Facebook Brand Assets Guide

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Welcome

Facebook's mission is to give people the power to share and make the world more open and connected. 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.

Who is this guide for?

This guide is for anyone who wants to use Facebook's brand assets in their marketing or advertising and briefly covers guidelines for the assets approved for use and available at the Facebook Brand Resource Center at facebookbrand.com.

Why is this guide important?

These guidelines outline the general rules when using Facebook's brand assets and showcasing Facebook content. Consistent use of these assets helps people easily recognize references to Facebook and protect company trademarks. It is important that your marketing materials use Facebook standards and use Facebook approved assets correctly. This guide will help you meet those standards.

You can review full guidelines and download assets at the Facebook Brand Resource Center at facebookbrand.com and make a permission request at facebookbrand.com/requests.

General Guidelines

General Do's / Don'ts

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

Do's

✓ Do follow guidelines found in this guide and from the Facebook Brand Resource Center as well as Facebook terms and policies.

✓ Do keep enough space around Facebook's brand assets so they appear clean and uncluttered.

✓ Do maintain the shape and proportion of each of Facebook's brand assets and reproduce assets at a legible size.

✓ Do request brand permissions through our Brand Permissions Request Form when using Facebook assets in television broadcast or film. You can start a request here.

Don'ts

✗ Don't assert rights over the Facebook brand whether by trademark registration, domain name registration or anything else.

✗ Don't modify Facebook brand assets in any way, such as by changing the design or color.

✗ Don't use:
- Trademarks, names, domain names, logos or other content that imitates or could be confused with Facebook
- Any icons, images or trademarks to represent Facebook other than what is found on this resource center
- Any combination of any part of the Facebook brand with your name, marks or generic terms

✗ Don't represent Facebook brand in a way that:
- Implies partnership, sponsorship or endorsement
- Makes it the most distinctive or prominent feature of what you're creating
- Features Facebook on materials associated with pornography, illegal activities, or other materials that violate the Facebook Terms

✗ Don't feature Facebook assets on materials associated with pornography, illegal activities, or other materials that violate the Facebook Terms.

Talking about Facebook

Merchandizing

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.

Facebook doesn't permit or license its trademarks, logos or other intellectual property 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 need to follow the guidelines of use.

Do's

✓ Do display the word "Facebook" in the same font size and style as the content surrounding it

✓ Do capitalize the word "Facebook," except when it's part of a web address

Don'ts

✗ Don't pluralize the Facebook trademark, use it as a verb or abbreviate it

✗ Don't use the Facebook logo in place of the word "Facebook"

Requesting Permission

In order to use Facebook's brand assets in TV or film, review the general guidelines and then request permission at facebookbrand.com/requests. To make requests, you must sign up with your company's email address or sign in with your personal Facebook account. Allow up to 2 weeks for review and approvals.

Please make sure you have the following information readily available to process your request:

The final version of commercial, film, or program showing how any Facebook brand asset will be featured in your materials.
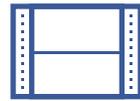
The portion of the commercial, film, program that references Facebook: a screenshot of the final version.

A detailed synopsis of the commercial, film, program, or final script that references Facebook.

Translations for any requests for non-English broadcasts.

Brand Assets

"f" Logo

The "f" Logo is one of our most globally recognized and beloved assets. It's used to represent Facebook the product (website or mobile app).
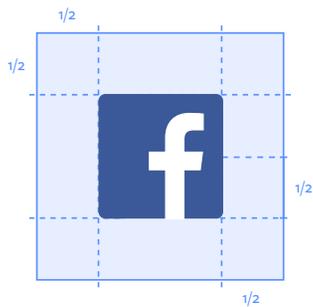
Using the "f" Logo
The primary use of the "f" Logo is to promote your organization's presence on Facebook. For example, when you say, "Find us on Facebook" and link to your Facebook Page, it's appropriate to use the "f" Logo. The "f" Logo may also be used side-by-side with other social media logos.
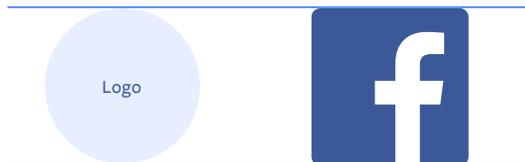
"f" Logo

