

# Messenger Brand Guidelines



# Table of Contents

	<b>Logo</b>		<b>Gradients</b>
4	Logo Overview	29	Gradients Overview
5	Ultraviolet Logo	30	Ultraviolet Gradient
6	Solid Color Logo	31	Secondary Gradient
7	Clearspace & Scaling	32	Gradient Direction
8	Logo Don'ts	33	Gradient in Motion
		34	Gradient Don'ts
	<b>Wordmark &amp; Lockups</b>		<b>Typography</b>
9	Lockups Overview	36	Typography Overview
10	Primary Lockup	37	Character Sets
11	Primary Lockup Clearspace	38	Weights
12	Primary Lockup Colors	39	Headline Sizes
13	Secondary Lockup	40	Body Copy Sizes
14	Secondary Lockup Clearspace	41	Typography & Gradients
15	Secondary Lockup Colors	42	Typography & Color
16	Wordmark Don'ts	43	Headline Weights Example
		44	Headline Weights Don'ts
	<b>Attribution and Co-Branding</b>	45	Typography Don'ts
18	Facebook Attribution		
19	Attribution & Logo		<b>Iconography</b>
20	Attribution & Lockup	47	Iconography Style
21	Co-branding		
22	Co-branding & Attribution		
	<b>Color</b>		
24	Color Overview	48	<b>Contact</b>
25	Primary Color Palette		
26	Neutral Color Palette		
27	Color Don'ts		

# Logo

# Messenger Logo

This is the Messenger logo. It should be used when the Messenger brand is already reinforced, such as on Messenger.com or social media channels.

This logo should also be used on press assets so that it is not too intrusive.

The Messenger logo should be filled with the ultraviolet gradient in most use cases. See page [26](#) for further guidance.

The full Messenger asset pack set can be found [here](#).



# Messenger Logo

## Ultraviolet Version

The Messenger logo should primarily be used filled with the ultraviolet gradient, as it is Messenger’s main color expression.

Note that the bolt inside the logo is always white when using the ultraviolet version of the Messenger logo.

The bolt should not be transparent or in a different color under any circumstance.





# Messenger Logo

## Solid Color Version

In instances where we cannot use the ultraviolet gradient, such as co-branding spaces in Portal, the Messenger logo should be used in black or white with black or white as the background color.

Unlike the ultraviolet version of the Messenger logo, the solid color version of the logo should always be transparent. The bolt inside the bubble should always be knocked out to the background color.



# Logo Clearspace & Minimum Size

Clearspace makes sure the logo has space to breathe from other visuals, such as text and other graphics.

In most cases, it's better to give the logo even more space, but at minimum, ensure the logo has a clearspace of at least half the width of the height of the logo.

## Large Logo Clearspace

When using the logo at any other size larger than the minimum size, the minimum clearspace should be at least half the width/height of the logo.

## Small Logo Clearspace

For small scale usage of the Messenger logo, the clearspace should be the full height/width of the logo on all sides.

## Minimum Size

In order for the Messenger logo to be recognizable, it's important that the logo is never smaller than 30px x 30px or 0.25in x 0.25in for printed material. It should never feel like the most distinctive or prominent feature of what you're creating.

Minimum Large Logo Clearspace



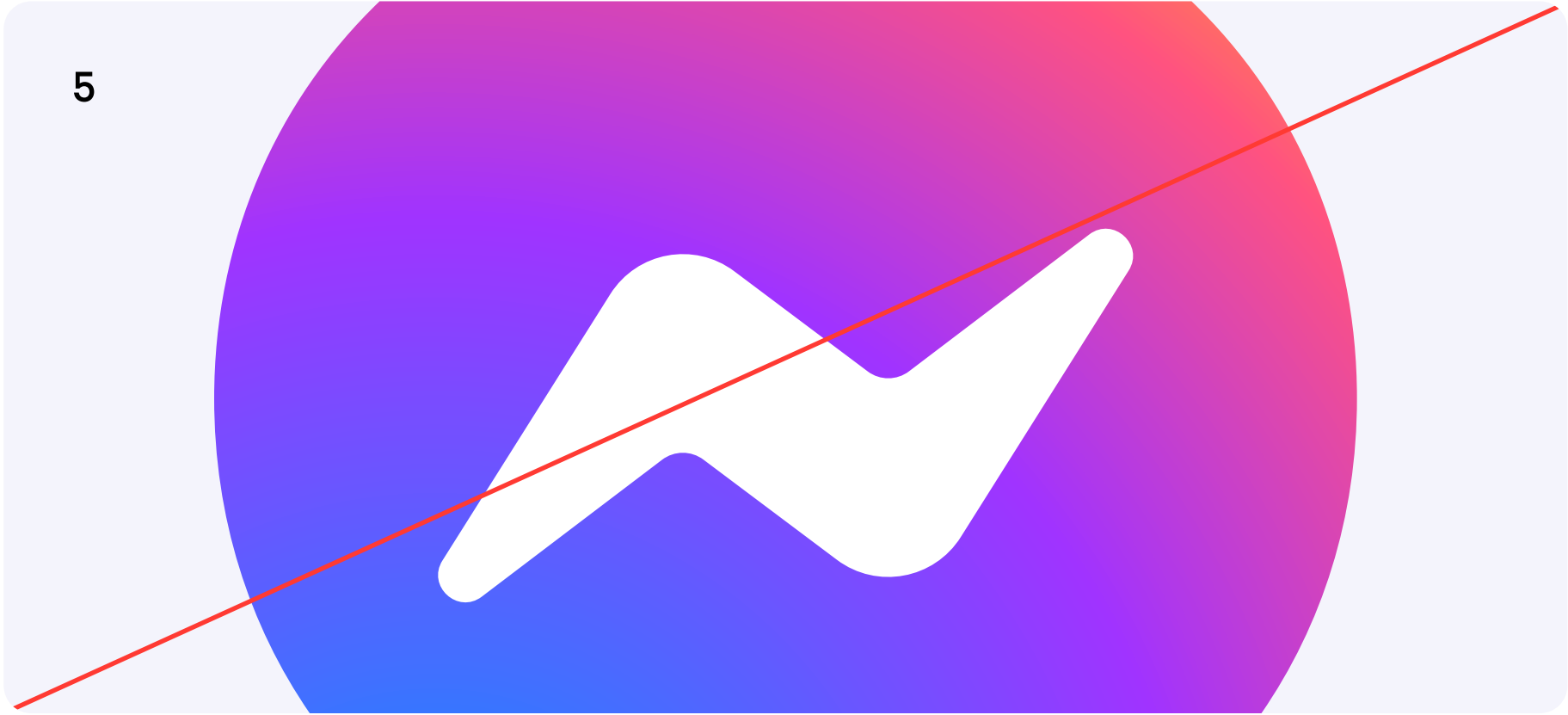
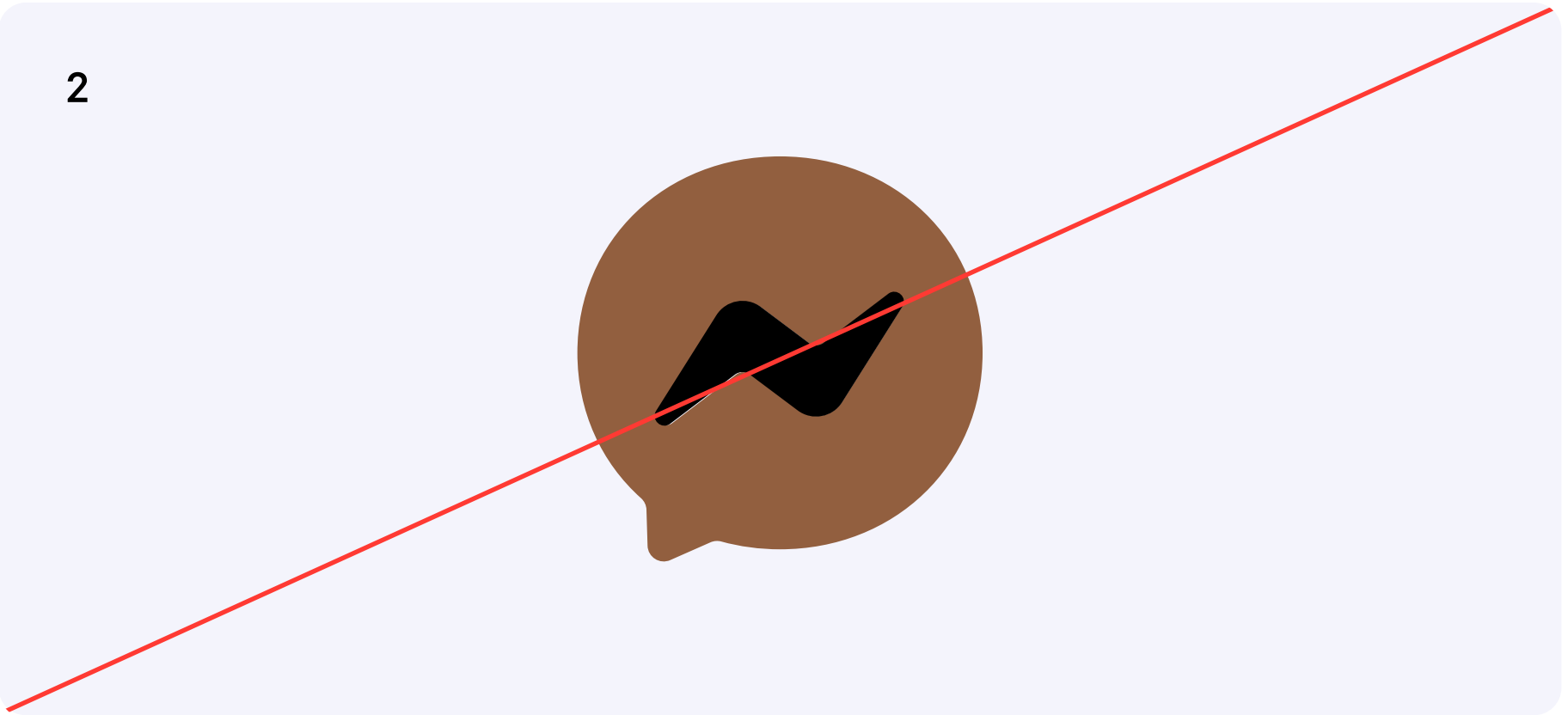
Minimum Small Logo Clearspace



# Logo Don'ts

These are examples of what not to do when using designing with the Messenger logo.

- 1. Don't distort the logo.
- 2. Don't use a custom color in the logo.
- 3. Don't use a custom gradient in the logo.
- 4. Don't add effects to the logo.
- 5. Don't crop in on the logo.
- 6. Don't separate the bubble and the bolt.





# Wordmark & Lockups

# Logo Lockups Overview

There are two lockups to the Messenger logo. These lockups should be used based on the use case of the application as well as the scale and design.

Primary Lockup



Secondary Lockup



## Primary Logo Lockup

This is Messenger's primary horizontal lock up of the wordmark and the logo.

The Messenger wordmark should always be locked up with the Messenger logo and should never be used by itself.



