

LINE Sticker Expression Guide



Sticker Expression Guidelines

IMPORTANT RULES

- ☐ 1. For Sponsored Stickers, avoid designs that feature the sponsor company's logos ****Strictly applied**
For 8 Stickers : **Maximum 3 company's logos**
For 16 Stickers : **Maximum 5 company's logos**
- ☐ 2. Avoid using company's logos, products, or URLs to the company's website without including character images.
- ☐ 3. For animated stickers, LINE recommends the meaningful first frame to be displayed as a still preview of the sticker in the Sticker Shop.
- ☐ 4. The stickers must have outlines around characters.
- ☐ 5. Delete any empty spaces that the characters do not use.

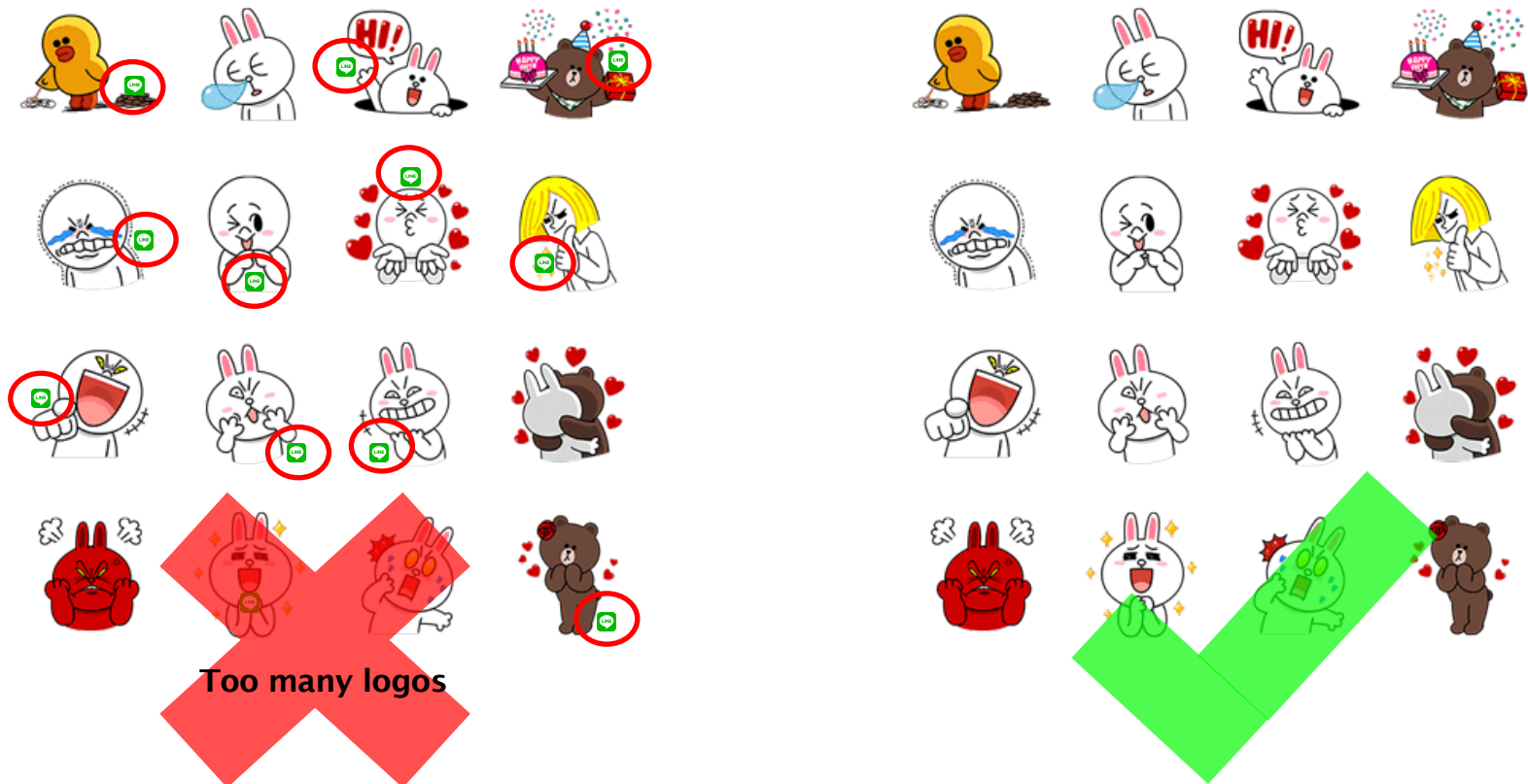
=== See examples on the next pages ===

Sticker Expression Guidelines

For Sponsored Stickers, avoid designs that feature the sponsor company's logos