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 other partner logos 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.
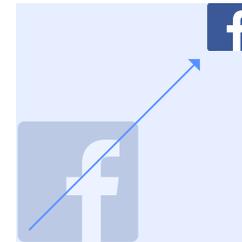
Color

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.
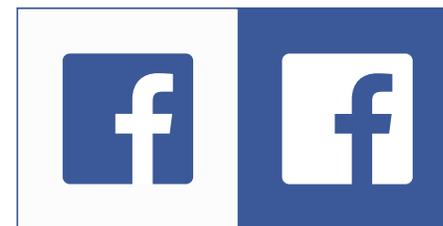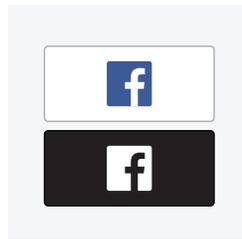
"f" Logo

Do's

✓ Do include a clear call to action that communicates your use of Facebook (for example, "Like us on Facebook"), unless the "f" Logo is side-by-side with other social media logos.

✓ For white or light colored backgrounds, use the logo that comes with a blue box. For blue or dark colored backgrounds, use the logo that comes on a white box.

✓ Do link directly to your presence on Facebook, when using the "f" Logo online.

✓ Do keep enough space around Facebook brand assets so they appear clean and uncluttered.

✓ Do only use the "f" Logo to refer to:
- Your presence on Facebook, such as your Page, profile, group, or event
- Your implementation of Facebook on your website
- Your product's integration 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.
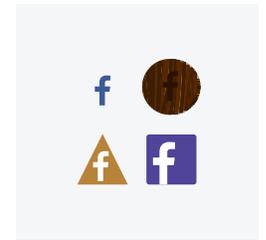
✗ Don't animate or fabricate physical objects in the form of our "f" Logo.
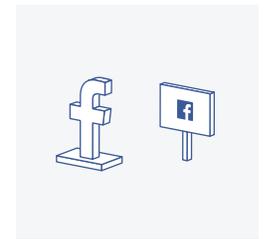
✗ Don't make it the most distinctive or prominent feature of what you're creating.

Like Button Icon

This popular icon is meant to represent the Facebook Like Button Icon in non-functional forms such as print, broadcast or on-screen presentations.

Using the Like Button Icon
The Like Button Icon represents the concept of "liking" something on Facebook. In this instance, it is non-functional and is to be used in non-digital forms such as print, broadcast or on-screen presentations. The Like Button Icon should not be used online or in online ads, including Facebook ads. To implement a functioning Like button online, visit the Facebook for Developers site here.
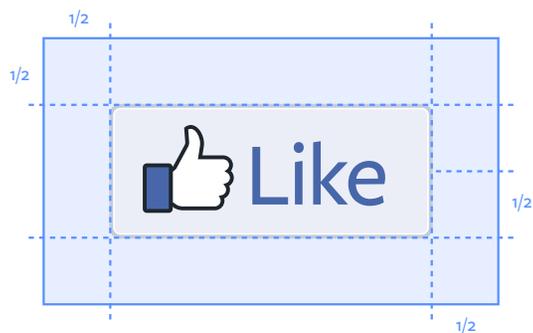
The Like Button Icon should not replace the word "like" and can only be used to invite someone to take a Facebook like action. Use a clear, written call to action in print, packaging and TV and film to announce your presence on Facebook.

