FaucetPay watermark pack: placement spec

Version 1.0 · 2026-10-19 · machine-readable twin: `studio/watermark/layout.mjs`

This page is for meme and viral pages that put the FaucetPay logo on their own short videos ("watermark advertising"), and for the reviewers who check those posts. FaucetPay is not the topic of the video. The logo rides along, so it has to stay legible and unmistakable without getting in the way of the meme.

There are two placements:

- **Corner bug.** A small logo that stays in one corner of the frame for the whole video (TV calls it a DOG, a digital on-screen graphic).
- **Caption bar.** The logo inside a text strip in the lower third, next to caption text that looks like the app's own.

Every number here is in pixels on the full frame: 9:16 = 1080 × 1920, 1:1 = 1080 × 1080, 16:9 = 1920 × 1080. For a 4K or 720p export, scale by `your width / 1080` (or `/ 1920` for 16:9).

1. Which file to use

You edit in	Use	How
CapCut, InShot, VN, any phone editor	**Full-frame PNG** (`corner-bug/full-frame-9x16/…` , `caption-bar/full-frame-9x16/…`)	Add it as an overlay on a track above the video, stretch it over the whole video, leave it at 100 % scale and position. It is already in the right place.
CapCut / InShot, if you want the shimmer or the pop-in	**Green-screen MP4** (`…-greenscreen-….mp4`)	Overlay, then Chroma key, colour #00B140, low intensity. Green-screen files use solid boxes because keying cannot keep see-through areas.
Premiere Pro, Resolve, Final Cut, After Effects	**WebM VP9 alpha** or **ProRes 4444 MOV** (alpha)	Drop it on a track above the video. The bug loop is 12 s and loops seamlessly; the caption clip is 10 s and ends on a frame identical to the caption PNG, so you can hold it or continue with the PNG.
Your own layout	**Bug-only PNG** (`corner-bug/bug-only/…-1080w.png` for 1080-wide video, `-1920w` for 1920-wide, `-3840w` for 4K)	Place it at 100 % at one of the anchors in section 3.
Your own caption text	**Blank bar PNG** (`caption-bar/blank/…`), or the caption generator on the FaucetPay creator kit page	Type your text inside the empty area (bold sans, black on `native-light` , white on the dark styles).

The placement maps (`placement-maps/fp-watermark-placement-map-<ratio>.png`) show all of this on one page. `fp-watermark-safe-zone-guide-<ratio>.png` is a transparent guide you can lay over your edit while placing things; hide it before you export.

2. Where the apps draw over your video

Platforms only publish safe zones for ads, so those are the numbers used. Ads play in the same full-screen feed as normal posts, with the same caption, buttons and username. Status: **published** = the platform's own

number, **derived** = calculated from the platform's own UI sizes, **assumed** = no number published, nearest comparable platform applied. Checked 2026-10-19.

2.1 Vertical 9:16 (1080 × 1920)

Platform	Top UI (status bar, tabs, search)	Bottom UI (username, caption, sound, nav)	Right action rail	Side margins	Status
TikTok	y 0–240	y 1260–1920	x 780–960 from y 840 down (avatar, like, comment, save, share)	120 each side (cropped on tall phones)	published: TikTok in-feed safe-zone template, 720 × 1280 scaled; rail width measured
Instagram Reels	y 0–269 (14 %)	y 1248–1920 (35 %)	inside the right 6 % and the bottom 35 %	65 each side (6 %)	published: Meta ads guide
YouTube Shorts	y 0–288	y 1248–1920	x 888–1080, y 288–1248	left 48	published: Google Ads vertical video safe zone image
Facebook Reels	y 0–269 (14 %)	y 1248–1920 (35 %)	inside the right 6 % and the bottom 35 %	65 each side	published: Meta ads guide
Kwai	y 0–240	y 1260–1920	x 780–960 from y 840	120	assumed: Kwai publishes its safe zone as an image only; its feed matches TikTok
X (full-screen media viewer)	y 0–221	y 1345–1920	none (metrics sit in the bottom stack)	none	derived: X's iOS media-viewer UI sizes (top 280, bottom 730 of 2436 device px) scaled to 1920
Threads (full-screen video)	y 0–269	y 1248–1920	inside the bottom zone	65	assumed: Meta Reels margins
Kit safe area (all of the above)	**y 0–288**	**y 1248–1920**	**x 888–1080 everywhere, x 780–1080 from y 840**	**left 120**	union

