

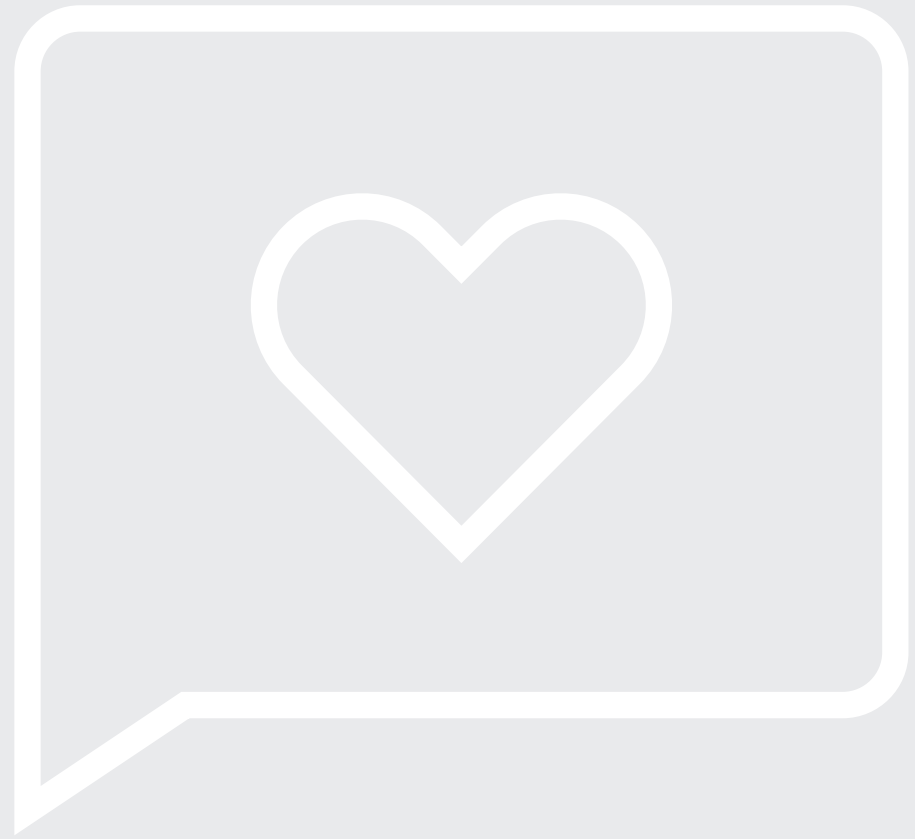
Facebook Brand Assets Guide

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Welcome



Welcome

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

At Facebook we build tools that help people to connect with one another and tools that make sharing what they want to share—ideas, stories, videos and photos—much easier. By doing this, we are extending people's capacity to build and maintain relationships.

General Guidelines

Why is this guide important?

These guidelines outline the general rules when using Facebook's brand assets and showcasing Facebook content. You may only use the approved brand assets that are provided on the [Facebook Brand Resource Center](#). Consistent use of these assets helps people easily recognize references to Facebook and protect our company trademarks. Any Facebook logos or images found elsewhere on the web are not approved for use.

Who is this guide for?

This guide is for anyone who wants to use Facebook's brand assets in:

- marketing or advertising
- books, plays, TV shows and film scripts
- print packaging

It will briefly cover guidelines for the primary assets approved for use and available at the Facebook Brand Resource Center at facebookbrand.com. To review full guidelines for all Facebook approved brand assets visit the Brand Resource Center where you can also download assets files and make a [permission request](#).

Advertisers and Partners

We provide guidelines on how to drive to your presence on Facebook and properly present Facebook content in marketing and advertising.

Before using Facebook brand logos and assets in TV commercials, digital advertising or print packaging, please refer to these guidelines. Submit your request to the Facebook team for review prior to launch.

Advertising appearing on Facebook will be reviewed by our Ad Policy team and does not require permission here. For more details, visit Facebook's [advertising policies](#).

Permission is not required for marketing and advertising that appears elsewhere (such as in print or on facebook.com), but must abide by the guidelines on the site.

Here's what to include with your request:

- The final version showing how the "f" Logo will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Facebook
- Translations for any non-English requests

View the [Marketing Guidelines](#) on the Brand Resource Center and submit a [permissions request here](#).

Entertainment

Give Facebook proper attribution in books, plays, TV shows and film by adhering to our brand standards. When mentioning Facebook as part of a narrative or storyline (script, screenplay or manuscript), you must submit a permissions request [here](#).

Please reach out at least five business days in advance to avoid production delays. View the [Entertainment Guidelines](#) on the Brand Resource Center for more information.

News and Commentary

Find all the tools to help you display and talk about Facebook user content and our products in newscasts, editorials and talk shows. View the [News and Commentary Guidelines](#) and download the PDF on the Brand Resource Center for practical design and creative guidance.

We understand the content you wish to feature may need to air during live programming, such as a newscast or live event, and allowing time for permissions is not feasible. In these instances, we still require you to follow the general rules and guidelines for using Facebook logos and assets, and broadcast templates provided.

General— Do's and Don'ts

These are general guidelines to follow closely when using Facebook's brand assets. Only use the logos and screen shots found on our Brand Resource Center website, facebookbrand.com.

Do's

- ✓ Follow guidelines found in this guide and on the Facebook Brand Resource Center and agree to act in accordance with [Facebook's Terms](#) and [Community Standards](#).
- ✓ Leave enough space around Facebook brand assets for them to be clear and uncluttered and use assets at a legible size.
- ✓ Only use the “f” Logo to promote your presence on Facebook. Don't use the Facebook wordmark, which is the corporate identity that refers to Facebook Inc.
- ✓ To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate Facebook brand assets. The downloads available on the Brand Resource Center are the only approved assets to represent the Facebook brand.

Don'ts

- ✗ Don't modify the design or color of our assets by stylizing, warping, or modifying their color or shape. If you are unable to use the correct color due to technical limitations, you may revert to black and white.
- ✗ Don't use any icons or images to represent Facebook other than what is found on the Brand Resource Center.
- ✗ Don't misrepresent the Facebook brand and avoid representing the Facebook brand in a way that implies partnership, sponsorship or endorsement; makes the Facebook brand the most distinctive or prominent feature; or puts the brand in a negative context as part of a script or storyline.

