

facebook

Asset and Logo Guidelines

March 2013

Facebook's mission is to 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, and photos—much easier.

By doing this, we are extending people's capacity to build and maintain relationships.



Welcome.

Use these assets and logo guidelines to accurately communicate the Facebook brand.

Contents

What is this guide?

This guide is an overview of product and brand assets for Facebook. It includes copy blocks, image assets, and logo and color guidelines for use in your marketing materials.

Why is this guide important?

Over 1 billion users around the globe actively use Facebook to communicate and share information with the people they care about. As that number grows, and new people in new markets begin to connect with one another, delivering a clear and consistent message becomes increasingly vital.

Our goal is to make sure Facebook is a brand people can trust. This guide is designed to help you communicate Facebook's brand in a way that meets people's expectations in the most effective way possible.

For more information about brand permissions and guidelines, visit www.facebook.com/brandpermissions.



Timeline assets 8

Facebook Timeline is the story of your life on a single page.



Pages assets 13

Facebook Pages is a central place to build a brand and connect with current and potential customers.



News feed assets 17

News feed is a personal newspaper, published by the people you care about.



Photos assets 22

Facebook Photos helps you share special moments in your life.



Messages assets 30

With Facebook Messages you can reach Facebook friends on their phones or on the web.

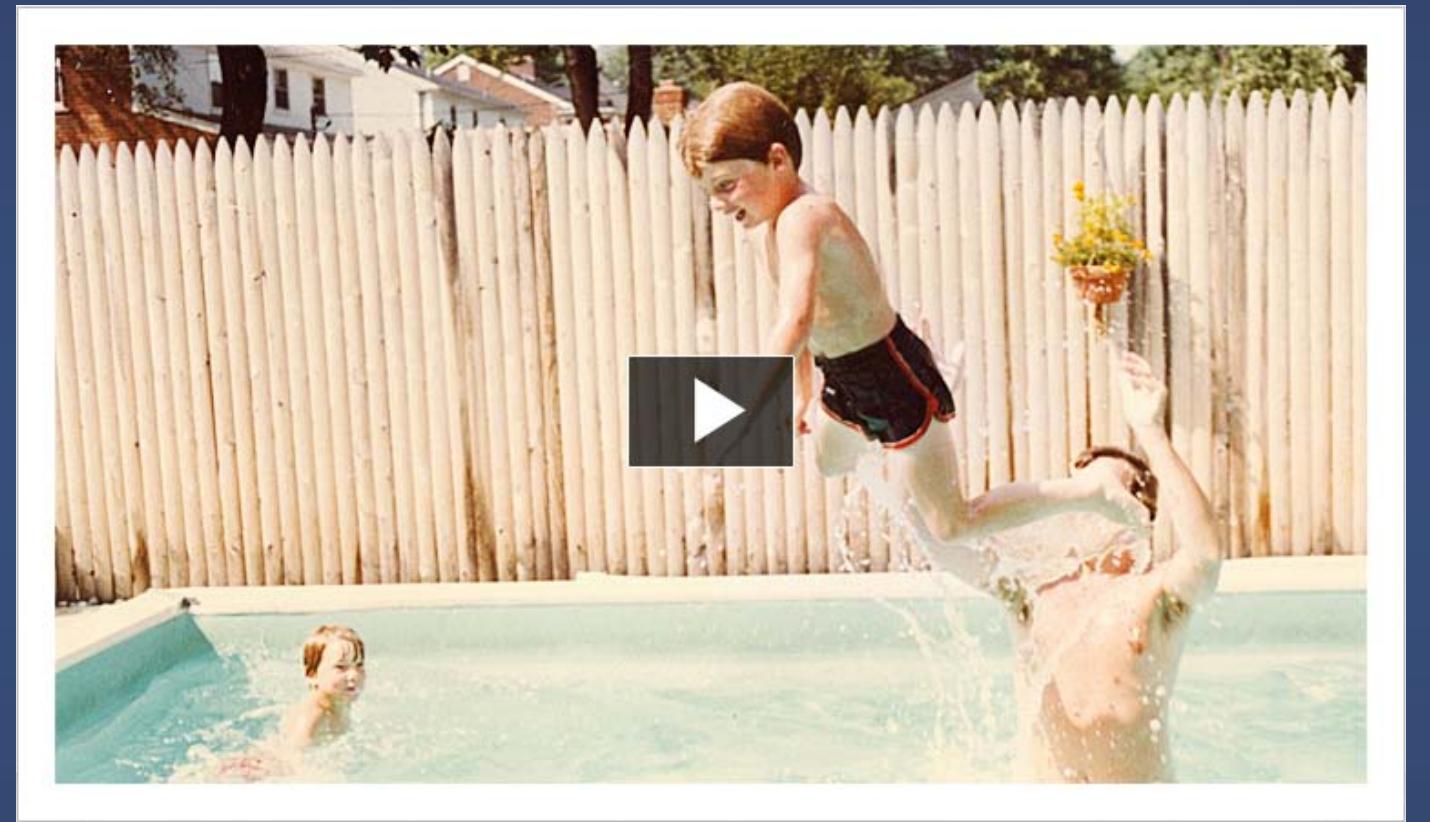


Facebook logos 38



Color 40

**Timeline is the story of your life
on a single page.**



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Timeline assets for iOS

Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Timeline—option A Facebook Timeline lets you organize and highlight events and activities that matter most to you.

Timeline—option B Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

Timeline Image



FB_Timeline_iOS_CMYK.psd
FB_Timeline_iOS_RGB.psd

Usage Example



Use the Facebook Timeline screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

DO When customizing a screenshot, delete any advertising.

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Timeline assets for Android

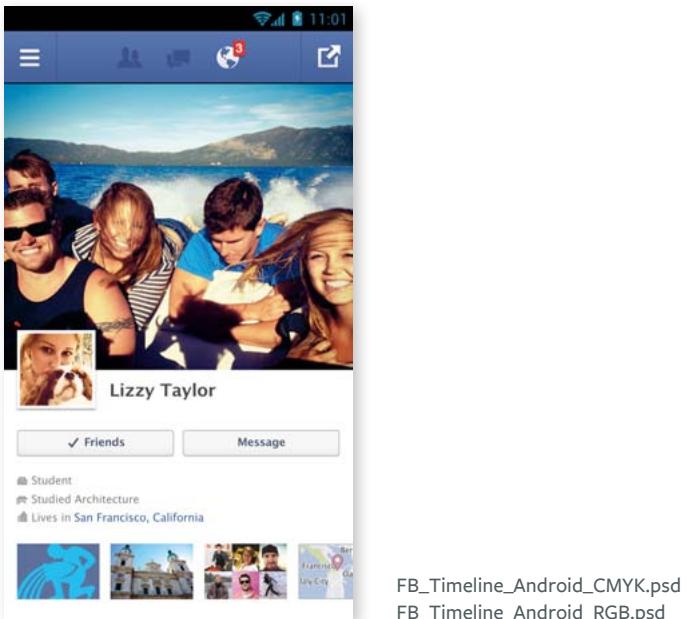
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Timeline Image



Usage Example



Status bar
Facebook navigation bar

Use the Facebook Timeline screen shown on this page combined with an Android phone.