The kit safe area is the polygon (120, 288) → (888, 288) → (888, 840) → (780, 840) → (780, 1248) → (120, 1248). Nothing any of these apps draws can land inside it, so one file works on every app the same video is cross-posted to.

2.2 Square 1:1 (1080 × 1080) and landscape 16:9 (1920 × 1080)

Used on X, Facebook, Telegram, Reddit and Threads feeds (and the Instagram feed for 1:1). No platform publishes an in-feed safe zone for these. In the feed the player draws a timer or view count (bottom left on X), a mute button (bottom right), a duration badge (top left on Telegram), a control bar you can tap up (bottom on Reddit, Facebook, YouTube) and, on YouTube, the channel watermark (bottom right). The kit keeps a buffer around all of them:

Ratio	Top	Bottom	Left	Right	Safe area
1:1	80	130	80	80	x 80–1000, y 80–950
16:9	86 (8 %)	151 (14 %)	96 (5 %)	96 (5 %)	x 96–1824, y 86–929

Sources for the 1:1 / 16:9 buffer: AdKit's X feed layout buffers (80 px on a 1080 frame, not an official number), X's own statement that it publishes no timeline safe zone, and the 5 % title-safe margin used across the kit.

3. Corner bug

3.1 Styles

Style	Looks like	Use on
`full`	Full horizontal logo (official on-dark file), soft shadow around it	Dark and mid-tone video
`mark`	The mark only	Only when the name is on screen too: with a caption bar, or when you say or write "FaucetPay" in the video. The mark alone does not spell the name.
`pill`	Full logo on a 85 % dark granite pill	Bright, busy or changing video. The safest choice when you are not sure.
`white`	White one-colour logo (the official SVG with every fill set to white), soft shadow	Dark video where colour clashes, or black-and-white edits

On bright video (snow, white walls, daylight sky, screenshots of white apps) use `pill`: the white "Faucet" of `full` and `white` disappears on white.

3.2 Allowed positions

The bug's outer box (logo plus clear space, or the pill) sits on the anchor. These are the only allowed positions. Pick the one that does not cover the meme's own text or the subject's face.

Ratio	Position	Anchor (x, y)	Box aligned by its	Example box at the recommended size, `full`
9:16	`top-left`	120, 288	top-left corner	x 120, y 288, 331 × 84
9:16	`top-right`	888, 288	top-right corner	x 557, y 288, 331 × 84
9:16	`mid-left`	120, 768	left edge, centred	x 120, y 726, 331 × 84
9:16	`bottom-left` (above the caption)	120, 1248	bottom-left corner	x 120, y 1164, 331 × 84
1:1	`top-left`	80, 80	top-left corner	x 80, y 80, 331 × 84
1:1	`top-right`	1000, 80	top-right corner	x 669, y 80, 331 × 84
1:1	`bottom-left`	80, 950	bottom-left corner	x 80, y 866, 331 × 84
16:9	`top-left`	96, 86	top-left corner	x 96, y 86, 485 × 123
16:9	`top-right`	1824, 86	top-right corner	x 1339, y 86, 485 × 123
16:9	`bottom-left`	96, 929	bottom-left corner	x 96, y 806, 485 × 123

Not allowed: bottom-right on any ratio (action rail and caption on every app; mute button and YouTube's channel watermark in feeds), anything outside the safe area, and anything that moves during the video.

With a caption bar in the same video, put the bug `top-left` or `top-right`: the caption bar takes the lower-left.

3.3 Sizes

Sizes are the width of the **visible** logo (the official SVG has some empty padding inside its frame), or the height of the mark for `mark`.

