

Messenger Brand Guidelines



September 2018

Introduction

Be together whenever with text, video chat and more on Messenger.

More than 1.3 billion people use Messenger each month to catch up with friends, plan things, play games and connect with their favorite businesses whenever, wherever.

These guidelines outline the general rules when using Messenger's brand assets and showcasing Messenger content.

Our brand is important to us. Please take care of it by following these guidelines and using the approved brand assets here:
www.facebookbrand.com/assets/messenger

You May Require Brand Permission

**Submit a request for permission when you
use the Messenger brand in:**

- Marketing or advertising that appears on TV or online
- Mentions in books, plays, TV shows and film scripts
- Print packaging

Advertising appearing on Messenger will be reviewed by our Ad Policy team and does not require permission here. For more details, visit [Messenger's advertising policies](#) and [Facebook's advertising policies](#).

All other forms of marketing do not require permission but must abide by the guidelines found on the [Brand Resource Center](#).

Here's what to include with your request:

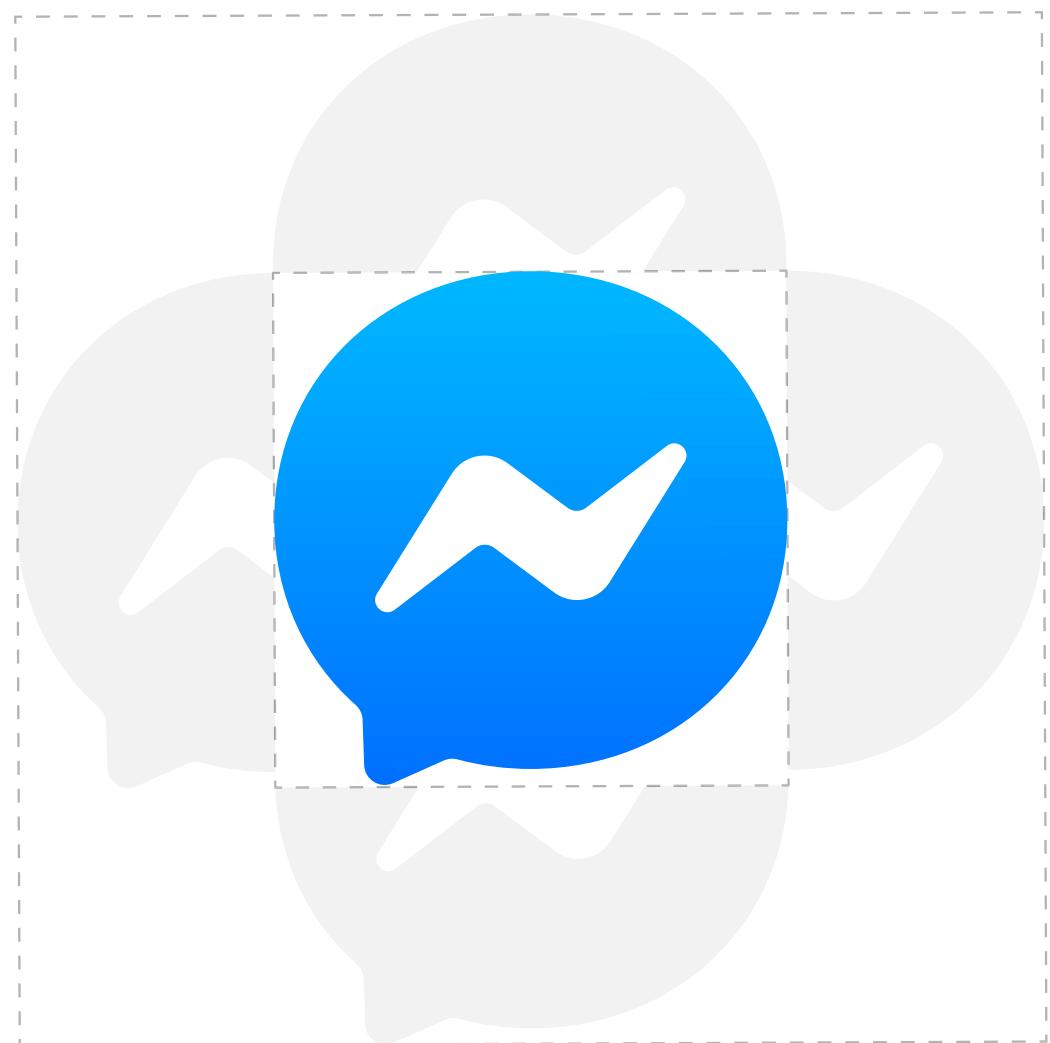
- The final version showing how the Messenger Logo will be featured
- A detailed description of the commercial, film or program
- A script of the segment that references Messenger
- Translations for any non-English requests

[View the Messenger Brand Guidelines](#) on the Brand Resource Center and submit a permissions request [here](#). Please note that we can only process requests made in English.

Messenger Logo

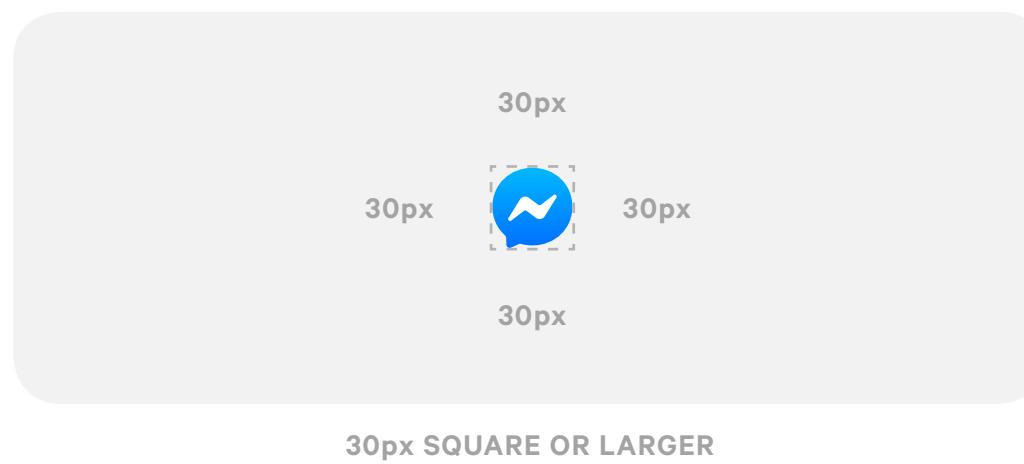
Clear Space

Clear space 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 just make sure it has a clear space of at least half the width or the height.



Minimum Size

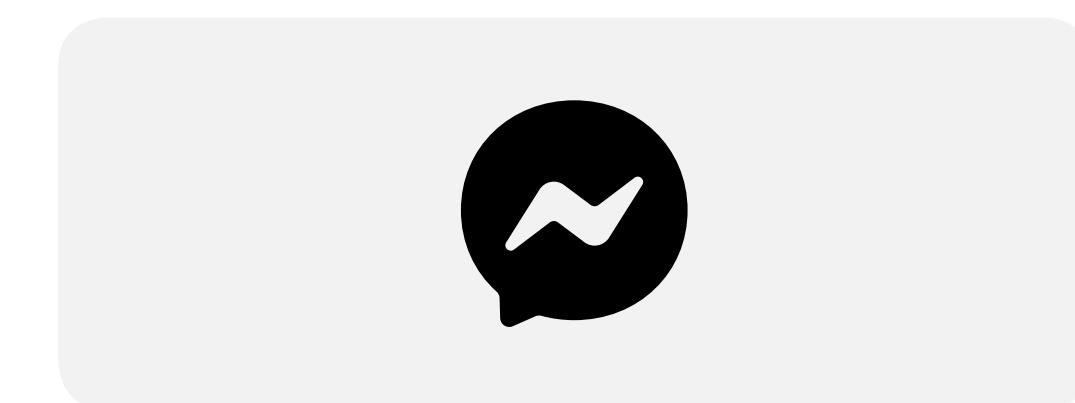
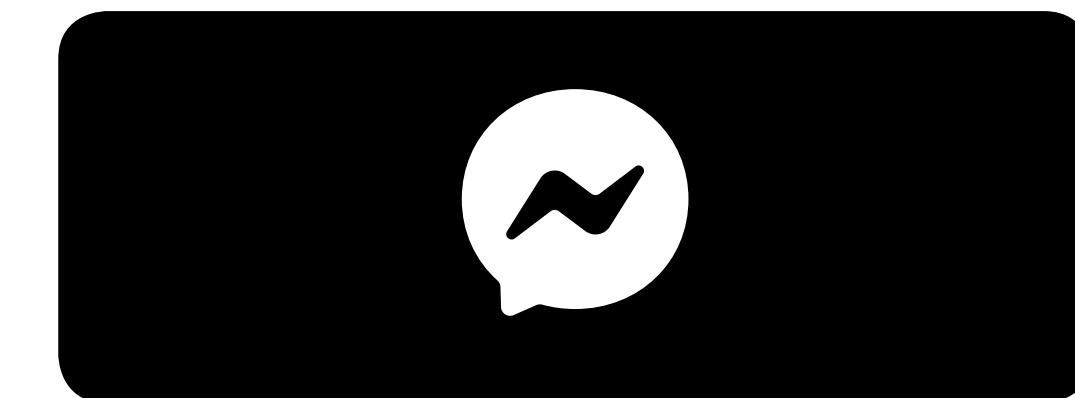
In order for the Messenger Logo to be recognizable, it's important that the logo is never smaller than 30px x 30px or 0.25in x 0.25in. It should never feel like the most distinctive or prominent feature of what you're creating.