Like Button Icon

Clear Space

To preserve the integrity of the Like button Icon, always maintain a minimum clear space around the logo. This clear space insulates our Like button 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 Like button Icon. The proportions and shape of the Like button 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.
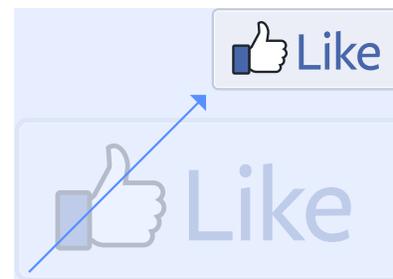
Size

Be sure the Like button Icon is reproduced in a legible size and that it does not appear subordinate to any other partner logos included on the creative executions. Similarly, do not present the Like button Icon in a way that makes it the most distinctive or prominent feature of what you're creating.

Color

Do not modify the Like button Icon 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.

Like Button Icon

Do's

✓ Do use a clear call to action (for example: 'Like us on Facebook') in print or on packaging to refer to your Facebook Page, website or app where the Like Button Plugin has been implemented.

Like us on Facebook 👍 Like

✓
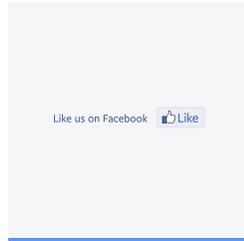
Don'ts

✕ Don't use the Like Button Icon online or in online ads, including Facebook Ads. To implement a functioning Like Button online, visit the Facebook for Developers site here.

✕

✕ Don't modify the Like Button Icon logo in any way, such as by changing the design or color.

✕

✕ Don't substitute the Like Button Icon for the word 'like' in text.

✕ Don't modify, obscure, or cover elements of the Like Button Icon other than what you can do when you're setting it up on Facebook.

✕ Don't animate or fabricate physical objects in the form of our Like Button Icon.

Thumb Icon

The Thumb Icon is one of Facebook's most valuable
brand assets. This logo 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
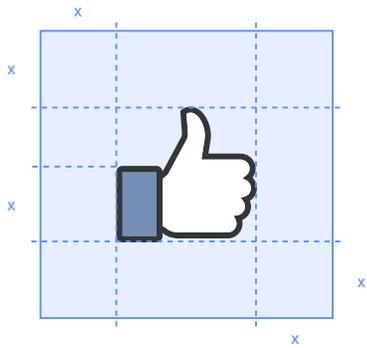your Facebook presence. No other icons should be used
with the Thumb Icon.

This mark does not replace Like thumbs found in the
Facebook product. When the Thumb Icon is used in a
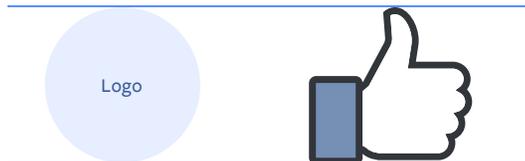marketing context, this is the thumb that should be used.

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

Be sure the Thumb Icon is reproduced in a legible size and that they do not appear subordinate to any other partner logos included on the creative executions. Similarly, do not present the Thumb Icon in a way that makes it the most distinctive or prominent feature of what you're creating.
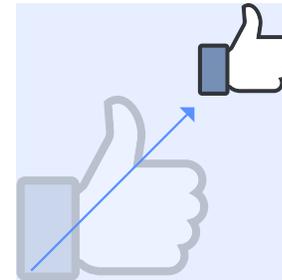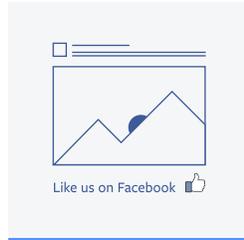
Color

Do not modify the logo 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.

Logo

Thumb Icon

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.

Like us 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.

✗
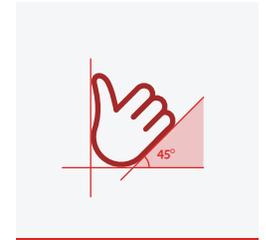
✗ Don't use the Thumb Icon in Facebook Ads.