Ratio	Full logo (`full` , `pill` , `white`): minimum · recommended · large	Mark (`mark`): minimum · recommended · large
9:16	260 · 300 · 380	64 · 80 · 100
1:1	260 · 300 · 380	64 · 80 · 100
16:9	400 · 440 · 520	96 · 112 · 136

The full-frame PNGs use the recommended size. The bug-only PNGs are the recommended bug for 1080-wide video (`-1080w` , logo 300), 1920-wide video (`-1920w` , logo 440) and 4K (`-3840w` , logo 880), meant to be placed at 100 %.

Why these numbers: a 1080-wide video on a 6.1" phone is shown at about 0.066 mm per video pixel. At the minimum (260) the "Faucet" capitals are 2.4 mm tall (21 arcminutes at 40 cm) and the small "Pay" capitals 1.3 mm (11 arcminutes), the size of the apps' own smallest caption text, so both words stay readable at arm's length. A feed shows a 16:9 video's 1920 px across the same phone width, so 16:9 needs proportionally more pixels. BRAND.md's general minimum (120 px) is for static artwork; it is too small for a moving phone video.

3.4 Opacity, duration, clear space, motion

- **Opacity:** at least 85 %. The kit files are 100 %; you may lower the overlay to 85 %, no further.
- **Duration:** the whole video, first frame to last.
- **Clear space:** at least the height of the mark's top cyan facet (one third of the mark's height) on every side: 15 px around a 300 px logo, 27 px around an 80 px mark. No stickers, emojis, text, your page's own watermark or app UI inside it. The full-frame files keep it for you.
- **Motion:** the logo itself does not move or change. The only animation allowed is the provided shimmer loop (a soft light passing over the pill, or a glow passing *around* the logo every 6 s), which never alters the letterforms.

4. Caption bar

4.1 Styles

Style	Looks like	Logo
`native-light`	White rounded boxes, black bold text: the apps' own "text with background"	Official on-light logo (ink "Faucet", indigo "Pay")
`native-dark`	Black 75 % see-through boxes, white text	Official on-dark logo
`brand`	Granite #1B1E23 box with an indigo-to-cyan edge on the left, Inter Tight	Official on-dark logo

The logo is the first row of the bar, sized so its "Faucet" capitals sit a little above the caption's capitals: it reads like the caption's headline, and it is always the official file, never typed.

4.2 Lines and variants

Only the approved claims, word for word:

Line id	Text
`faucets`	Claim free crypto from 600+ faucets
`wallet`	One wallet, 20+ coins
`p2p`	Instant P2P, no fee

- `std` adds a last row "faucetpay.io". Use it where the platform lets you show a site name on screen.
- `nolink` has no URL. Use it where on-screen URLs are unwelcome; your referral link goes where the platform expects it (bio, description or post text, see the platform playbook).
- `blank` is the logo plus an empty two-line text area for your own words.

4.3 Position and size

The bar sits in the lower third, with its bottom edge on the safe line, so the app's caption and buttons never cover it.

Ratio	Zone (the bar fits inside)	Anchor	Caption font	Logo width	Max text width
9:16	x 120–780, y 840–1248	bottom-left at (120, 1248)	Inter 800, 46 px (down to 38 px for long custom text)	304	612
1:1	x 80–840, y 560–950	bottom-left at (80, 950)	Inter 800, 46 px	304	712
16:9	x 96–1248, y 520–929	bottom-left at (96, 929)	Inter 800, 58 px	383	1092

In 9:16 the bar stays left of x 780 because TikTok's and Kwai's action rail starts there.

Text rules (the caption generator applies them for custom text):

- balanced word wrap at the max text width, at most 3 lines, at most 90 characters;
- when the text needs more lines, the font steps down 2 px at a time to the minimum; if it still does not fit, the last line ends with "…";
- line box 1.42 × font size, side padding 0.52 × font size, corner radius 0.4 × font size; the URL row is 0.74 × font size.

4.4 Duration

At least 5 seconds. If the video is shorter than 10 seconds, the whole video. The bar pops in (0.4 s) and then stays; it never animates out.

