



# THE BRAND DECK

Version 9.0 • August 2024



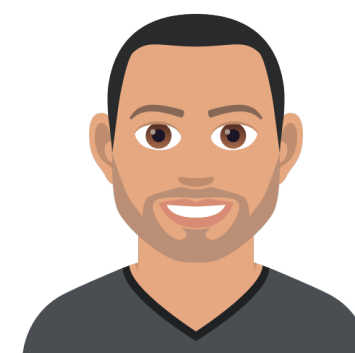
**ABOUT US**



# A PASSION FOR DESIGN

“In 2014, emoji were just hitting the scene and you couldn’t legally license the icons we knew and loved from Apple (or others). We thought, every problem needs to be solved by someone, so why not us? Within 6 months, **EmojiOne was born**. It was the first and only open source emoji set freely available to anyone for any project imaginable.

At the time, a Unicode-compliant emoji font required 870 icons. Today it’s 3,671! The fastest growing language takes more care and effort than ever. We take extreme care to maximize every last icon. **Design is our joy** and emoji is our masterpiece. Thank you for taking a moment to learn about our journey. Enjoy!”



Rick Moby, CEO/Founder



# OUR MISSION

**Deliver** maximum joy through masterful design.

Being a contributor to the world's universal picture language is a cherished **privilege** and responsibility we will never take for granted. With extreme care and passion, our mission puts quality engineering first.

Be unique, be imaginative, and push for **greatness** with each new iteration. The world has embraced emoji. We're grateful to share our gift with the world.

***#spreadthejoy***

# AT THE CORE

The principals



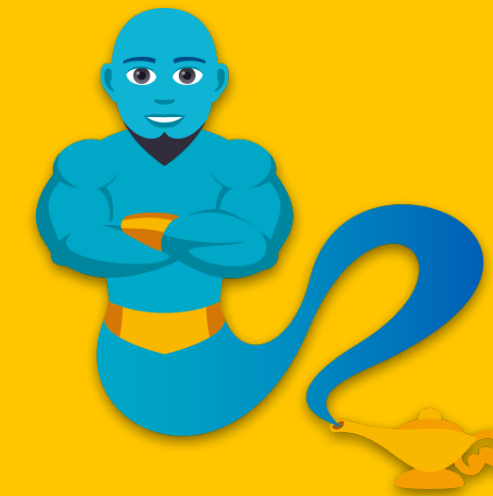
## MINDFUL DESIGN

We're a design company first. The product quality doubles as our primary marketing vehicle. We put tremendous care into our work. Design is the forefront.



## FAST MOVERS

As a small organization, we enjoy the luxury of pressing hard on the gas and turning on a dime. We're known as being one of the first to release new Unicode emoji yearly.



## FRIENDLY SERVICE

As an enterprise level product, we must always maintain a high level of service. More than that, we simply believe in treating others with prompt attention and kindness.



## LIFE LOVERS

A happy staff is a happy organization. Maintaining proper work-life balance is an absolute must. We make it a point to enjoy the world around us as much as we do our work.

## PLATFORM AGNOSTIC



JoyPixels is not operated and built for any specific company or platform. We serve as an agnostic emoji provider for platforms and projects worldwide.

# 1 of

# 8

There are JUST 8 active  
Unicode-compliant emoji  
fonts in the world!

## PLATFORM OPERATED



FACEBOOK

SAMSUNG



# IT STARTED WITH A SMILE

This is the first smiley we ever developed, back in early 2014. After failing to locate a licensable emoji set, we decided to simply invent one. Our open source emoji, *EmojiOne*, was born just 5 months later.



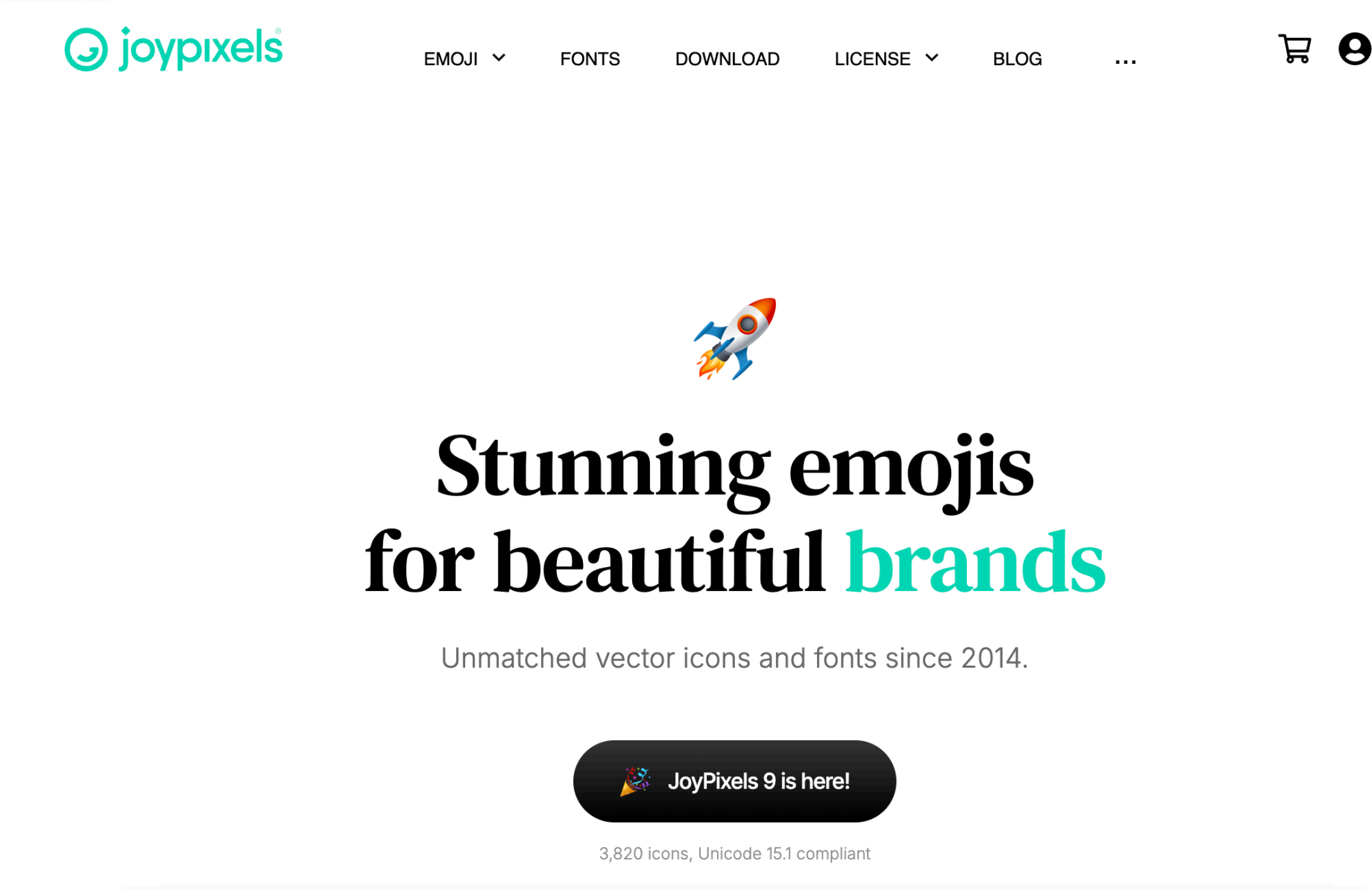
Our very first emoji developed in April 2014.





2014

We launched as EmojiOne, the first ever Unicode-compliant open source emoji.



2024

Today we're JoyPixels, a full service emoji provider and remain free for personal use.



**OUR LIBRARY**

# QUALITY COMBINED WITH QUANTITY

Our extensive collection goes far beyond native Unicode icons. We develop and license many other emoji-inspired libraries that bring value to other product categories.