Talking about Facebook— Do's and Don'ts

Sometimes you may need to refer to Facebook to discuss it, describe your presence on Facebook, display your Facebook web address, indicate that your product is integrated with Facebook, or describe your products or services as they relate to Facebook.

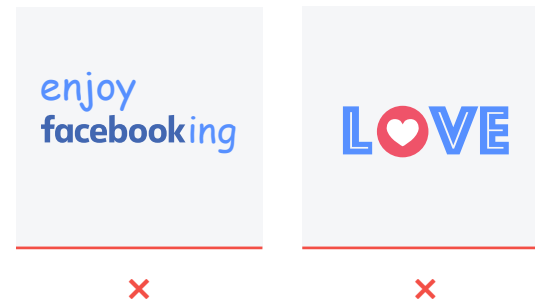
Here are specific guidelines to follow when mentioning Facebook in your copy:

Do's

- ✓ Capitalize the word “Facebook,” except when it’s part of a web address.
- ✓ Display the word “Facebook” in the same font size and style as the content surrounding it.

Don'ts

- ✗ Don't pluralize the Facebook trademark, use it as a verb or abbreviate it.
- ✗ Don't use Facebook logos and icons in place of words.
- ✗ The only approved lockups can be found on the Brand Resource Center such as, Find us on “f” Logo.



Brand Permissions

What Needs Permission

Submit a [request for permission](#) when you use the Facebook brand in:

- Marketing or advertising that appears on TV or online
- Books, plays, TV shows and film scripts
- Print packaging
- News and commentary (for live programming, permission is required as time permits)

You should hear from us within a week. Plan for additional time if revisions are required.

Advertising appearing on Facebook will be reviewed by our Ad Policy team and does not require permission here. For more details, visit [Facebook's advertising policies](#).

Requesting Permission

Here's what you need to include with your request:

- The final version showing how the UI will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Facebook
- Translations for any non-English requests

You may request by submitting a request [here](#).

Facebook Brand Assets

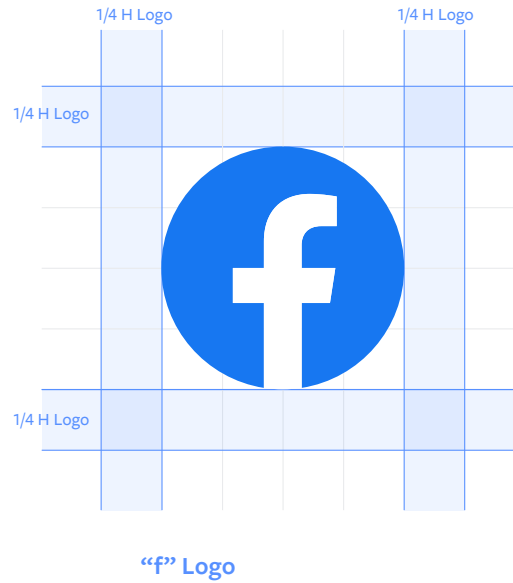


“f” Logo

The “f” Logo is one of our most globally recognized assets. It’s used to represent Facebook the product (website or mobile app).

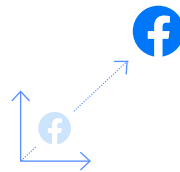
Using the “f” Logo

The primary use of the “f” Logo is to promote your organization’s presence on Facebook. For example, when you say, “Find us on Facebook” and link to your Facebook Page, it’s appropriate to use the “f” Logo. The “f” Logo can also refer to content from Facebook or your product’s integration with Facebook. Never use the Facebook wordmark.



Clear Space

To preserve the integrity of the “f” Logo, always maintain a minimum clear space around the logo. This clear space insulates our “f” Logo from distracting visual elements, such as other logos, copy, illustrations or photography.



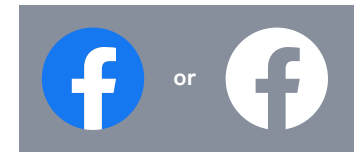
Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the “f” Logo. The proportions and shape of the “f” Logo should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



Size

Be sure the “f” Logo is reproduced in a legible size and that they do not appear subordinate to any neighboring logo included on the creative executions. Similarly, do not present the “f” Logo in a way that makes it the most distinctive or prominent feature of what you’re creating.



Color

Do not modify the logos in any way, such as changing the design or color. The correct color versions to use are the blue or reversed-out to white. If you are unable to use the correct color due to technical limitations, you may revert to black and white.

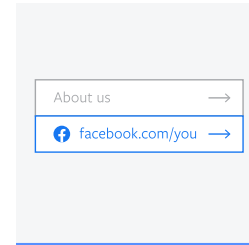
“f” Logo— Do’s and Don’ts

Do’s

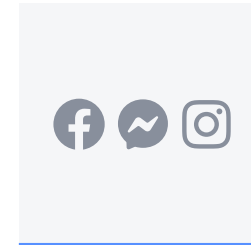
- ✓ Do include a clear call-to-action that communicates your use of Facebook (e.g. “Find us on Facebook”).
- ✓ Do use the “f” Logo alone or alongside other social icons. It should be used at equal size to neighboring icons.
- ✓ Do link directly to your presence on Facebook, when using the “f” Logo online, such as your website, blog or email campaigns.
- ✓ Do use the “f” Logo to refer to your presence on Facebook, such as your Page, profile, group, or event.
- ✓ Do use the “f” Logo to integrate your product with Facebook, such as “For use with Facebook” content that originates from Facebook.

Don’ts

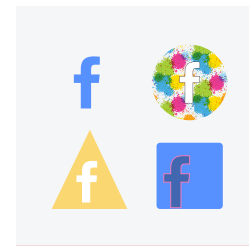
- ✗ Don’t modify the “f” Logo in any way, such as by changing the design, scale or color. If you can’t use the correct color due to technical limitations, use black and white.
- ✗ Don’t animate or fabricate physical objects in the form of our “f” Logo.
- ✗ Don’t feature Facebook prominently in your marketing creative. Your brand should be the primary communication.
- ✗ Don’t use Facebook wordmark to represent your presence on Facebook. The wordmark is reserved for corporate use and represents Facebook, the company.



