

facebook

Facebook Product Assets and Identity Guide

June 2014

Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



At Facebook, we build tools that help people to connect with one another and tools that make sharing what they want to share—ideas, stories, and photos—much easier.

By doing this, we are extending people's capacity to build and maintain relationships.



Welcome.

Use these assets and identity guidelines to
accurately communicate the Facebook brand.

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What is this guide?

This guide is an overview of product and brand assets for Facebook. It includes copy blocks, image assets and logo guidelines for use in your marketing materials.



News feed assets 7

News feed is a personal newspaper, published by the people you care about.



Notifications assets 48

Notifications provides a preview of your friends' activities on Facebook—especially posts directly related to you.

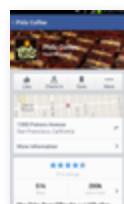
What are image assets?

This guide displays image assets available for download at the [Brand Resource Center](#). The downloadable images are high-resolution Facebook product screen captures that are built to use for online, print/packaging, as well as film/broadcast promotional activities. These captures are at their best when combined with a relevant hardware device or operating system. Please use these product screens as shown or you can customize by replacing photos and modifying or localizing copy. If your plan is to customize a product screenshot, please be sure that the Facebook user interface (UI) shown is visible and not altered in any way from how it's displayed in real life. The use of these screenshots must adhere to the following guidelines and those found in the [Brand Resource Center](#). Please remember that Facebook needs to approve any image assets used in film and broadcast. Everything you need to get started can be found in the [Brand Resource Center](#).



Timeline assets 14

Facebook Timeline is the story of your life on a single page.



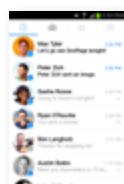
Pages assets 55

Facebook Pages is a central place to build a brand and connect with current and potential customers.



Photos assets 21

Facebook Photos helps you share special moments in your life.



Messenger assets 62

Messenger takes messaging to a new level, enabling more intuitive and responsive conversations that more closely mirror real life.



Messages assets 34

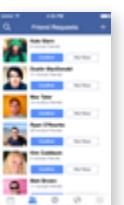
With Facebook Messages you can reach Facebook friends on their phones or on the web.



Facebook Identity 67

Why is this guide important?

Over 1 billion users around the globe actively use Facebook to communicate and share information with the people they care about. Our goal is to make sure Facebook is a brand people can trust. This guide is designed to help you communicate Facebook's brand in a way that meets people's expectations in the most effective way possible.



Friend Request assets 41

Friend Request lets you invite and accept others' invitations to be part of your network.

**News feed is a personal newspaper
published by the people you care about.**

News feed assets for iOS

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Copy Blocks

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News feed—option B You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

News feed Image



FB_News_Feed_iOS_RGB

Usage Example



Use the news feed screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

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News feed assets for Android

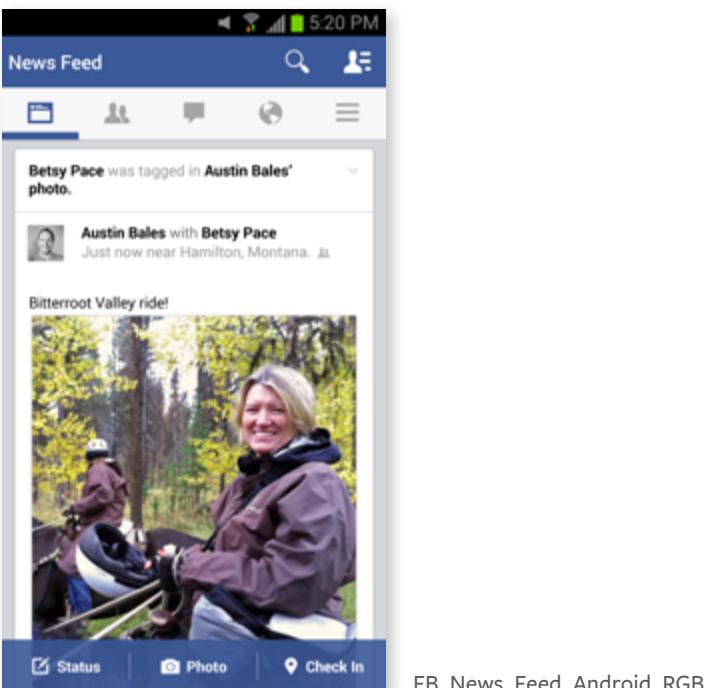
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News feed Image



