Paul Davis

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Chapter 10

Extend Your Knowledge

**Researching Social Media Brand Information**

1. Select three social media options and research the brand assets for each. Use the name of the social media and “brand” or “brand assets” or “brand resources” in your search.

2. Summarize the brand asset guidelines for each social media option.

3. Include one approved social media icon/logo provided by the social media website.

4. Include a link for each resource.

**1. For this assignment, I have selected Facebook, Instagram, and Google+**

**2. Brand Asset Guidelines.**

1. **Facebook**Facebook has very clear guidelines related to the use of their brand assets. For example, you must use ample space around their logo so that it appears clean and simple. You must also follow their terms and policies. You may not use its brand to imply a sponsorship or endorsement. You may not imitate any of its brand assets. A complete

Facebook provides several versions of its brand assets for use. You can download a zip file from their website, which includes several file formats, including png, eps, ai, and psd. An example of a png file is shown below.



These assets are available for download at:

https://www.facebookbrand.com/

1. Instagram  
   Instagram provides a pdf guideline file with information regarding screenshots, camera logo, how to embed Instagram content, how to market with Instagram, and a list of common questions.  
   They include very specific guidelines for the use of their camera logo. For example, if you wish to use the logo in broadcast or film, you must first obtain permission. When including the logo on a website, there must be clear space between it and other social media icons. An example of the multi-color camera logo is shown below. Before you can download their logo, you must specify its use and agree to Instagram’s guidelines. You can download their logo at:  
   https://www.instagram-brand.com/  
   
2. **Google+**Google+ has several logos and buttons available for download on their site. Each brand asset contains specific guidelines for it use. For example, the Wordmark asset, show below, has specific guidelines on its use. For example, you may not change its colors, place it on a gray background or a busy background.  
     
   For more Google+ brand assets, visit:

http://gplus-brand.appspot.com/  
Select a brand asset to read its guidelines and download its files. Google+ provides several types of file formats, include formats for CMYK and RGB.