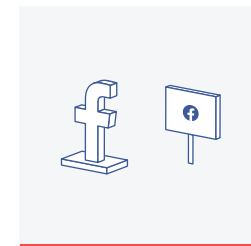
Do use the “f” Logo when referring to your presence on Facebook..



Do ensure the “f” Logo is equal in size to neighboring icons.



Don’t alter the logo design or colors.

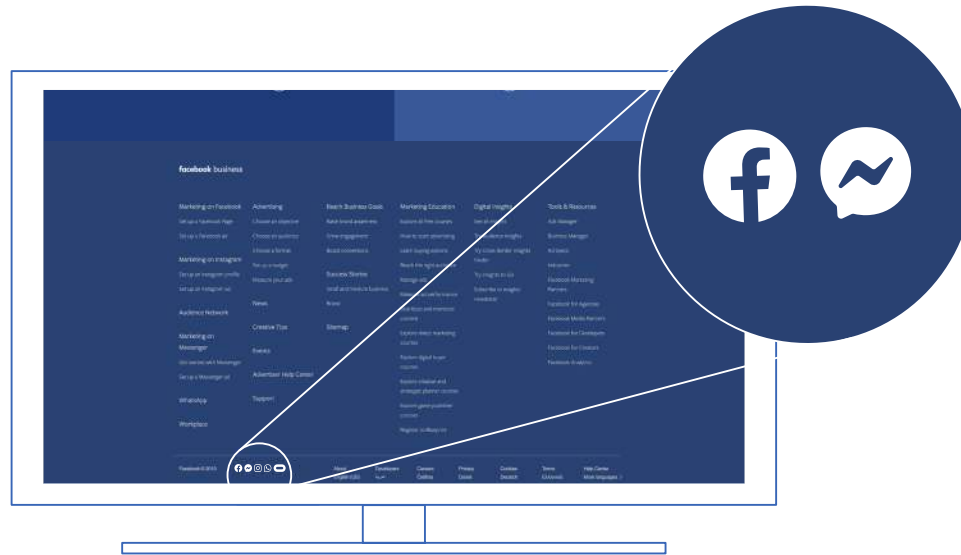


Don’t fabricate physical objects in the form of the “f” Logo.

Representing Your Social Channels

When representing your presence on Facebook, we ask that you use the “f” Logo. This logo is one of our most identifiable marks globally and is formatted to display at many sizes.

In particular, we require that the “f” Logo is not deconstructed and the approved mark is represented in Facebook blue or white. The approved “f” Logo files are provided as a download on the Brand Resource Center.



The “f” Logo in Practice

The “f” Logo may be used alone or alongside other social icons to represent your presence on Facebook.

Grouping Icons

The “f” Logo may be used alone or alongside other social icons. It should be used at equal size to neighboring icons. Be sure to maintain its shape and proportions and provide adequate clear space between logos.

Find “f” Logo guidelines and the download [here](#).



Maintaining Shape and Proportions

When displaying the “f” Logo in your app array it should be equal in size to neighboring logos. Be sure to maintain its circular shape and proportions while providing adequate clear-space between other logos.



Style

Do not create any variations of the “f” Logo, only use what’s available through the Brand Resource Center.



Color

Use the “f” Logo in the colors provided in the asset download: blue, grey, white or black.

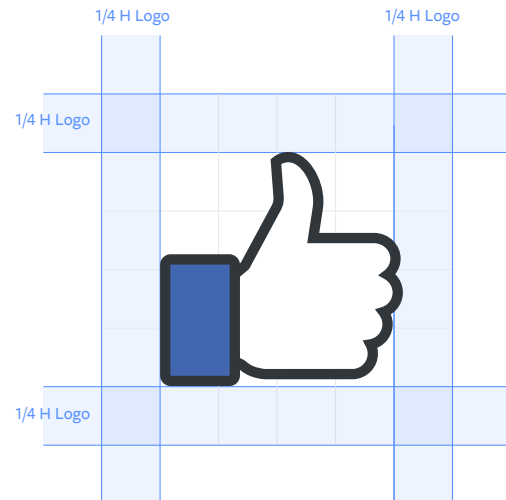
Thumb Icon

The Thumb Icon is one of Facebook’s identifiable marks. This icon is meant to represent the concept of “liking” something on Facebook.

Using the Thumb Icon

Only use the Thumb Icon with a clear written call to action (for example: “Like us on Facebook”, “Install our app on Facebook”, “For use with Facebook”) to reference your Facebook presence. No other icons should be used with the Thumb Icon.

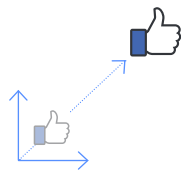
This mark does not replace Like thumbs found in the Facebook product. This is the primary and approved Thumb to use in your marketing.



Thumb Icon

Clear Space

To preserve the integrity of the Thumb Icon, always maintain a minimum clear space around the logo. This clear space insulates our Thumb Icon from distracting visual elements, such as other logos, copy, illustrations or photography.



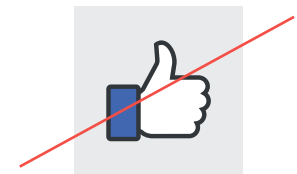
Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Thumb Icon. The proportions and shape of the Thumb Icon should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



Size

Do not present the Thumb Icon in a way that makes it the most distinctive or prominent feature of what you’re creating. Similarly, be sure the Thumb Icon is reproduced in a legible size.



Color

Do not modify the Thumb Icon in any way, such as changing the design or color.

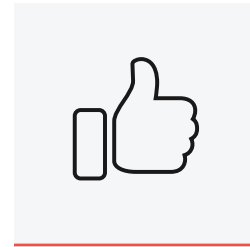
Thumb Icon— Do's and Don'ts

Do's

- ✓ Do only use the Thumb Icon with a clear, written call to action (for example: “Like us on Facebook”).
- ✓ When using the Thumb Icon online, it should link directly to your Page on Facebook.

