



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.

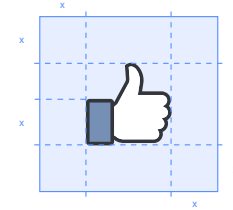
#### Using the Thumb Icon

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. Do not use any other icons with the **Thumb Icon**.

This mark does not replace the Like button thumb found in the Facebook product. The **Thumb Icon** is to be used in a marketing context only.

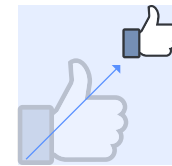
#### Clear Space

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**. Never alter the proportions and shape of the **Thumb Icon** 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

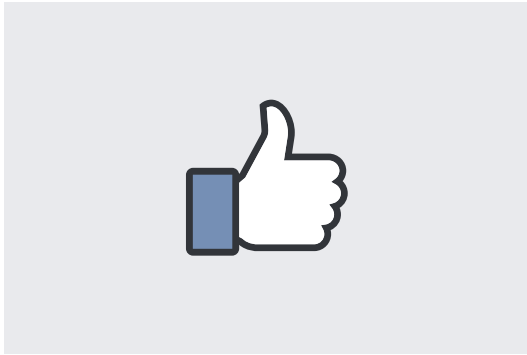
Be sure the **Thumb Icon** is reproduced in a legible size and that they do not appear subordinate to any other partner logos included on the creative executions. Similarly, do not present the **Thumb Icon** in a way that makes it the most distinctive or prominent feature of what you’re creating.



#### 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.

# Assets



Thumb Icon

## Additional Information:

Download 'Thumb Icon' logo assets from [facebookbrand.com/assets](https://facebookbrand.com/assets)

## TV & Film

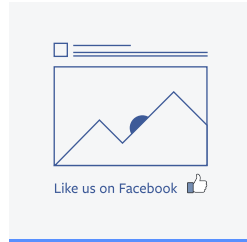
In order to use the Thumb Icon in your TV or film, you will need to need to request permission. Here's what you need to include with your request:

- The final version showing how the Thumb Icon 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 can review full guidelines for tv & film use at [facebookbrand.com/guidelines/tvfilm](https://facebookbrand.com/guidelines/tvfilm) and make a permission request at [facebookbrand.com/request](https://facebookbrand.com/request).

## Do's

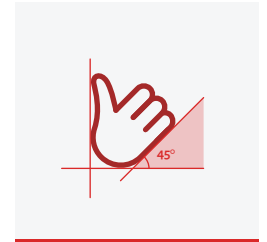
- ✓ Do only use the **Thumb Icon** with a clear, written call to action (for example: 'Like us on Facebook').



- ✓ When using the **Thumb Icon** online, 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

Follow the general do's and don'ts on [facebookbrand.com/guidelines/brand](https://facebookbrand.com/guidelines/brand)