# Primary Logo Lockup

## Clearspace & Minimum Size

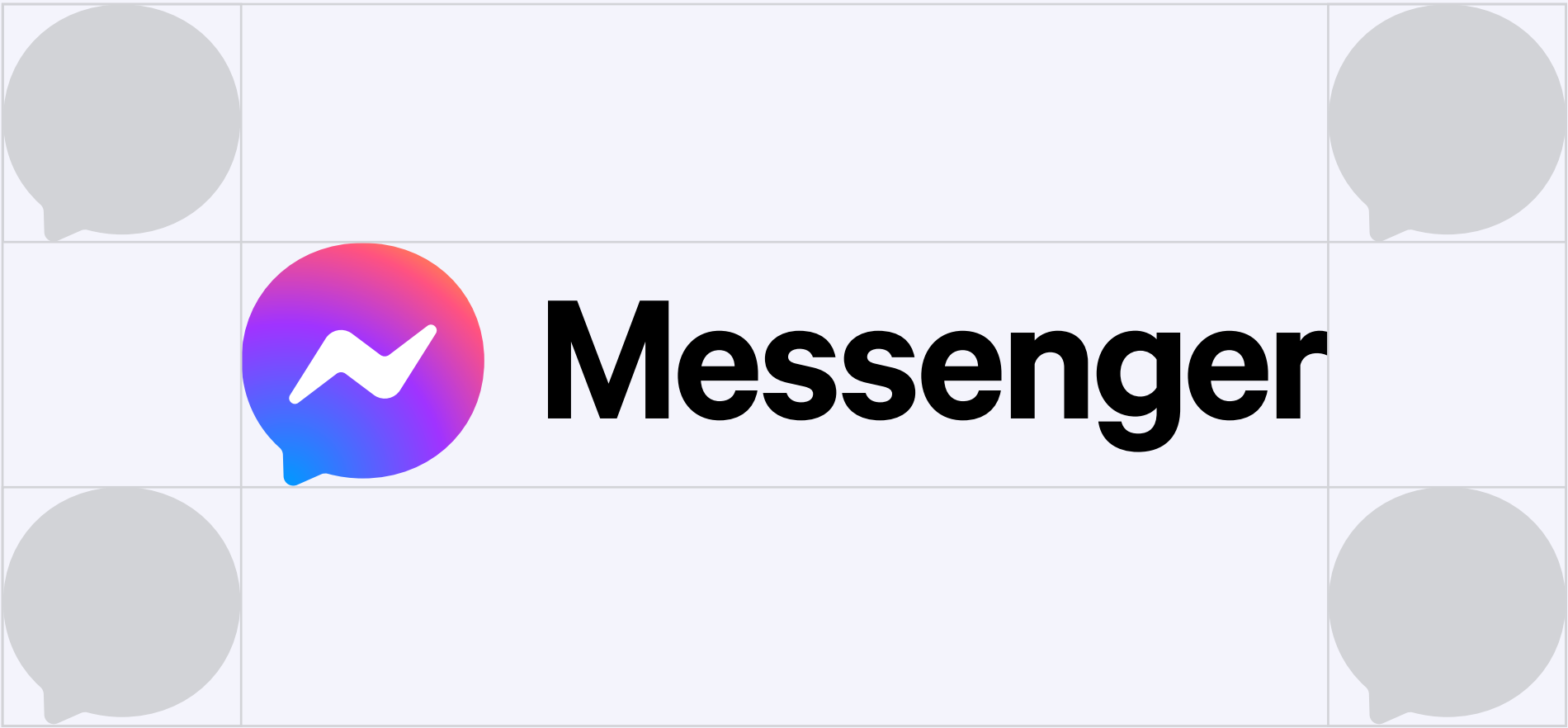
### Minimum Clearspace

Clearspace makes sure the wordmark lockup has space to breathe from other visuals, such as text and other graphics. In most cases, it’s better to give the lockup even more space. Make sure it has a clearspace of at least the height of the logo, extending out from the entire lockup in each direction.

### Minimum Size

In order for the Messenger wordmark to be recognizable, it’s important that the lockup is never smaller than 220px x 50px. When using the lockup at a smaller scale, it should never feel like the most distinctive or prominent feature in the layout.

Minimum Clearspace



Minimum Size



# Primary Logo Lockup Color Usage

## Ultraviolet Wordmark

When placing the logo lockup on black or white, the logo should always be in ultraviolet. The wordmark itself can shift between black and white.

## Solid Color Wordmark

On rare occasions where it is not possible to use the ultraviolet wordmark, the logo lockup can be set in black or white on top of black.

If the background of an application can only be black or white, the solid color wordmark should be the reverse of that.

Ultraviolet on Light Background



Ultraviolet on Dark Background



Black on Light Background



White on Dark Background





## Secondary Logo Lockup

This is Messenger's secondary lockup. The logo sits on top of the wordmark, centered.

It should primarily be used when designing applications that feature centralized elements, such as typography or imagery.

This lockup can be used for brand-forward messaging where the logo should be emphasized more than the wordmark.



# Secondary Logo Lockup Clearspace and Minimum Size

## Minimum Clearspace

Clearspace makes sure the wordmark lockup has space to breathe from other visuals, such as text and other graphics. In most cases, it’s better to give the lockup even more space. Make sure it has a clearspace of at least the cap-height of the “M” in “Messenger”, measured from the baseline, extending out from the entire lockup in each direction.

## Minimum Size

In order for the Messenger wordmark to be recognizable, it’s important that the lockup is never smaller than 132px x 120px. It should never feel like the most distinctive or prominent part of the layout.



# Secondary Logo Lockup Color Usage

## Ultraviolet Wordmark

When placing the logo lockup on black or white, the logo should always be in ultraviolet. The wordmark itself can shift between black and white.

## Solid Color Wordmark

On rare occasions where it is not possible to use the ultraviolet wordmark, the logo can be set in black or white on top of black.

If the background of an application can only be black or white, the solid color wordmark should be the reverse of that.

Ultraviolet on Light Background



Ultraviolet on Dark Background



Black on Light Background



White on Dark Background

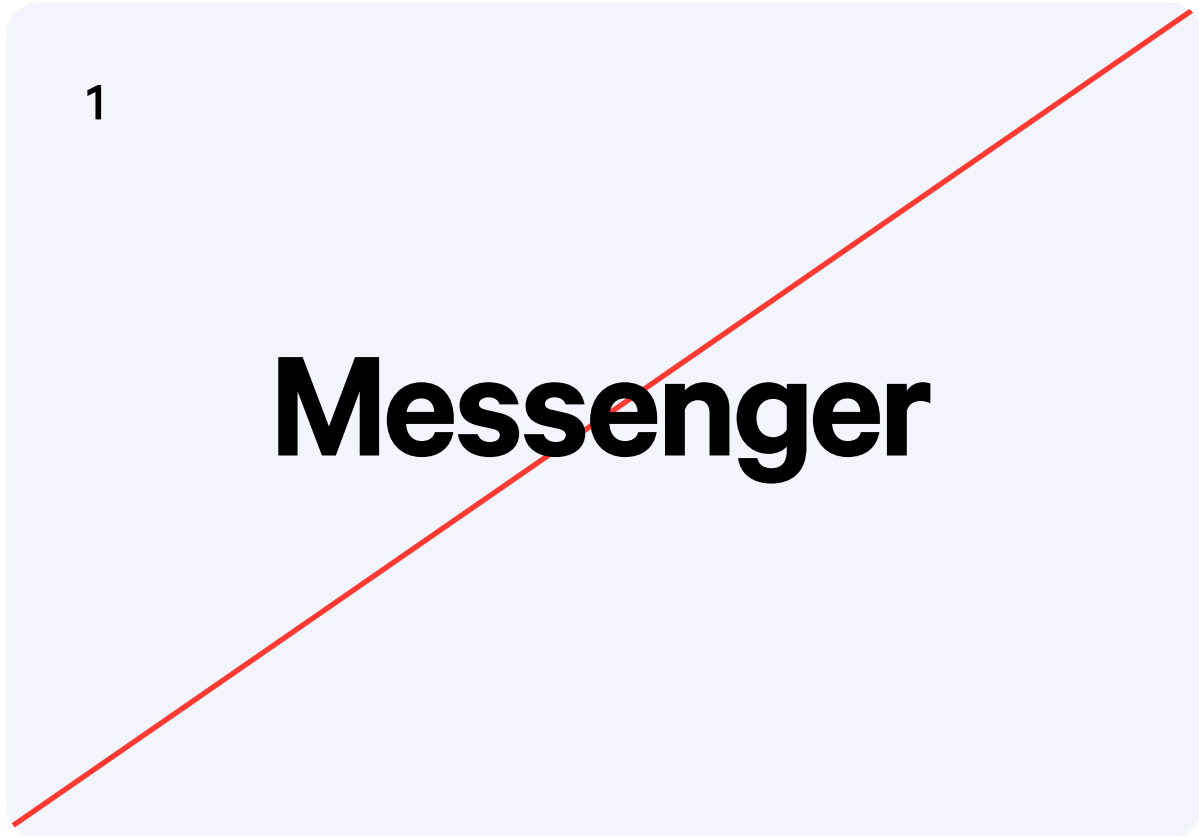


# Wordmark & Lockups

## Don'ts

It is important that the appearance of the logo remains consistent. To illustrate this point, common mistakes are shown on this page.

- 1. Don't use the Messenger wordmark by itself.
- 2. Don't use a gradient in the wordmark.
- 3. Don't use a different typeface.
- 4. Don't use a lowercase "m".
- 5. Don't rotate the wordmark.
- 6. Don't use a different weight of Calibre.
- 7. Don't use a different lockup.
- 8. Don't distort the wordmark.
- 9. Don't add effects to the wordmark.



# Attributions & Co-Branding



# Facebook Attribution

The Facebook attribution can be used in applications such as the app loading screen or in the footer of the website. There are two attribution styles for different use cases.

## Stacked Attribution

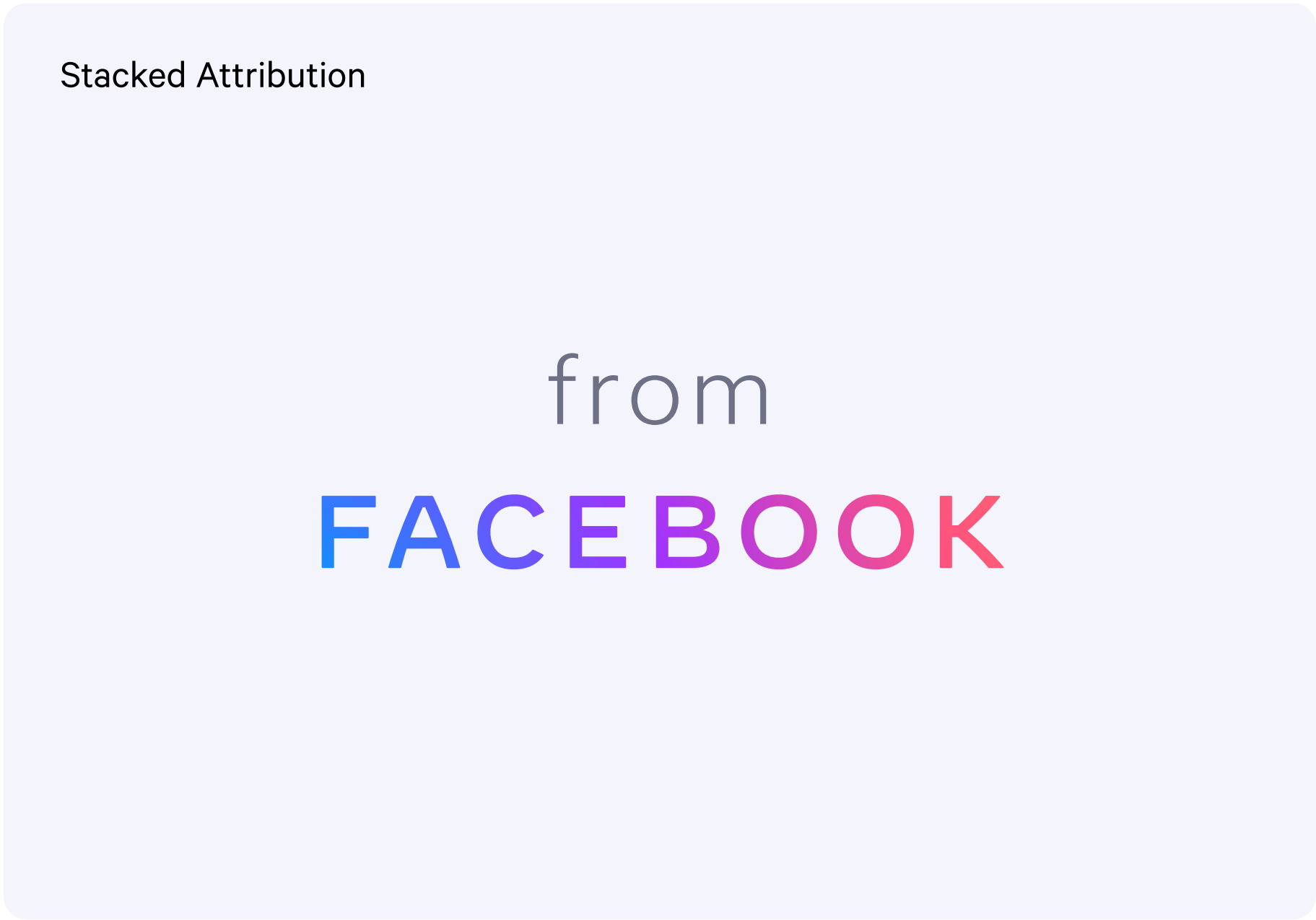
The stacked attribution can be used locked up with the logo or secondary logo lockup on the app loading screen and other branded applications.