JoyPixels 9.0

3,820 icons



Animations 3.5

200 icons



Flat Emoji 1.0

600 icons



All Smiles 1.5

2,193 icons



Sticker Packs (20)

800 icons

## 7,613 total icons

*Plus over 10,000 legacy icons in previous versions.*



# EMOJI THAT AGE WELL

Each year we launch a new generation of icons to maintain Unicode compliance (new icons) and to freshen up current designs. Here you can witness how a few icons have progressed over the years.

**2014**  
Version 1



**2015**  
Version 2



**2017**  
Version 3



**2019**  
Version 5

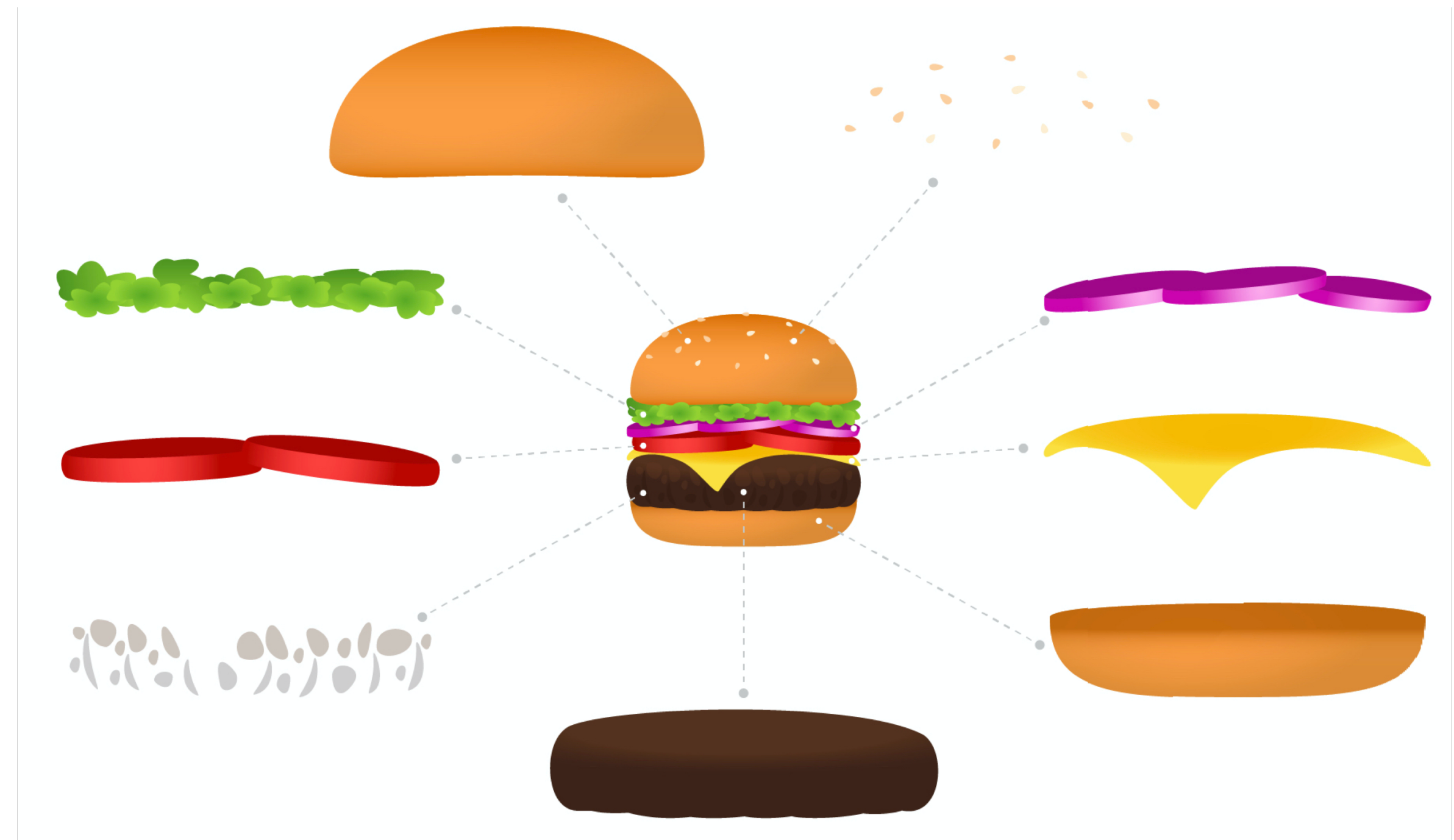


**2024**  
Version 9

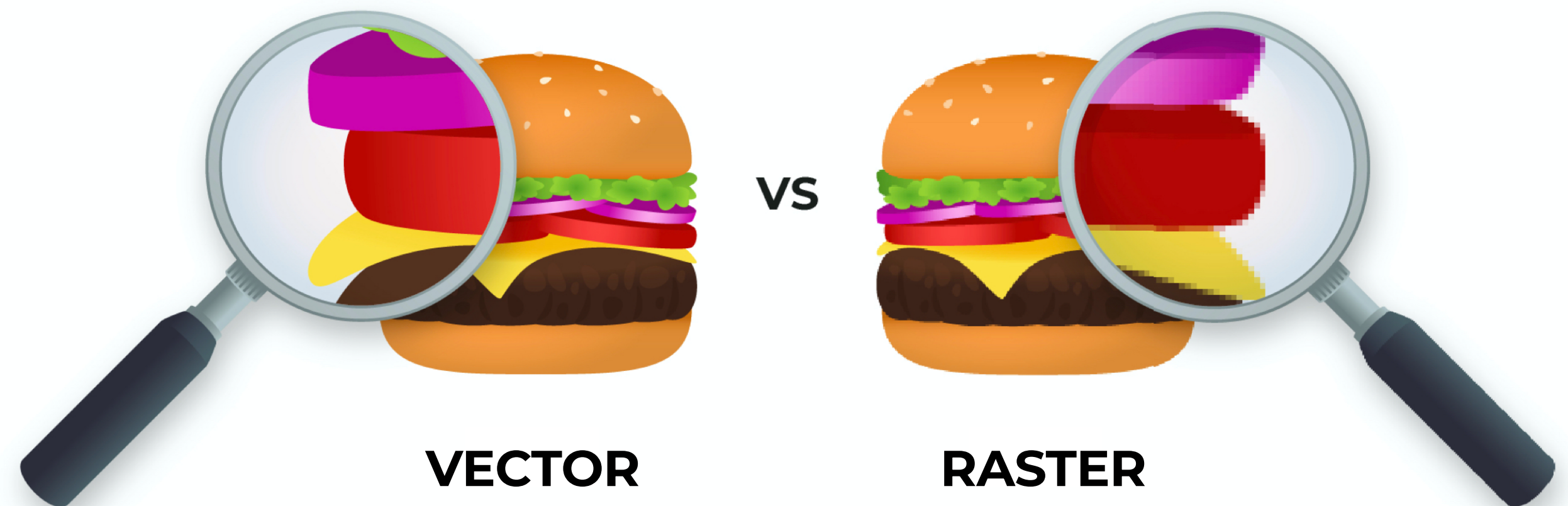


# VECTOR BASED EMOJI ICONS

Unlike emoji from most other vendors, our designs are built on vector layers. This provides the most versatile file format you can work with. With our svg files, you'll be working with a raw file that can be edited and scaled infinitely without sacrificing quality.



*Our vector files (.svg) include every raw editable layer.*





# JoyPixels 9.0

Our flagship Unicode-compliant emoji icon collection. The only authentic font available for commercial licensing.