✗ 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

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 primary use of the Find Us On Facebook Badge is to promote your organization's presence on Facebook. When using the Find Us On Facebook Badge online it should link directly to your presence on Facebook, such as your profile or group page.

Find us on f

Find us on Facebook Badge

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.

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

Be sure the Find Us On Facebook Badge is reproduced in a legible size and that it does not appear subordinate to any other partner logos included on the creative executions. Similarly, do not present the Find Us On Facebook Badge in a way that makes it the most distinctive or prominent feature of what you're creating.
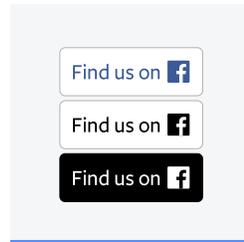
Color

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 Badge

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.

Find us on **f**

Find us on **f**

Find us on **f**

✓

✓ When using the Find Us On Facebook Badge online, it should link directly to your presence on Facebook.

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.

f

find us on

✗
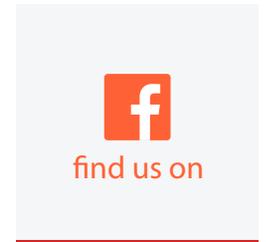
Reactions

Reactions is 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.

Using Reactions
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.

Use Reactions only as they appear and similar to how they function within the context of Facebook UI. Reactions templates are provided for download on facebookbrand.com/assets.

Only use Reactions as a collection—Do not use them as individual icons or as the most prominent feature of your marketing.

Like   Love   Haha   Wow   Sad   Angry
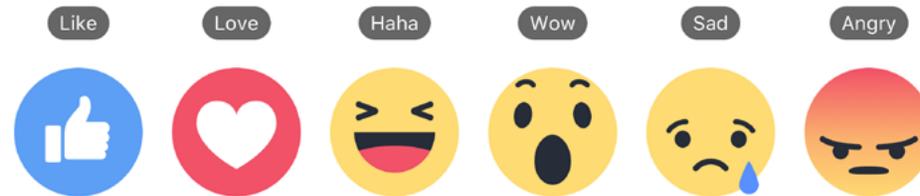
Reactions

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 in 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 user interface (UI), 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.

Do not crop top or sides.

Screen ≤ 100% file size

Typeface:
iOS – San Francisco
Android – Roboto

Bottom of screen can be cropped.

Reactions

Only use Reactions as a collection—Do not use them as individual icons or as the most prominent feature of your marketing.

Use — With Relevant Messaging
Reactions may be used outside of the Facebook UI, only if shown as a full collection and with relevant messaging, e.g.:

"Wouldn't you love a new car?"
[highlight LOVE Reaction]

"Doesn't this make you laugh?"
[highlight HAHA Reaction]
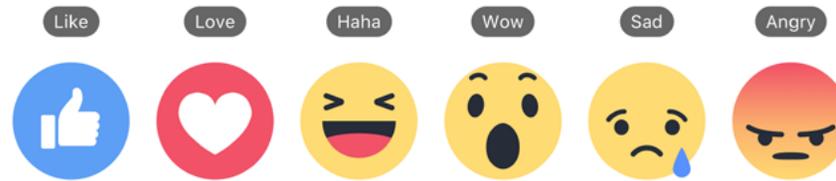
Reactions Collection with Labels
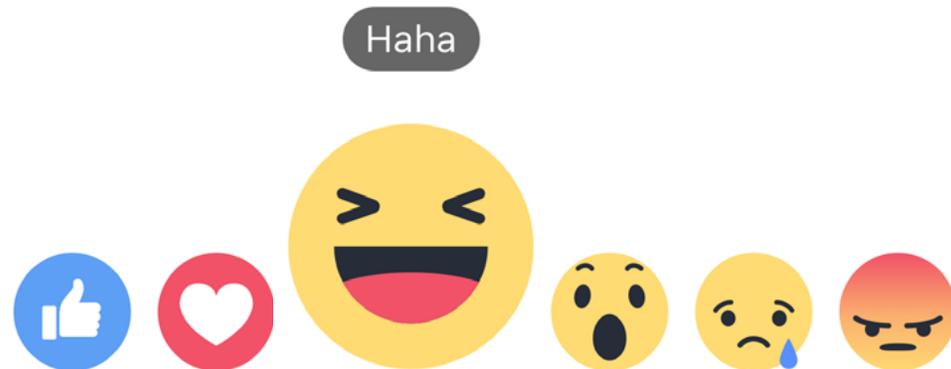
Reactions Collection highlighting one Reaction [Haha]