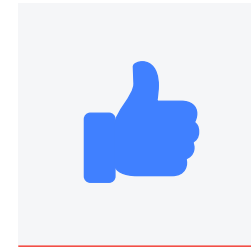
Don'ts

- ✗ Don't modify the Thumb Icon in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.
- ✗ Don't use the Thumb Icon in Facebook Ads.
- ✗ Don't substitute the Thumb Icon for the word “like” in text.
- ✗ Don't animate or fabricate physical objects in the form of our Thumb Icon.
- ✗ Don't use the Thumb Icon alongside other Facebook symbols or icons.



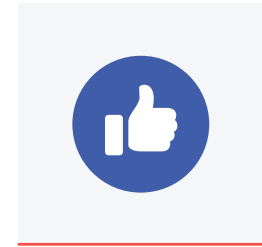
✗

Don't use an outlined thumb with the cuff detached.



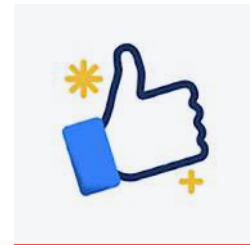
✗

Don't use a solid thumb with the cuff attached.



✗

Don't change the Reaction bright blue from the product color to Facebook Blue 70.



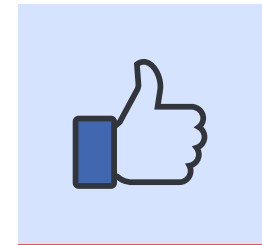
✗

Don't redraw or recreate the thumb as an illustrated icon.



✗

Don't substitute the Thumb Icon for the word “like” in text.



✗

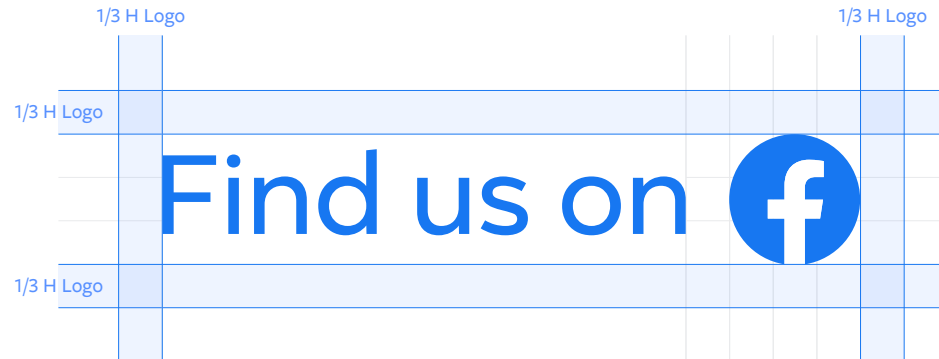
Be sure to fill the hand of the primary thumb with white when placing on any color, photographic or illustrative backgrounds.

Find Us On Facebook Badge

This is one of our most used and most effective assets. Because it has a clear call to action built in, your audience knows exactly what you are directing them to do.

Using the Find Us On Facebook Badge

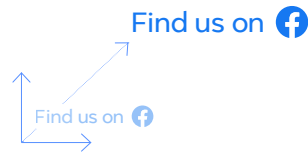
The Find Us On Facebook Badge and the “f” Logo are the primary assets to use when promoting your presence on Facebook. They can also refer to content from Facebook or your product’s integration with Facebook. Never use the Facebook wordmark. When using the Find Us On Facebook Badge online it should link directly to your presence on Facebook, such as your profile, group or event page.



Clear Space

To preserve the integrity of the Find Us On Facebook Badge, always maintain a minimum clear space around the logo. This clear space insulates our Find Us On Facebook Badge from distracting visual elements, such as other logos, copy, illustrations or photography.

Find Us On Facebook Badge



Maintaining Shape and Proportions

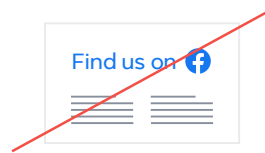
To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Find us on Facebook Badge. The proportions and shape of the Find Us On Facebook Badge should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Size

Do not present the Find Us On Badge in a way that makes it the most distinctive or prominent feature of what you’re creating. Similarly, be sure the Find Us On Badge is reproduced in a legible size.

Color

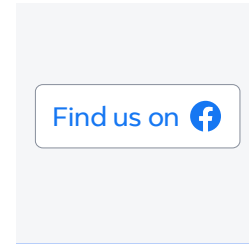
Do not modify the lockup in any way, such as changing the design or color. If you are unable to use the correct color due to technical limitations, you may revert to black and white.



Find Us On Facebook— Do's and Don'ts

Do's

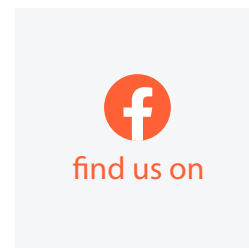
- ✓ Do only use the Find Us On Facebook Badge to refer to your presence on Facebook, such as your page, profile, or event.
- ✓ When using the Find Us On Facebook Badge online, it should link directly to your presence on Facebook.



Do use the badge to direct traffic to your Facebook presence.

Don'ts

- ✗ Don't modify the Find Us On Facebook Badge in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.



Don't alter the logo colors or scale.

Reactions

Reactions are an extension of the Like Button to give people more ways to share their reaction to a post in a quick and easy way. The collection of Reactions includes Like, Love, Haha, Wow, Sad and Angry.

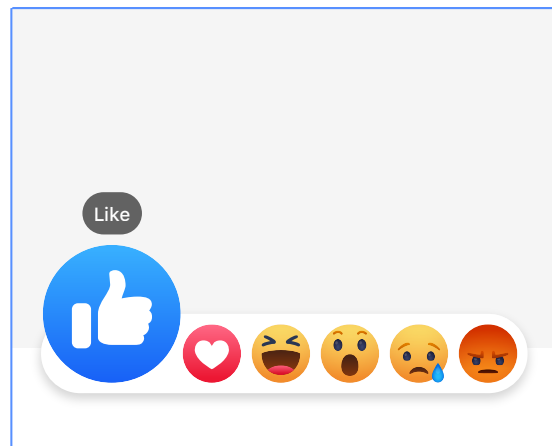
To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Reactions. Never alter the proportions and shape of the Reactions (and surrounding UI) for any reason.