[Click to view full gallery](#)

## General Info

- 3,820 emoji icons
- Released Jul 17, 2024
- Unicode 15.1 compatible

## Free Formats

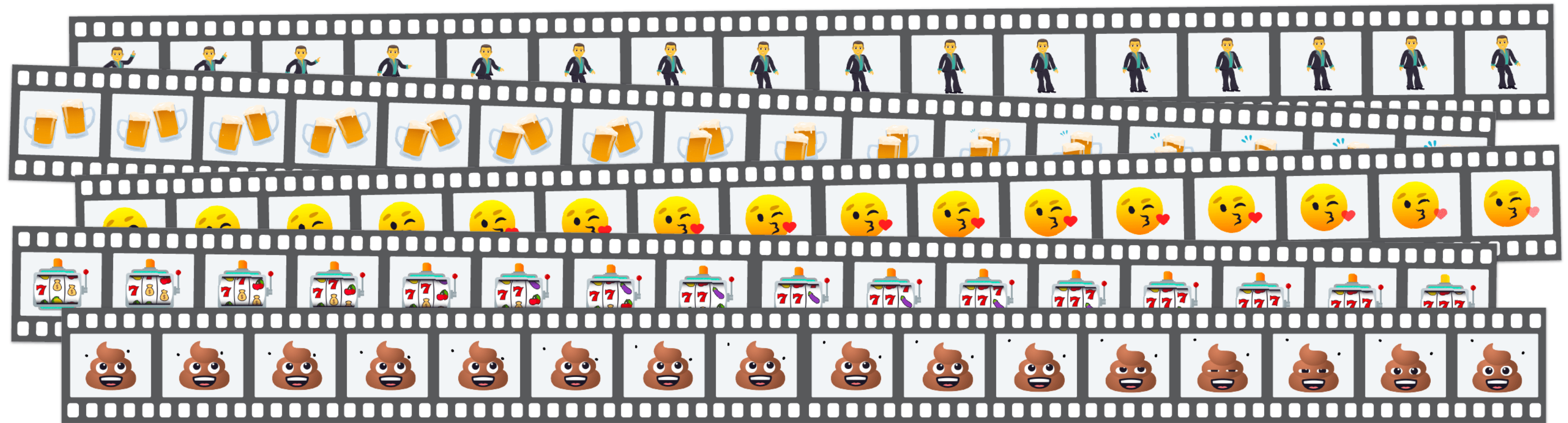
- PNG - 32px, 64px, 128px
- Non-commercial use only

## Premium Formats

- PNG (512px), SVG (vector)
- Web Fonts & System Fonts
- SVG sprite

# Animations 3.5

Motion animated versions of our signature icons. Commonly used for apps, marketing campaigns, etc.



[Click to view full gallery](#)

## General Info

- 200 unique animations
- Released Aug 5, 2021
- Each animation loops for 2 secs

## Free Formats

- GIF - 128px
- Plus premium samples

## Premium Formats

- GIF - Up to 1024px
- MOV - 1080p/4k
- JSON, SVG/PNG Sequences



# All Smiles 1.5

The ultimate smiley pack! We've packed every smiley from the native library plus 200 all original designs.



[Click to view full gallery](#)

## General Info

- 2,193 total icons
- Released July 28, 2020
- Includes native smileys

## Free Formats

- PNG - 64px, 128px
- Does not include colors

## Premium Formats

- PNG (512px), SVG (vector)
- Includes 7 color variations



# Flat Emoji 1.0

A flat-colored simplified emoji set built with designers in mind. Each emoji has 3 border options.



[Click to view full gallery](#)

## General Info

- 600 emoji icons
- Released Sep 30, 2019
- Non-Unicode compatible

## Free Formats

- PNG - 128px
- Does not include the bordered variations

## Premium Formats

- PNG (512px), SVG (vector)
- Includes the black bordered and white bordered variations



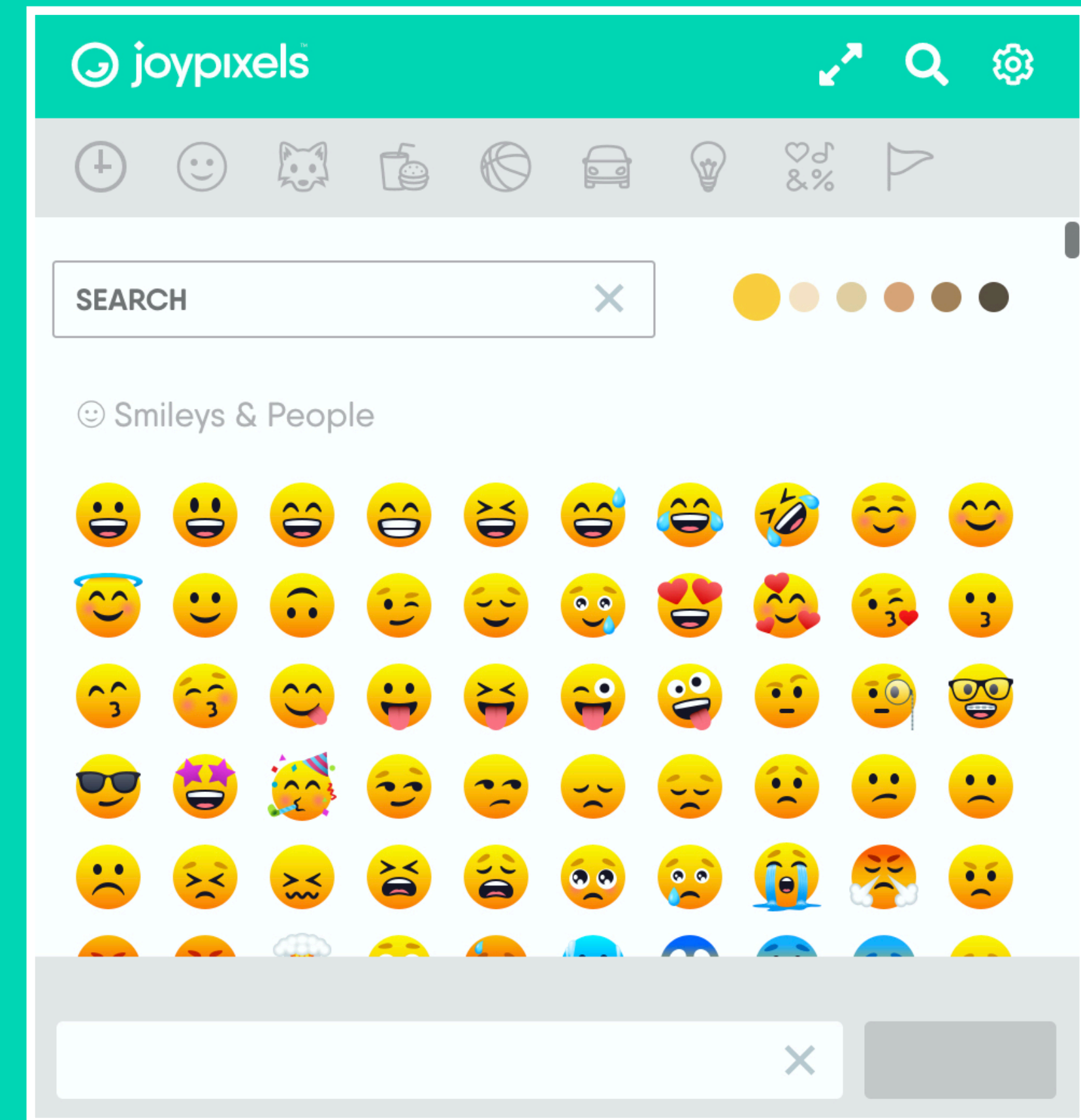
**OUR APPS**



# Emoji Keyboard

The JoyPixels emoji keyboard has remained the #1 emoji extension for many years now. We're always the most up to date Unicode-compatible keyboard year over year. Each keyboard features JoyPixels as the exclusive icons.

Chrome extension currently has over **700,000 active users**.