Reactions

In Newsfeed

iOS
Typeface: San Francisco

Android
Typeface: Roboto

Web
Typeface: Helvetica

Reactions

In Newsfeed
with Reactions Dock

iOS
Typeface: San Francisco

Android
Typeface: Roboto

Web
Typeface: Helvetica

Reactions

Do's

✓ Do use Reactions only as they appear and similar to how they function within the context of Facebook UI. Reactions templates are provided for download on facebookbrand. com/assets.

✓

✓ Do use Reactions as one collection: Like, Love, Haha, Wow, Sad, Angry. Do not use Reactions as individual icons.

✓

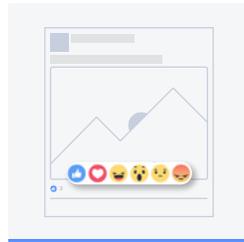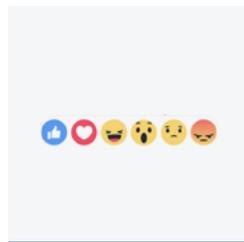✓ Do use relevant messaging and as a full collection if shown outside of the Facebook UI (e.g. "Wouldn't you love a new car?" [highlight LOVE Reaction], or "Doesn't this make you laugh?" [highlight HAHA Reaction]

✓ When using Reactions within a Facebook user interface, follow the guidelines for Facebook's screen templates provided on facebookbrand.com.

Don'ts

✗ Don't modify or customize Reactions in any way, such as by changing the design, scale or colors.

✗
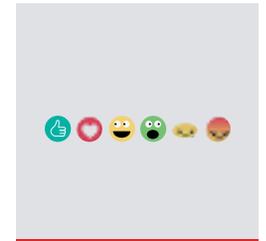
✗ Don't break up the collection of Reactions and prioritize or feature any Reactions as individual icons.

GET MAD!

✗
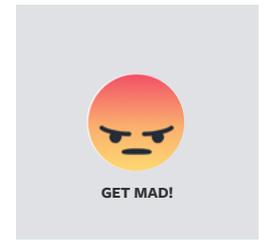
✗ Don't animate or fabricate physical objects in the form of Reactions.

✗ Don't make it the most distinctive or prominent feature of what you're creating.

✗ Don't use alternate or customized Reactions as a replacement or an addition to the collection of Reactions.

✗ Don't use Reactions in TV & Film without prior written permission from Facebook.

✗ Don't use Reactions other than those provided for download on facebookbrand.com.

Screen Templates

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

You must request permission to use Facebook templates in TV or film by submitting a request under My Requests in the Brand Resource Center.

Using Facebook Product Screens
Please 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 user interface (UI), and not alter the UI in any way from how it's displayed in real life.

Screen Templates

Displaying Screens On a Device
Screens should always be presented within the context of a relevant mobile, desktop or other device.