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

When customizing type layers on Android screens, use the Roboto font.

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Timeline assets for feature phones

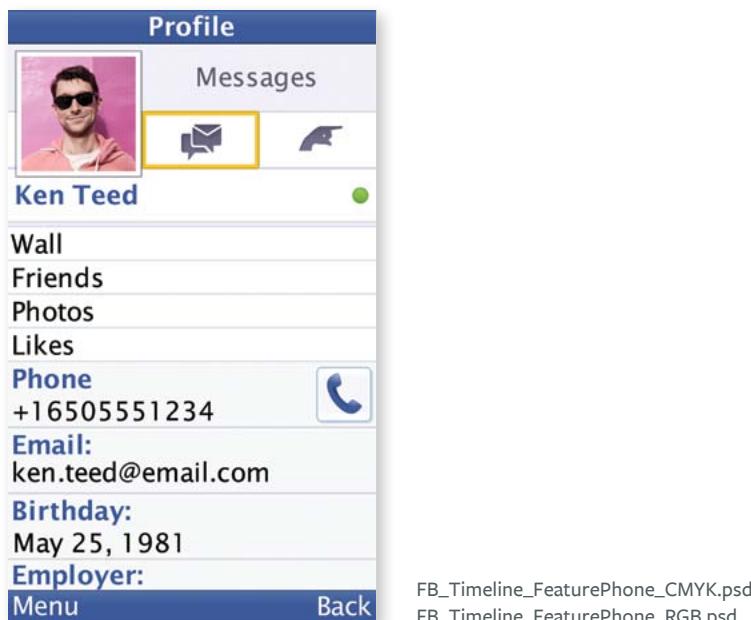
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Timeline Image



Usage Example



Use the Facebook Timeline screen shown on this page combined with a feature phone.

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

When customizing type layers on feature phones, use the Lucida Sans font.

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Timeline assets for web

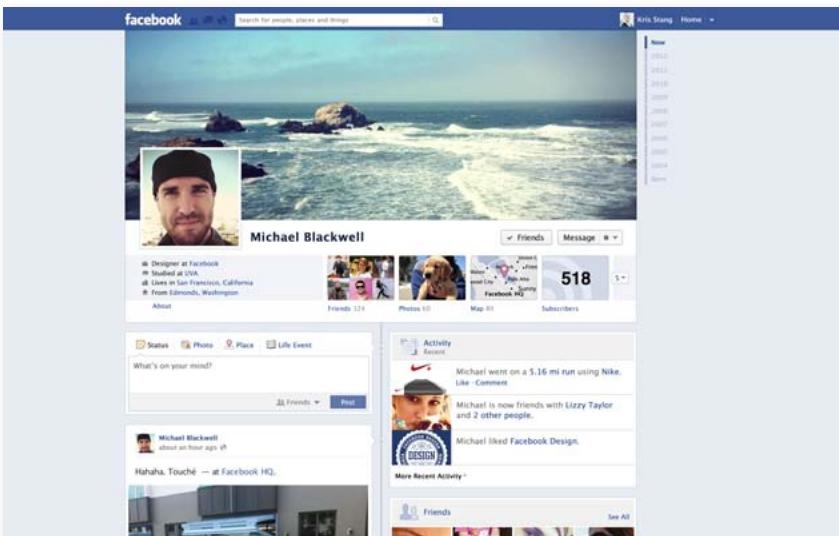
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Timeline Image



FB_Timeline_Laptop_Web_CMYK.psd
FB_Timeline_Laptop_Web_RGB.psd

Usage Example



Use the Facebook Timeline screen shown on this page combined with a 15" laptop.

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

When customizing type layers on a Mac, use the Lucida Grande font.

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**Pages gives a voice to any brand, business or organization.
It is a central place to tell your story, have conversations with
current and potential customers while generating powerful
word-of-mouth marketing.**

Pages assets for iOS

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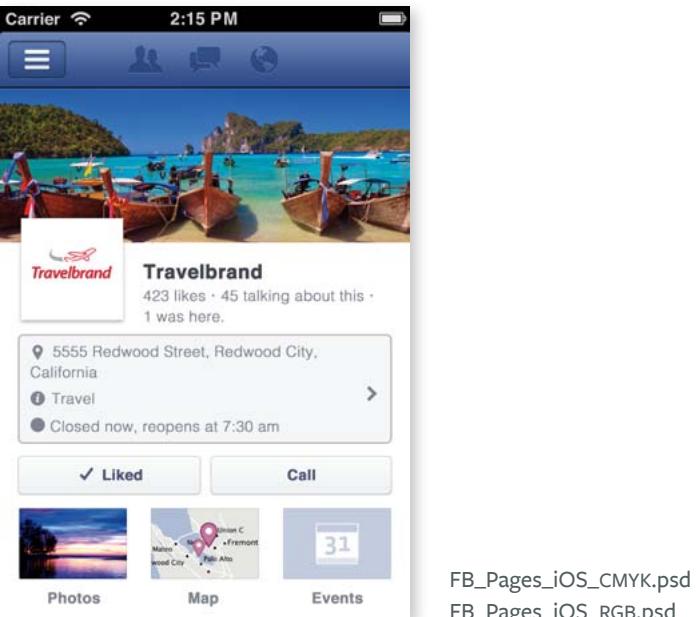
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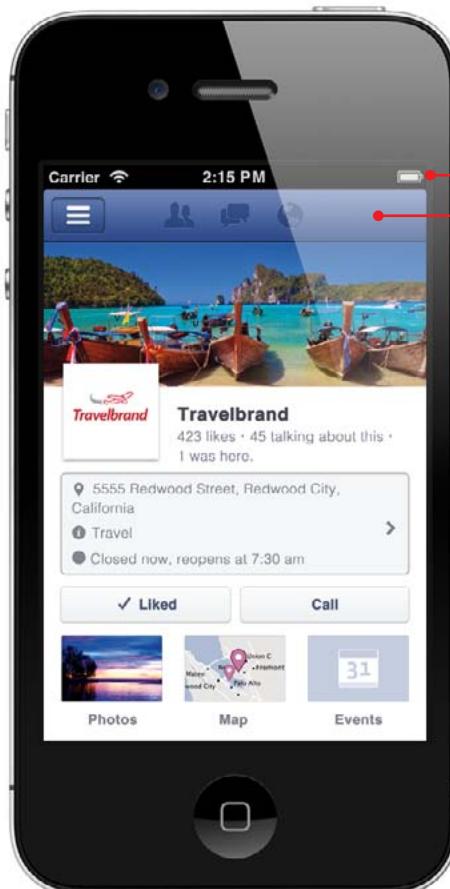
Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



Usage Example



Status bar
Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an iPhone 4 or iPhone 4S.