## Stacked Attribution, Dark Mode

For applications with a dark background, the dark mode version of the attribution should be used.

## Horizontal Attribution

The horizontal attribution should only be used on its own and never locked up with the logo or logo. For example, it can be used in the footer of a website.



# Facebook Attribution Messenger Logo

On applications that don't require the full wordmark lockup such as the loading screen of the Messenger application, the stacked attribution can be locked up with the Messenger logo.

## Minimum Clearspace

The clearspace between the logo and the attribution should be equal to at least half of the logo's height.

Note that this is the minimum clearspace required when locking up the two components. In most cases, layouts should have heavy usage of whitespace for a sophisticated and airy design.

Messenger Logo + Stacked Attribution



from  
FACEBOOK

Minimum Clearspace



from  
FACEBOOK

# Facebook Attribution

## Secondary Logo Lockup

The stacked attribution should only be used with the secondary logo lockup. It should primarily be used in simple, centralized layouts.

### Minimum Clearspace

The clearspace between the secondary logo lockup and the attribution should be equal to 2x the height of the M from the Messenger wordmark.

Note that this is the minimum clearspace required when locking up the two components. In most cases, layouts should have heavy usage of whitespace for a sophisticated and airy design.

Secondary Logo Lockup + Stacked Attribution



Lockup Minimum Clearspace



# Messenger Logo

## Co-Branding

When co-branding Messenger with other Facebook brands, such as Instagram or Portal, a plus sign is added to convey collaboration.

### Plus Sign

The plus sign’s scale is based on the Messenger logo. The stroke weight should always be 1/24 of the width of the Messenger logo, while the stroke length should always be 1/4th of the height of the logo.

The plus sign should always be set in Daylight from the Neutrals Palette. This color value can be found on page 26.

### Clearspace

When creating co-branding lockups, the clearspace between the Messenger logo and the plus sign should be 1/2 of the Messenger logo’s width. The same amount of space is then repeated after the plus sign before the second brand’s logo.

### Co-Branding



### Co-Branding Clearspace



# Facebook Attribution Co-Branding

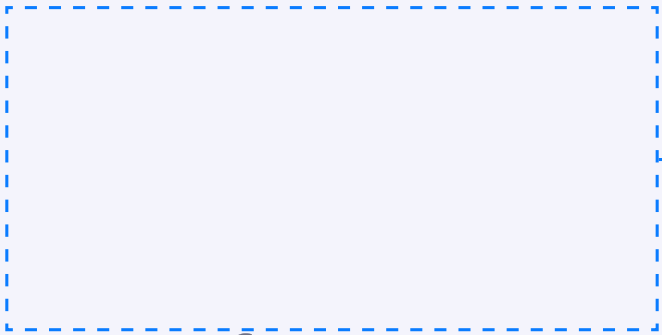
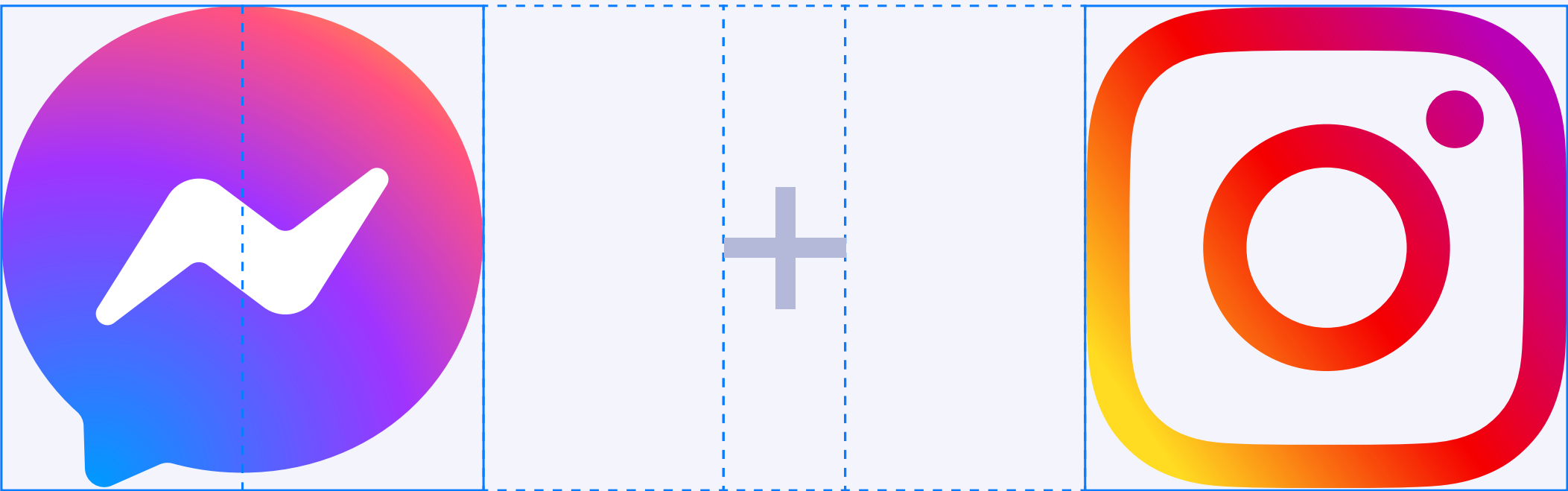
When locking up the Facebook attribution to a co-branding lockup, it should always be placed at the bottom of the layout, horizontally centered.

The space between the bottom edge of the layout and the attribution lockup should be 1/2 of the height of the Messenger logo.

## Minimum Clearspace

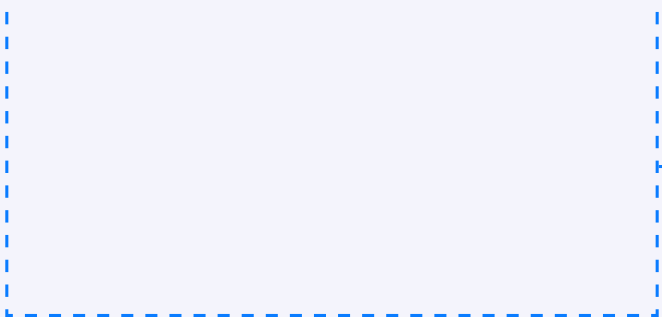
The minimum clearspace between the attribution and the co-branding lockup should also be 1/2 of the height of the Messenger logo.

Note that this is the minimum clearspace required when locking up the two components. In most cases, layouts should have heavy usage of whitespace for a sophisticated and airy design.



Minimum Clearspace between attribution and co-branding lockup

from  
**FACEBOOK**



1/2 of Logo Width



# Color

# Primary Color Palette

While the ultraviolet gradient is the central element in Messenger’s brand, there is a primary palette made up of colors from the ultraviolet gradient that can be used as accent colors.

## Accent Colors

Messenger’s 4 accent colors are blue, purple, pink and coral. These colors are pulled from the ultraviolet gradient and should be used only as secondary elements.

Blue should be used for in-product accents like buttons and arrows.

Purple, pink and coral are for small-format graphics and backgrounds, never to be the primary color on a design.

## Black & Cool White

Black and Cool White can be used as background colors, typography color, iconography colors, or the color of the wordmark or logo.

Blue

HEX  
#0A7CFF

RGB  
10/124/255

PANTONE  
2382 C  
2194 U

CMYK  
96/51/0/0

Purple

HEX  
#A10EEB

RGB  
161/14/235

PANTONE  
2592 C  
7442 U

CMYK  
31/94/0/8

Black

HEX  
#000000

RGB  
0/0/0

PANTONE  
N/A

CMYK  
60/50/50/100

Pink

HEX  
#FF5297

RGB  
255/81/151

PANTONE  
212 C  
212 U

CMYK  
0/81/14/0

Coral

HEX  
#FF6C5C

RGB  
255/108/92

PANTONE  
2345 C  
171 U

CMYK  
0/58/64/0

Cool White

HEX  
#FBFBFF

RGB  
251/251/255

PANTONE  
N/A

CMYK  
2/2/0/0

# Neutrals Palette

Messenger’s neutrals palette pulls from UI elements in the application itself. The three cool gray tones compliment Messenger’s ultraviolet gradient as well as the vibrant color palette.

The neutrals palette can be used in typography or iconography.

The two darker grays (Twilight and Midnight) should primarily be used on light backgrounds, while Daylight should be used on dark backgrounds.

