User Interface Templates

UI Templates

We provide high-resolution Facebook **User Interface (UI) Templates** built for use online, in print or in TV and film. Use of **UI Templates** must adhere to the guidelines in this document and on the Brand Resource Center.

Note: Not all features or pages seen in the product are provided as **UI Templates**. When showing the Facebook UI, it must appear and function as it does in the current product. Your creative will not be approved if the Facebook UI isn't accurate to the product.

You must request permission to use Facebook UI or **UI Templates** in TV or film by submitting a request under My Requests in the Brand Resource Center, or directly at facebookbrand.com/requests.

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

UI 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.
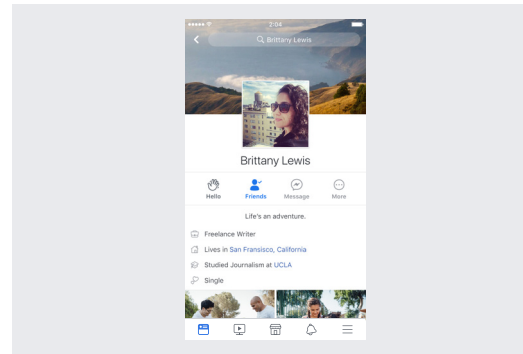
Additional Information:
Download **Profile**, Pages and News Feed UI Templates from facebookbrand.com/assets.

TV and Film
In order to use the Facebook UI or UI Templates in TV or film, you will need to request permission. Here's what you need to include with your request:
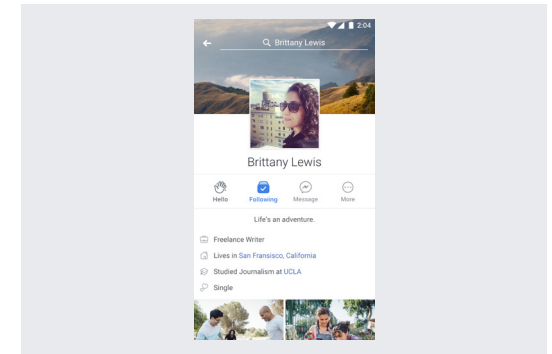
- The final version showing how the UI will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Facebook
- Translations for any non-English requests

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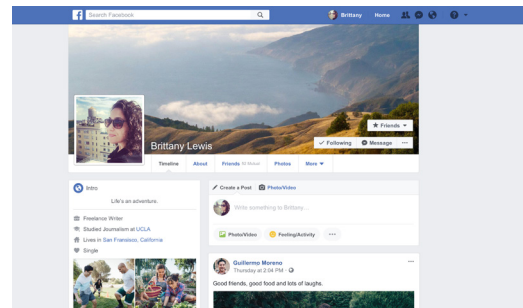

iOS
Typeface: San Francisco

Android
Typeface: Roboto

Web
Typeface: Helvetica

UI Templates— Pages

Pages allows you to easily build a mobile presence where your customers already spend time, and communicate with your customers anytime, anywhere.
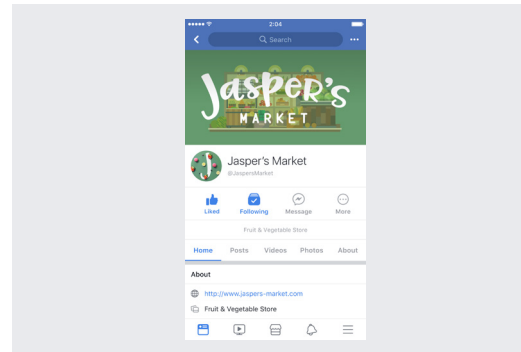
Additional Information:
Download Profile, **Pages** and News Feed UI Templates from facebookbrand.com/assets.

TV and Film
In order to use the Facebook UI or UI Templates in TV or film, you will need to request permission. Here's what you need to include with your request:
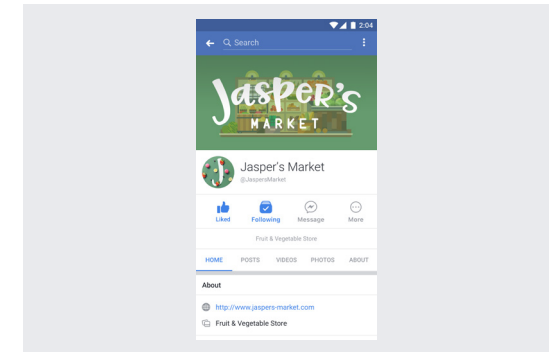
- The final version showing how the UI will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Facebook
- Translations for any non-English requests

You 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

UI Templates—News Feed

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.

Additional Information:
Download Profile, Pages and **News Feed** UI Templates from facebookbrand.com/assets.

TV and Film
In order to use the Facebook UI or UI Templates in TV or film, you will need to request 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 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

UI Templates—Presentation

Use these UI Templates and customize the content by replacing photos, modifying copy and localizing copy if needed. Do not modify the UI in any way, such as by changing the design, scale, layout, colors or functions. If recreating your own screens or showing the Facebook UI as is, you must accurately depict how the Facebook UI looks and functions in the current product.