Reactions are not emojis or individual icons, and they cannot be used in this way. It's important to show Reactions in the way they are intended to be used on Facebook—as a quick and easy way to express how you feel.

Video or Facebook Live Broadcast

We don't provide animations of Reactions. To include Reactions in your video, show the Reactions within the Facebook UI as they appear and function in the product.

Facebook Live: The “floating” Reactions are only intended for use during a Facebook Live broadcast and other instances within Facebook products. Don't use the “floating” Reactions outside the context of Facebook products, whether animated or static, in your marketing.



Using Reactions

Use Reactions only as they appear and exactly how they function within the context of Facebook UI. Reactions cannot be used for creative purposes. **Only use Reactions as a collection**—do not use them as individual icons or as the most prominent feature of your marketing.

Reactions

Use—Within the Facebook UI

We have provided high-resolution **Newsfeed screen templates** built for use online, on print/packaging, or for promotional activities in TV and film. The use of the screen templates must adhere to the guidelines in this document and on the **Brand Resource Center**.

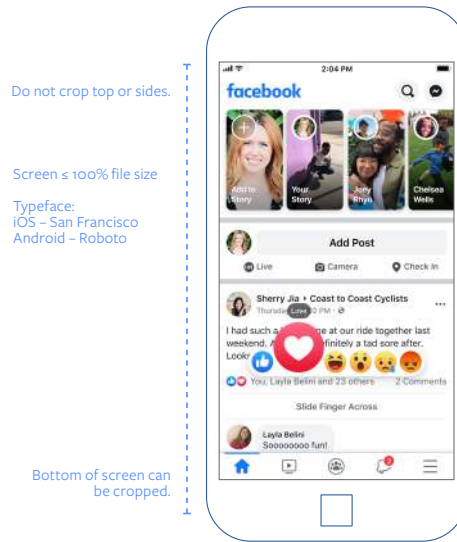
Use these screen templates as shown or you can customize a template by replacing photos and modifying or localizing copy where applicable. If you plan to customize a template, we require you to use the current Facebook UI (User Interface), and not alter the UI in any way from how it's displayed in real life.

Display screens on a device

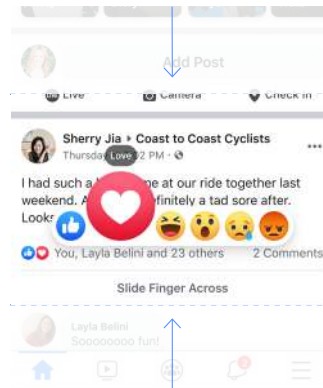
When using the full UI, present screens within the context of a relevant mobile, desktop or other device.

Cropping

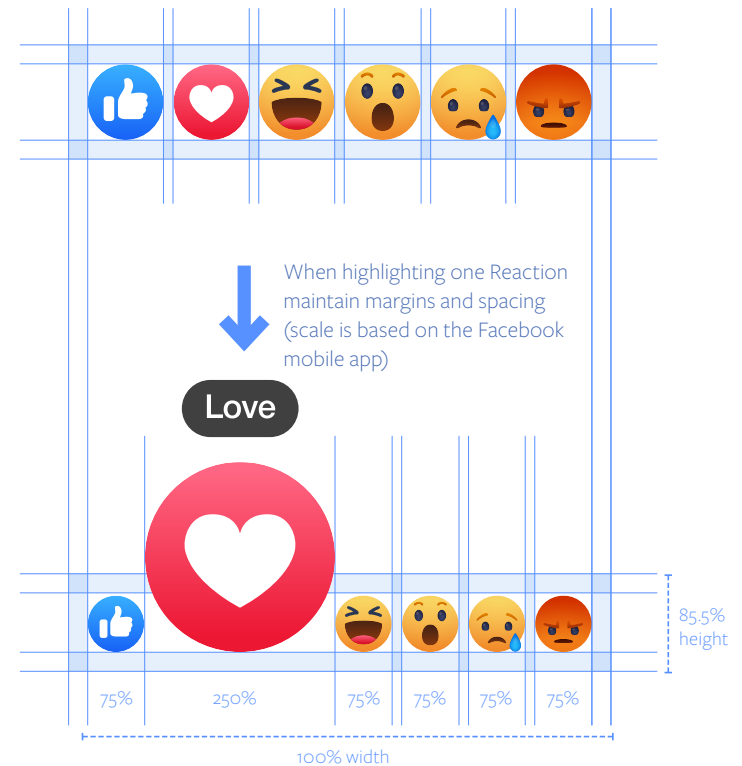
When space or size limitations are an issue, screen templates may be cropped or scaled-up to allude to being “zoomed-in” to the UI. Always have the Reactions UI within the frame.