Twilight

HEX  
#606273

RGB  
96/98/115

PANTONE  
2363 C  
533 U

CMYK  
17/15/0/55

Midnight

HEX  
#6E7085

RGB  
110/112/133

PANTONE  
4128 C  
4125 U

CMYK  
17/16/0/48

Daylight

HEX  
#B4B8D9

RGB  
180/184/217

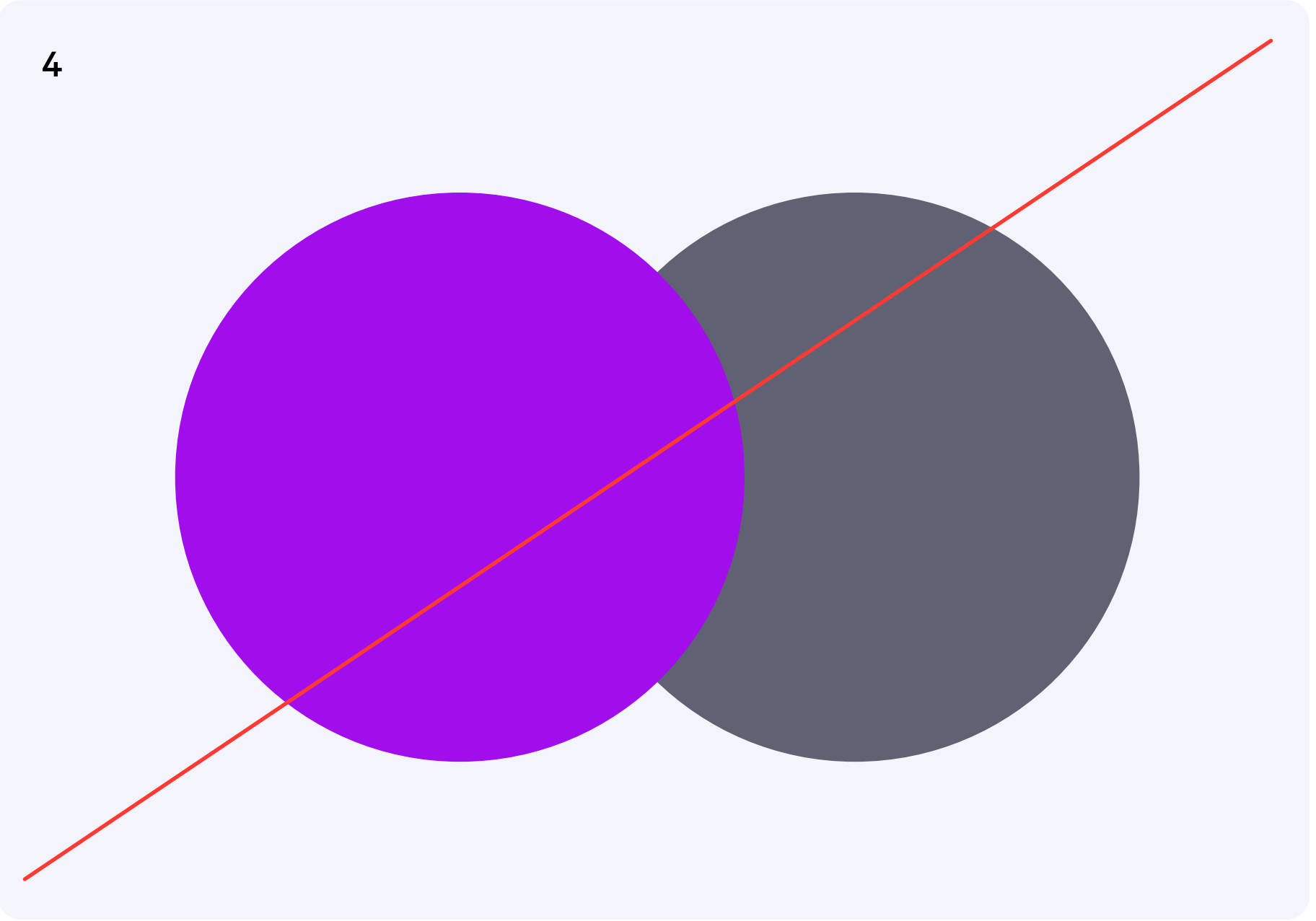
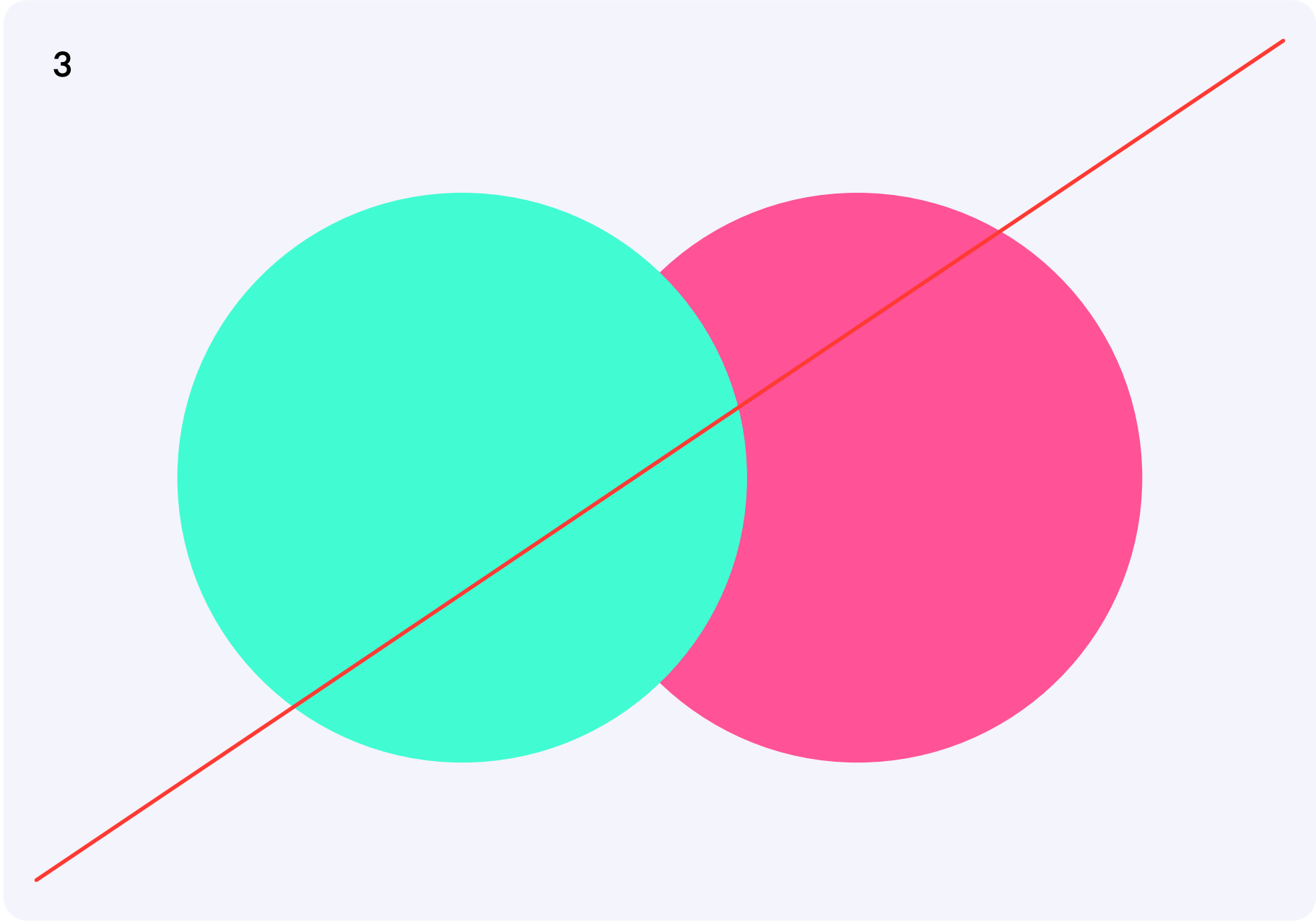
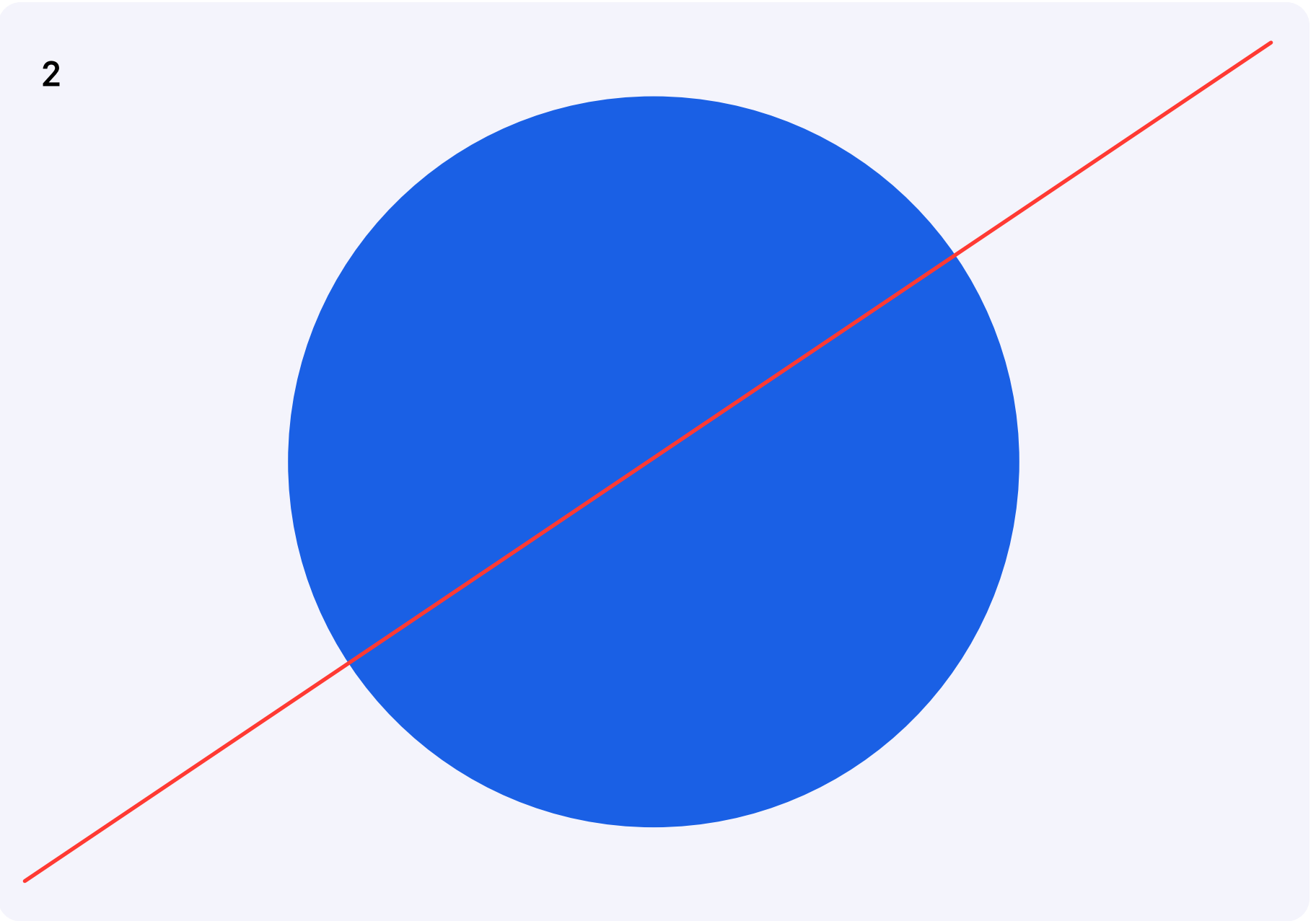
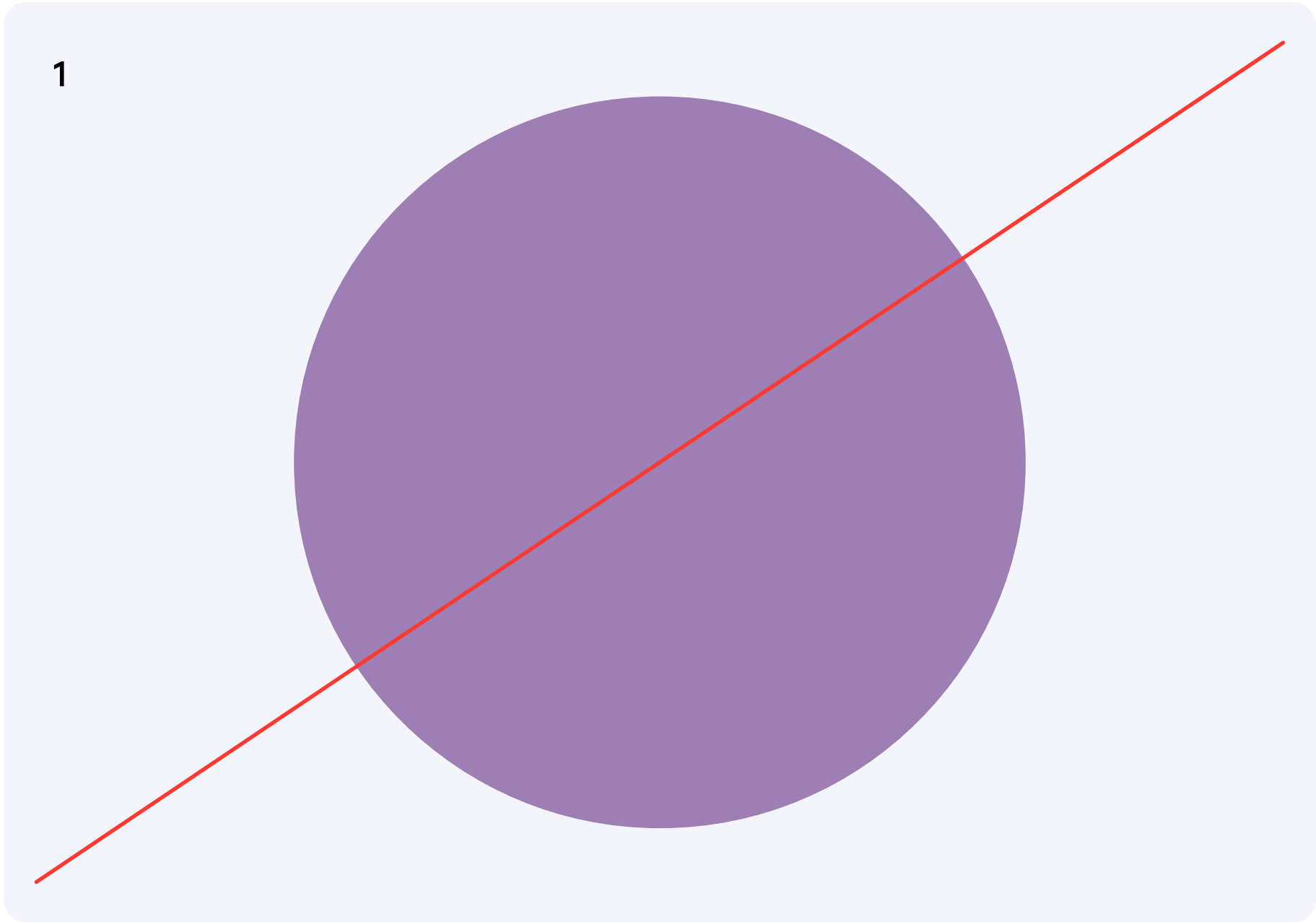
PANTONE  
7444 C  
2106 U