5. Never

- Recolour the logo (the white one-colour file is the only alternative), stretch, squash, rotate, crop, outline, add effects inside the letters, or retype "FaucetPay" next to the mark.
- Cover any part of the logo or its clear space with stickers, emojis, text, your own watermark, captions or faces.
- Animate the logo beyond the provided shimmer and pop-in files.
- Put it under app UI (outside the safe area), in the bottom-right corner, or below 85 % opacity.
- Edit the caption lines or invent numbers. Use the approved claims or your own words without earnings promises ("$X a day", "get rich", "passive income", "guaranteed", "easy money").
- Present the post as official FaucetPay content or speak as FaucetPay staff.

6. Brand safety: what the video may not contain

FaucetPay's logo may only ride on content that is safe for every audience on the platform:

- sexual or sexually suggestive content, nudity;

- violence, gore, accidents with injuries, animal cruelty, dangerous stunts;
- hate, harassment, bullying, mocking real private people;
- drugs, alcohol abuse, smoking or vaping as the joke;
- gambling, betting, casino or game footage (this pack is never used with FaucetPay games content);
- political or religious bait, tragedies and current disasters;
- misinformation, scams, fake screenshots of balances or payouts;
- content aimed at minors (kids' cartoons, school pranks with children);
- other people's videos reposted without the rights to them. Original memes, licensed clips or your own footage only.

Follow each platform's paid-partnership or branded-content setting where it applies: that is good practice and the creator's responsibility. The pack is not offered on Twitch or Kick, which have their own stream pack.

7. Review checklist

A reviewer (or an automated check, see `README.md`) confirms:

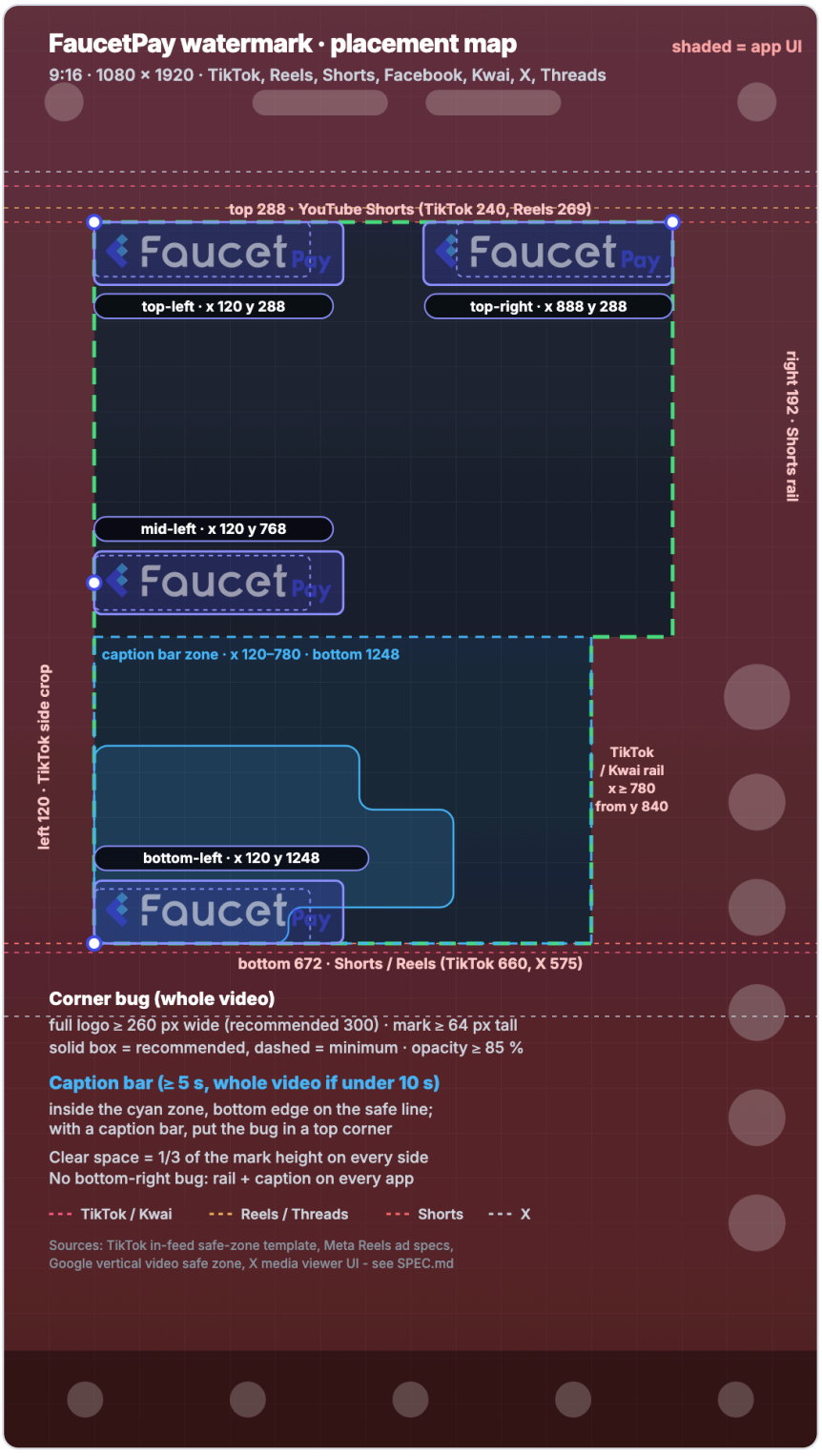
1. The logo is the official file: correct colours (or the white version), not stretched (width-to-height within 2 % of the file), nothing cropped or covered.
2. Bug on screen from the first to the last frame; caption bar at least 5 s, or the whole video under 10 s.
3. Position at one of the allowed anchors (within 2 % of the frame), inside the safe area, never bottom-right.
4. Size at or above the minimum for the ratio, opacity at least 85 %.
5. Caption text is an approved claim or the creator's own words without earnings promises; `std` URL only where the platform allows it.
6. Content passes the brand-safety list in section 6, and the creator tag and referral link are where the platform expects them.