Mobile Device

1. The screens provided should not be used larger than 100% of the file size.

2. Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

3. When customizing type layers on iOS screens, use San Francisco font. When customizing for Android screens, use Roboto font.
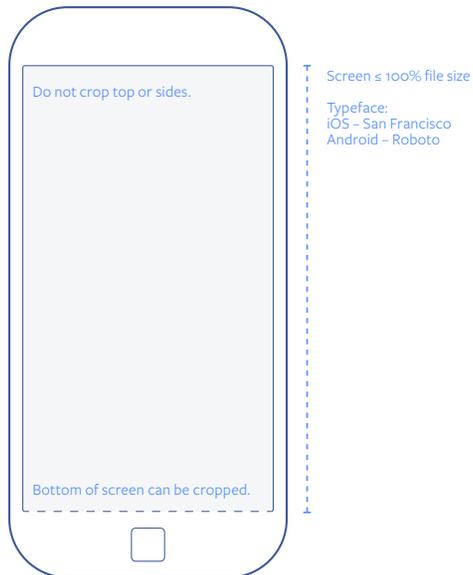
Laptop

1. Use the available desktop product screens combined with a 15-inch laptop.

2. The screens provided should not be used larger than 100% of the file size.

3. Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

4. When customizing type layers, use Helvetica font

Do not crop top or sides.

Screen ≤ 100% file size

Typeface:
iOS – San Francisco
Android – Roboto

Bottom of screen can be cropped.

Do not crop top or sides.

Screen ≤ 100% file size

Typeface:
Helvetica

15 inch laptop

Bottom of screen can be cropped.
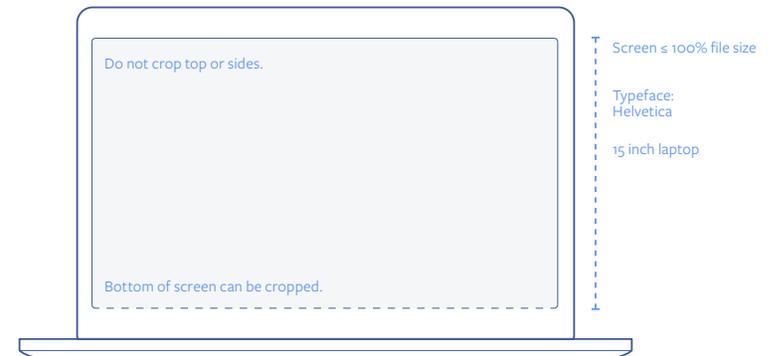
Screen Templates

Profile

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.

iOS
Typeface: San Francisco

Android
Typeface: Roboto

Web
Typeface: Helvetica

Screen Templates

Pages

Pages allows you to easily build a mobile presence where your customers already spent time, and communicate with your customers anytime, anywhere.

iOS
Typeface: San Francisco

Android
Typeface: Roboto

Web
Typeface: Helvetica

Screen Templates

Newsfeed

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.

iOS
Typeface: San Francisco

Android
Typeface: Roboto


Web
Typeface: Helvetica

Screen Templates

Do's

✓ Do show screen templates within the context of a desktop or mobile device.

✓ Do use the screenshots that correctly match the relevant device or operating system you are featuring in your materials.

✓ Do fit the screenshot to the device without cropping the top. The bottom of the screenshot may be cropped as needed.

✓ Do use the screen templates with the content provided or customize the content.
- Facebook has approved the combined content and images provided in the templates
- Template files are set up as editable with multiple layers to enable customization of photos, profile pictures and certain text fields.

✓ 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 by 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 use Facebook screens on product packaging without prior written permission from Facebook.

✗ Don't use Facebook screens other than those provided for download on facebookbrand.com.