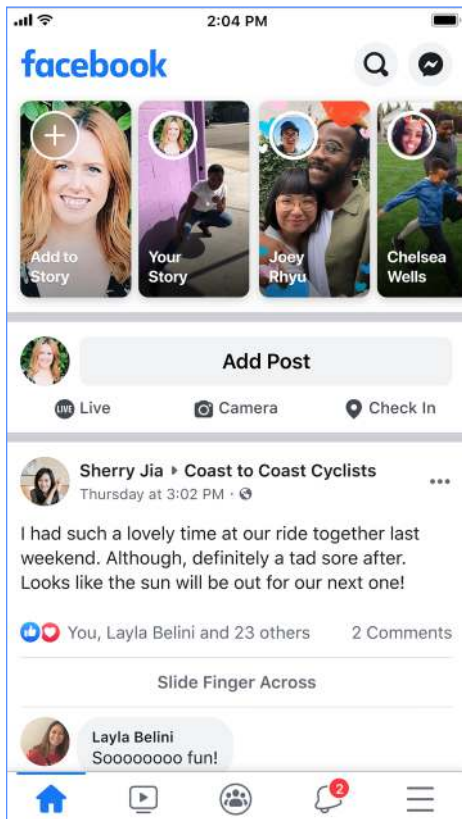
Reactions within the UI



Reactions within focus



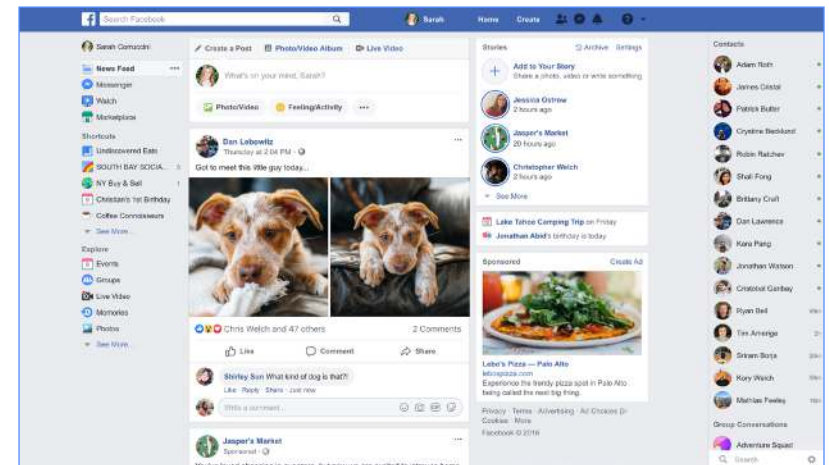
Reactions— in Newsfeed



iOS
Typeface: San Francisco

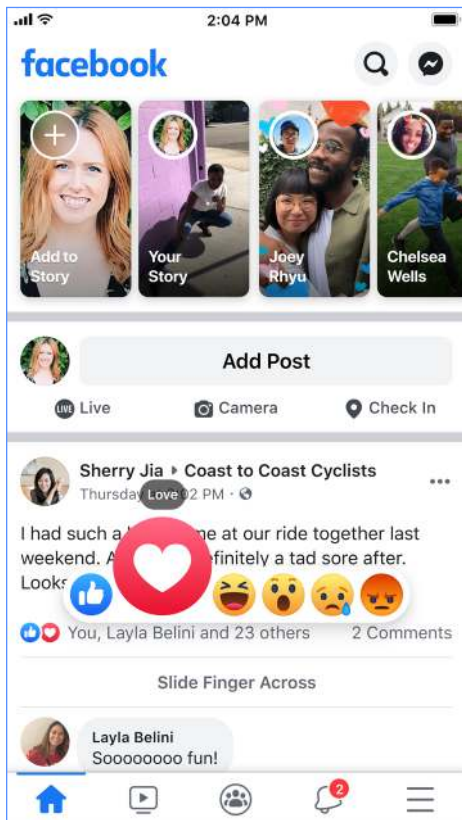


Android
Typeface: Roboto



Web
Typeface: San Francisco

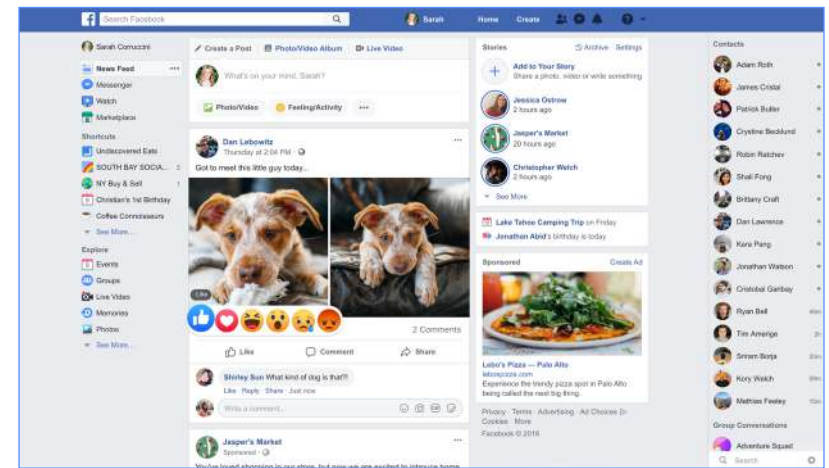
Reactions— in Newsfeed with Reactions Dock



iOS
Typeface: San Francisco



Android
Typeface: Roboto

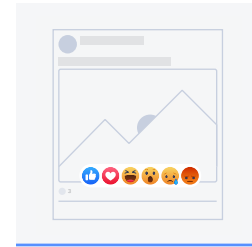


Web
Typeface: San Francisco

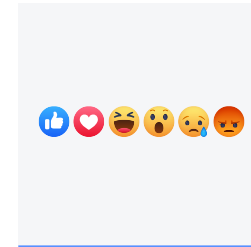
Reactions— Do's and Don'ts

Do's

- ✓ Do use Reactions only as they appear and similar to how they function within the context of Facebook UI.
- ✓ Do use Reactions as one collection: Like, Love, Haha, Wow, Sad, Angry. Do not use Reactions as individual icons.
- ✓ Do use relevant messaging and as a full collection if shown outside of the Facebook UI.
- ✓ When using Reactions within a Facebook user interface, follow the User Interface guidelines available on the Facebook Brand Resource Center.



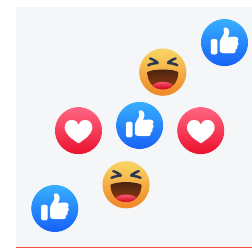
Do use provided templates.



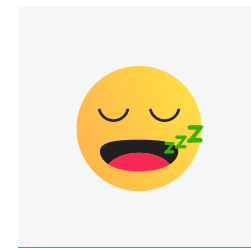
Do always use the complete collection.

Don'ts

- ✗ Don't modify or customize Reactions in any way, such as by changing the design, scale or colors.
- ✗ Don't break up the collection of Reactions and prioritize or feature any Reactions as individual icons.
- ✗ Don't animate or fabricate physical objects in the form of Reactions.
- ✗ Don't use alternate or customized Reactions as a replacement or an addition to the collection of Reactions.
- ✗ Don't use Reactions for creative purposes.