Always show the Facebook UI within the context of a relevant device, such as a mobile device or computer. The UI must not be shown standalone or hovering on-screen. Icons and elements from the UI cannot be used separately or outside the context of the UI.

Do not use the Facebook UI prominently in marketing or other content. Your content must not appear to be created in partnership with Facebook.

Mobile Device

1. Do not resize the UI to larger than 100% of the size of the provided file.

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

3. When customizing type layers for iOS, use Helvetica font. When customizing for Android, use Roboto font.

Laptop

1. Use the available Web UI combined with a 15-inch laptop.

2. Do not resize the UI to larger than 100% of the size of the provided file.

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

4. When customizing type layers, use Helvetica font.

✓ Do show the Facebook UI within the context of a device.

✓ Do show the Facebook UI in the context of a device in which someone is using the product.
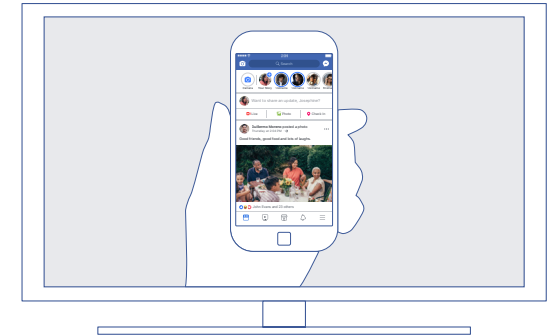
✗ Don't show the UI outside the context of a device, e.g., hovering on-screen.

✗ Don't show the icons or elements from the UI separately or outside the context of the UI.

✗ Don't modify the UI in any way, such as by changing the design, scale, layout, colors or functions.
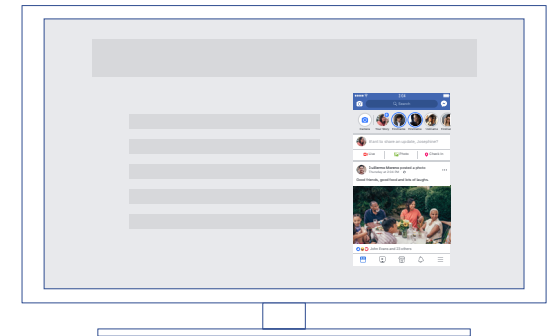
UI Templates—Functionality

When showing the Facebook UI, it must appear and function as it does in the product. Don't replicate the Facebook UI for the purpose of special effects or animation.

If a function or animation cannot happen in the product, it cannot appear to happen in your video. Your video will not be approved if the Facebook UI isn't accurate to the product.

Advertising on Facebook
When developing creative for advertising on Facebook, follow the Advertising Policies at facebook.com/policies/ads.

If you wish to use an animated or 3D concept in your Facebook ad, don't include any Facebook brand assets, icons, UI, elements of the UI or any elements that may resemble Facebook or its products. We encourage you to be creative in your ads by showing special effects or animation in your video without using the Facebook UI.

✓ Do create special effects or animation in your video without use of the Facebook UI:
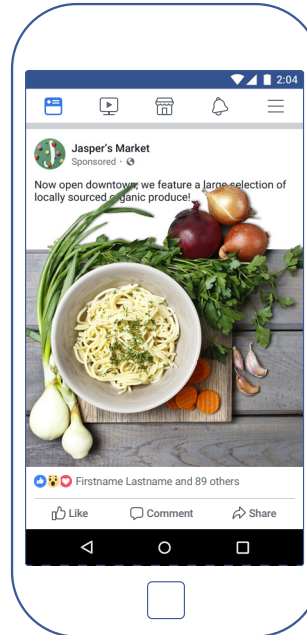
Video ad creates 3D effect without using or interfering with the Facebook UI.

✕ Don't replicate the Facebook UI for the purpose of special effects or animation:
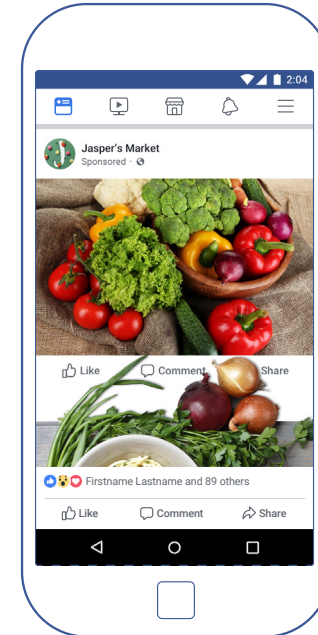
Video ad creates 3D effect by replicating and interfering with the Facebook UI.

UI Templates

Do's

✓ Do show **UI Templates** within the context of a desktop or mobile device.

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

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

✓ Do use the **UI Templates** with the content provided or customize the content.
- Facebook has approved the combined content and images provided on the Facebook Brand Resource Center.
- 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 UIs from how they look on Facebook, such as by blurring, redacting or annotating them.

✗ Don't crop UI 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 UIs other than those provided for download on facebookbrand.com.

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