FB_News_Feed_Android_RGB

Usage Example



Status bar
Facebook navigation bar

Use the news feed screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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News feed assets for feature phones

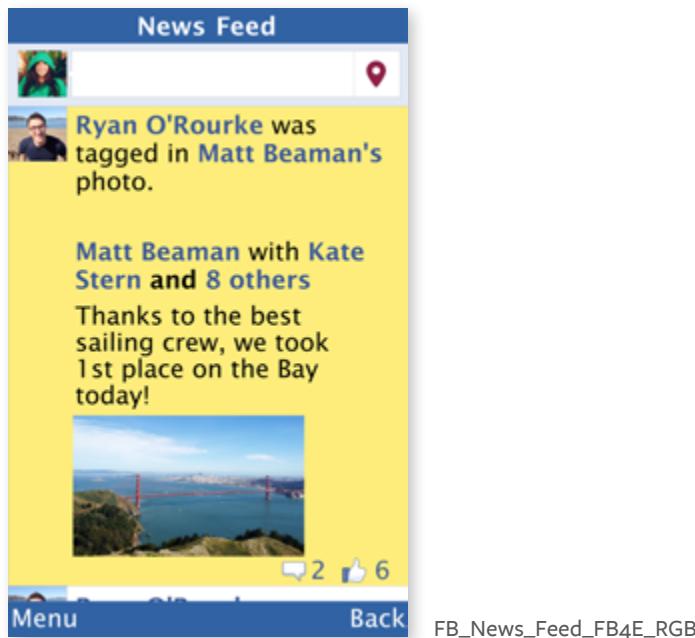
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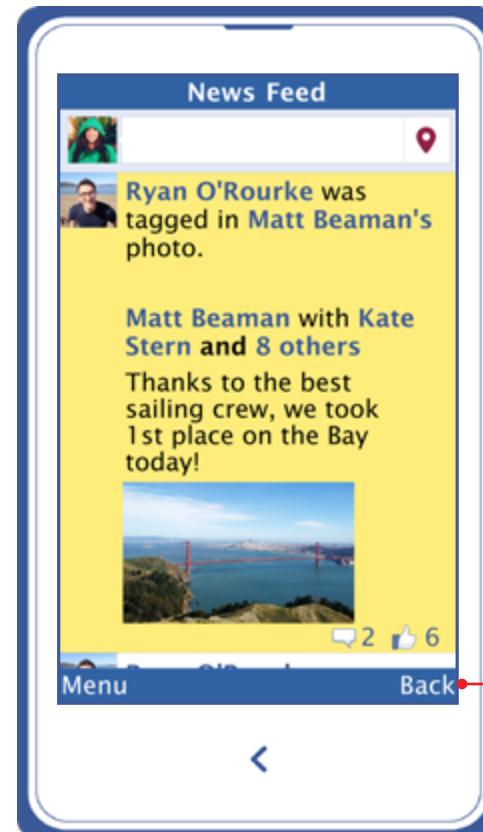
News feed—option B You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

News feed Image



FB_News_Feed_FB4E_RGB

Usage Example



Use the news feed screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

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Facebook navigation bar

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News feed assets for web

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News feed Image



FB_News_Feed_Web_RGB_LG (for Mac)

FB_News_Feed_Web_RGB_T (for PC)

Usage Example



Use the news feed screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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News feed assets for iPad