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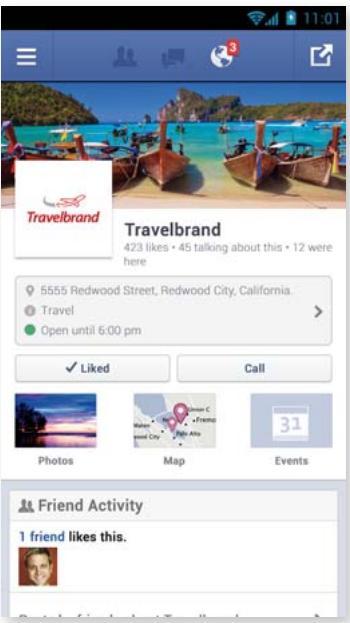
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Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

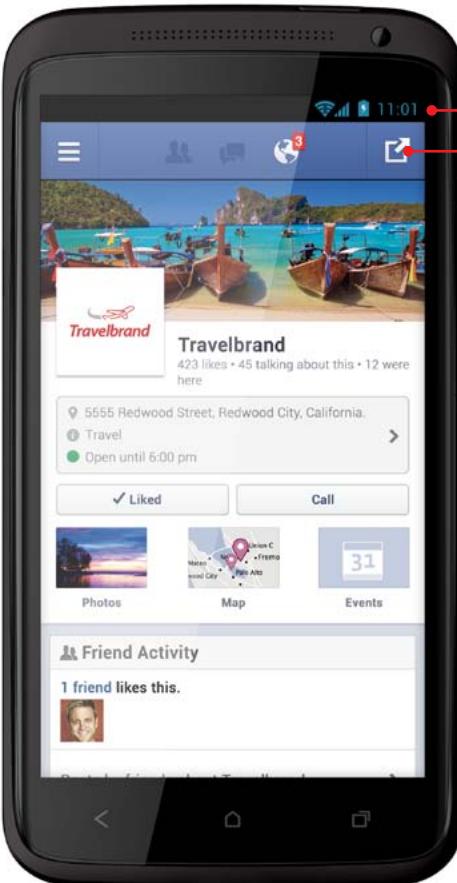
Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_Android_CMYK.psd
FB_Pages_Android_RGB.psd

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an Android phone.

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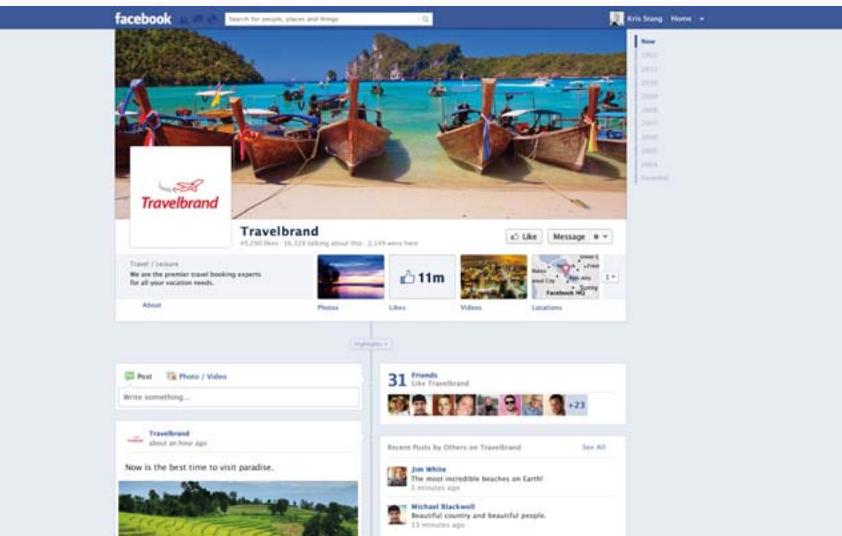
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Pages Image



FB_Pages_Laptop_Web_CMYK.psd
FB_Pages_Laptop_Web_RGB.psd

Usage Example



Use the Facebook Pages screen shown on this page combined with a 15" laptop.

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News feed is a personal newspaper published by the people you care about. It's always up to date, and it's in your pocket wherever you go.

News feed assets for iOS

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Messages assets	30

Copy Blocks

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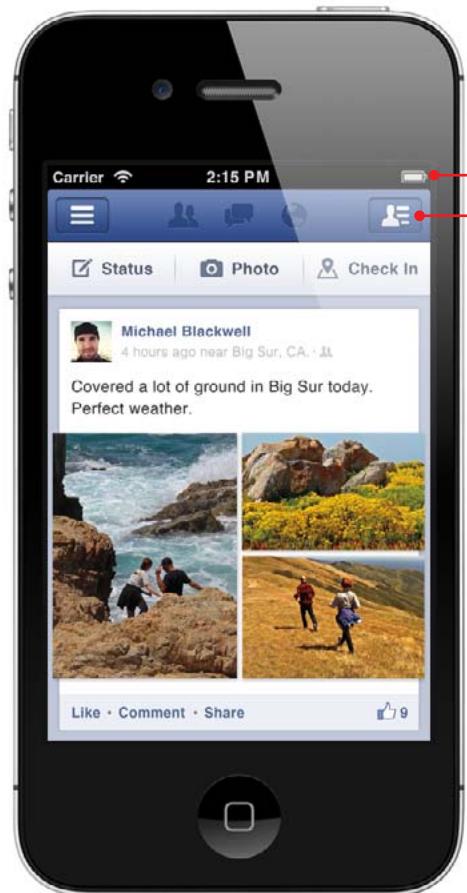
News feed—option A Facebook news feed is a list of current stories from the people and pages that you follow on Facebook.

News feed—option B You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

News feed Image



Usage Example



- Status bar
- Facebook navigation bar

Use the news feed screen shown on this page combined with an iPhone 4 or iPhone 4S.

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News feed Image



FB_News_feed_Android_CMYK.psd
FB_News_feed_Android_RGB.psd

Usage Example



Use the news feed screen shown on this page combined with an Android phone.