For 8 Stickers : **Maximum 3 company's logos**

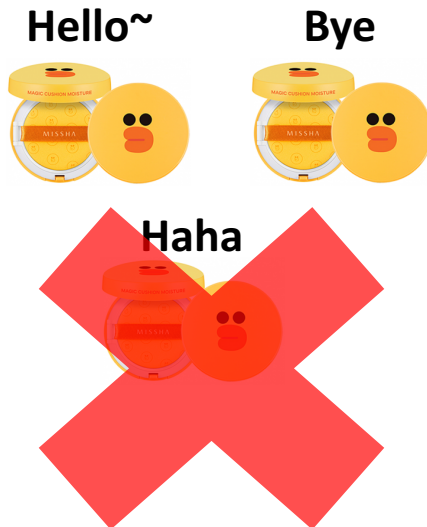
For 16 Stickers : **Maximum 5 company's logos**



Sticker Expression Guidelines

Avoid using company's logos, products, or URLs to the company's website without including character images.

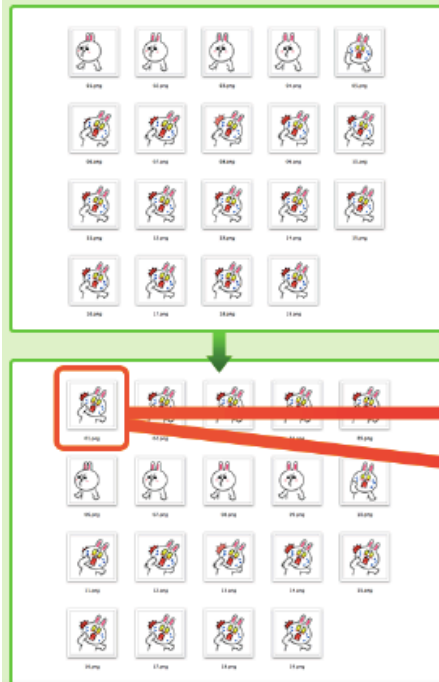
1. You must not create a sticker with just an image of company product, logo or URLs
2. You can only have product placement stickers if its with characters



Sticker Expression Guidelines

For animated stickers, LINE recommends the meaningful first frame to be displayed as a still preview of the sticker in the Sticker Shop.

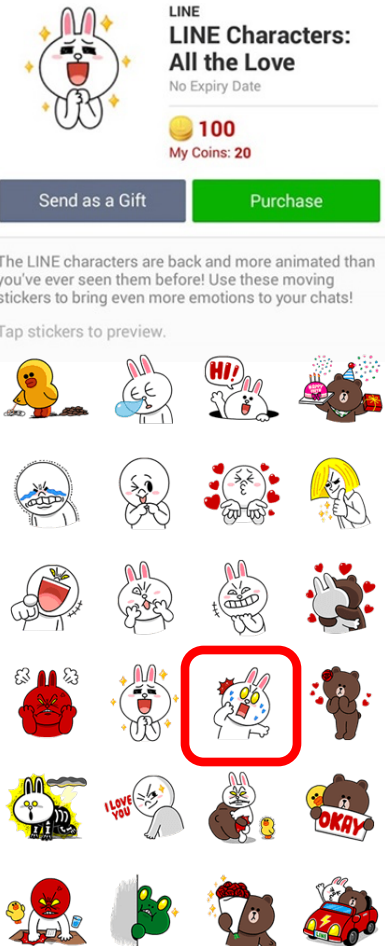
Submission Files



Display in LINE App

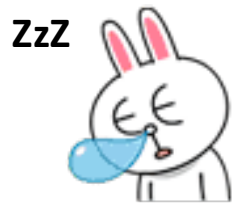


Display in Store

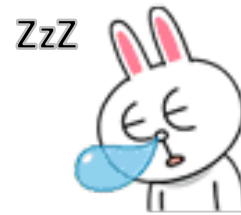
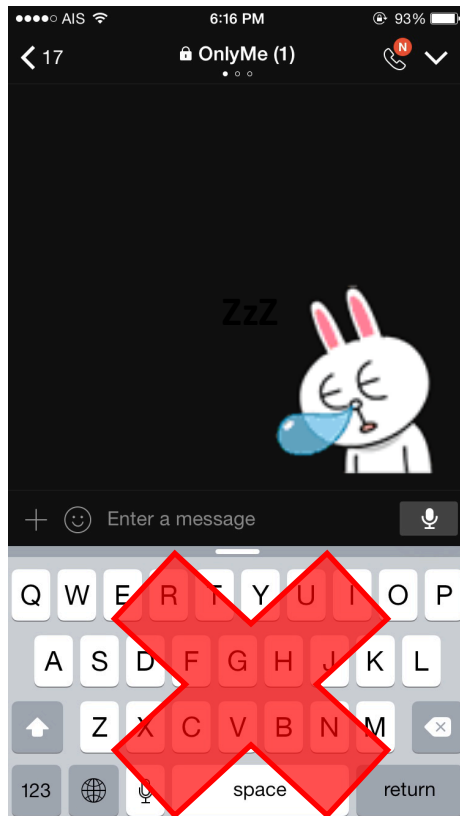