CMYK  
17/15/0/15

# Colors Don'ts

These are examples of what not to do when using color

- 1. Don't create a new color.
- 2. Don't adjust the values of a color.
- 3. Don't make your own color combinations.
- 3. Don't use the neutral palette in color combinations.



# Gradients



# Messenger Gradients

Gradients are an integral part of Messenger’s brand toolkit. There are two core gradients: the Ultraviolet gradient and the secondary gradient.

Ultraviolet is Messenger’s core expression of color and is one of the core design elements in the brand toolkit. It is used in the Messenger Logo as well as typography and iconography.

The secondary gradient focuses on the blue and purple part of the ultraviolet gradient, and can be used in support of the ultraviolet gradient. It can be used as a background color to create a sense of depth and dimension.

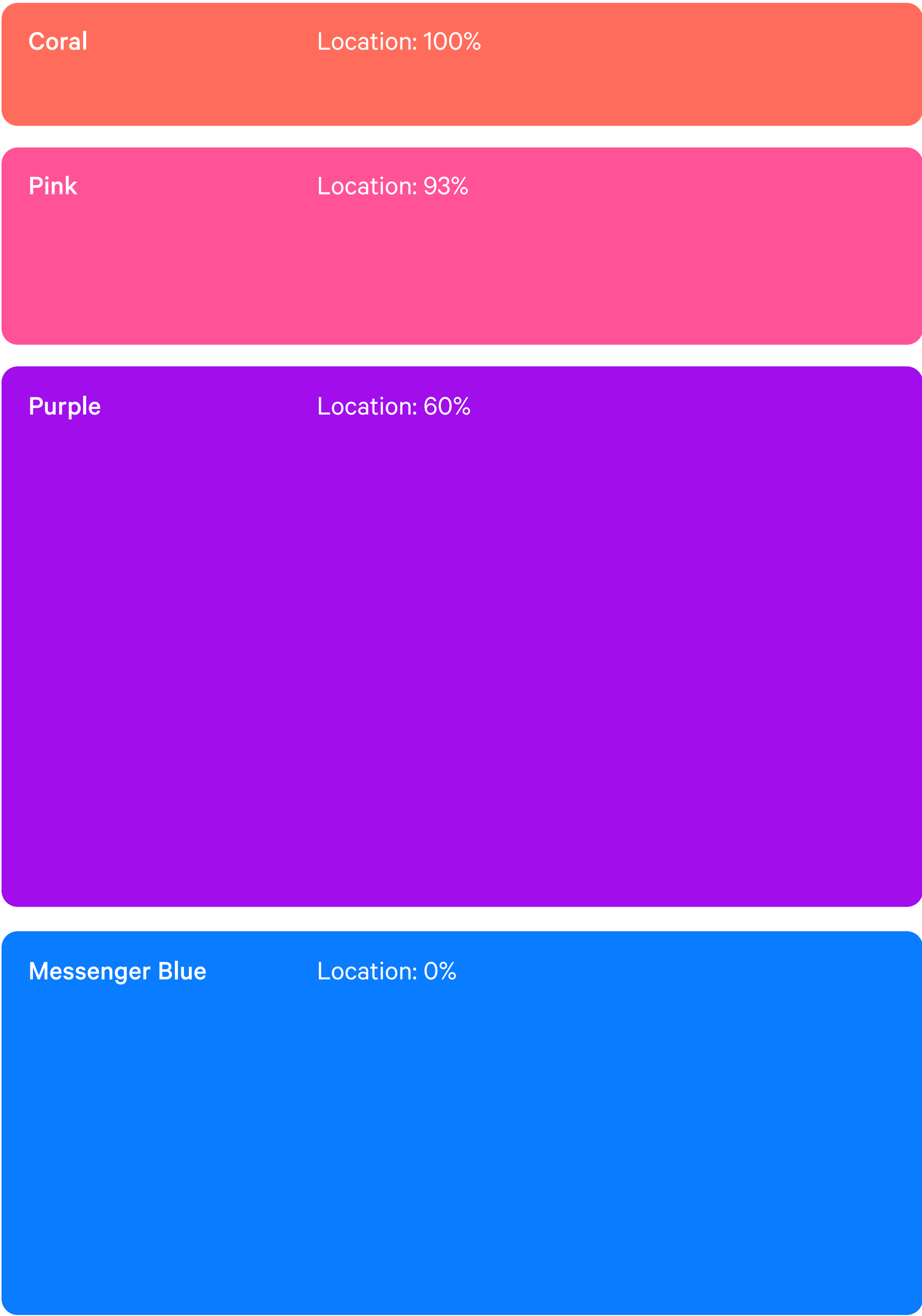


# Ultraviolet Gradient

Ultraviolet is Messenger’s core expression of color and is one of the main design elements in the brand toolkit. It’s primary use is in the Messenger logo but it can be used outside of that in branding and communication instances as well.

It should be used in more expressive moments, such as applying it to typography, call-to-action buttons and iconography.

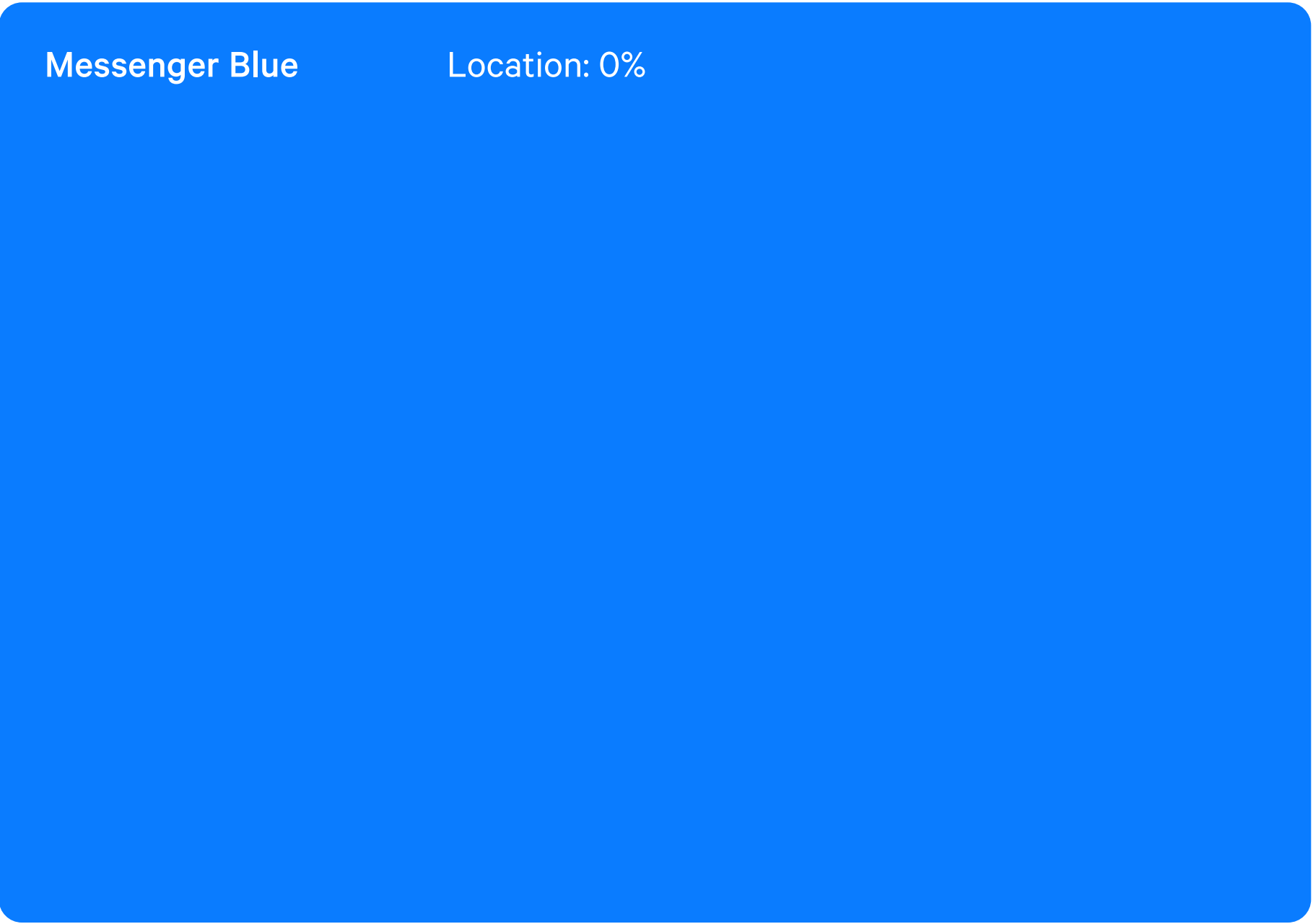
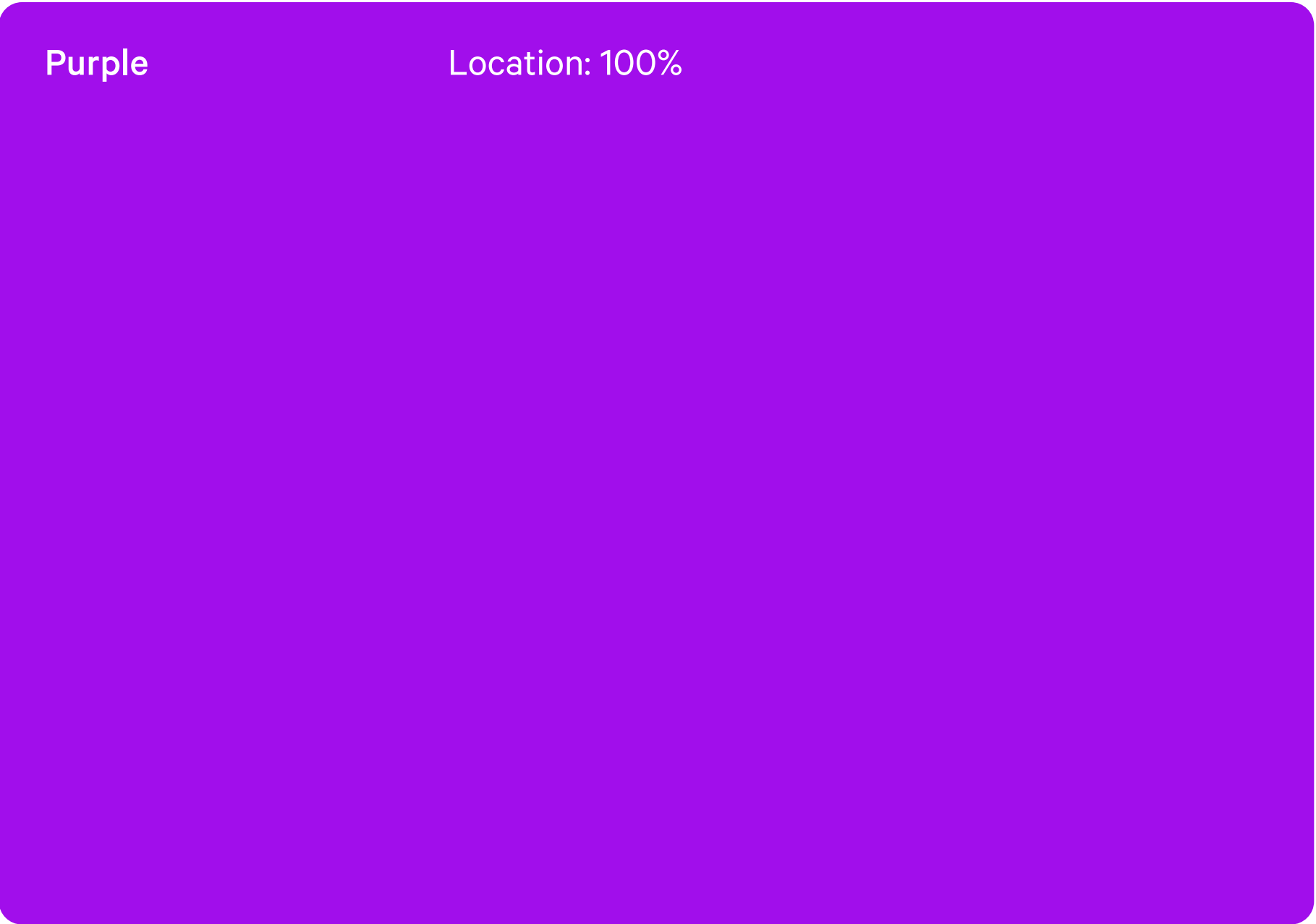
The locations of each color’s placement in the gradient is outlined in the far right column of this page and should be followed to ensure consistency within the Messenger brand.