FAQs
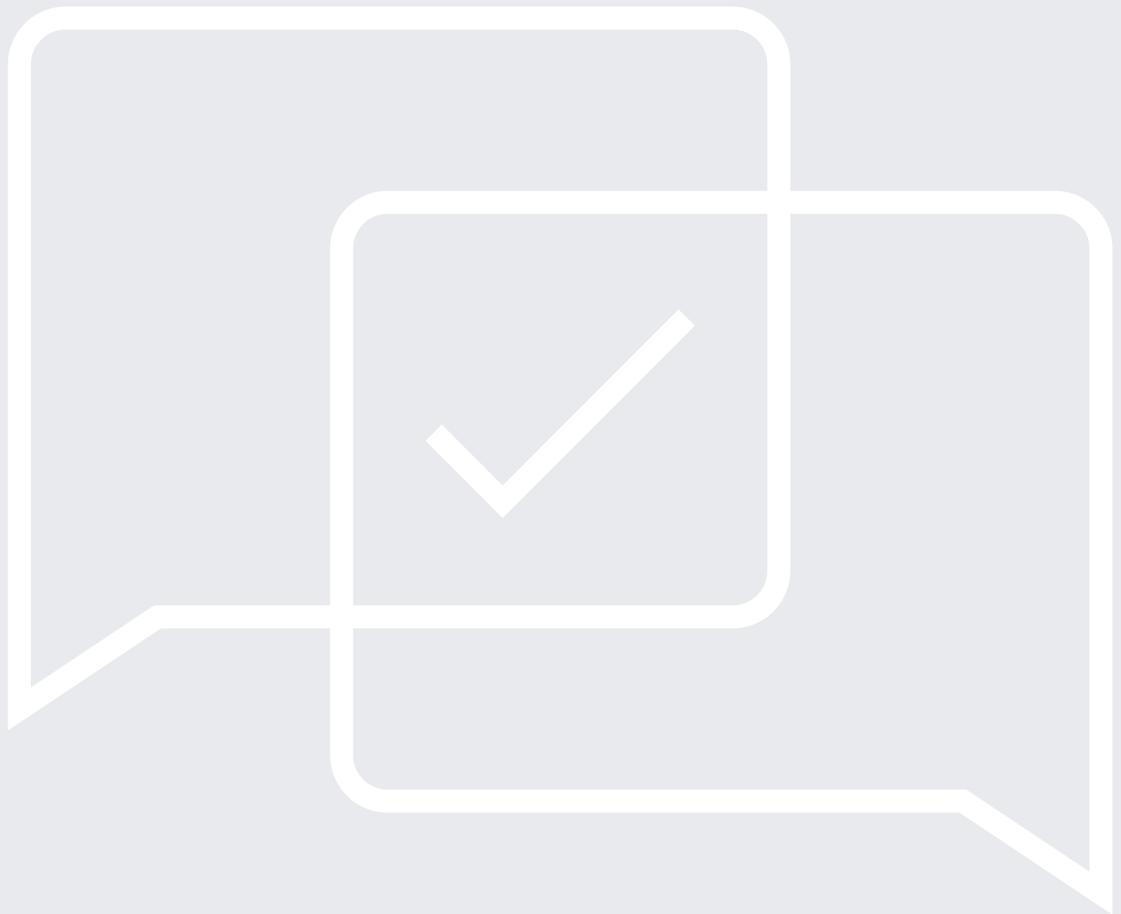
FAQs

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?
Please follow the general rules for using the Facebook brand, along with the rules for the specific asset you want to use. Permission is required if you want to use Facebook brand assets on TV or Film.

Am I allowed to use Facebook assets on merchandise?
Facebook does not permit or license its trademarks, logos or other intellectual property 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. Follow the "f" logo guidelines to learn how it can be used properly.

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 or the Like Button Icon as a replacement for the word "like"?
The Like Button icon and 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.

Am I allowed to use Facebook assets on merchandise? Or am I allowed to print Facebook on merchandise?
Facebook doesn't permit or license its trademarks, logos or other intellectual property 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 need to follow the guidelines of use.

TV & Film

How can I incorporate Facebook in my television broadcast by including public posts by people about a specific topic?
There are detailed guidelines and visual examples about how to incorporate Facebook into your TV or film. Please make sure to review them all on page 9 and here.

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.

I still can't find what I'm looking for. How can I get in touch with someone?
If you have a question that isn't covered in this guide or on the Brand Resource Center website, please fill out the contact form at the bottom of the Support page to get in touch with someone at Facebook. Please allow 1-2 weeks for a response.