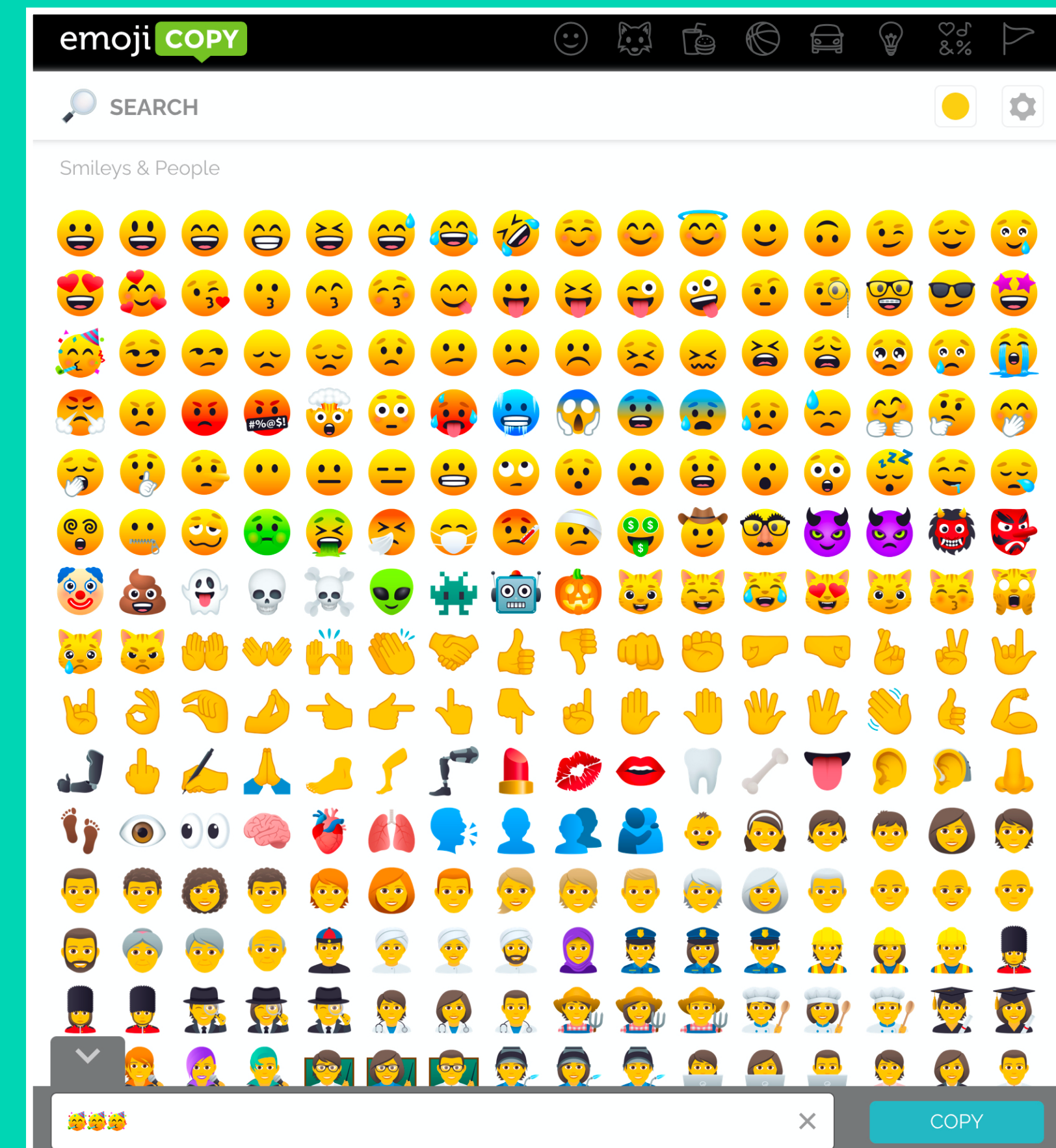
*Our emoji keyboard for Chrome browser*



# EmojiCopy.com

EmojiCopy delivers the cleanest web-based emoji copy and paste platform. Like our extensions, we offer the newest Unicode emoji as they're released. EmojiCopy also features JoyPixels as the standard but provides the option to use your local native emoji font as well.

EmojiCopy currently serves approximately **350,000 users** and **900,000 sessions** monthly.



Our copy and paste keyboard at [EmojiCopy.com](https://emojicopy.com)



**OUR CUSTOMERS**

# THE LEADING DIGITAL PROVIDER

It's a privilege to work directly with some of the largest brands in tech. The brands named to the left have licensed JoyPixels directly for a variety of purposes. We're fortunate to be trusted by 1,000's of digital companies as an emoji solution.

PlanetART®

dialpad

robinhood

Flipgrid

ROVIO

truecaller

flickr

upwork

servicenow®

slack

Dropbox

Adobe

TikTok

Spotify®

Telegram

inVISION

streamlabs

DISQUS

textnow

Microsoft Teams

WIX.com

Textra SMS

grammarly

Trillian

plus **thousands** more.

# CHOSEN BY THE LARGEST BRANDS

We'd be honored to be chosen by any one of these massive brands, let alone them all. JoyPixels has matured into a brand valued by the industry. We take each relationship very seriously and always strive for an industry best product/service.

The Kellogg's logo, featuring the brand name in a red, cursive script.The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.The Virgin Atlantic logo, with "virgin atlantic" in a purple sans-serif font and a small red Virgin logo icon.The Nintendo logo, featuring the word "Nintendo" in white inside a red rounded rectangle.The McDonald's logo, featuring the golden arches.The Sky Mobile logo, with "sky" in pink and "mobile" in orange.The TIME logo, featuring the word "TIME" in a red, serif font.The Intel logo, featuring the word "intel" in blue lowercase letters inside a blue swoosh.The Ford logo, featuring the word "Ford" in white script inside a blue oval.The Verizon logo, featuring the word "verizon" in black with a red checkmark.The HBO logo, featuring the letters "HBO" in a bold, black, sans-serif font.The T-Mobile logo, featuring the word "T-Mobile" in pink with dots around the "T".The PlayStation logo, featuring the PS symbol and the word "PlayStation" in a black, sans-serif font.The United logo, featuring the word "UNITED" in blue, uppercase letters next to a blue globe icon.



# TRUSTED BY THE LARGEST AGENCIES

We enjoy working directly with agencies to provide emoji artwork for local and worldwide marketing campaigns. Campaigns range from online, out of home, to worldwide broadcasts.

Ogilvy

+ WUNDERMAN  
THOMPSON

WPP

Wieden  
Kennedy+

GREY

sidlee

FALLON

gtb

TBWA

McCANN  
WORLDGROUP  
LATAM

GRAVITY  
ROAD

PRETTYBIRD

YARDSTICK

B B H

STUDIO71

M&CSAATCHI

ACHTUNG! mcgarrybowen

# WE SATISFIED CUSTOMERS

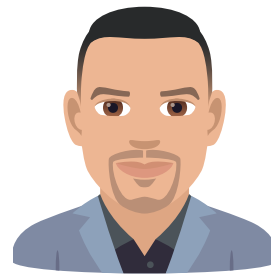


Scott Werndorfer



"Having gone through the pain of designing our own emoji in the past, we have a deep respect and appreciation for what the team at JoyPixels has accomplished.

The quality of their artwork consistently exceeds our expectations and we're thrilled to include their emoji in Trillian!"



Mike Gillespie



"Marcie and JoyPixels were supportive partners in helping us obtain the emojis we needed for our creative project.

Their extensive suite of emoji exceeded my expectations. When the need calls, I will strongly consider working with JoyPixels again."



Alex Shevchenko



"JoyPixels emoji artwork library is incredibly rich, high quality, and constantly growing.

Thank you for continuing to delight our users with your products!"



Martin Cantwell



"Our users absolutely love the vivid and concise graphics on the JoyPixels emojis, no more confusion about what each emoji signifies.

Updated frequently, contemporary and playful, we and our users love JoyPixels emojis!"



