absence of the Twitter "t" from the new Guidelines, Jillian West of Twitter, Inc.'s Policy & Brand Enforcement team stated: "As part of new Twitter, we updated our assets, which included moving from the T to the new bird image. The T will remain a part of our branding as the first letter of our logo, but we're phasing out its standalone use in favor of the bird." This suggests that users may need to think about replacing the "t" icon they are currently using with the new Twitter bird icon.

The Guidelines also provide that, while the Twitter marks can be used on the web and in advertising to promote a Twitter page, they cannot be used on apparel, merchandise, or product packaging without express consent from Twitter.

The Guidelines also prohibit use of the full word "Tweet" in Twitter application names (except if the application is exclusively for Twitter), but permits uses of "Tw-" or "Twit-" as prefixes for application names. The Guidelines also prohibit registration of domain names or trademarks that incorporate "Twitter" or a misspelling.

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