# Spark AR Review Policies

## Part 1: Effects

All effects uploaded or submitted to Spark AR must follow the policies below.

**1.1. Performance.** Effects must perform as expected and provide a stable experience.

- 1.1.a. Effects must be be responsive, and run without stuttering or lagging.
- 1.1.b. Effects must load in a reasonable amount of time.

**1.2. Functionality.** Effects must not contain any hidden or unexpected features or functionality.

**1.3. Logos.** Any logos must appear only as a natural part of the effect.

- 1.3.a. Logos must be integrated into the scene of the effect, i.e. they must fall into one of the categories below:
    - 1.3.a.i. The logo responds to movements through the use of face tracking; for example, on a piece of clothing worn by the person using the effect.
    - 1.3.a.ii. The logo is integrated into a 3D object in the scene that uses world tracking; for example, on a movable boombox.
- 1.3.b. Logos must not be excessive – no more than one logo visible at a time.

**1.4. Visual text.** Any text that contributes to the visuals of the effect (i.e. not instructions), must appear only as a natural part of the effect.

- 1.4.a. Text must be integrated into the scene of the effect, i.e. it must fall into at least one of the categories below:

- 1.4.a.i. The text responds to movements through the use of face tracking; for example, on a piece of clothing worn by the person using the effect.
- 1.4.a.ii. The text is integrated into a 3D object in the scene that uses world tracking; for example, on a movable boombox.
- 1.4.a.iii. The text is a timestamp, i.e. in an effect that simulates a camcorder or film camera.
- 1.4.b. Text must not prompt people to navigate away from the effect or off the Instagram or Facebook platforms.

**1.5. Instructions.** Instructions must be automatic, or from the list of [custom instructions](#) in Spark AR Studio.

**1.6. Custom controls.** Effects must not use custom buttons, keyboards, pickers or sliders - effects may use the native UI [picker](#) and [slider](#) only.

**1.7. Photographs.** Effects must not contain photographs of people, whether real or fictional.

**1.8. Capabilities.** Effects must only use capabilities permitted on the Instagram or Facebook platforms.

**1.9. Media Library support.** Where an effect is enabled for the media library, the design of the effect must be suitable for both vertical and horizontal photos or videos.

## Part 2: Metadata and Media

All metadata and media uploaded or submitted with effects to Spark AR must follow the policies below.

**2.1. Effect files.** Effect files are uploaded directly from Spark AR Studio to Spark AR Hub, or exported and uploaded to Spark AR Hub.

- 2.1.a. Effect files must be in the .arexport format, unmodified and contain no foreign files.
- 2.1.b. For effects being published to Facebook, individual iOS, Android and older Android files must be no larger than 10MB each.
- 2.1.c. For effects being published to Instagram, individual iOS, Android and older Android files must be no larger than 4MB each.
- 2.1.d. Total bundle (.arexport) files must be no larger than 40MB.

**2.2. Names.** Effect names appear alongside effects when used or shared in the Instagram or Facebook app.

- 2.2.a. Names must be 20 characters or fewer, including numbers, spaces, currency, punctuation and any other symbols.
- 2.2.b. Names must not be duplicated – every effect published by a single owner must have a different name.
- 2.2.c. Names must not contain the Instagram account the effect is attributed to, or any variation thereof.

**2.3. Icons.** Icons are used to represent effects in the Instagram or Facebook app.

- 2.3.a. Icons must use the owners's face, if a face is included.
- 2.3.b. Icons must not contain effect names.
- 2.3.c. Icons must not include more than one logo.
- 2.3.d. Icons must be a PNG or JPG file.
- 2.3.e. Icons must have square, not rounded corners.
- 2.3.f. Icons must have a sRGB color space.
- 2.3.g. Icons must have minimum dimensions of 200 x 200 pixels.
- 2.3.h. Icons must not include any transparency.