8. Sources

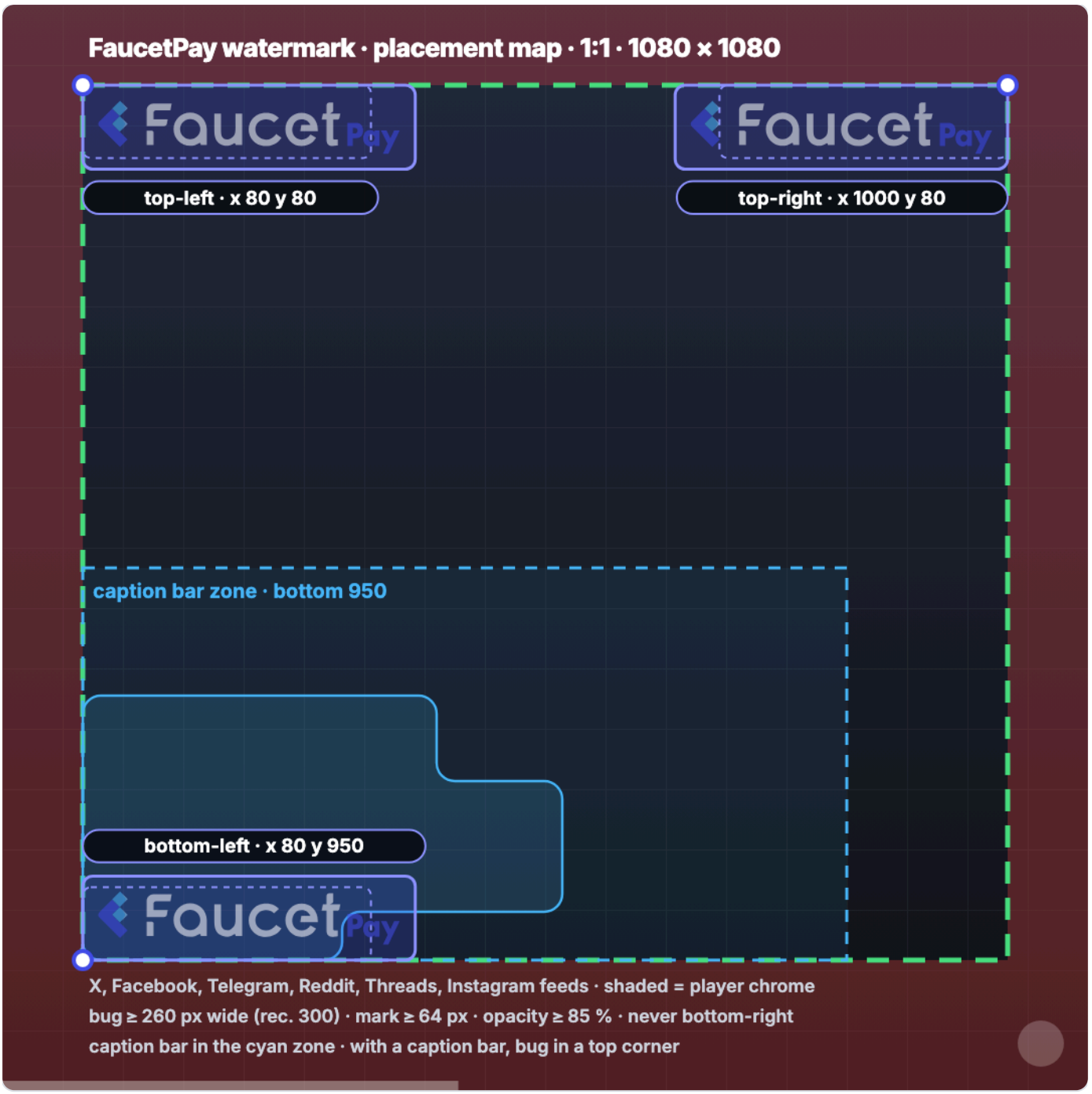
- TikTok Ads Help, In-Feed Ads specifications and safe-zone template: https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads?lang=en ; template read and scaled to 1080 × 1920 (rail width measured) by Socialync: https://www.socialync.io/tools/safe-zones/tiktok
- Meta Ads Guide, Instagram Reels (14 % top, 35 % bottom, 6 % sides): https://www.facebook.com/business/ads-guide/update/video/instagram-reels ; Facebook Reels (same margins): https://www.facebook.com/business/ads-guide/update/video/facebook-facebook-reels ; text overlays and safe zones: https://www.facebook.com/business/help/980593475366490
- Google Ads Help, safe zones for vertical video ads on YouTube (1080 × 1920 reference image: top 288, bottom 672, left 48, right 192): https://support.google.com/google-ads/answer/9128498?hl=en ; values as printed on the image, also listed at https://www.socialync.io/tools/safe-zones
- X Business, Vertical Video Ads (overlay note) and the Media Viewer UI sizes from X's superseded creative specs, recorded at https://recruitmentads.com/free-tools/ad-mockup/x
- Kwai for Business Manual, Ads Material Specification (safe zone as an image): https://docs.qingque.cn/d/home/eZQBtk9V_ed5z4D6mPy513NId
- AdKit X / Twitter layout buffers (not official): https://adkit.so/tools/safe-zones/x
- FaucetPay Brand Lock: `brand/BRAND.md` (logo files, clear space, colours, approved claims, Never list).