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

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News feed assets for feature phones

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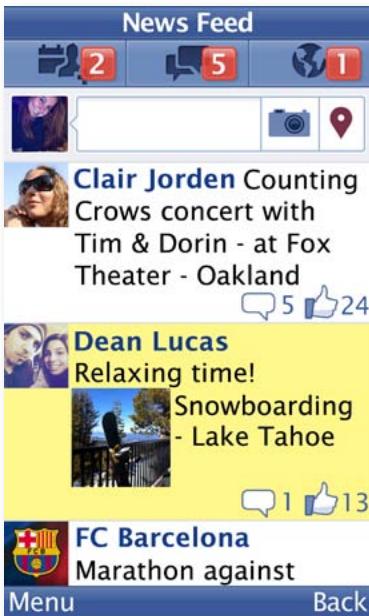
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News feed—option B You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

News feed Image



FB_News_feed_FeaturePhone_CMYK.psd
FB_News_feed_FeaturePhone_RGB.psd

Usage Example



Use the news feed screen shown on this page combined with a feature phone.

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When customizing type layers on feature phones, use the Lucida Sans font.

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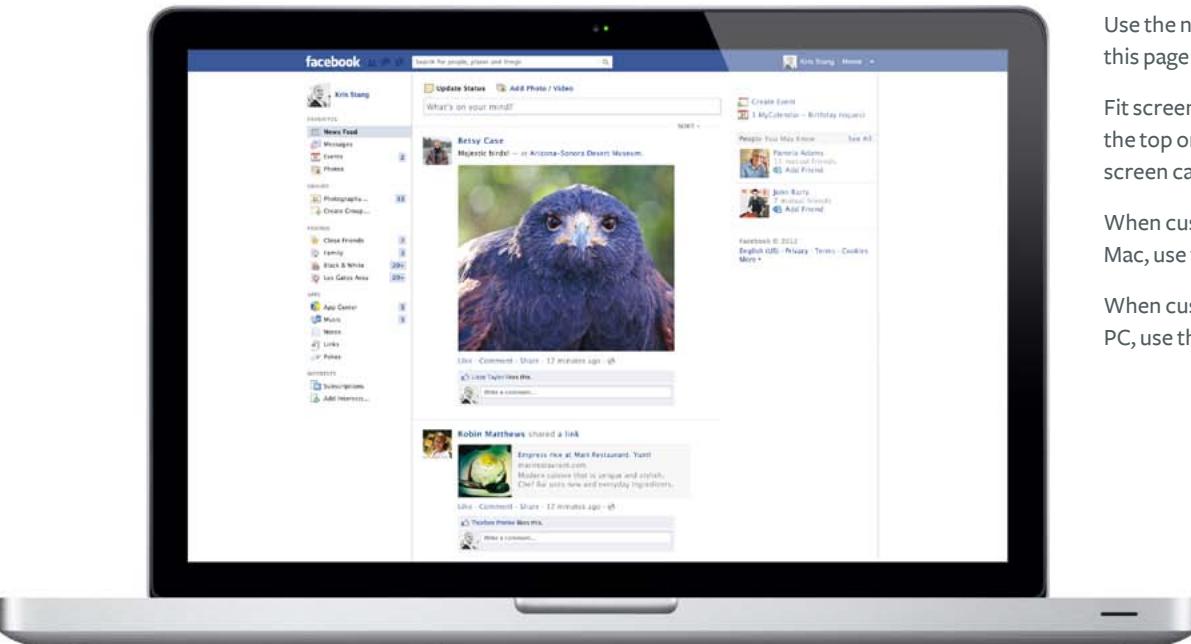
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News feed Image



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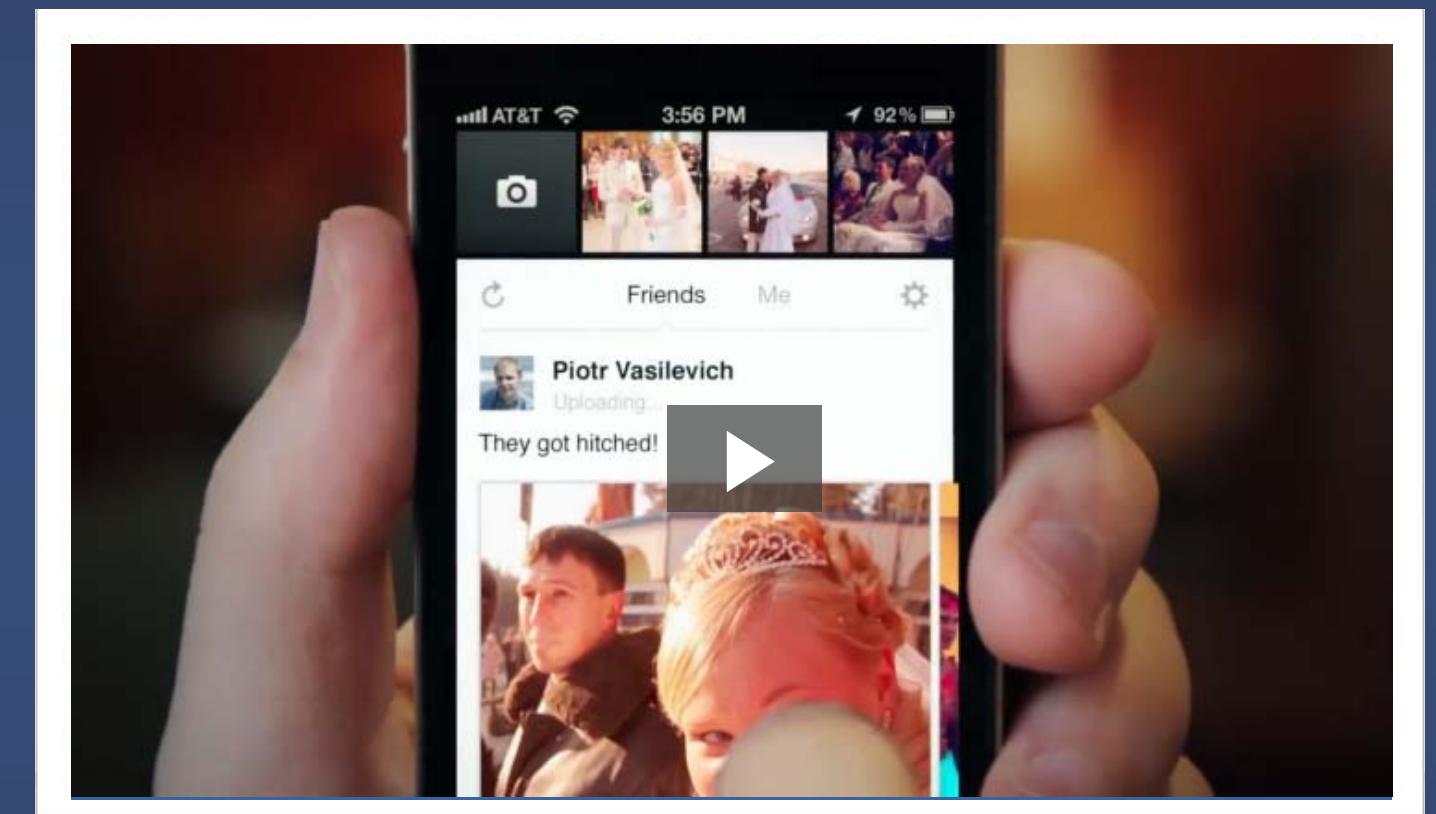
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**Facebook Photos helps you share
special moments in your life.**



Photos assets for iOS

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Photos—option A Facebook Photos helps you share special moments in your life.