30px SQUARE OR LARGER

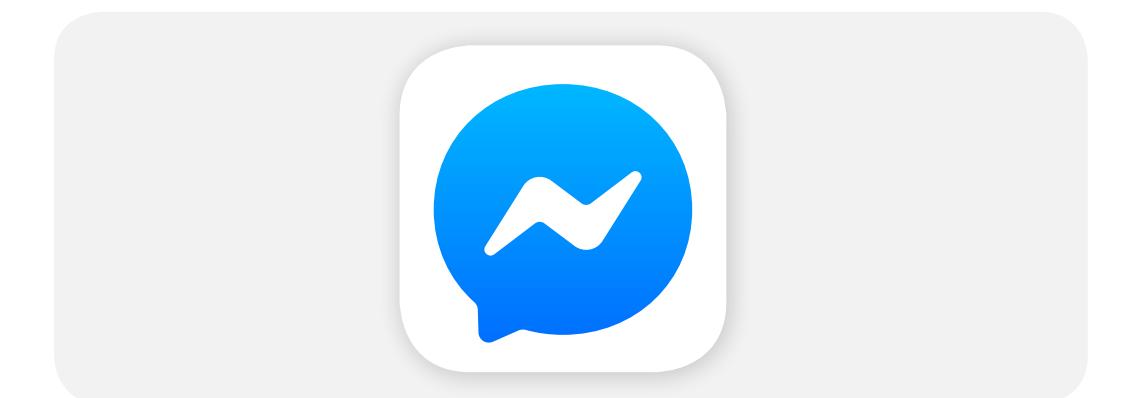
Color

The gradient blue logo is the preferred logo, but when the background is 35% black or more, use the white logo so that it shows up clearly. The bolt is white when using the blue logo, but when you use the white or black logo, the bolt is transparent. The blue logo should not be placed on imagery or patterns, and in these cases, the white or black logo is used with a transparent bolt.



App Icon

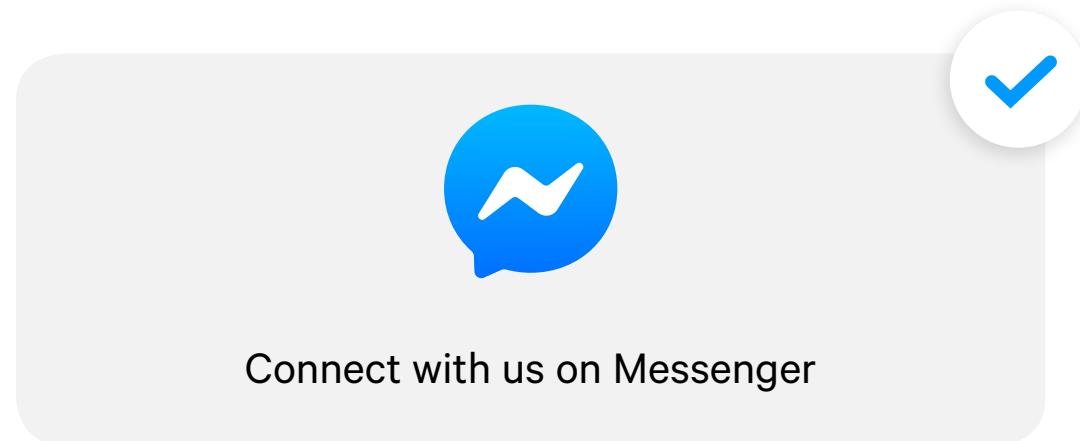
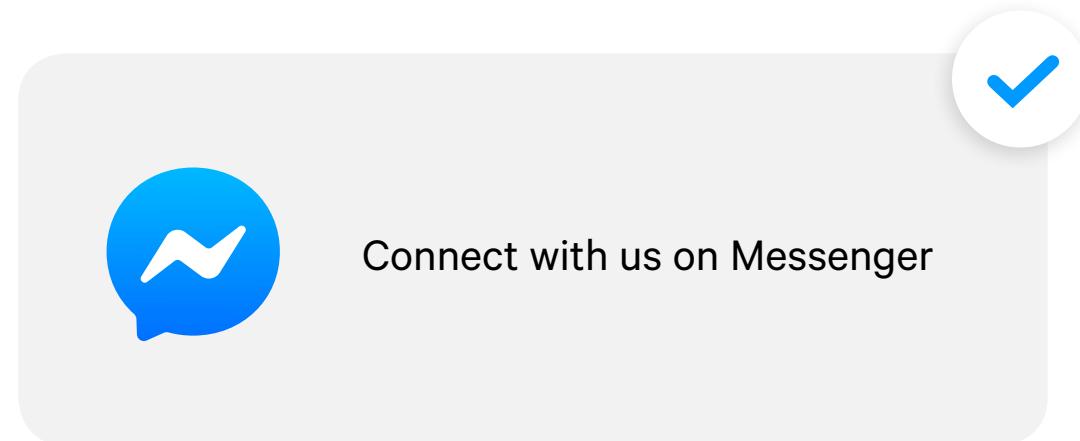
Use the logo to promote your presence on Messenger. The App Icon is only used if you are showing it on a device with other apps or if you are encouraging people to download the Messenger app. If you're representing Messenger in any other way, you should use the logo.



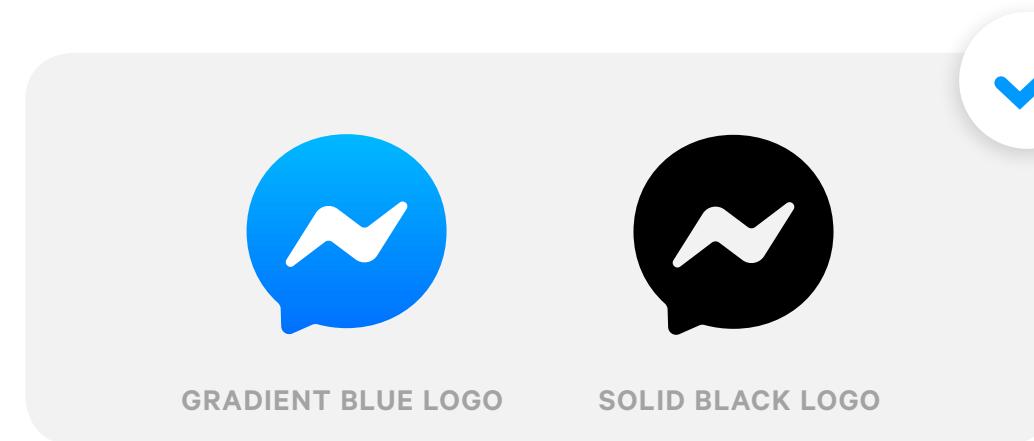
Dos vs. Don'ts

Dos

Do use the Messenger Logo and a clear call to action (e.g., Connect with us on Messenger) to refer to your presence on, or your company's integration with, Messenger.

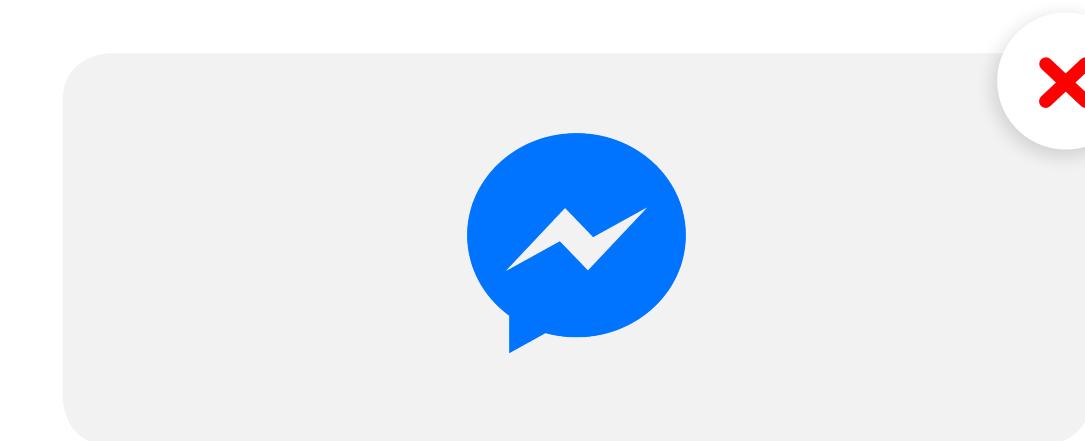


Do use the default blue gradient and white bolt Messenger Logo. If you are unable to use the correct color due to technical limitations, you may revert to black with the transparent bolt.

