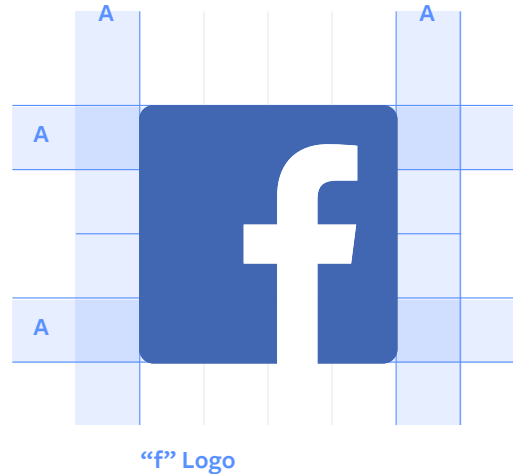


“f” Logo

The “f” Logo is one of our most globally recognized assets. It’s used to represent Facebook the product (website or mobile app).

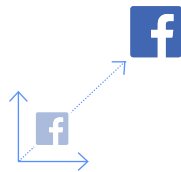
Using the “f” Logo

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. The “f” Logo can also refer to content from Facebook or your product’s integration with Facebook. Never use the Facebook wordmark.



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.



Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the “f” Logo. The proportions and shape of the “f” Logo should never be altered 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 “f” Logo 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 “f” Logo in a way that makes it the most distinctive or prominent feature of what you’re creating.



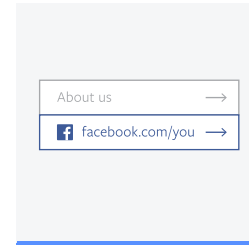
Color

Do not modify the logos in any way, such as changing the design or color. The correct color versions to use are the blue or reversed-out to white. If you are unable to use the correct color due to technical limitations, you may revert to black and white.

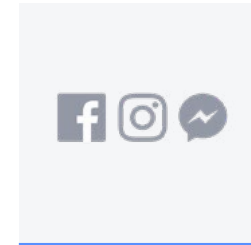
“f” Logo— Do’s and Don’ts

Do’s

- ✓ Do include a clear call-to-action that communicates your use of Facebook (e.g., “Like us on Facebook”).
- ✓ Do use the “f” Logo alone or alongside other social icons. It should be used at equal size to neighboring icons.
- ✓ Do link directly to your presence on Facebook, when using the “f” Logo online, such as your website, blog or email campaigns.
- ✓ Do use the “f” Logo to refer to your presence on Facebook, such as your Page, profile, group, or event.
- ✓ Do use the “f” Logo to integrate your product with Facebook, such as “For use with Facebook” content that originates from Facebook.



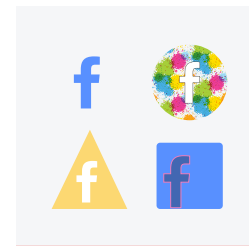
Do use the “f” Logo when referring to your presence on Facebook..



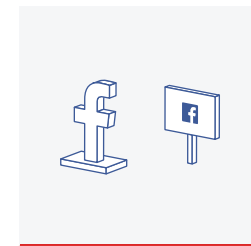
Do ensure the “f” Logo is equal in size to neighboring icons.

Don’ts

- ✗ Don’t modify the “f” Logo 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 animate or fabricate physical objects in the form of our “f” Logo.
- ✗ Don’t feature Facebook prominently in your marketing creative. Your brand should be the primary communication.
- ✗ Don’t use Facebook wordmark to represent your presence on Facebook. The wordmark is reserved for corporate use and represents Facebook, the company.



Don’t alter the logo colors or scale.

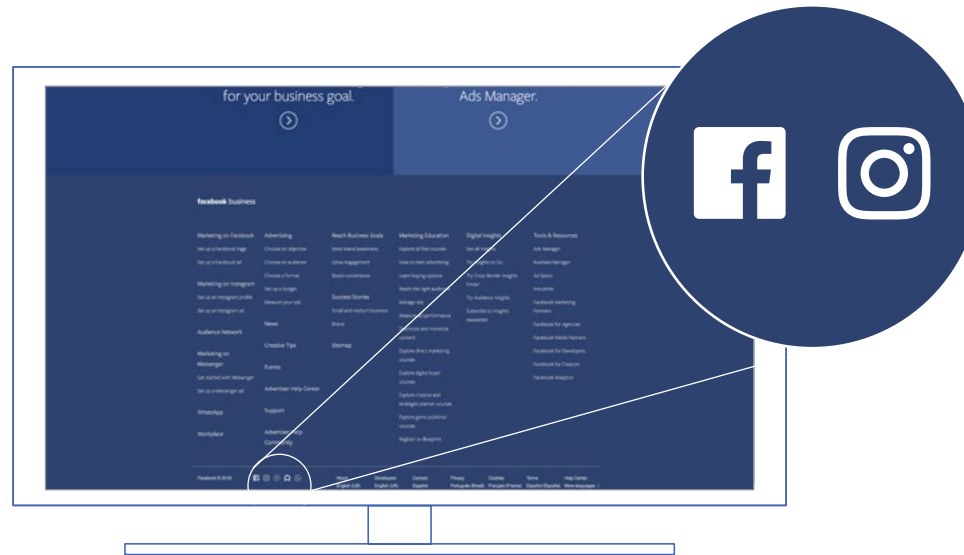


Don’t fabricate physical objects into the form of the “f” Logo.

Representing Your Social Channels

When representing your presence on Facebook, we ask that you use the “f” Logo. This logo is one of our most identifiable marks globally and is formatted to display at many sizes.

In particular, we require that the “f” Logo is not deconstructed and the approved mark is represented in Facebook blue or white. The approved “f” Logo files are provided as a download on the Brand Resource Center.



The “f” Logo in Practice

The “f” Logo may be used alone or alongside other social icons to represent your presence on Facebook.

Grouping Icons

The “f” Logo may be used alone or alongside other social icons. It should be used at equal size to neighboring icons. Be sure to maintain its shape and proportions and provide adequate clear space between logos.

Find “f” Logo guidelines and the download [here](#).



Maintaining Shape and Proportions

When displaying the “f” Logo in your app array it should be equal in size to neighboring logos. Be sure to maintain its rounded square shape and proportions while providing adequate clear-space between other logos.



Style

Do not create any variations of the “f” Logo, only use what’s available through the Brand Resource Center.



Color

Use the “f” Logo in the colors provided in the asset download: blue, grey, white or black.