Photos—option B Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos and photo feeds with your friends.

Photos Image



Usage Example



Status bar

Use the Facebook photos screen shown on this page combined with an iPhone 4 or iPhone 4S.

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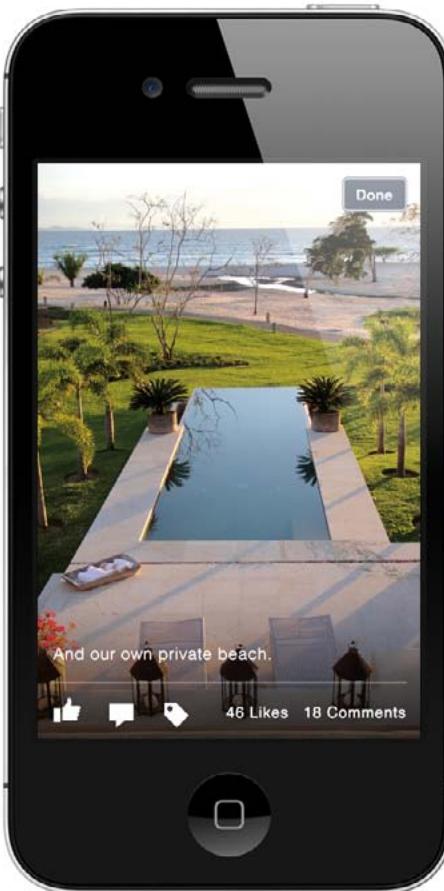
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Photos Image



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Photos Image



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FB_Single_photo_Android_RGB.psd

Usage Example



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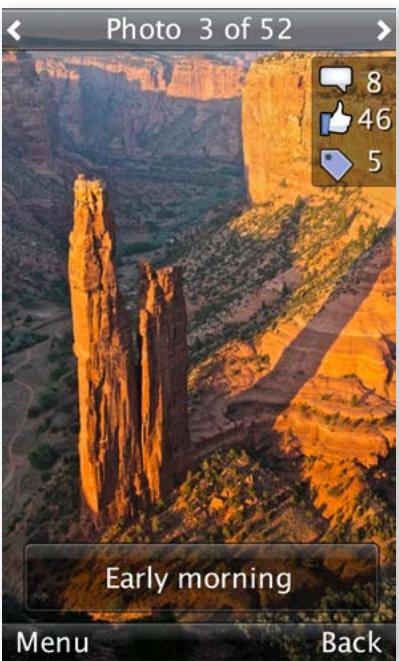
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Photos—option A Facebook Photos helps you share special moments in your life.

Photos—option B Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos, and photo feeds with your friends.

Photos Image



FB_Photos_FeaturePhone_CMYK.psd
FB_Photos_FeaturePhone_RGB.psd

Usage Example



Use the Facebook Photos screen shown on this page combined with a feature phone.

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

When customizing type layers on feature phones, use the Lucida Sans font.

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Photos assets for web

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

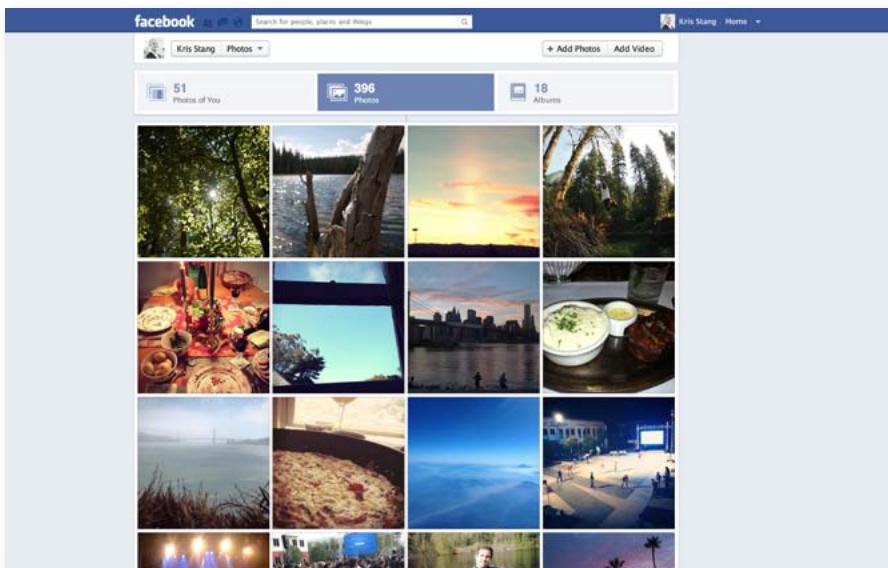
Photos—option A

Facebook Photos helps you share special moments in your life.

Photos—option B

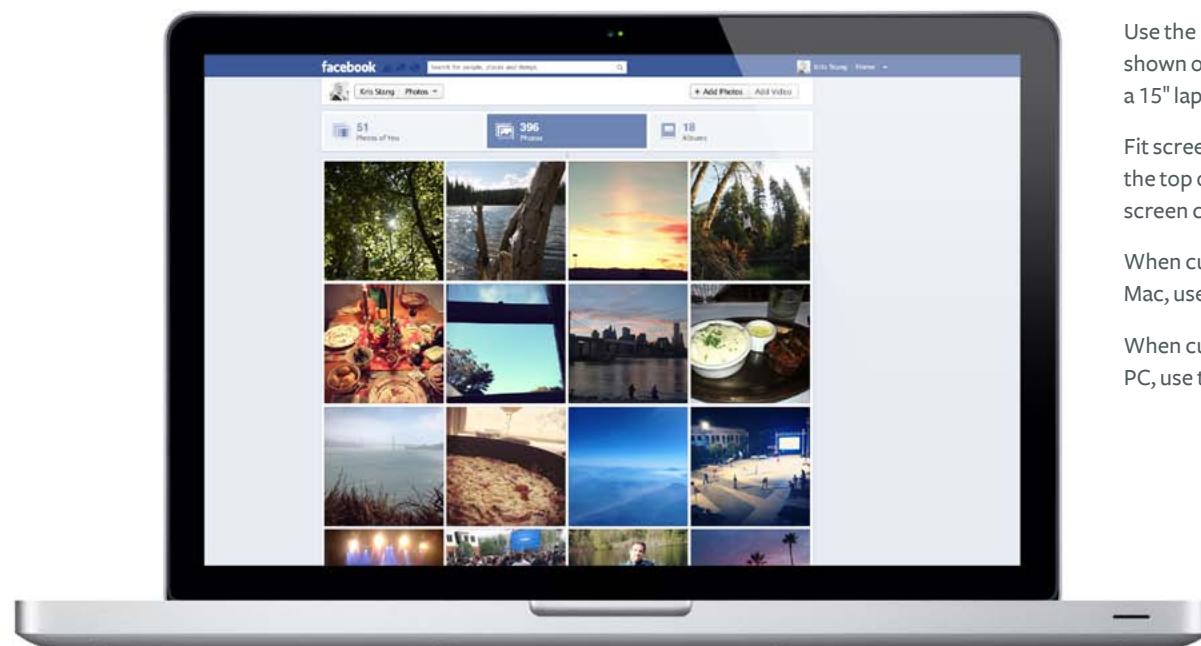
Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos, and photo feeds with your friends.