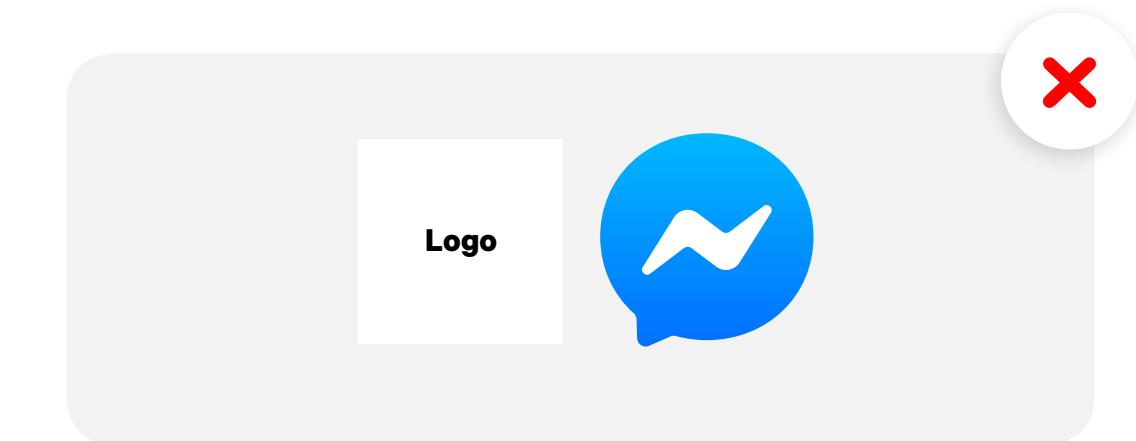


Don'ts

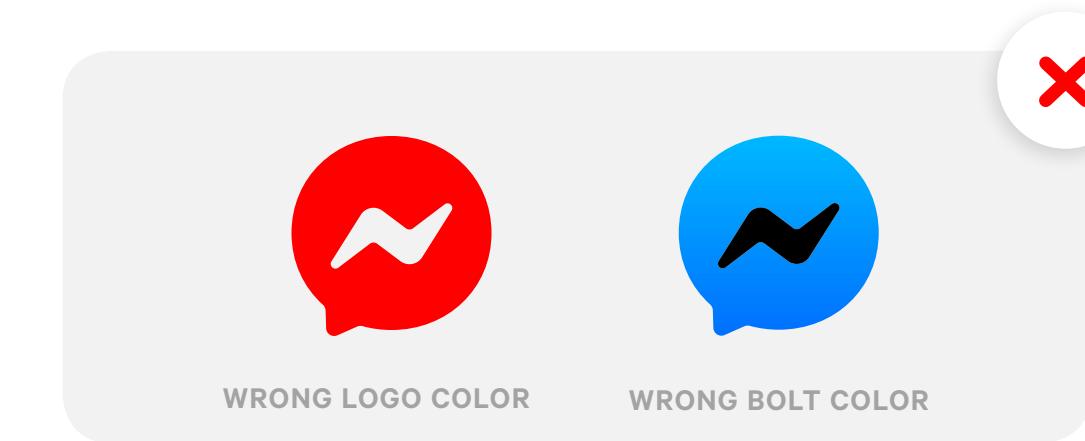
Don't use the original logo. The original logo has pointed edges, while the new logo is rounded.



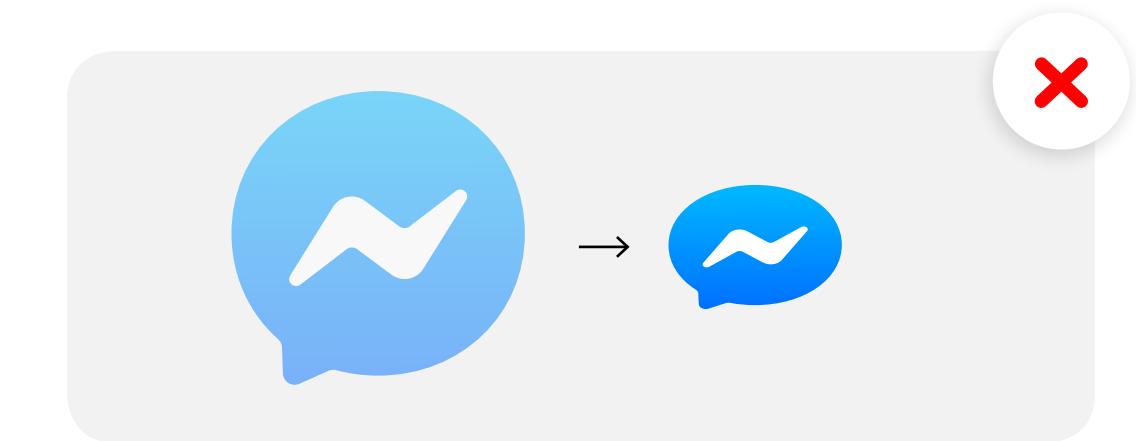
Don't show your logo next to the Messenger Logo to imply a partnership, sponsorship or endorsement, **unless you have a formal partnership agreement with Facebook**. Also, don't make it more prominent than your logo.



Don't modify the Messenger 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.



Don't alter, rotate, embellish or attempt to recreate the Messenger Logo. To resize, make sure to hold the shift key in most software programs to maintain the proportions while scaling up or down.



Promoting Your Presence on Messenger

How do you market your presence on Messenger?

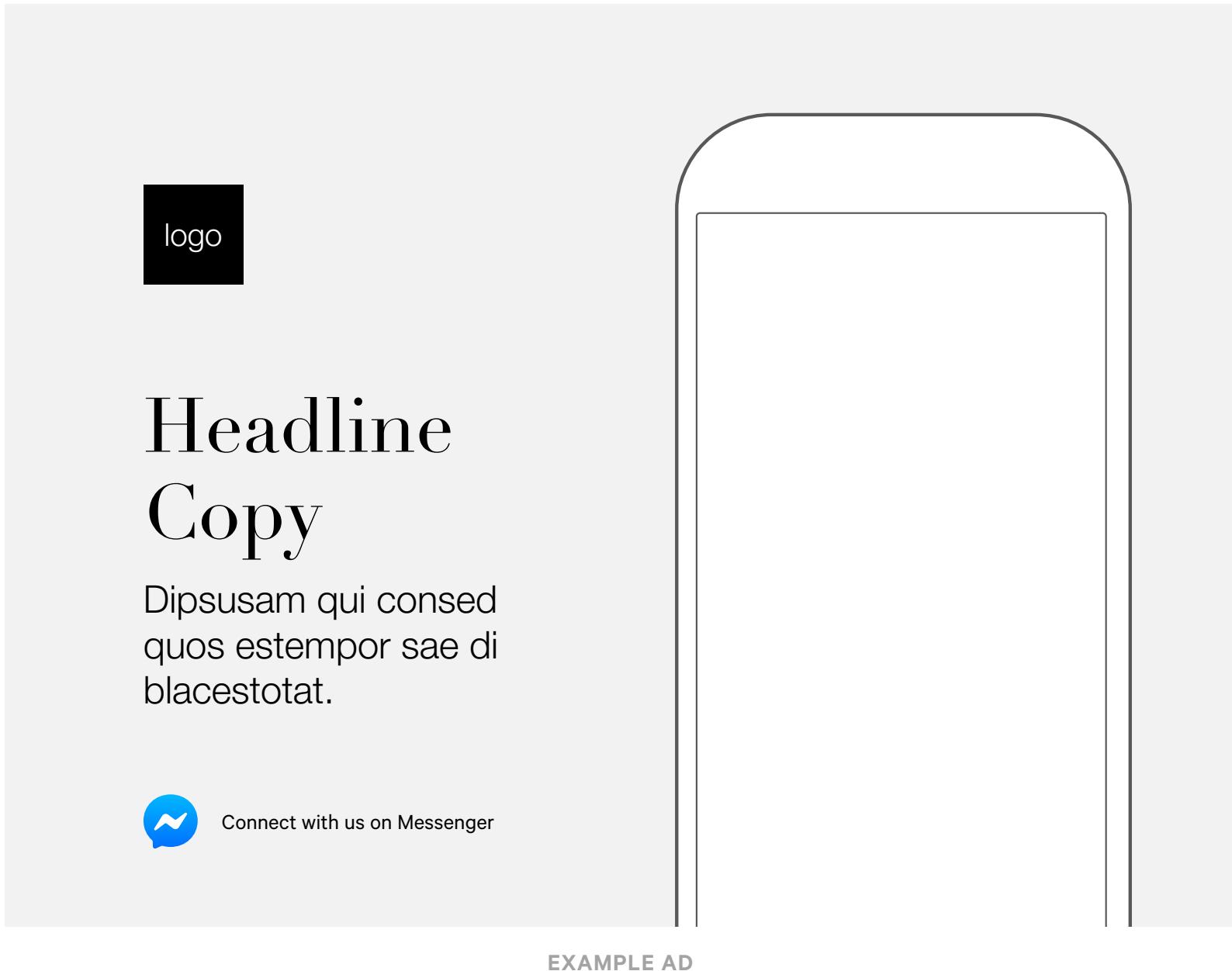
The primary communication when using Messenger brand assets is to promote your presence on Messenger. Please follow these guidelines to use the Messenger brand consistently.