# Secondary Gradient

Messenger’s secondary gradient expands on the blue and purple tones of the Ultraviolet gradient.

The secondary gradient can be used to support the primary ultraviolet gradient. It can be used as a background fill, or in typography and iconography.



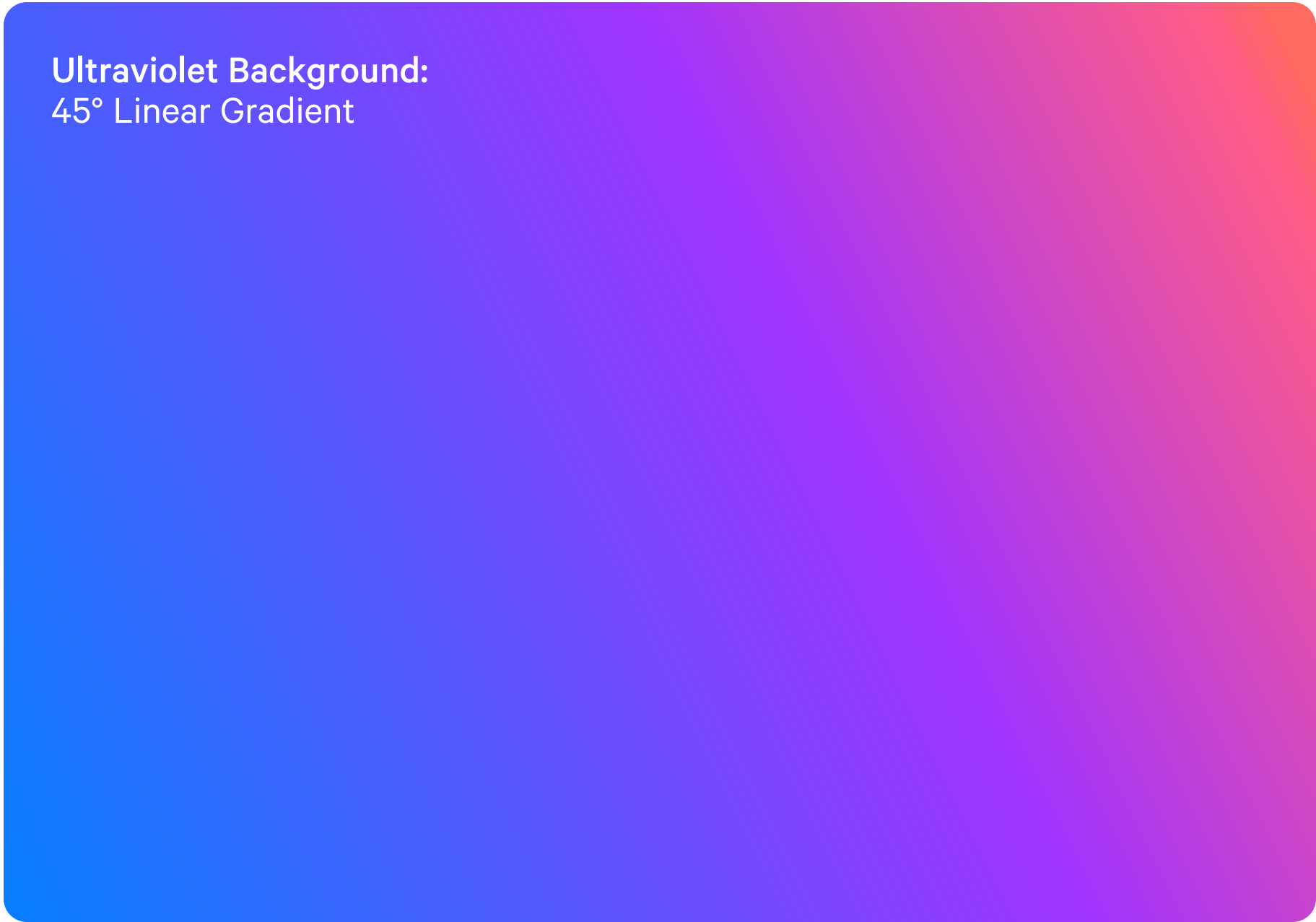
# Gradient Direction

When using gradients as backgrounds or in typography or iconography, they should always be set the same way.

The gradient should always be set in a linear line at a 45 degree angle. This allows it to match the direction and position of the ultraviolet gradient in the Messenger logo.

When setting gradient in typography, make sure that all colors are present. The length of the gradients might have to be manually adjusted to ensure that all colors in the ultraviolet gradient are present.

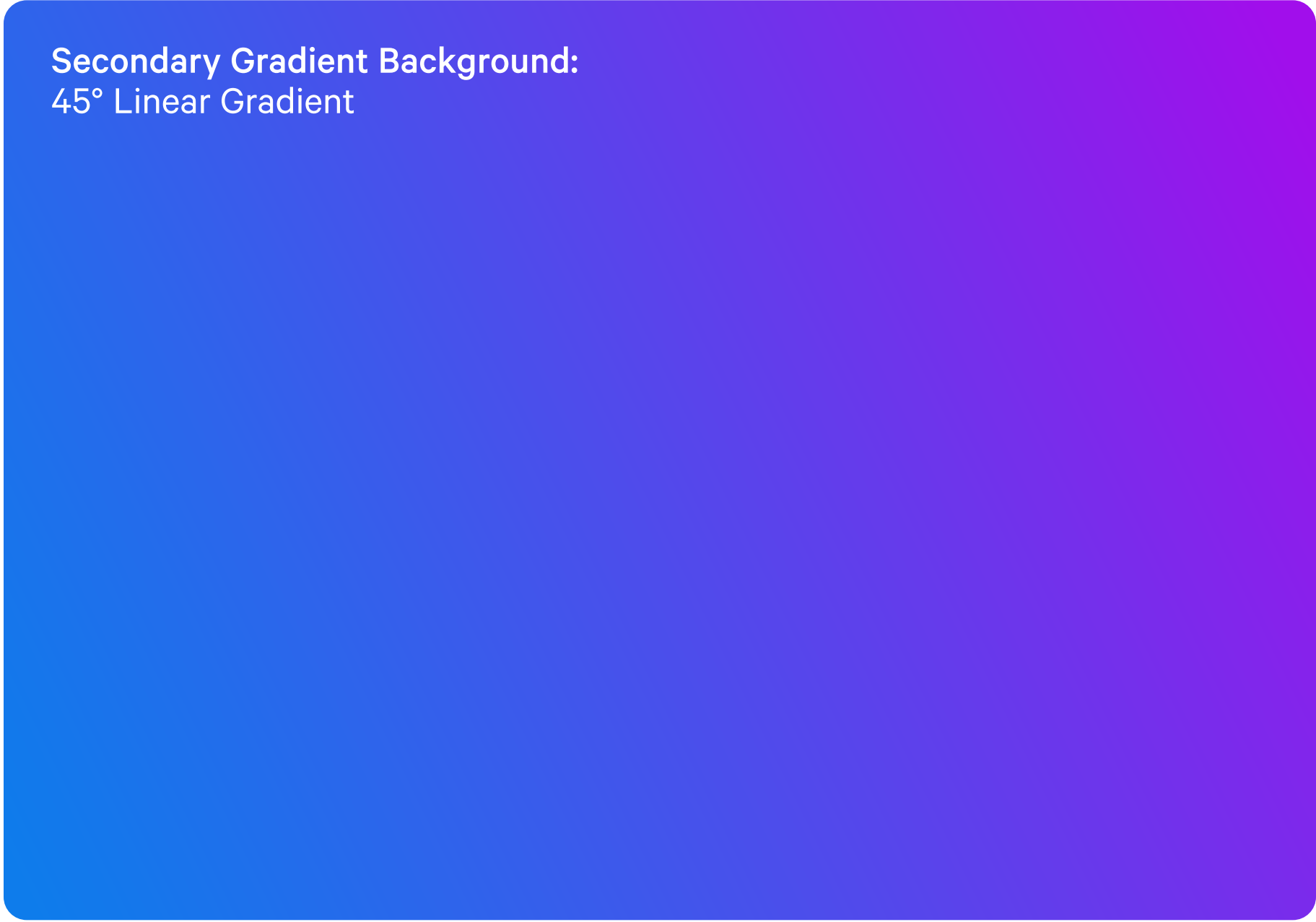
Ultraviolet Background:  
45° Linear Gradient



Ultraviolet Gradient in Text:  
45° Linear Gradient

You control  
your Messenger  
experience.