# CASE STUDIES



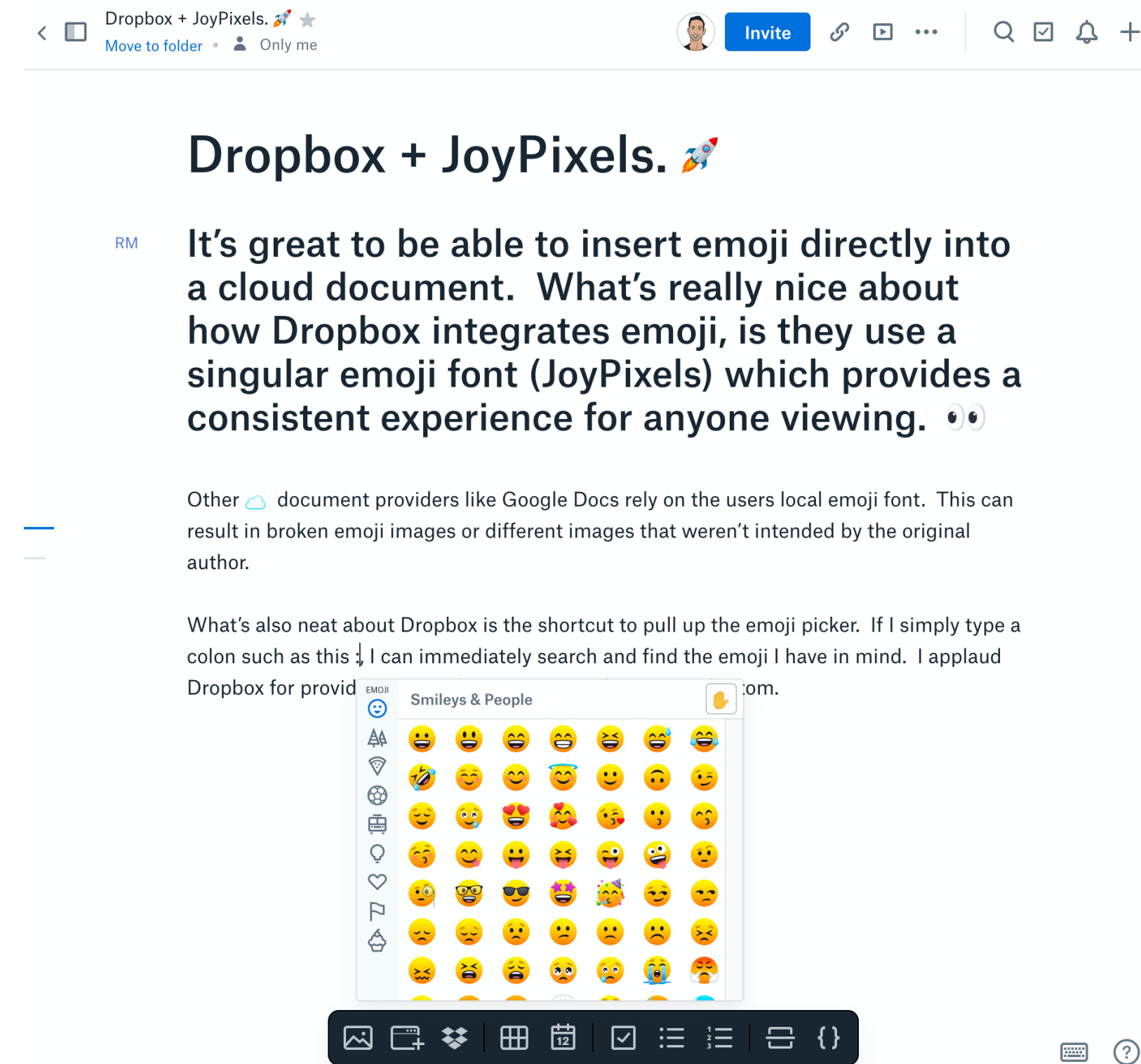
JoyPixels emoji integrated into digital apps/websites.

Case Study:

## Dropbox Paper

Dropbox Paper is a fast growing cloud document alternative to Google Docs. Unlike Google Docs, Dropbox provides a much more seamless emoji experience for the end user with an exclusive JoyPixels emoji font.

By overriding the users system emoji, this guarantees the emoji intended by the original author will always display properly for the document readers.



A sample document from Dropbox Paper.





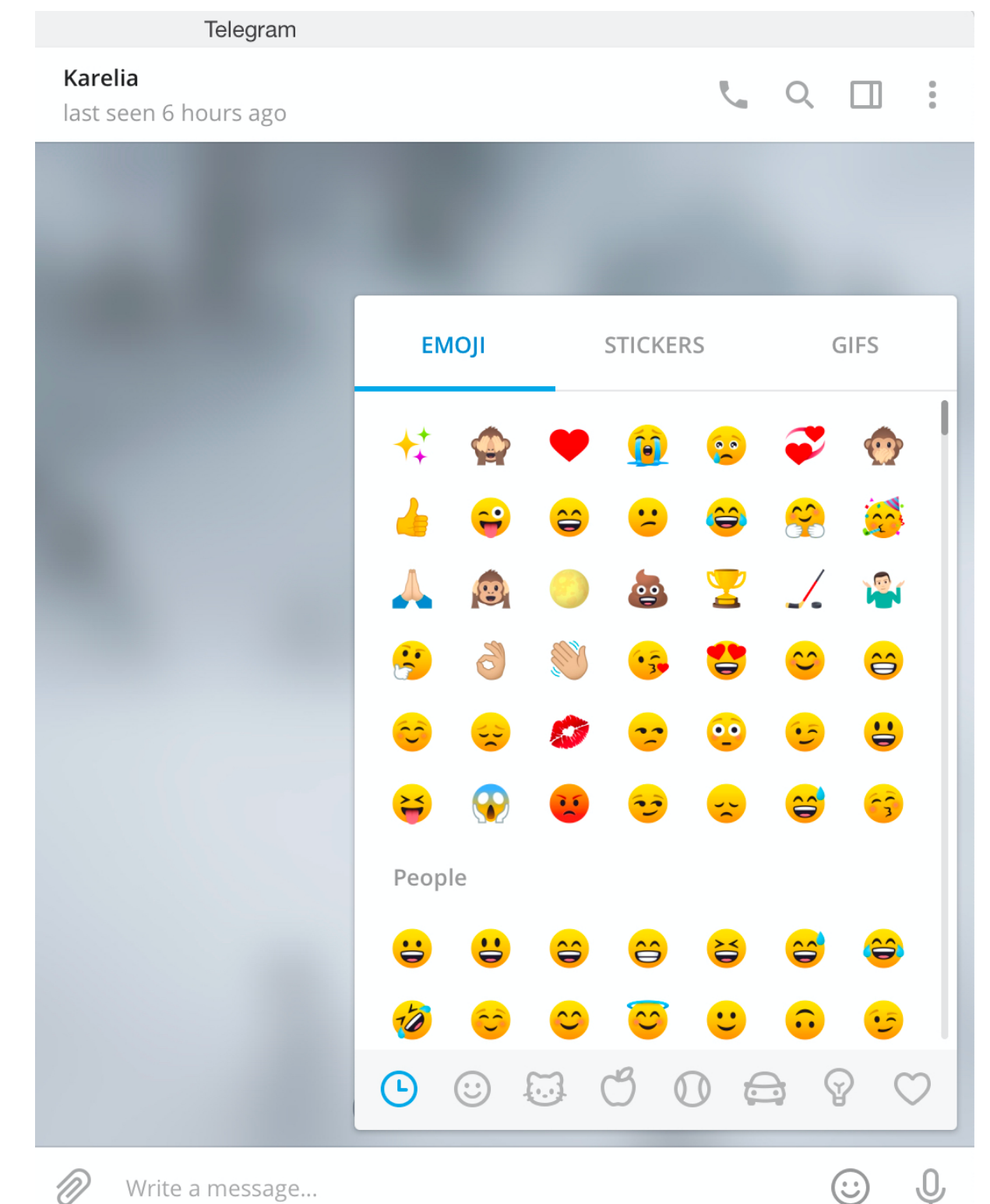
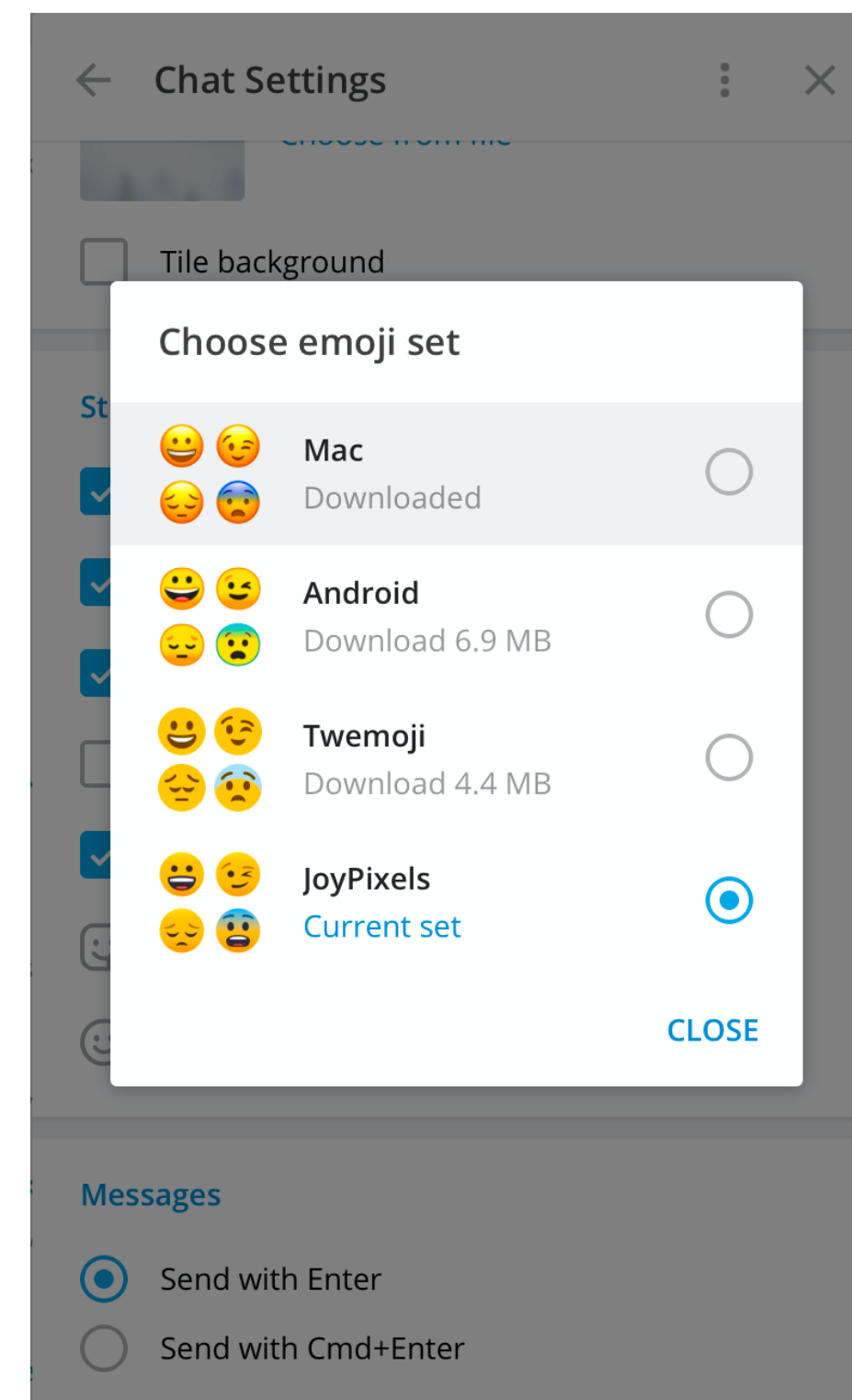
# APPS