Placement maps

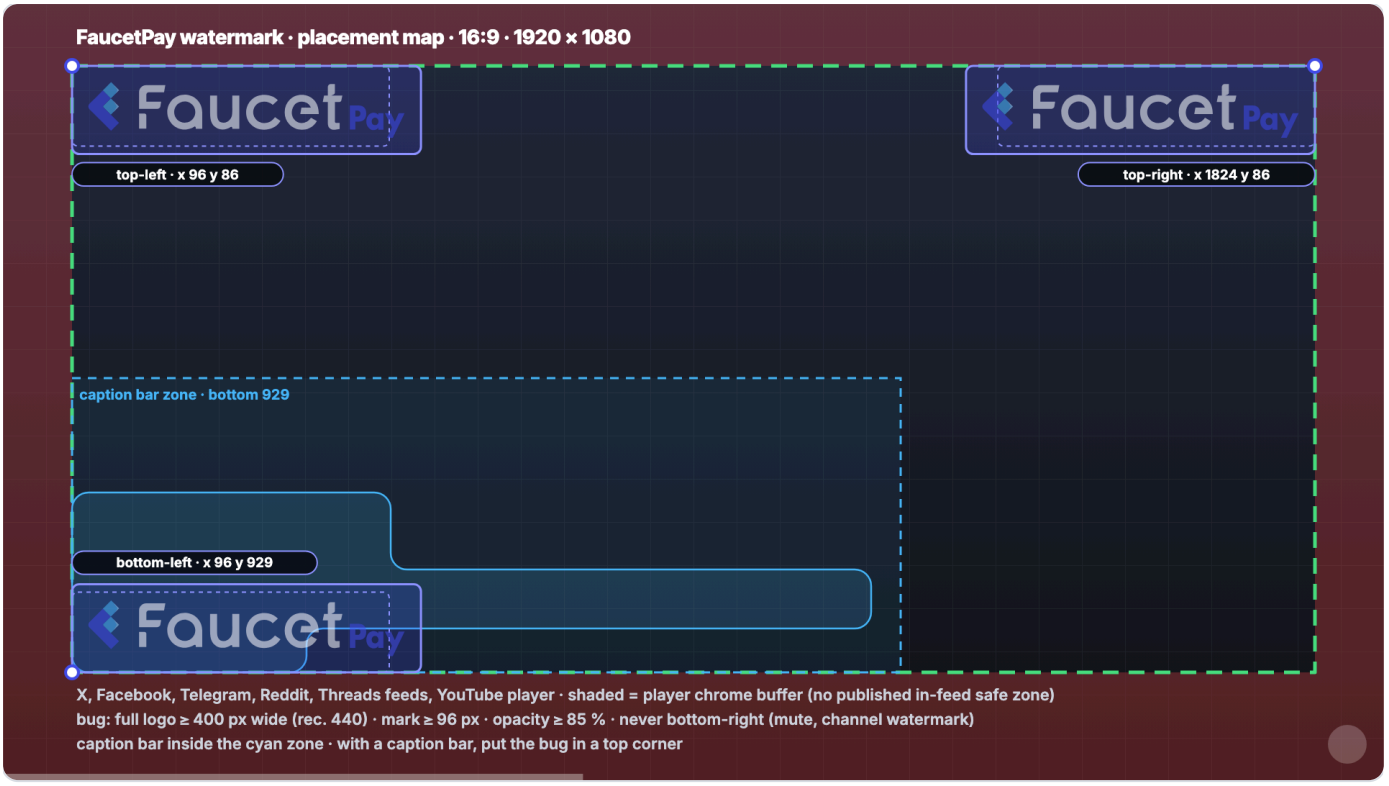
Shaded: where the apps draw. Green dashed: the kit safe area. Purple boxes: bug anchors at the recommended size (dashed inside: minimum). Cyan: the caption bar zone.



9:16 · 1080 × 1920


FaucetPay watermark · placement map · 1:1 · 1080 × 1080
FaucetPay
top-left · x 80 y 80
FaucetPay
top-right · x 1000 y 80
caption bar zone · bottom 950
bottom-left · x 80 y 950
FaucetPay
X, Facebook, Telegram, Reddit, Threads, Instagram feeds · shaded = player chrome
bug ≥ 260 px wide (rec. 300) · mark ≥ 64 px · opacity ≥ 85 % · never bottom-right
caption bar in the cyan zone · with a caption bar, bug in a top corner

1:1 · 1080 × 1080



16:9 · 1920 × 1080