Placement

The Messenger Logo should never be beside or above your brand's logo, because it may suggest an official partnership or that the marketing material is owned by Messenger. The Messenger Logo should always be placed below your brand's logo as the secondary logo.

Minimum Size

The Messenger Logo should always be smaller than the non-partner logo, but cannot be smaller than 30px x 30px or 0.25in x 0.25in.



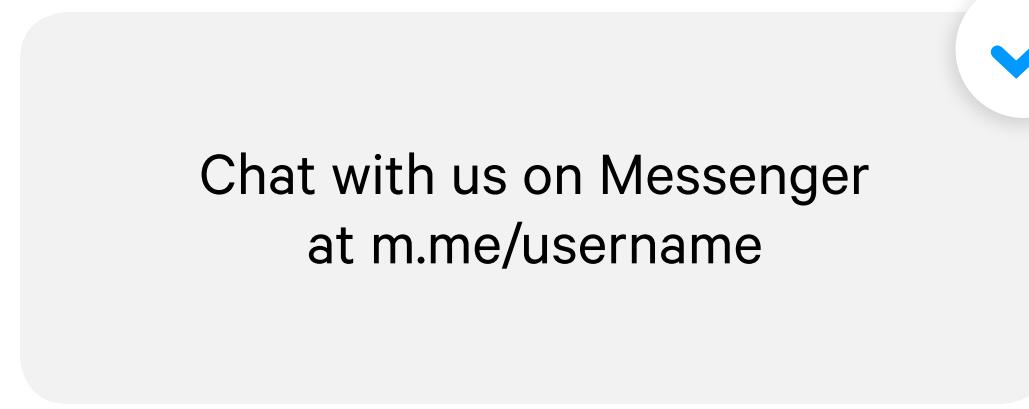
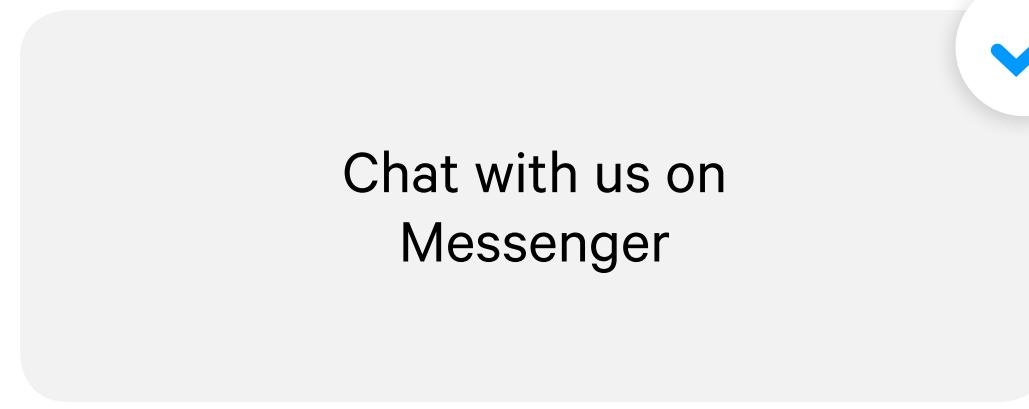
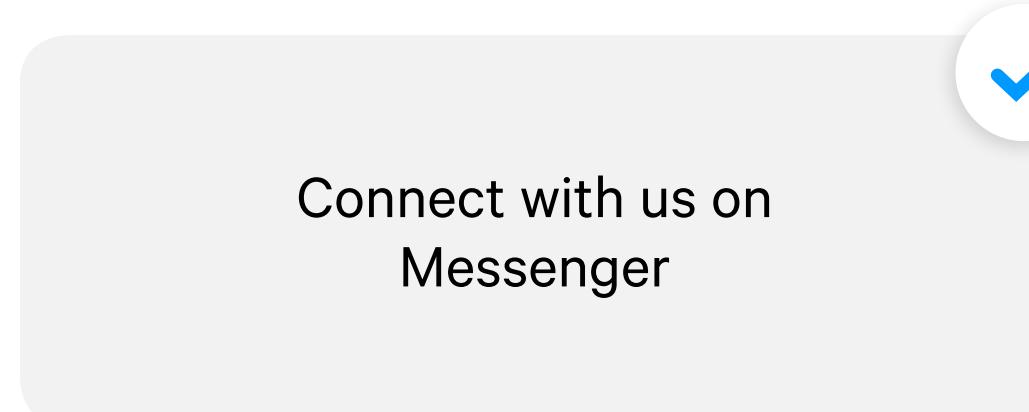
Call to Action

When should you use a call to action?

When you are using Messenger in non-partnership situations, it must always be accompanied by a CTA, such as “Connect with us on Messenger.” This reinforces non-partnerships for the audience.

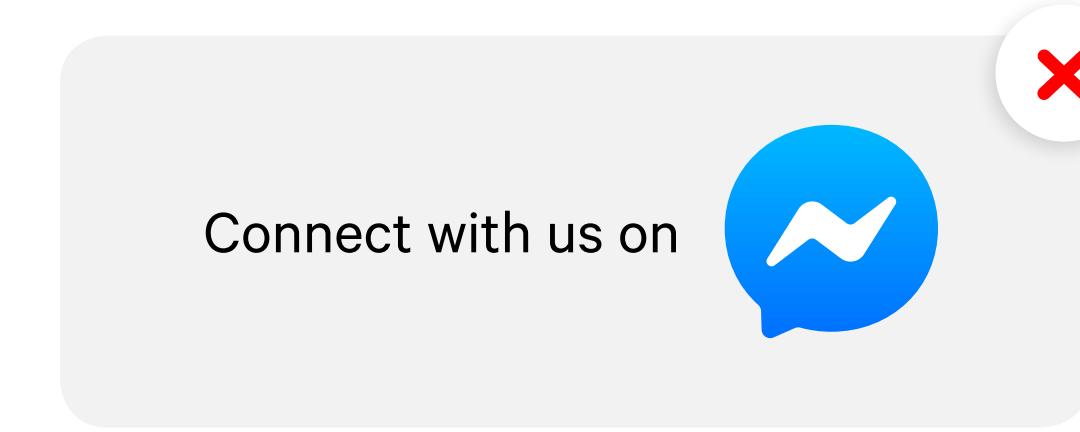
Do

Do use one of these approved CTAs with the Messenger Logo.

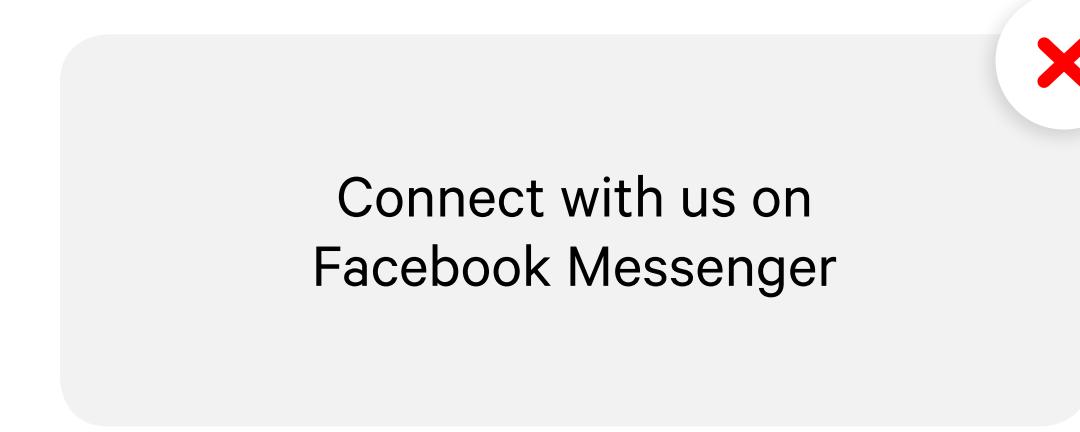


Don't

Don't use the Messenger Logo in place of the word “Messenger.”



Don't use “Facebook” or “FB” in reference to Messenger, e.g., don’t use “Facebook Messenger” or “Messenger Bot on FB.”



Don't use other CTAs other than the approved ones to the left.

Partnerships

Are you an official partner?

You're an official partner if you signed a contract with Facebook, and have a contact you are working with on the Messenger team.