Sticker Expression Guidelines

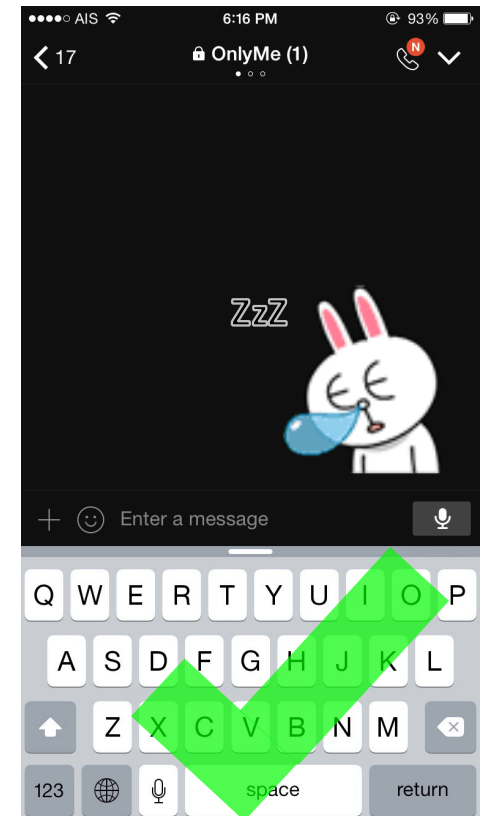
The stickers must have outlines around characters.



Letters with no outlines



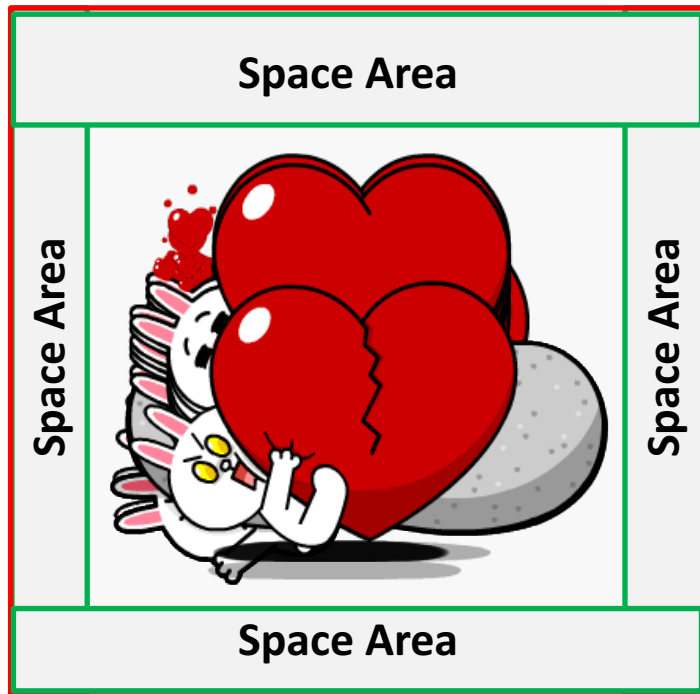
Letters with outlines



Sticker Expression Guidelines

Delete any empty spaces that the characters do not use. To maximize the display size when user used it in chat room.

Before Remove Space ❌



After Remove Space ✅



LINE Sticker Expression Guide

DO's



1. Stickers with useful everyday phrases, such as "hello," "thanks," "I love you," "okay," and "sorry"



2. Stickers that express diverse emotions, such as happiness, sadness, anger, and delight



3. Stickers that show certain situations or actions

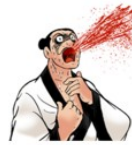


LINE Sticker Expression Guide

DON'Ts



1. Stickers that depict violence, assault, bloodshed, crime, weaponry, or brutality



2. Stickers that depict sexually explicit content, discrimination based on sexual orientation, nudity, or underwear



3. Stickers that contain political or overly nationalistic messages



LINE Sticker Expression Guide

DON'Ts



4. Stickers that contain religious violence



5. Stickers related to alcohol, smoking, or hangovers (any content that is inappropriate for underage users)



6. Stickers that contain foul words or images of excrement



LINE Sticker Expression Guide

DON'Ts



7. Stickers that only contain text, logos, or icons (emoji-like images included)



8. Stickers featuring a particular company or group's logo or products (may cause licensing issues)



9. Any other ineligible stickers, such as those that use low quality images



- Slightly different rules may apply to sponsor stickers and paid stickers. Sponsor stickers must strictly follow the LINE Sticker Expression Guide.
- Please contact us if there is a certain reason you need to use any of above-mentioned types of images as part of your stickers.



Thank you for your attention!