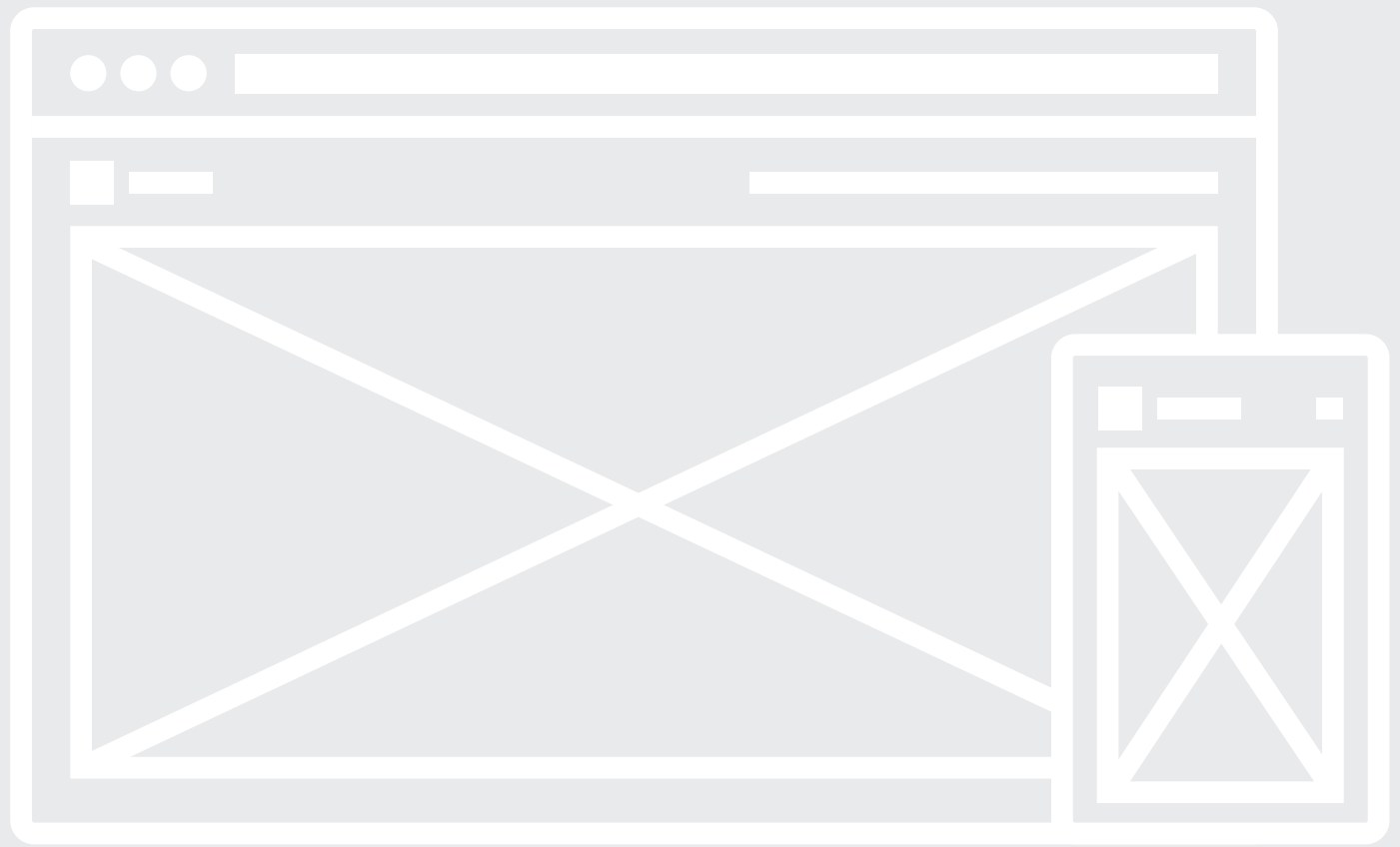


Don't not show a Reactions as an incomplete set.



Don't modify Reactions.

User Interface Templates



User Interface Templates

We provide customizable UI (User Interface) templates for you to add relevant copy and imagery. They have been built for use online and in TV and film. Remember to obtain necessary permissions for custom content or information. Don't use any elements from our UI outside the context of our product. The use of the templates must adhere to the guidelines on the [Brand Resource Center](#).

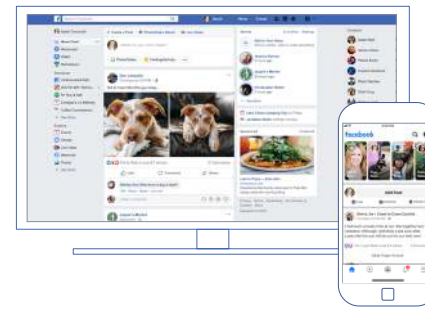
Customizing UI Templates

You can use these screen templates as shown or customize a template by replacing photos and modifying or localizing copy where applicable. If you plan to customize a template, we require you to display the current Facebook UI and not alter it in any way from how it appears on your device.



Profile UI Template

Profile is where you can express who you are and what's going on in your life. You can choose what you want to share on your Profile, such as interests, photos and videos, and personal information like current city and hometown. Download Profile UI Templates from the Brand Resource Center [here](#).



News Feed UI Template

News Feed is the central way you can get updates about your friends, family and anything else that matters to you. It is also the central place to have conversations with the people you care about. Download News Feed UI Templates from the Brand Resource Center [here](#).

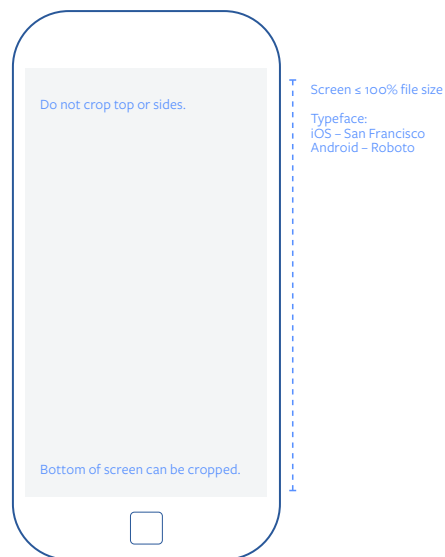
Using Facebook UI Screen Templates

- Not all features of pages seen in the product Facebook are provided as UI templates. For any elements that are not provided, you may use a screen shot of the most current Facebook UI.
- The UI must be framed by a relevant device, not floating on a screen or page.
- The UI must look and function as it does in product and should never be modified. Creative that features the product UI, or any UI elements, out of context will not be approved.