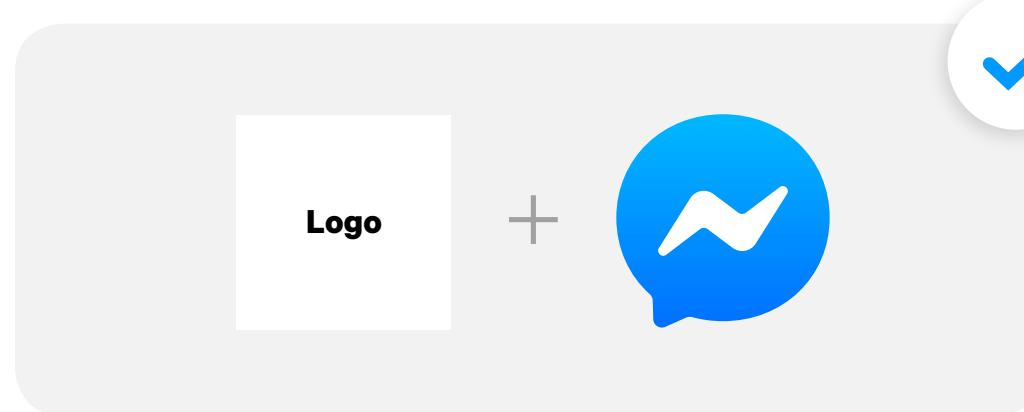
Placement

The logos should always go side by side, and they should always include a “+” or the “|”. They should never be stacked or far apart from each other.

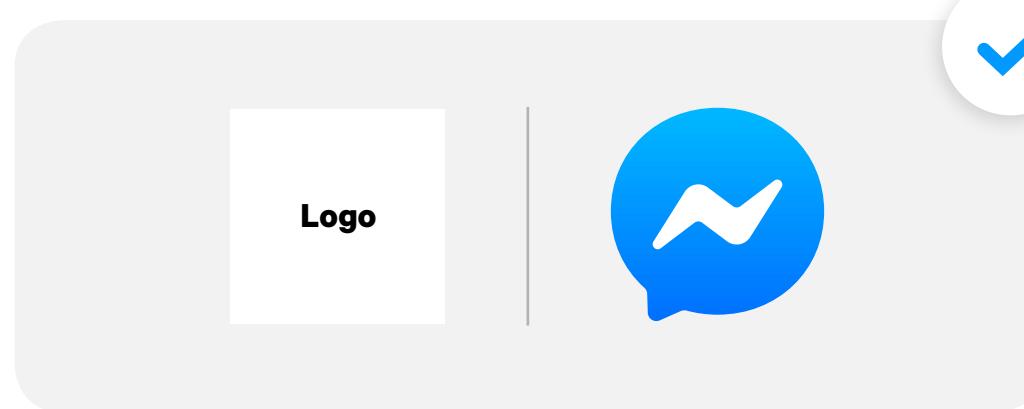
Size

If you are a partner, your logo should be the same size. The Messenger Logo should never be smaller or feel subordinate to other logos or partner logos.

Do

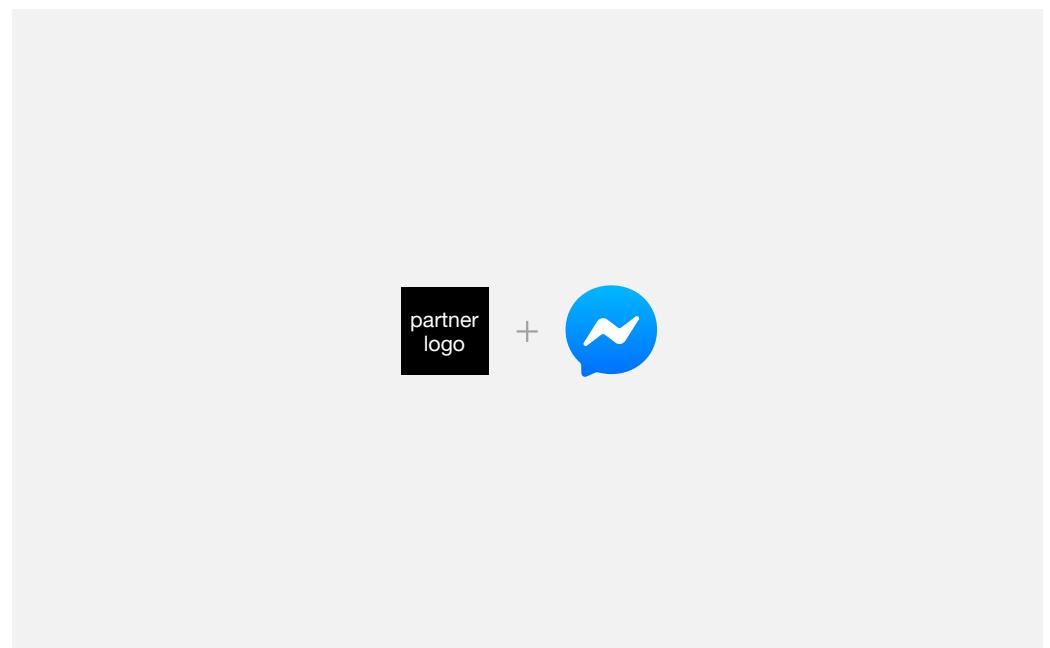


Do

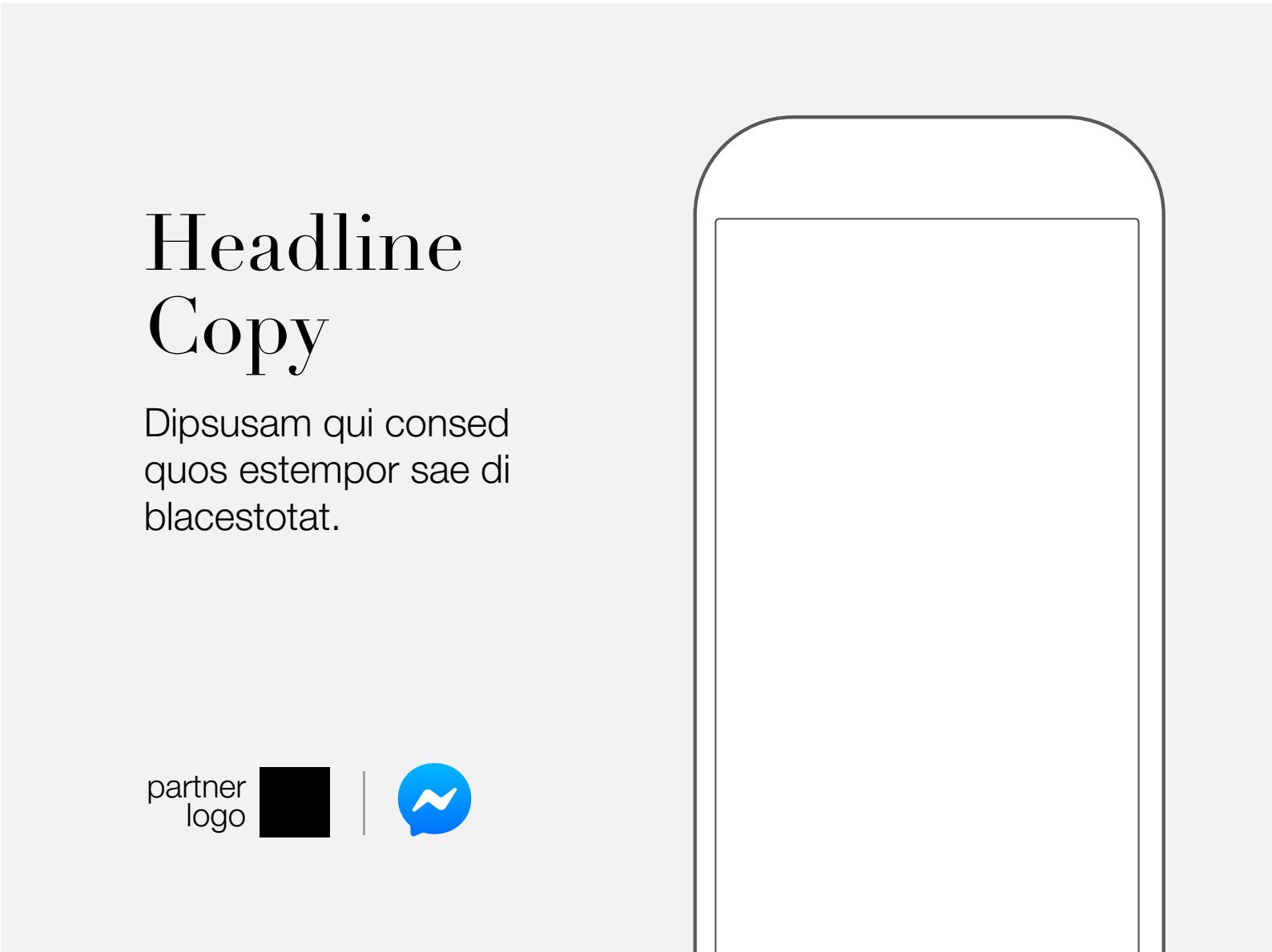


Partnership Examples

It is important to communicate your partnership with Messenger. Here are examples of how to show your brand in relation to the Messenger brand:



