



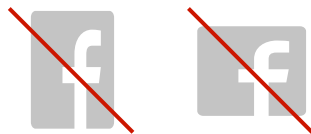
“f” Logo

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.

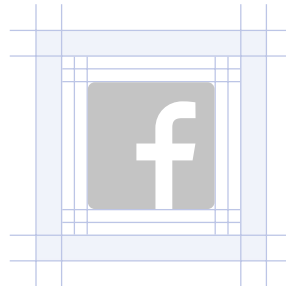
Maintain Proportions

The proportions and spacing of the “f” logo should never be altered for any reason. Hold the “Shift” key in most software programs to maintain the proportions while scaling up or down.



Preserve 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. Always maintain this minimum clear space, even when proportionally scaling the logo.



Incorrect Use

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the “f” logo. Don’t alter the rounded box shape or alter the proportions, or add any embellishments.



Broadcast & Film



Do

- Only use the ‘f’ logo to refer to:
 - Your presence on Facebook, such as your Page, timeline, group, app 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 the Facebook service
- Include a clear call to action that communicates your use of Facebook (for example, ‘Like us on Facebook’ or ‘Install our app on Facebook’) unless the ‘f’ logo is side-by-side with other social media logos
- Request permission before you use the ‘f’ logo in broadcast or film

What to include with your request:

- The portion of the commercial, film, program or storyboard that references Facebook
- A script of the segment that references Facebook
- A detailed synopsis of the commercial, film or program
- A mock-up showing how the ‘f’ logo will be featured



Don’t

- Modify the “f” logo in any way, such as changing design or color. If you are unable to use the correct color due to technical limitations, you may revert to black and white.