User Interface in Context

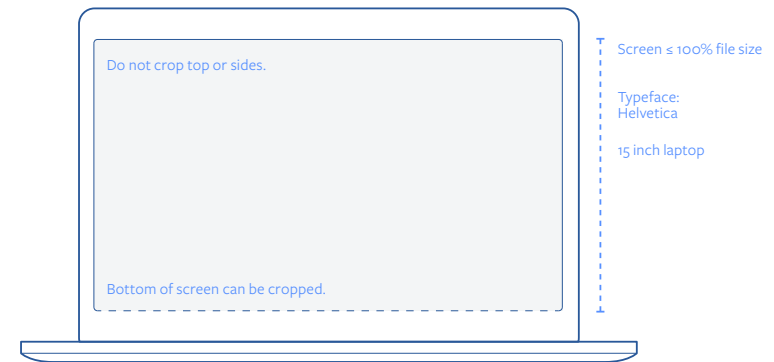
Displaying Facebook UI

Always show the Facebook UI within the context of a relevant device, such as a mobile phone or computer. The UI must not be shown hovering on-screen or on its own. Additionally, icons and elements from the UI cannot be used separately or outside the context of Facebook. Facebook UI should be presented as a secondary element in your marketing. Your content must not appear to be created in partnership with Facebook by using Facebook UI or other assets prominently or as primary messaging.



Mobile Device

- Do not resize the UI to larger than 100% of the size of the provided file.
- Fit the UI to the device without cropping the top or sides. The bottom of the UI can be cropped.
- When customizing type layers for iOS, use Helvetica font. When customizing for Android, use Roboto font.



Laptop

- Use the available Web UI combined with a 15-inch laptop.
- Do not resize the UI to larger than 100% of the size of the provided file.
- Fit the UI to the device without cropping the top or sides. The bottom of the UI can be cropped.
- When customizing type layers, use Helvetica font.

User Interface Templates— Do's and Don'ts

Do's

- ✓ Do show the Facebook UI within the context of a device.
- ✓ Do fit the screen shot to the device without cropping the top. The bottom of the screen shot may be cropped as needed.
- ✓ Do use the screen templates as provided or customize the content as needed.
- ✓ Do match the fonts to the relevant device or operating system when customizing:
 - For iOS, use San Francisco font
 - For Android, use Roboto font
 - For Web, use Helvetica font

Don'ts

- ✗ Don't modify screens from how they look on Facebook, such as blurring, redacting or annotating them.
- ✗ Don't crop screens for mobile on any side, except the bottom.
- ✗ Don't use custom content or information without all necessary permissions, including:
 - Any personally identifiable information such as names, addresses, email addresses, phone numbers, birthdays or photos
 - Non-public information
 - Third-party logos, images, trademarks or service marks
 - Copyrighted content
 - Any other third-party material without prior written consent
- ✗ Don't show the icons or elements from the UI separately or outside the context of the UI.

FAQS



FAQS

General

Why does Facebook need rules about how to use its brand assets?

These rules are intended to promote consistent use of the Facebook brand. This makes it easier for people to instantly recognize references to Facebook and prevents consumer confusion. These guidelines also help protect company trademarks. You can find a list of some of the trademarks owned by Facebook and its affiliate companies here.

What does Facebook do if people misuse its brand assets?

Facebook dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, Facebook enforces its rights against people who misuse its trademarks.

Do I need to request permission for each use of the Facebook brand assets?

Submit a request for permission when you use the Facebook brand in:

- Marketing or advertising that appears on TV or online
- Books, plays, TV shows and film scripts
- Print packaging
- News and commentary. For live programming, permission is required as time permits.

Advertising appearing on Facebook will be reviewed by our Ad Policy team and does not require permission here. For more details, visit [Facebook's advertising policies](#).

All other forms of marketing do not require permission but must abide by the guidelines on this site.

Facebook does not permit or license any of its assets for use on merchandise or other products, such as clothing, hats or mugs. In certain circumstances you can use the “f” Logo on product packaging, but you must follow the guidelines of use here and submit a request for permission.

Assets

Can I use Facebook logos and images I found elsewhere on the web?

You can only use the official brand assets that are available from the Facebook Brand Resource Center at facebookbrand.com.

Can I combine Facebook brand assets with new terms or artwork to create my own marks and logos, or modify the color or design to fit with the style of my website or packaging?

You may not modify Facebook brand assets in any way, such as by changing the design or color. The exception is if you are working in print media or product packaging and you're unable to use the correct color due to technical limitations. In those cases, you can revert to black and white. You may scale the size of brand assets to suit your needs, as long as they are not the most distinctive or prominent feature on your web page, printed material, or other content.

Can I use the Thumb Icon as a replacement for the word “like”?

The Thumb Icon should not replace the word “like” and can only be used to invite someone to take a Facebook like action. Please review the do's and don'ts for use of these logos online, in print and packaging, and in TV & Film.

Can I use the term “Facebook” as a verb?

The trademark may only be used as a proper noun, never as a verb, and never in the plural or possessive form.

Can I use Facebook brand assets in my play, film or book?

You can use the word Facebook as part of your book, play or film title to fairly and accurately describe your subject matter, as long as it's clear that Facebook doesn't endorse or sponsor your project. You may not use Facebook logos or images in your book, film or play without written permission from Facebook. [Request permission here](#).

For guidelines on how to include Facebook in your narrative or storyline, review guidelines on the [Entertainment tab](#) on the Brand Resource Center.

What are the rules for using a Facebook brand asset in an online

ad or ad on Facebook?

The online rules for each brand asset also apply to advertising online or on Facebook. Visit the page of the brand asset you want to use and review the guidelines.

News and Commentary

How can I incorporate Facebook in my television broadcast by including public posts by people about a specific topic?

Visit the [News and Commentary tab](#) where you'll find all the tools to help you display and talk about Facebook user content and our products in newscasts, news programming, editorials and talk shows.

Thank you.