EXAMPLE END CARD



EXAMPLE AD



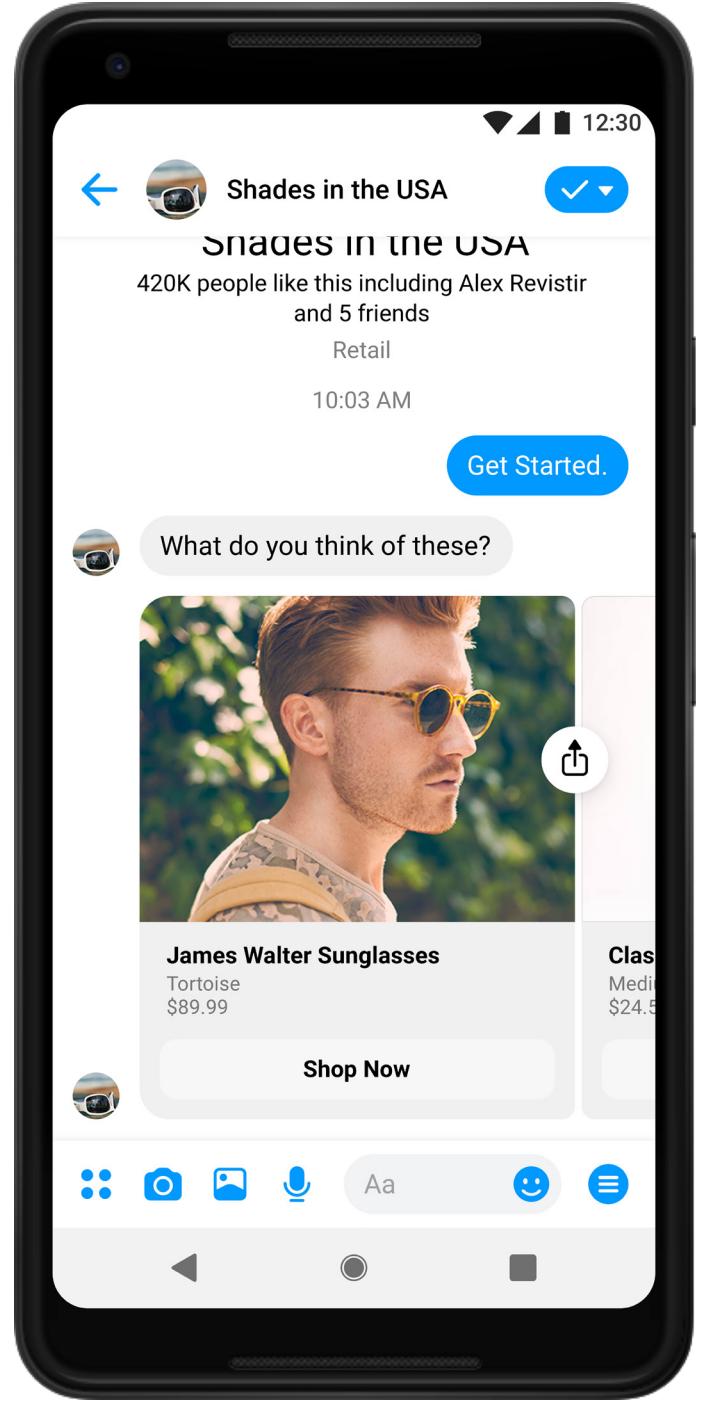
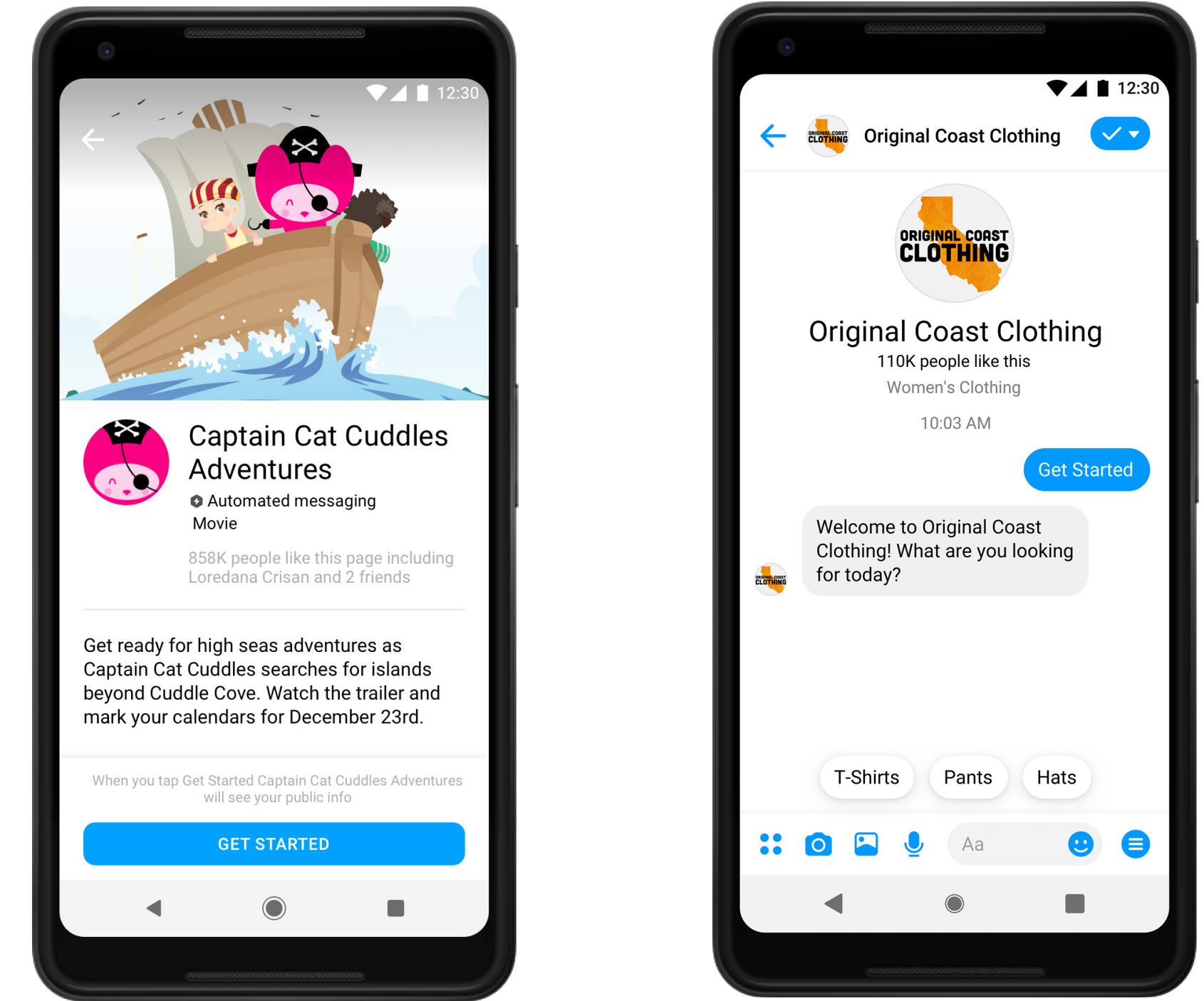
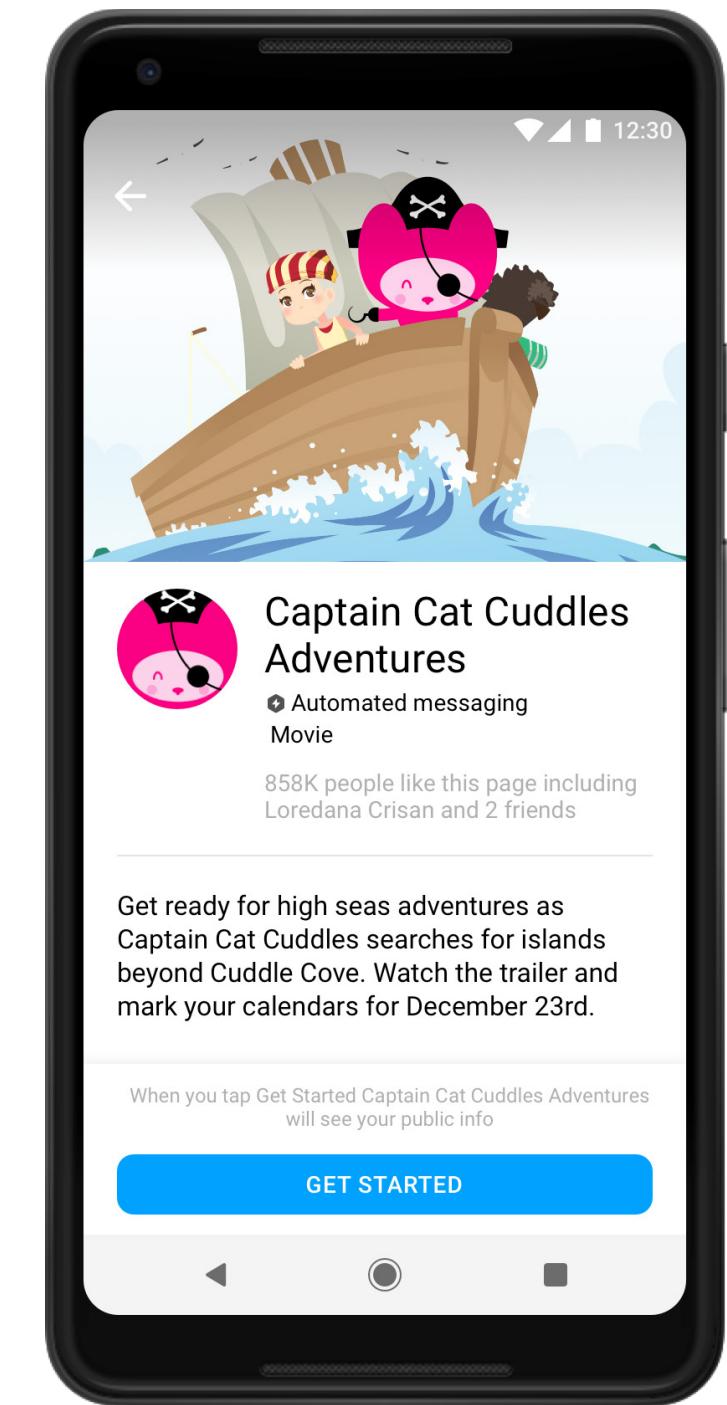
EXAMPLE AD

