

Reactions



Use **Reactions** only as they appear and function within the context of the Facebook User Interface (UI).

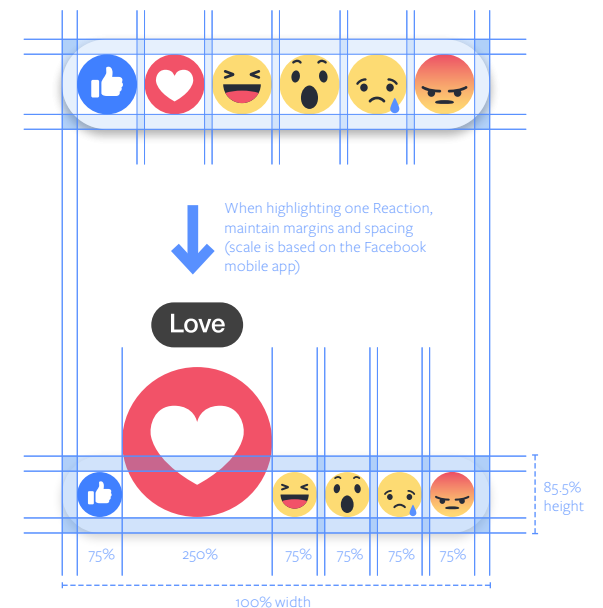
Never rotate, embellish or attempt to recreate the **Reactions**, and never alter the proportions and shape (and surrounding UI) for any reason.

To ensure accurate and consistent use, UI templates with **Reactions** included are provided for download at the Brand Resource Center, facebookbrand.com/assets.

Reactions are an extension of the Like button to give people more ways to express themselves and share their reaction to a post. The collection of **Reactions** includes Like, Love, Haha, Wow, Sad and Angry.

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.

Consistent use of **Reactions** helps people easily recognize references to Facebook and protects the integrity of its original intention, the brand and the product.



Download the approved assets on the Brand Resource Center website: facebookbrand.com/assets

Reactions

Using Reactions Within the Facebook UI

We have provided high-resolution News Feed UI Templates that include **Reactions**. These templates are built for use online, in print or in TV and film. Review the UI guidelines on the Facebook Brand Resource Center.

Refer to the Facebook Product

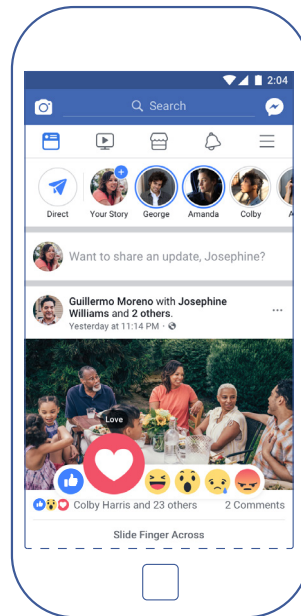
Always show the Facebook UI as it appears and functions in the current product. Your creative will not be approved if the Facebook UI isn't accurate to the product.

Display the UI on a Device

Always present the UI within the context of a relevant mobile, desktop or other device. Don't show the UI or elements of the UI outside the context of a device or Facebook product.

Cropping

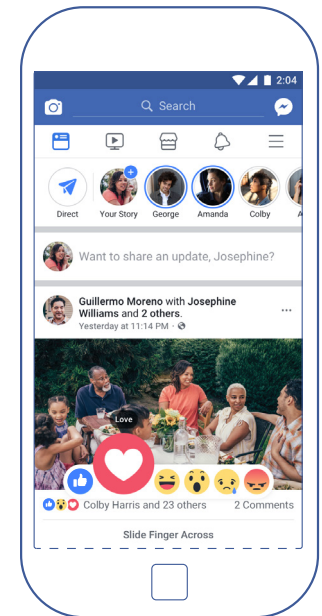
When space or size limitations are an issue, screen templates may be cropped or scaled up to allude to being “zoomed in” to the UI. Always have the **Reactions** UI within the frame.



Reactions in 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.



Reactions—Assets

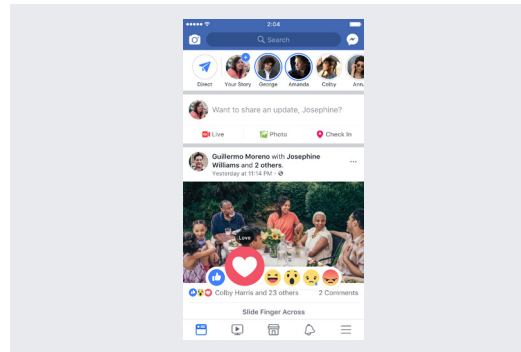
Download **Reactions** assets from facebookbrand.com/assets.

TV and Film

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

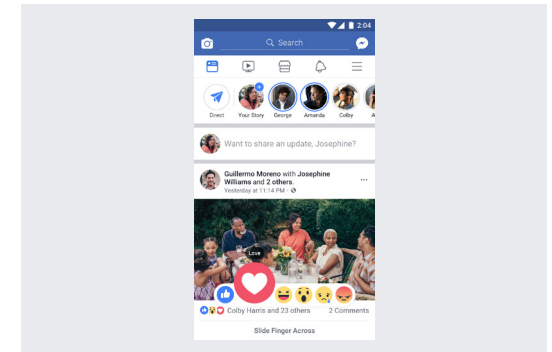
- The final version showing how **Reactions** will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Facebook
- Translations for any non-English requests

You can review full guidelines for TV and film use at facebookbrand.com/guidelines/tvfilm and make a permission request at facebookbrand.com/requests.



iOS

Typeface: San Francisco



Android

Typeface: Roboto



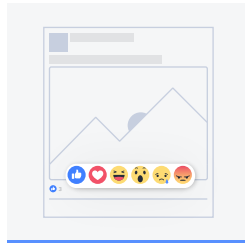
Web

Typeface: Helvetica

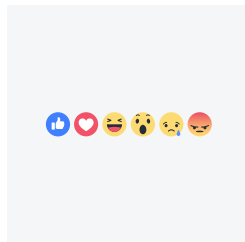
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Do's

- ✓ Do use Reactions only as they appear and similarly to how they function within the context of the Facebook UI.



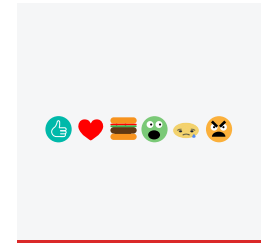
- ✓ Do use Reactions as one collection: Like, Love, Haha, Wow, Sad, Angry.



- ✓ Do follow the general do's and don'ts and the guidelines provided upon download of the Reactions assets.
- ✓ Follow the guidelines for Facebook's UI 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 use alternate or customized Reactions as a replacement or an addition to the collection of Reactions.

- ✗ Don't use Reactions outside the context of the Facebook UI.



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

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

- ✗ Don't use Reactions other than those provided for download at the Facebook Brand Resource Center, facebookbrand.com/assets

- ✗ Don't use Reactions as a voting mechanism or for polls in video where the whole stream consists of static or looping graphics.

- ✗ Don't use Reactions as emojis or as individual icons.

Follow the general do's and don'ts on facebookbrand.com/guidelines/brand.