Photos Image



FB_Photos_Laptop_Web_CMYK.psd
FB_Photos_Laptop_Web_RGB.psd

Usage Example



Use the Facebook Photos screen shown on this page combined with a 15" laptop.

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

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

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Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

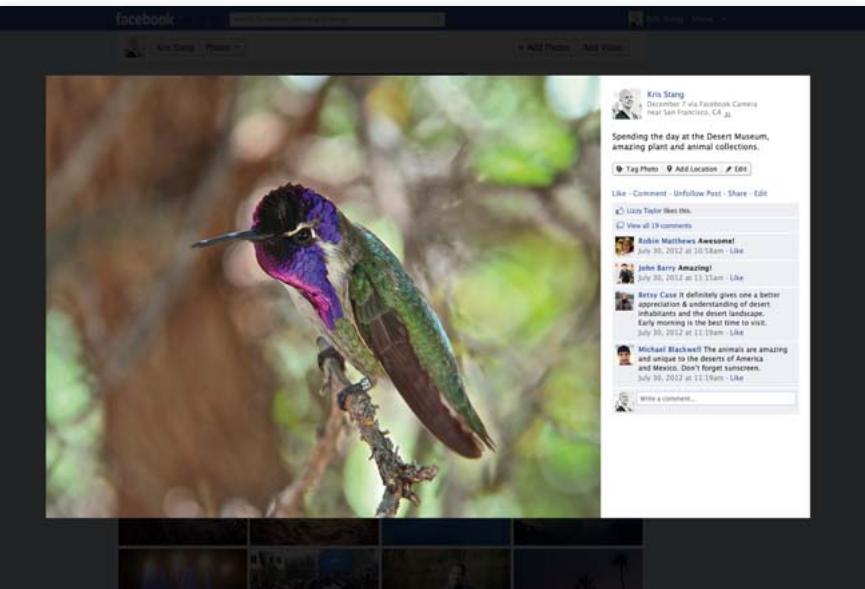
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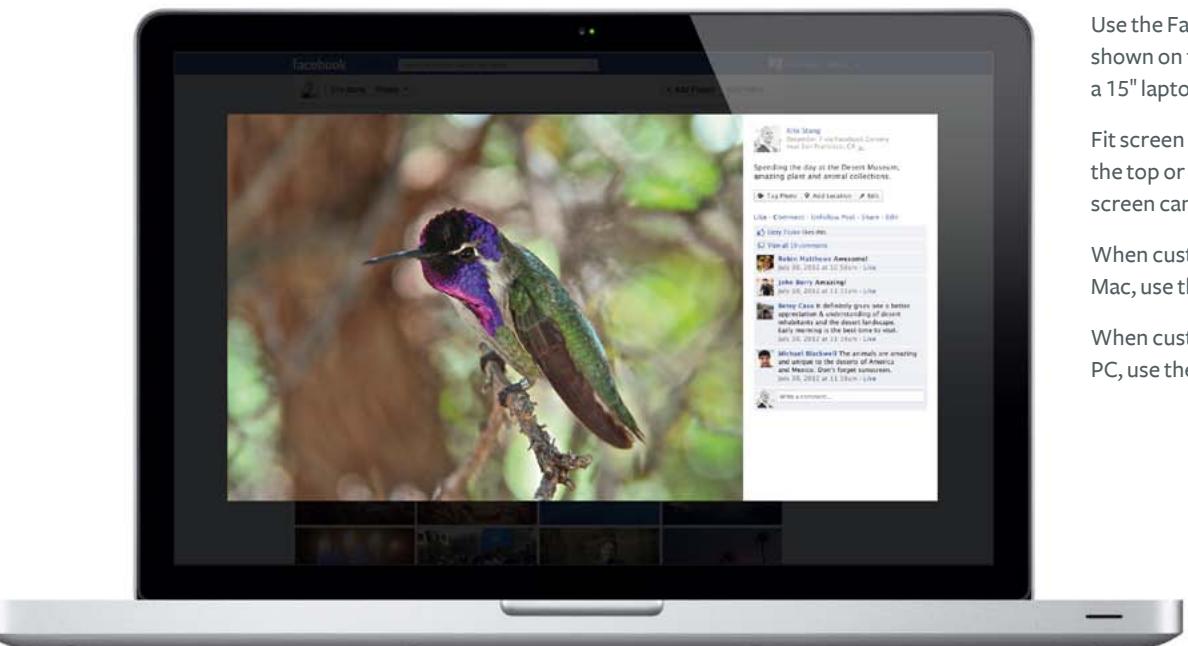
Photos—option B Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos, and photo feeds with your friends.