User Interface (UI)

How do I use Messenger UI?

We provide customizable Messenger UI screenshots that can be used to showcase your business on Messenger. These templates are available for download on the [Brand Resource Center](#).

Please do not modify the UI in any way, such as by changing the design, scale, layout, colors or functions. If you're creating your own screen or using screenshots, please accurately depict how the Messenger UI looks and functions in the current product.



Welcome Screen templates display your brand or company name. The Welcome Screen template is the preferred screen to promote your presence on Messenger.

Conversation templates show conversations with businesses and bots in Messenger. Please make sure that your conversation mirrors your actual bot with quick replies, menus, transactions, etc.

Carousel features allows you to send a list of items or options in a compact way. You can include call-to-action buttons that open a web page or trigger a callback.

Promote Business Experiences

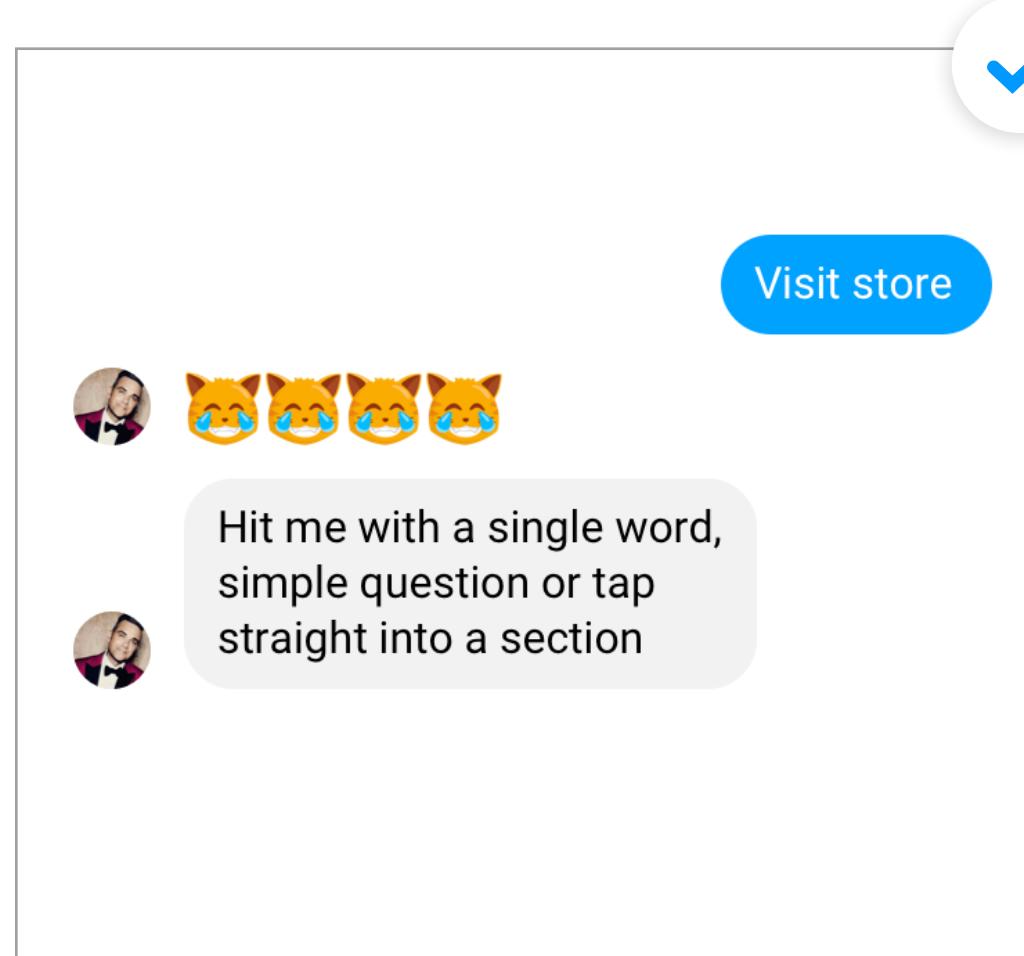
How should you promote your business experience on Messenger?

First, help people find your business on Messenger with marketing and tutorial videos. To do this, think about demonstrating your interaction, showcasing conversations and using examples that highlight your business. Most importantly, show the value people will get out of having a conversation with your business in your marketing.

Dos

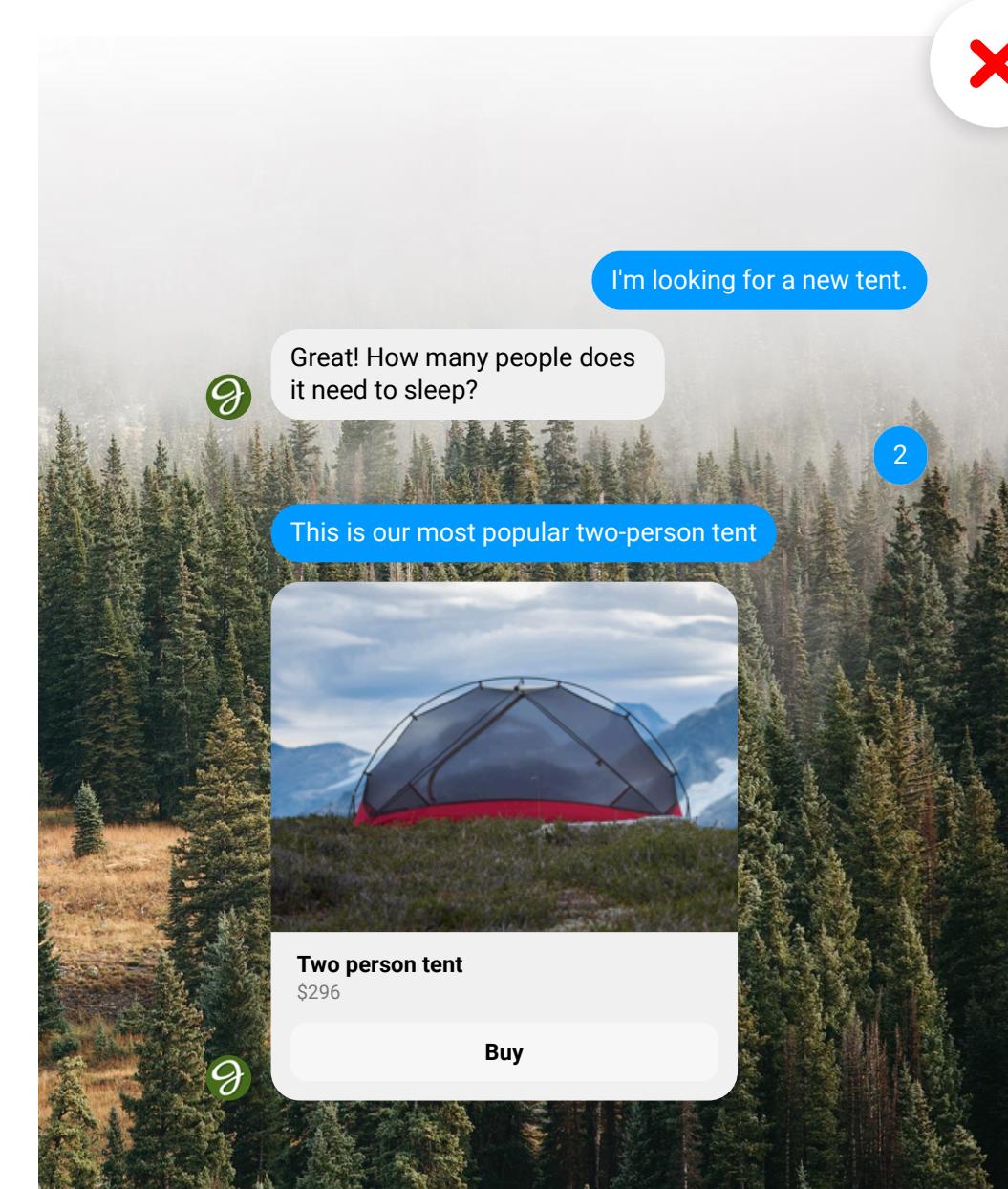
Do make sure the content is appropriate for your brand, product or service, and only use messaging that is available and functional within your bot experience.