Secondary Gradient Background:  
45° Linear Gradient



Secondary Gradient in Text:  
45° Linear Gradient

You control  
your Messenger  
experience.

# Ultraviolet Gradient in Motion

The ultraviolet gradient can be used in motion to add even more dynamism and vibrancy to animated states in the Messenger brand.

The gradient on this page illustrates how in motion, the ultraviolet can start with blue and reveal the other colors as the gradients move.

In general, the ultraviolet gradient should always move at 45-degree angle.

## As Background

When the ultraviolet gradient is being used as a background element it should move up in 45-degree angle.

It should feel dynamic and move quickly. Avoid slow and long movements unless it is used in ambient compositions that are meant to be on a screen for a long time.

If there’s is a need to use the gradient in a very dynamic way it can quickly move through more than one gradient cycle.

## In Typography

When the ultraviolet gradient is being used to fill the typography, the direction of movement should be in 225 degree angle (opposite from 45 degree). For example, start with blue and reveal the other colors at the end.



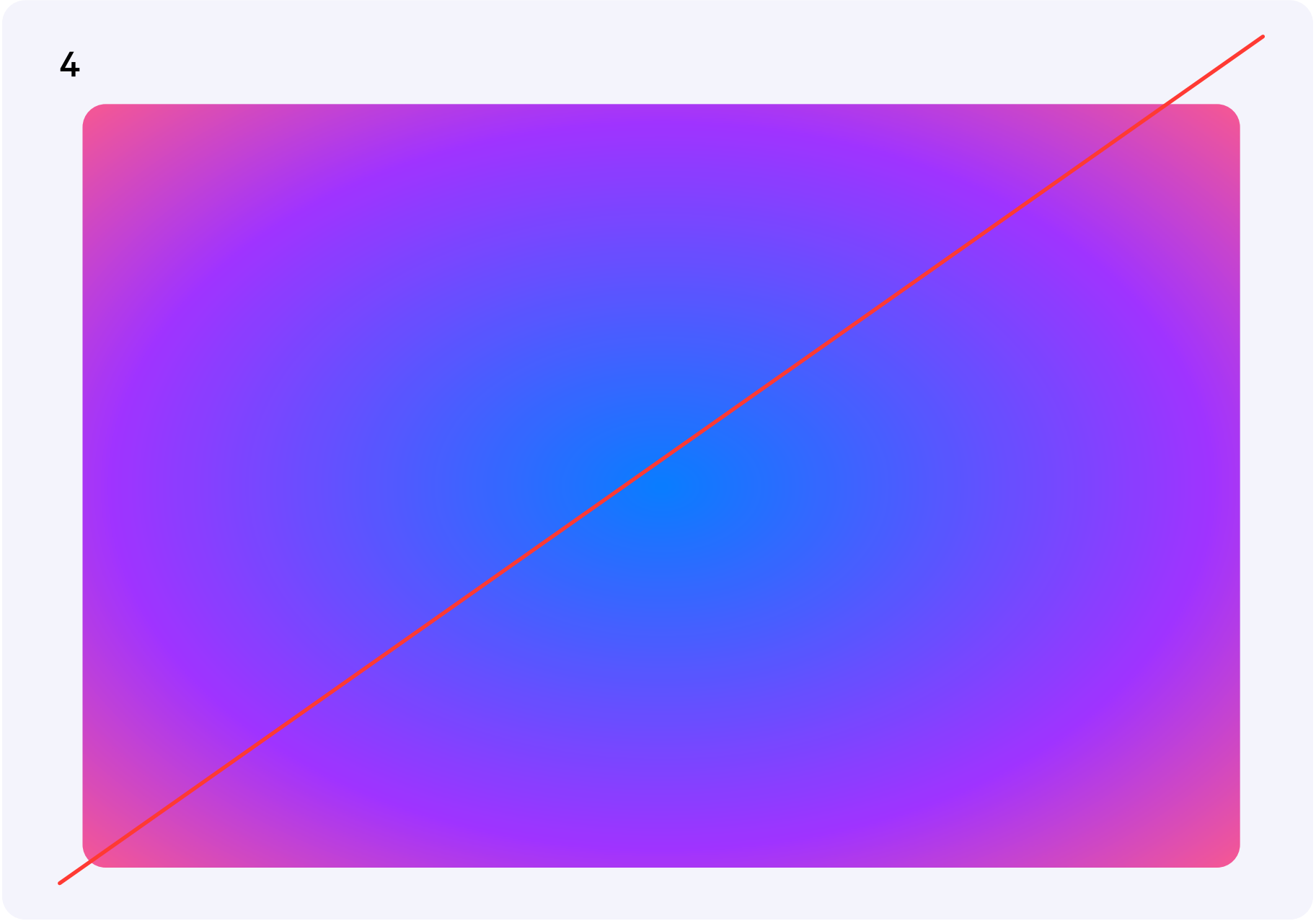
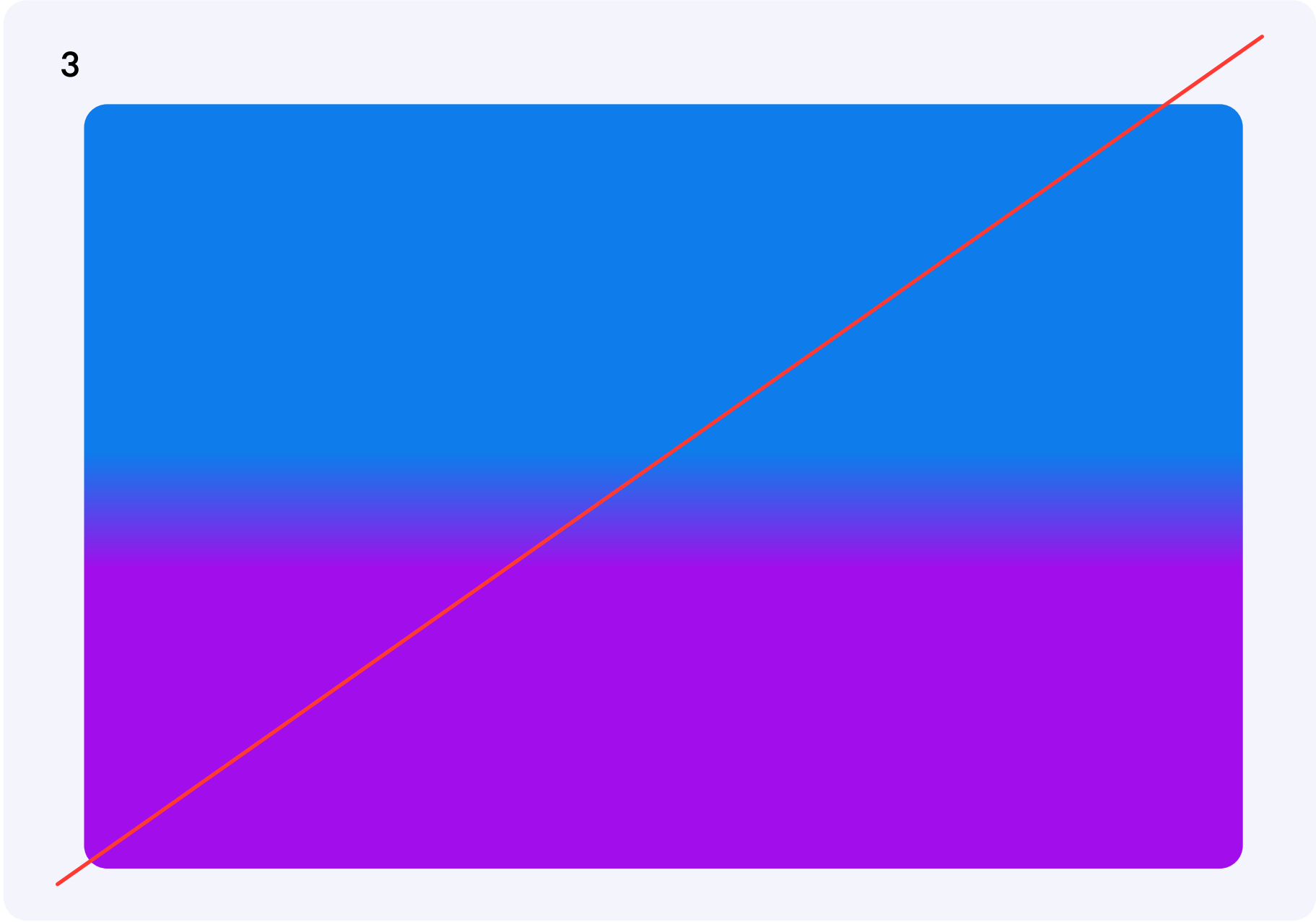
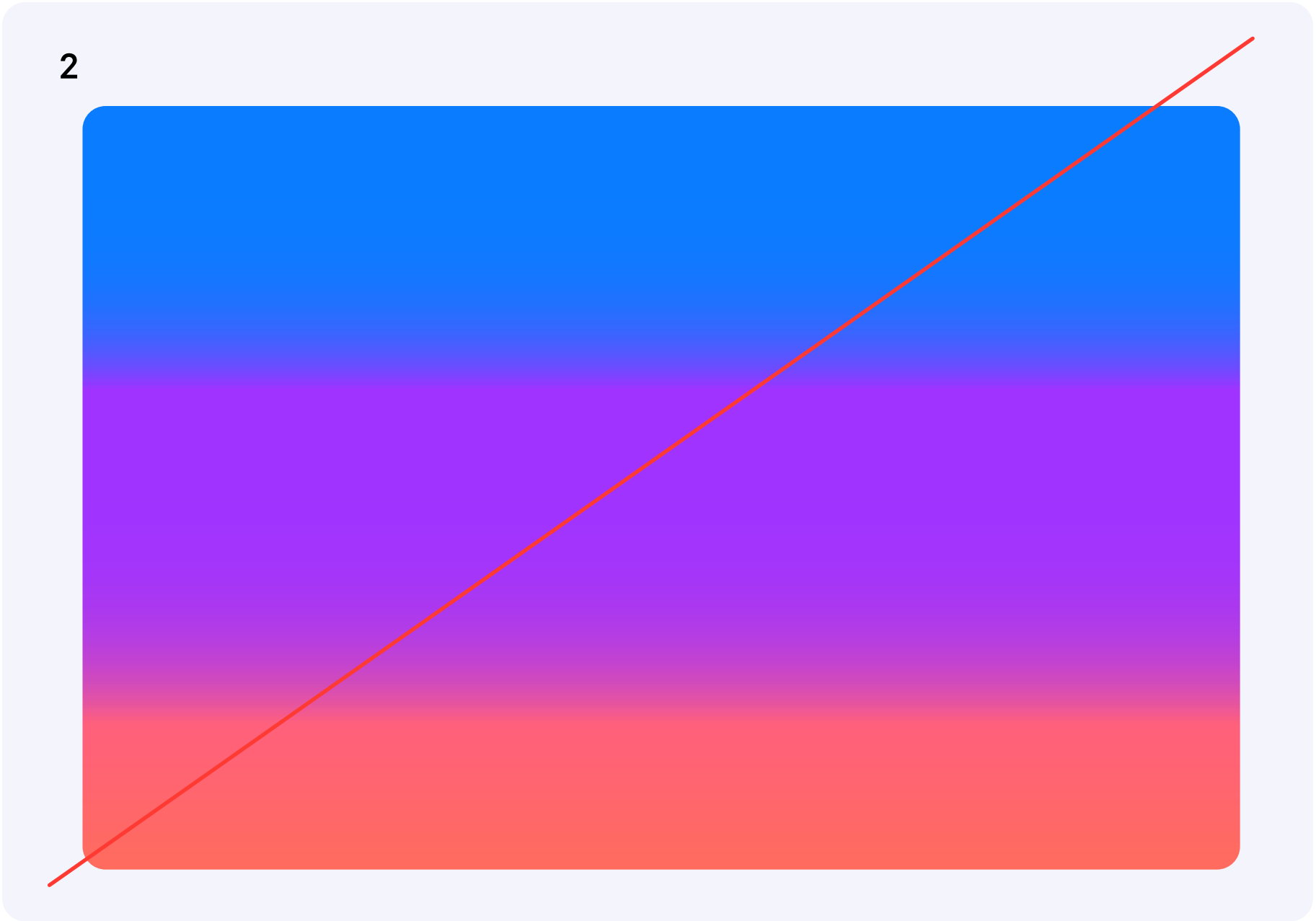
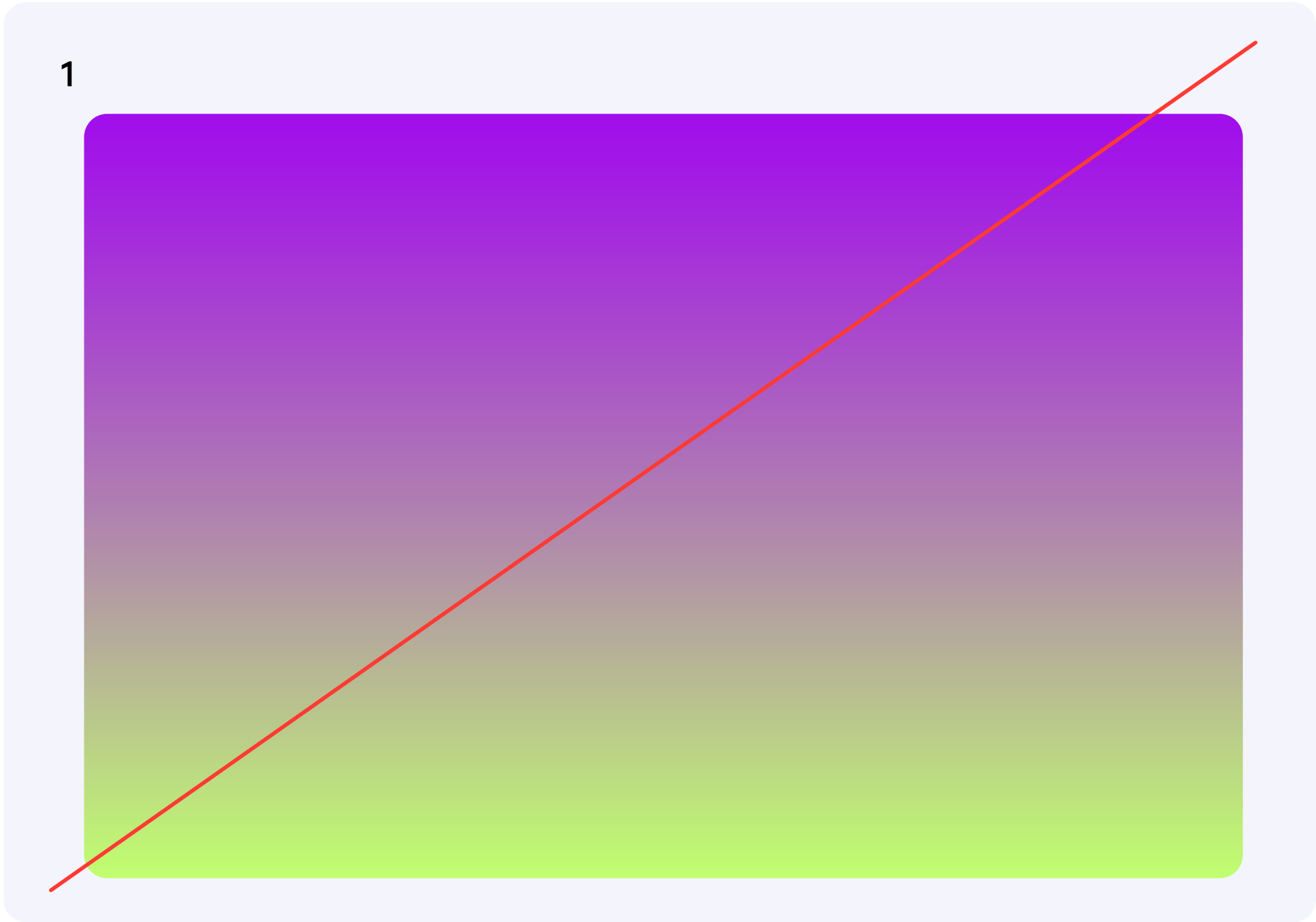