Photos Image



FB_Single_photo_Laptop_Web_CMYK.psd
FB_Single_photo_Laptop_Web_RGB.psd

Usage Example



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**Message your friends wherever
they are—on their phones or
on the web.**



Messages assets for iOS

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

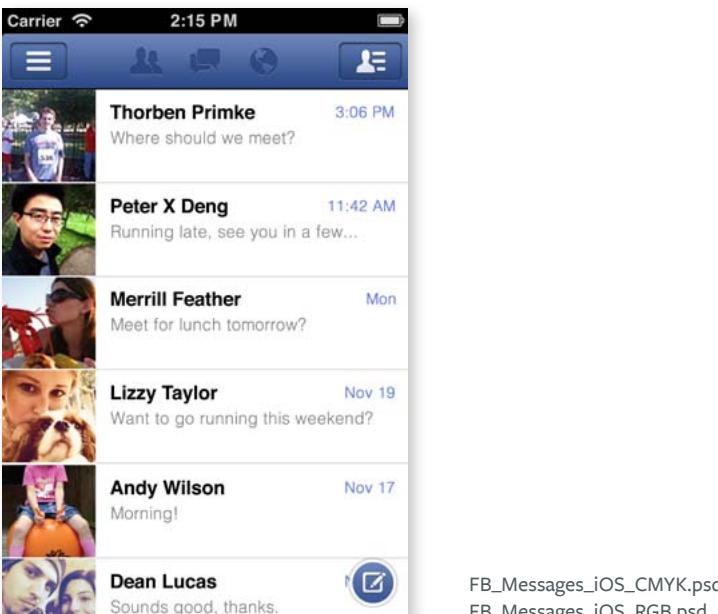
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Facebook Facebook helps you connect and share with the people in your life.

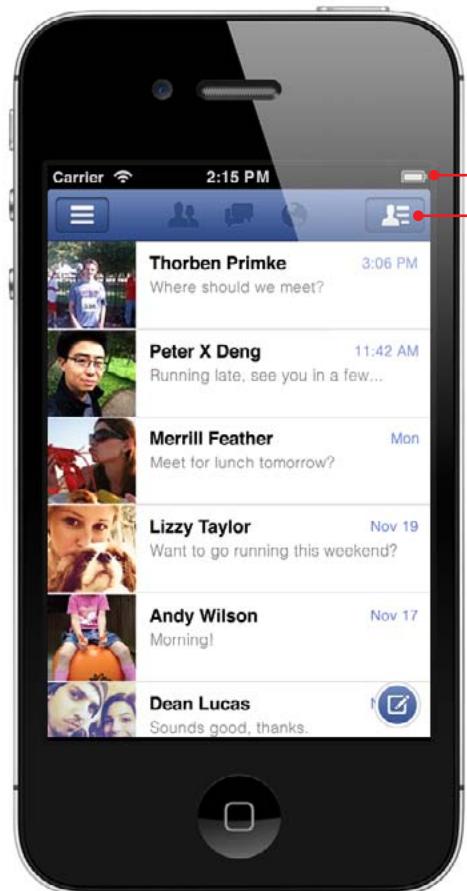
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Messages—option B Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

Messages Image



Usage Example



Use the Facebook Messages screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Messages assets for Android

Timeline assets	8
Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

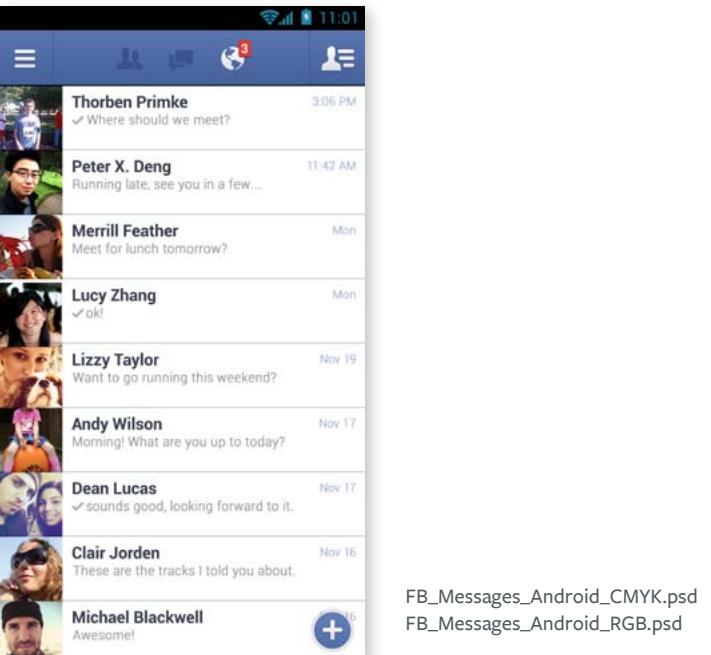
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Messages—option B Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

Messages Image



Usage Example



Use the Facebook Messages screen shown on this page combined with an Android phone.

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

When customizing type layers on Android screens, use the Roboto font.

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Messages assets for feature phones

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Pages assets	13
News feed assets	17
Photos assets	22
Messages assets	30

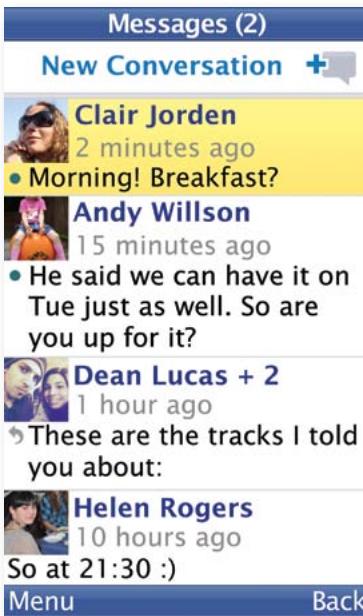
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Messages Image



FB_Messages_FeaturePhone_CMYK.psd
FB_Messages_FeaturePhone_RGB.psd

Usage Example



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Messages assets for web

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Pages assets	13
News feed assets	17
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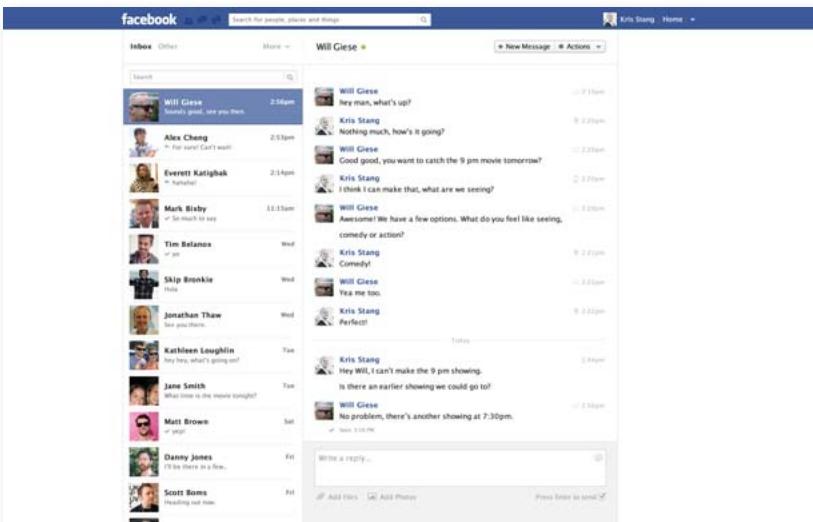
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FB_Messages_Laptop_Web_RGB.psd