Do show close-up shots of the bot UI and chat bubbles. The UI should accurately depict the functionality of your bot, and should either be in a device with the full UI or on a white background.



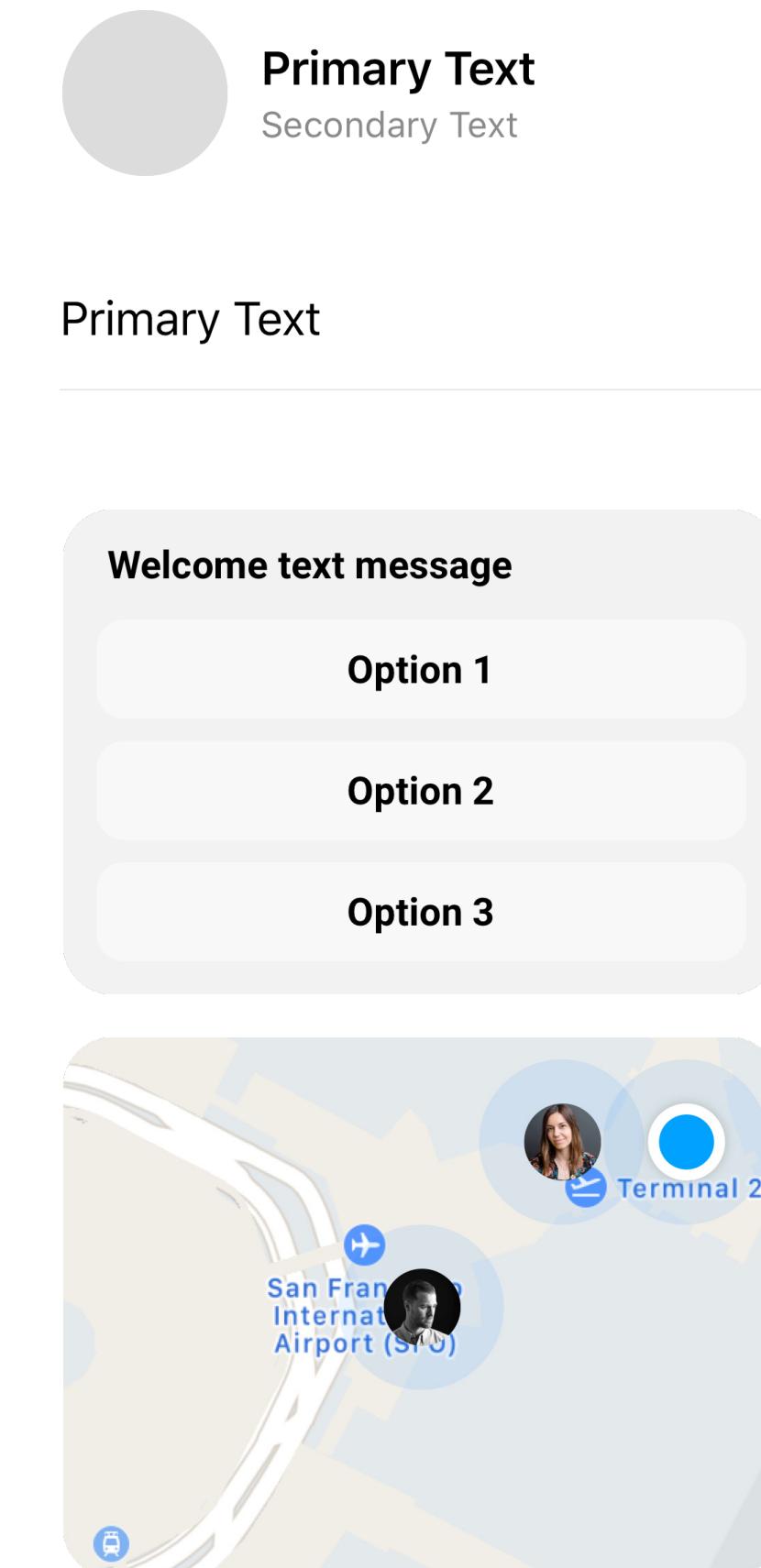
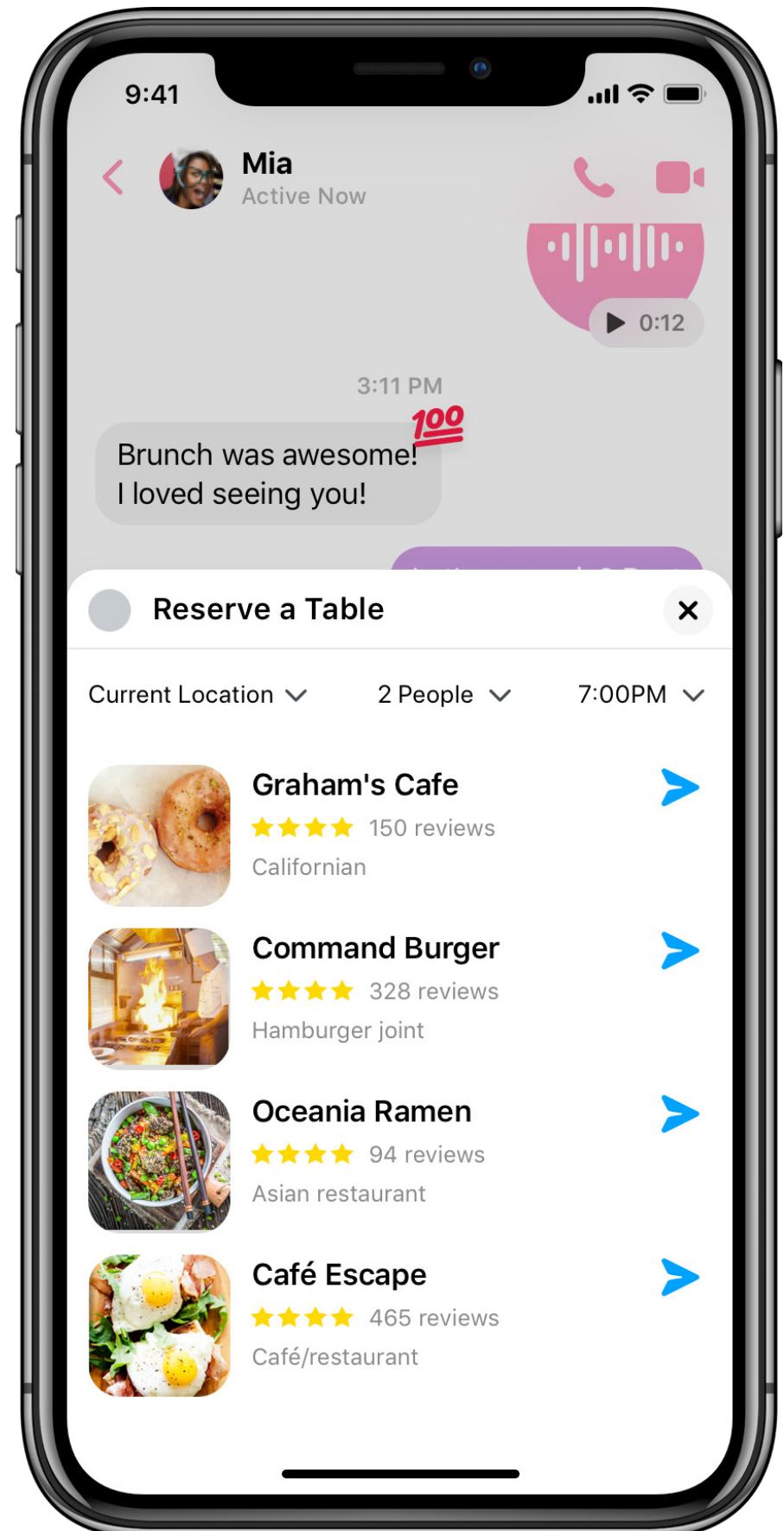
Don'ts

Don't alter the background or imagery from what is representative of the Messenger experience when showing the bot UI and chat bubbles.



For Developers

When you're ready to design your bot, use the [Messenger Platform Design Kit](#). With the Platform Design Kit, you can create mockups of your bot in a thread, snap together polished web view experiences and learn about the fonts, colors and dimensions that will help make your experience look great in Messenger.



Thank you.

All approved Messenger assets
can be found on:
www.facebookbrand.com/assets/messenger

Please note: You may require brand permission.

See page 3 of these guidelines for details.