# Gradients

## Don'ts

These are examples of what not to do when creating or using gradients.

- 1. Don't create new gradients.
- 2. Don't create gradients with unpleasant banding.
- 3. Don't create a gradient with compressed or narrow proportions.
- 4. Don't create radial gradients.





# Typography

## Typography Overview

Calibre is the only typeface used in Messenger's brand identity. It is used for all headline text and body copy.

The weights used in Messenger's brand identity includes Regular and Medium.

Calibre is available to internal teams, please reach out to the Messenger design team if you need access. External partners will need to purchase this font. The font can be purchased from [Klim Type Foundry](#).

This is  
Calibre,  
Messenger's  
Font Family.

# Typography

## Character Sets

This page is a brief view of the character sets in Messenger’s brand typeface, Calibre.

Uppercase	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lowercase	abcdefghijklmnopqrstuvwxyz
Numbers	0123456789
Accented	ÁáÂâÄäÅåÇçÈèÉéÊêËëÓóÔôÖöÚúÛü
Punctuation	.,:;“”! ?&#*%(){}/=+--
Symbols	@\$£¥€¢©®™
Misc.	1⁄3 1⁄4 1⁄2 3⁄4 2⁄3 1⁄8 3⁄8 5⁄8 7⁄8

Typography  
Weights

Messenger’s brand utilizes two weights of Calibre: Calibre Regular and Calibre Medium.

Calibre Regular is used for body copy and call-to-actions while Calibre Medium is used in headlines, sub-headlines, and call-to-actions.

Calibre Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!?\*  
@&\$€%#()<>.:;“”’= /+ -

Calibre Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!?\*  
@&\$€%#()<>.:;“”’= /+ -

# Typography Hierarchy Headlines

When setting type for Messenger, there are a few values to keep in mind:

## Tracking

Tracking is the horizontal space between characters. The tracking is set at -10 for all headings and -5 for all body copy.

## Leading

Leading is the vertical space between lines. This should be smaller for the headlines and larger for the body copy.

This page shows a snapshot of these values for various scales of content from large headline to sub-headline.

All type should consistently be Sentence Case with punctuation.

### Large Headline

Weight: Medium

Type Size: 75 pt

Tracking: -10

Leading: 65 pt  
86% Type Size

Messenger Rooms

### Medium Headline

Weight: Medium

Type Size: 52 pt  
70% Large Headline

Tracking: -10

Leading: 50 pt  
95% Type Size

Messenger Rooms is a new way to hang out with your favorite people on video chat.

### Sub Headline

Weight: Medium

Type Size: 26 pt  
35% Large Headline  
50% Medium Headline

Tracking: -10

Leading: 27 pt  
104% Type Size

We have expert teams dedicated to detecting and preventing hackers from accessing your personal messages and information.



# Typography Hierarchy

## Body Copy

This page shows the values for medium and small body copy and CTA's.

All typesetting rules mentioned in the previous page should also be followed when typesetting body copy.

### Medium Body Copy

Weight:	Medium/Regular
Type Size:	18 pt 25% Large Headline 35% Medium Headline 70% Sub-Headline
Tracking:	-5
Leading:	21 pt 116% Type Size

### Protecting your Privacy

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

We want you to know what information we collect and how we use it. We don't use the content of your messages with other people for ad targeting. Ads are shown to you based on your activity across Facebook companies and products, your activity with other businesses, your activity on other websites and your location.

### Small Body Copy & CTA's

Weight:	Regular
Type Size:	13 pt 18% Large Headline 25% Medium Headline 50% Sub Headline 72% Medium Body Copy
Tracking:	-5 pt
Leading:	15 pt 116% Type Size

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

Continue as **Aleksey Leybin** or [switch account](#)



# Headline Typography

## Gradients

Whether on a light or dark background, large headlines can be set in the ultraviolet gradient. The direction of the gradient should be angled to match the ultraviolet in the Messenger logo, at a 45 degree angle.

Share the  
moments.

All your friends, all the time,  
only on Messenger.

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

Share the  
moments.

All your friends, all the time,  
only on Messenger.

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

# Headline Typography

## Color

Besides black and cool white, the neutral palette can be used in typography for applications that require more sophistication. The Twilight or Midnight dark gray colors can be used on a light background, while Daylight can be used on dark backgrounds.

The neutral palette color values can be found on [page 31](#).

Share the  
moments.

All your friends, all the time,  
only on Messenger.

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

Share the  
moments.

All your friends, all the time,  
only on Messenger.

When you want to remain completely private, you can choose to send end-to-end encrypted messages with Secret Conversations. That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become end-to-end encrypted by default.

# Headline Weights Example

These are examples of the current state of headline and body copy relationships.

## Hang out anytime, anywhere

More ways to connect. More ways to have fun. More ways to share moments with all your favorite people.

Continue as **Aleksey Leybin** or [switch account](#)

## Protecting your privacy

Who you talk to and what you share should be up to you. We’re dedicated to making sure Messenger is a safe, private, and secure place for you to connect with the people who matter. To do this, we’ve built tools that allow you to stay in control, secure your account, and stay safe on the platform.

## You control your Messenger experience.

Creating and sharing a room is as easy as sending a link. You can start one from Facebook or Messenger as well as WhatsApp, Instagram, and Portal devices.

### Opt into end-to-end encrypted conversations.

When you want to remain completely private, you can choose to send end-to-end encrypted messages with [Secret Conversations](#). That means that messages can only be read by you and the person you send them to, and no one else - not even us - can listen in. As part of our commitment to privacy, Messenger will become [end-to-end encrypted by default](#).

[Learn More](#)

# Headline Weights Don'ts

Avoid these things when setting headlines:

- 1. Do not use other weights of Calibre.
- 2. Do not combine Regular with Regular.
- 3. Do not combine Regular with Medium.
- 4. Do not use Medium Italic in subheads.

1.

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Learn More

# Typeface Don'ts

These are examples of what not to do when typesetting Calibre.

- 1. Do not mix weights in headline or subheads.
- 2. Do not apply drop shadows to type.
- 3. Do not fill type with photography.
- 4. Do not use the ultraviolet gradient for any type other than large headlines.
- 5. Do not set headlines in all caps.
- 6. Do not right-align text.
- 7. Do not set headlines in all lowercase.
- 8. Do not mix colors.
- 9. Do not use other typefaces, even if they're part of the Facebook brand, such as Optimistic.

1.

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experience.

2.

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3.

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4.

You control  
your Messenger  
experience.

5.

YOU CONTROL  
YOUR MESSENGER  
EXPERIENCE.

6.

You control  
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experience.

7.

you control  
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8.

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9.

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# Iconography



# Iconography Style

This page showcases Messenger’s iconography style. Iconography is primarily used in product, but can also be used in branding to highlight specific features.

When using icons outside of product, they should always be used in an expressive but not overwhelming way. They should never be used as large supergraphics or the main focal point of a design, but rather to support other content.

The full Messenger iconography set can be found [here](#).



For any questions regarding the Messenger brand guidelines, contact the Messenger design team.