**2.4. Demo videos.** Demo videos are used to showcase effects.

- 2.4.a. Demo videos must accurately demonstrate the effect's features and capabilities being used by someone.

- 2.4.b. Demo videos must be captured live and saved directly from the Facebook or Instagram camera; for example:
    - 2.4.b.i. no screencasts.
    - 2.4.b.ii. no stock videos.
    - 2.4.b.iii. no recordings of images or other videos.
- 2.4.c. Demo videos must be unedited by other apps or software; for example:
    - 2.4.c.i. no Boomerang videos
    - 2.4.c.ii. no images, icons or buttons applied after recording
- 2.4.d. Demo videos must be no longer than 15 seconds.
- 2.4.e. Demo videos must be no larger than 32MB.
- 2.4.f. Demo videos must be a MOV or MP4 file.

**2.5. Categories.** The categories selected for an effect must accurately represent the content of the effect. Spark AR may change the categories if it feels the effect is better suited to other categories.

## Part 3: AR Content Standards

Content, including all effects, names, icons, demo videos and all other material uploaded or submitted to Spark AR, must follow the standards and policies below.

**3.1. Facebook Community Standards.** Content being published to Facebook must comply with our [Community Standards](#), and all applicable laws, statutes, and regulations.

**3.2. Instagram guidelines.** Content being published to Instagram must comply with the [Instagram Community Guidelines](#), and all applicable laws, statutes, and regulations.

**3.3. Suitability for user base.** Content must be suitable for consumption by the Facebook and Instagram general user base (including those aged 13 and above):

- 3.3.a. Content must not be shocking, sensational, disrespectful or excessively violent.

- 3.3.b. Content must not promote illegal products, services or activities, or content that is inappropriate or unsafe.

- 3.3.c. Content must not promote alcohol, tobacco, marijuana or pharmaceutical medical products, nor be published by brands associated with such products.

- 3.3.d. Content must not be of an adult or sexual nature; for example, nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.

- 3.3.e. Content must not discriminate against, harass, provoke, or disparage people.

- 3.3.f. Content must not promote the use or depict the sale of a potentially dangerous cosmetic procedure, as per the Facebook [Community Standards](). This includes effects that depict such procedures through surgery lines.

**3.4. Gambling.** Content must not promote online gambling, online real money games of skill, or online lotteries.

**3.5. Spam.** Content must not be spammy, misleading or deceptive.

**3.6. External links and tags.** Content must not contain tags or links off the Facebook or Instagram platforms.

- 3.6.a. Content must not contain:
    - 3.6.a.i. hashtags
    - 3.6.a.ii. URLs (web addresses)
    - 3.6.a.iii. QR codes
    - 3.6.a.iv. other scannable codes
- 3.6.b. Effects may contain:
    - 3.6.b.i. social media handles with no call to action
    - 3.6.b.ii. URLs which form part of a company's name

**3.7. Intellectual property infringement.** Content must not infringe upon the intellectual property of Facebook Inc., its affiliates or other third parties.

- **3.7.a. Imitation of Facebook brands.** Content must not mimic or misrepresent:
    - 3.7.a.i. any products or brands in the Facebook family of apps, such as Facebook, Instagram, WhatsApp, Oculus or Free Basics.
    - 3.7.a.ii. any assets related to the Facebook family of apps, such as the verified page or verified profile or any other FB statuses without prior permission.
- **3.7.b. Facebook branding.** Content must follow the guidelines in the [Facebook Brand Resource and Permissions Center](Facebook Brand Resource and Permissions Center).
- **3.7.c. Instagram branding.** Content must follow the [Instagram Brand Guidelines](Instagram Brand Guidelines), and must not use:
    - 3.7.c.i. the color gradients as defined in the guidelines
    - 3.7.c.ii. trademarked Instagram assets
    - 3.7.c.iii. the Instagram name
- **3.7.d. Third-party rights.** Content must not infringe upon or violate the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.