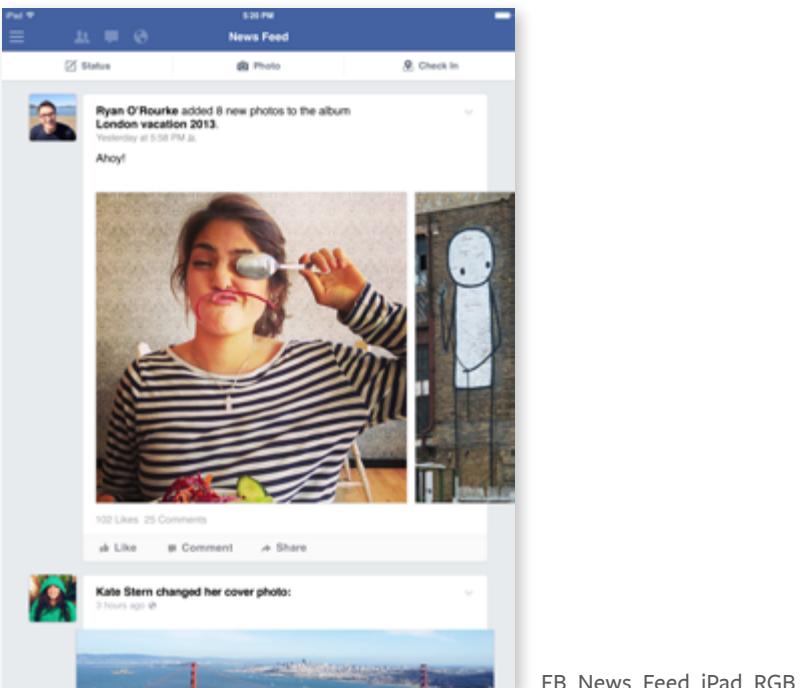
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News feed Image



FB_News_Feed_iPad_RGB

Usage Example



Status bar
Facebook navigation bar

Use the news feed screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

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News feed assets for Android tablet

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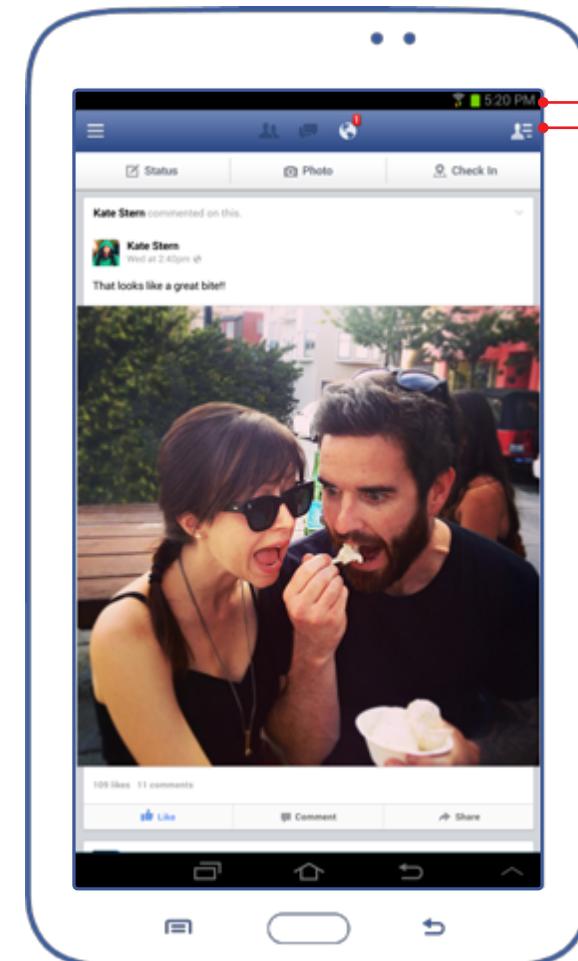
News feed—option B You've got a lot going on, and so do your friends. Thanks to Facebook news feed, stories, posts, event updates, pictures, and important links feed in as a constantly updated list.

News feed Image



FB_News_Feed_Android_Tablet_RGB

Usage Example



Status bar
Facebook navigation bar

Use the news feed screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

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**Timeline is the story of your life
on a single page.**