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Messenger assets for iOS

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Pages assets	13
News feed assets	17
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Messages assets	30

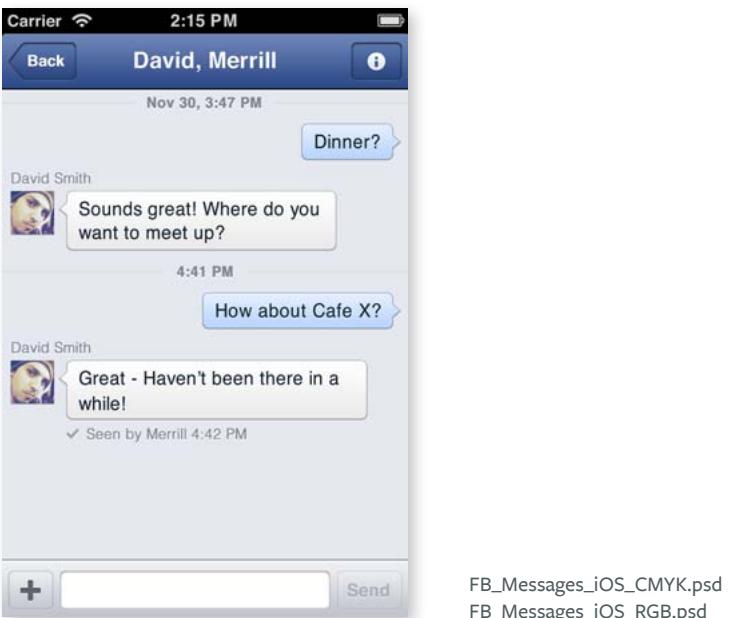
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Messages Image



FB_Messages_iOS_CMYK.psd
FB_Messages_iOS_RGB.psd

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Messages screen shown on this page combined with an iPhone 4 or iPhone 4S.

When customizing type layers on iOS screens, use the Helvetica font.

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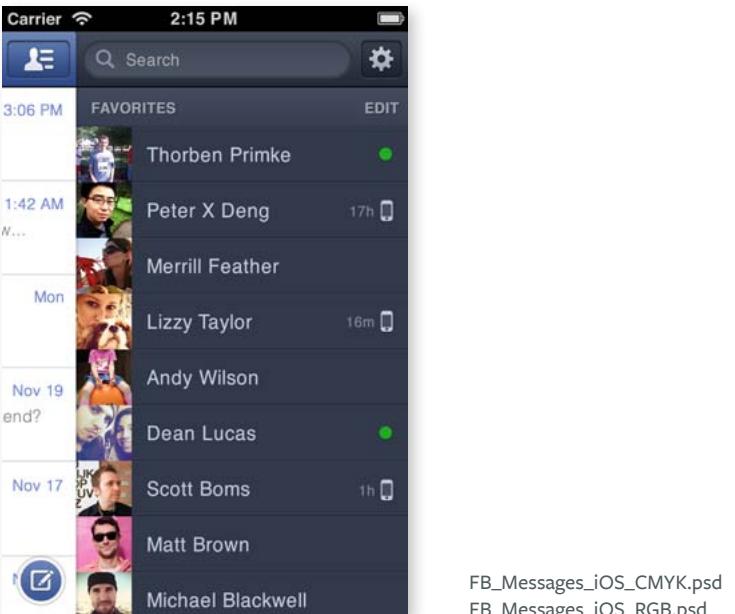
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Messenger assets for Android

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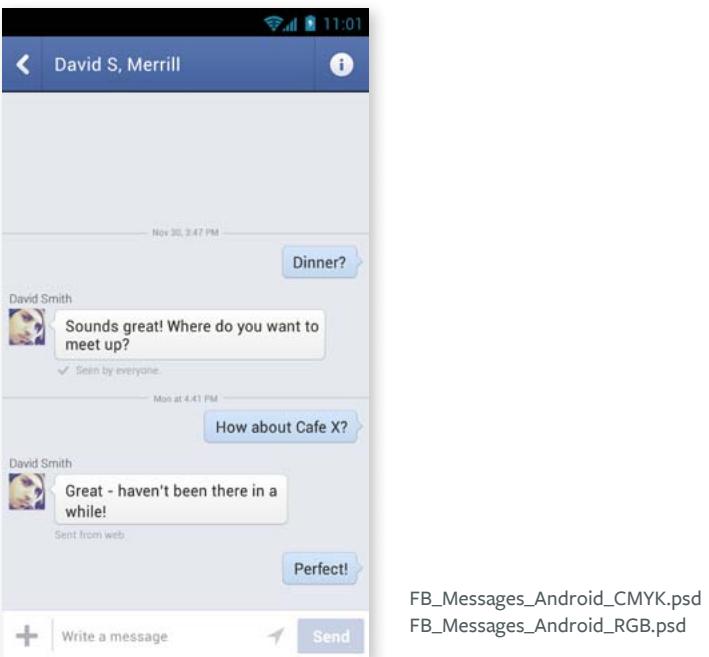
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Messages Image



FB_Messages_Android_CMYK.psd
FB_Messages_Android_RGB.psd

Usage Example



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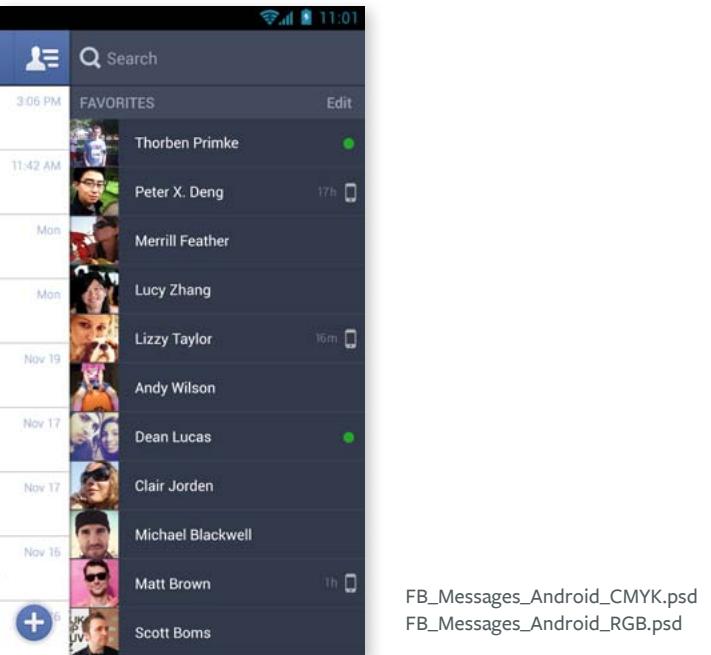
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Messages Image



Usage Example



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For more information: visit www.facebook.com/brandpermissions

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