JoyPixels emoji integrated into digital apps/websites.

Case Study:

## Telegram

Telegram is one of the largest and most well-known cross-platform messaging apps in the world. Within the chat settings, users are able to select JoyPixels as the primary emoji font (compatible with Android and desktop apps). JoyPixels is 1 in 4 emoji available for Telegram users.



*Screenshots from Telegram Desktop for Mac.*



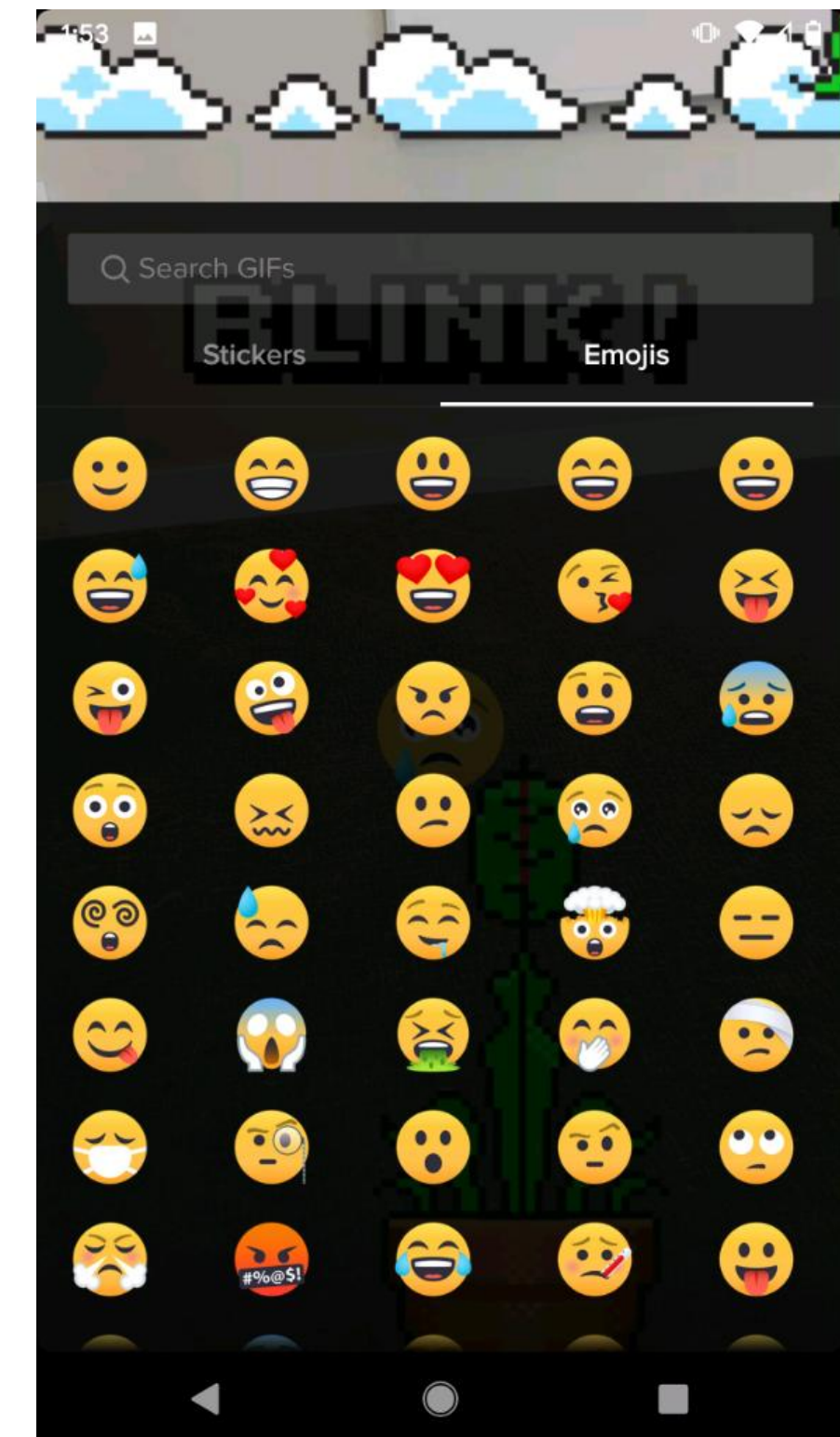
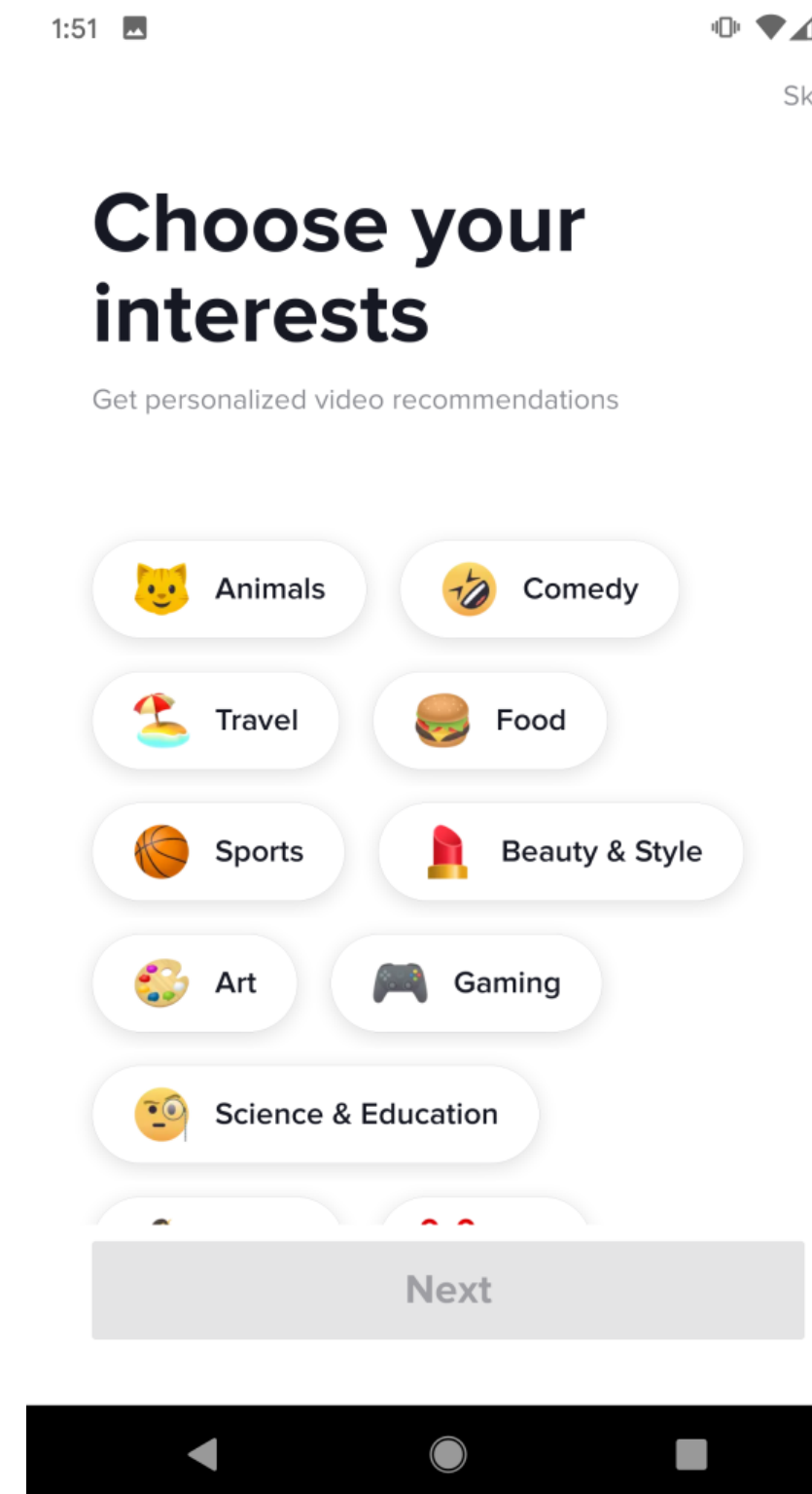
# APPS

JoyPixels emoji integrated into digital apps/websites.

Case Study:

## TikTok

TikTok has grown to become one of the hottest and most used apps among younger adults. We're really excited to have JoyPixels within their Android app as both UI icons and emoji used to decorate user created content. It doesn't get much bigger than TikTok.



*Screenshots from TikTok for Android.*





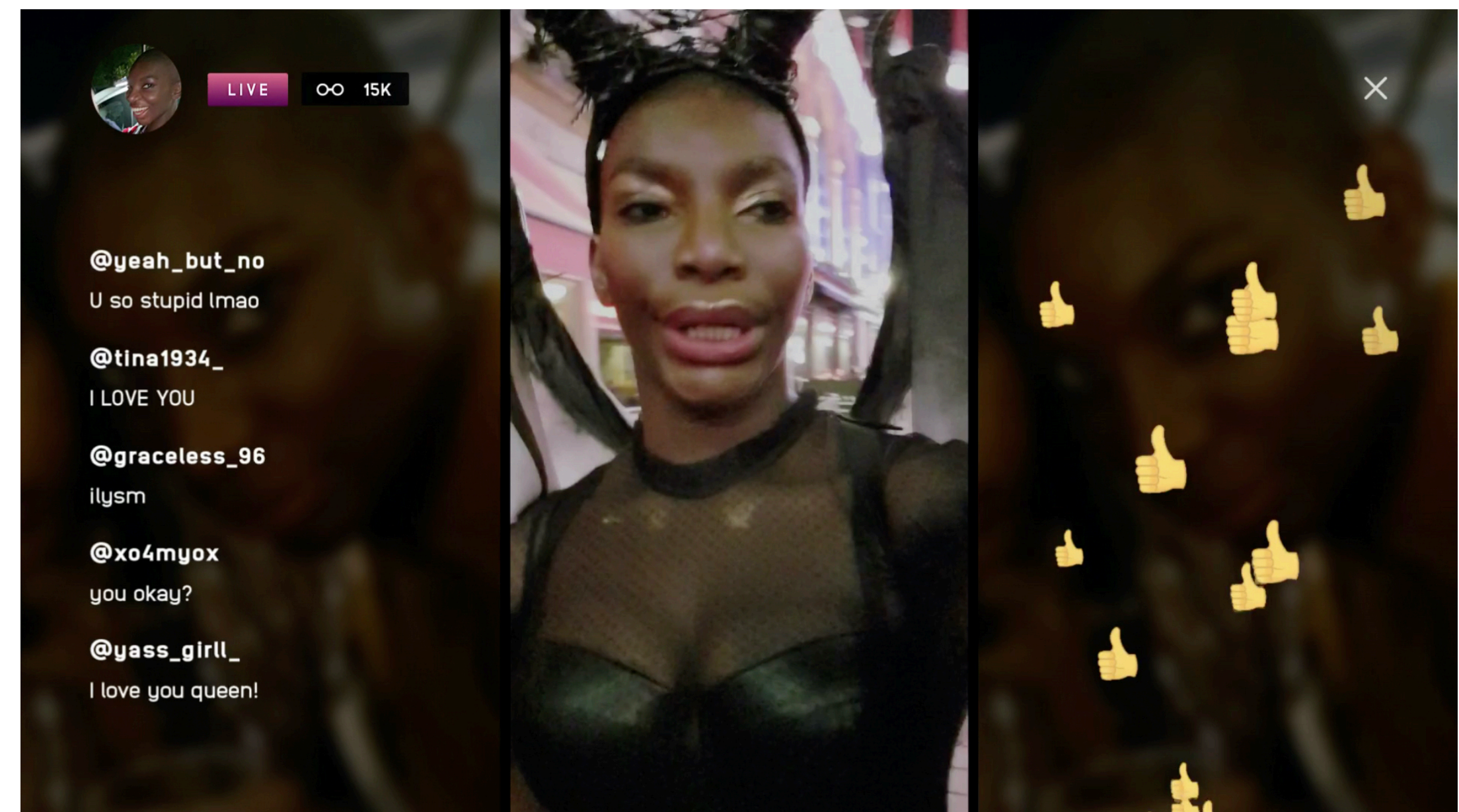
JoyPixels emoji featured in television, streaming, and movies.

Case Study:

## **HBO**

For their new hit, I May Destroy You, HBO directly licensed JoyPixels to provide live streaming emoji reactions for the primary character.

It's becoming more and more common for TV and film studios to seek out JoyPixels to provide enterprise level icons and custom agreements.



[View clip at HBO](#)





JoyPixels emoji featured in television, streaming, and movies.

Case Study:

## **Lemon Studios**

Olivares licensed a wide array of JoyPixels 5.0 icons for two different Netflix original series in 2020, Control Z and Monarca.

You can see in this Control Z trailer how emoji creatively impacts the landscape along with emoji into on-screen messaging. Emoji are used to attract and represent the younger adult demographic.



[View clip on YouTube](#)



# ADVERTISING

JoyPixels emoji featured in advertising campaigns.

Case Study:

## **Sky Mobile**

Sky is a leading provider of TV, broadband, and mobile services in the UK. They recently commissioned JoyPixels for emoji usage within their 'Switch' campaign.

Usage included both out of home materials, retail posters, and digital ads. Ads that contain emoji have proven to grab more attention than those without.



[View clip on Vimeo](#)

# ADVERTISING

JoyPixels emoji featured in advertising campaigns.

Case Study:

## **2 Degrees**

2 Degrees is a leading provider of TV, broadband, and mobile services in New Zealand. They trusted JoyPixels to provide emoji for a wide variety of uses.

They were given permission to modify our icons to give them a more 3D edge. They integrated the icons into several digital ads and throughout their website.



[View clip on Vimeo](#)



# ADVERTISING

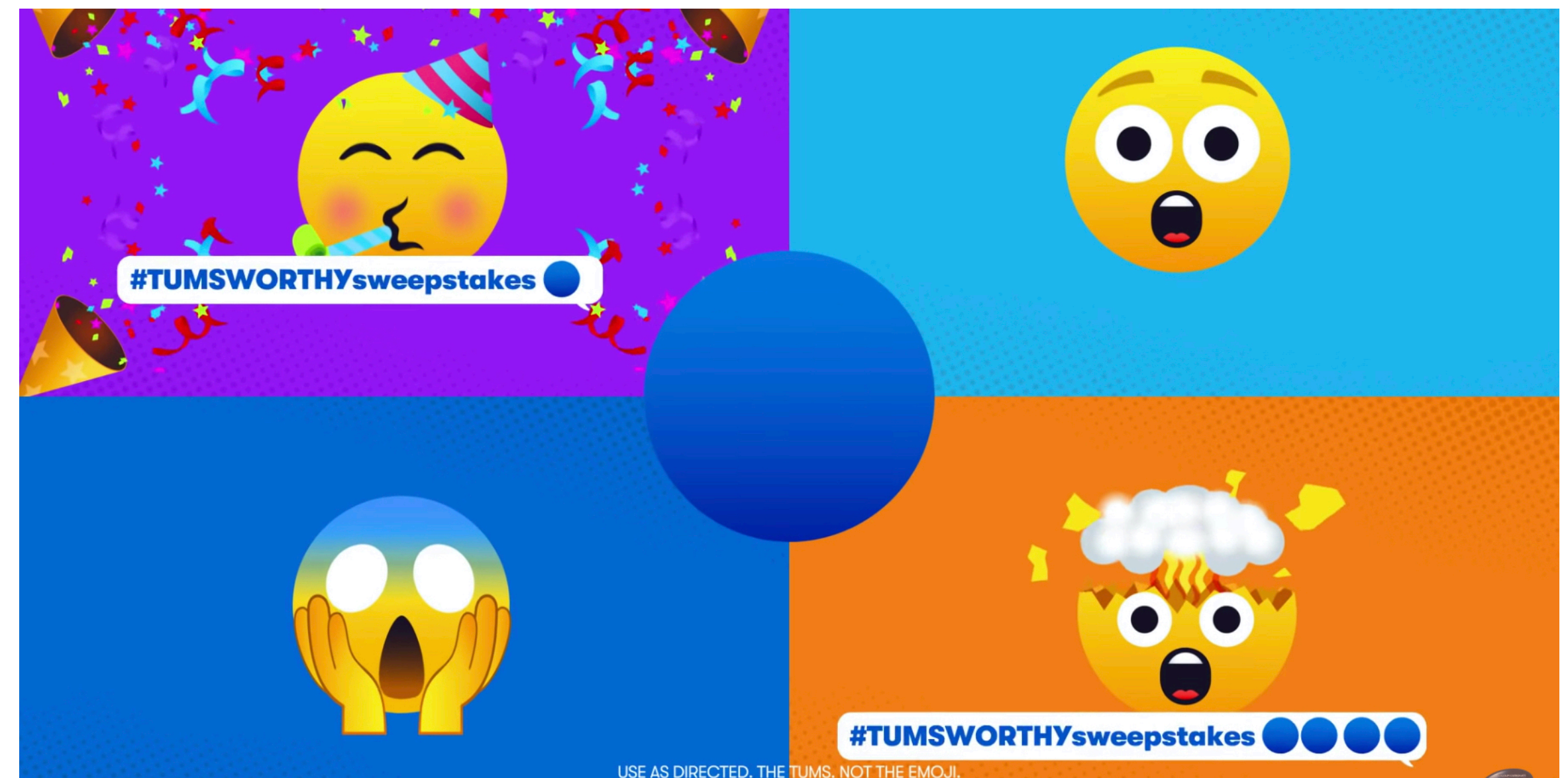
JoyPixels emoji featured in advertising campaigns.

Case Study:

## Tums

Tums is a well known over the counter medicine, sold worldwide. They optioned for both JoyPixels 6.0 icons and Animations 3.0 to be featured in a wide array of ads, including broadcast.

The campaign takes good advantage of our vast icons. Notice how they're using the blue dot emoji to represent their brand.



[View clip on YouTube](#)



# RETAIL

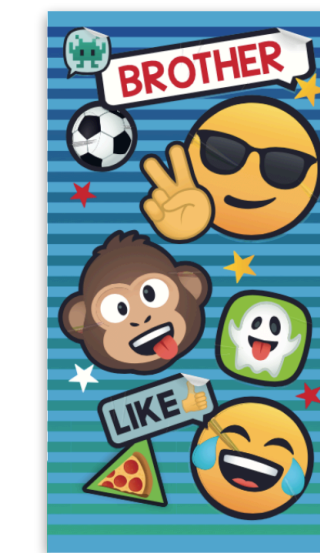
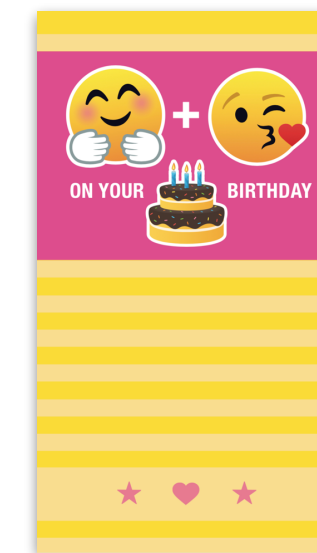
JoyPixels emoji featured in consumer products.

Case Study:

## Danilo

Danilo is Europe's leading publisher of licensed Calendars, Greetings Cards, Gift Wrap, Gift Bags, and Diaries.

Danilo selected JoyPixels as a license partner to bring emoji-packed greetings cards and other gift packaging to retail. With 1000's of icons, the options are endless. Nothing speaks to a younger audience like emoji.



**Danilo**  
Making everyday a date to remember...





# RETAIL

JoyPixels emoji featured in consumer products.

Case Study:

## **Beef Bar**

Beef Bar is a global fine dining brand with 16 locations in Europe, Asia, America, and Middle East. Beefbar was conceived to break the traditional codes of rigid & high end cuisine.

JoyPixels emoji are used for the creation of one-of-a-kind dinnerware used in all locations. The plates were so popular, they started **selling them online.**



*beefbar*  
Born in Monte-Carlo



**CONTACT US**



# SOCIAL MEDIA

Among these social media channels, we're most active on Twitter. Everything we announce is usually posted there first.



@JoyPixels



@JoyPixelsinc



@JoyPixelsinc



@JoyPixels



# GET STARTED TODAY

If you're interested in licensing JoyPixels for your project, please refer to the licensing section of our website or contact us for more personalized service. We usually respond within 24 hours (M-F). We'd love to hear with you!



**EMAIL US**



**GET QUOTE**



**Marcie Kubik**

Head of Licensing

*"We're more than  
pretty icons. Service is  
our top priority!"*



Thank you, have a wonderful day.

#spreadthejoy