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Timeline assets for iOS

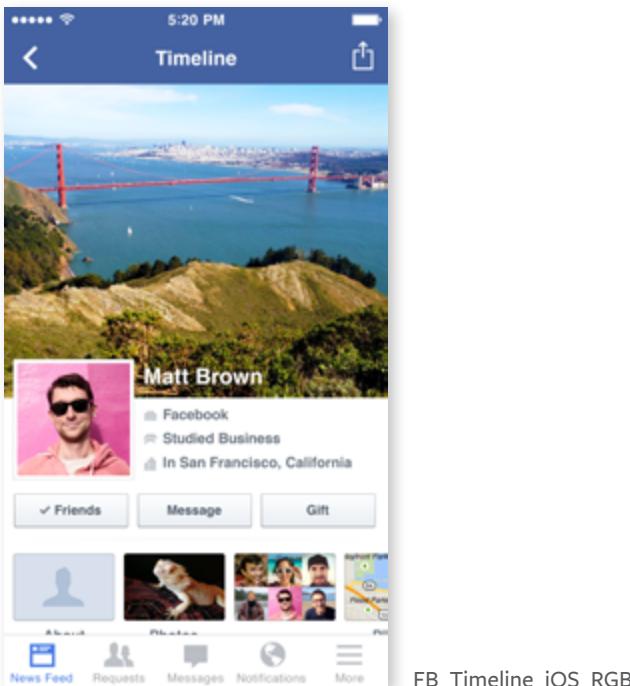
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Timeline—option A Facebook Timeline lets you organize and highlight events and activities that matter most to you.

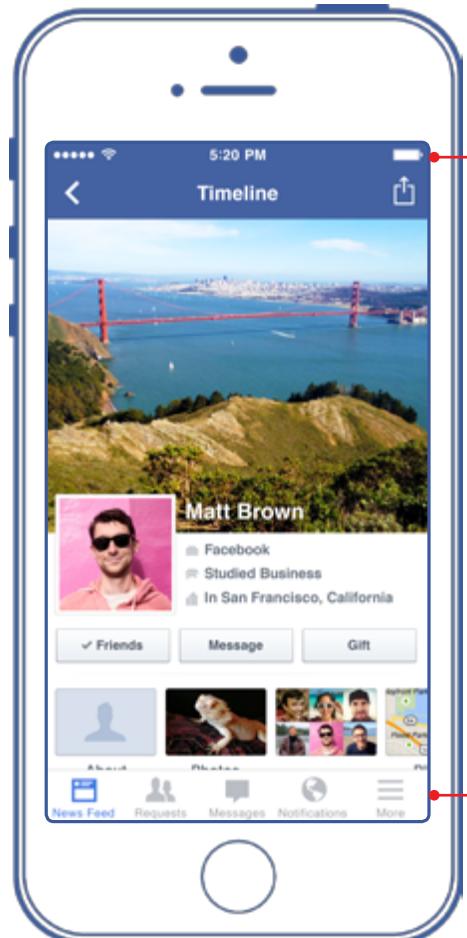
Timeline—option B Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

Timeline Image



FB_Timeline_iOS_RGB

Usage Example



Status bar

Use the Facebook Timeline screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

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Facebook navigation bar

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Timeline assets for Android

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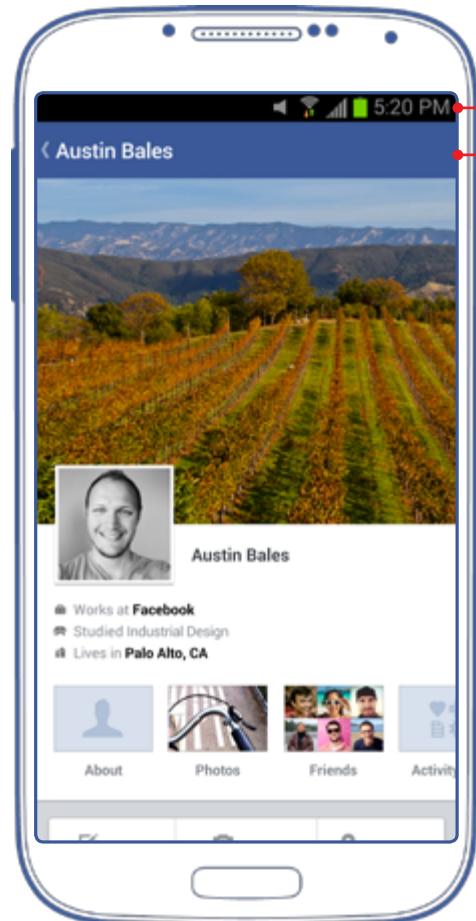
Timeline—option B Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

Timeline Image



FB_Timeline_Android_Phone_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Timeline screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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Timeline assets for feature phones

Copy Blocks

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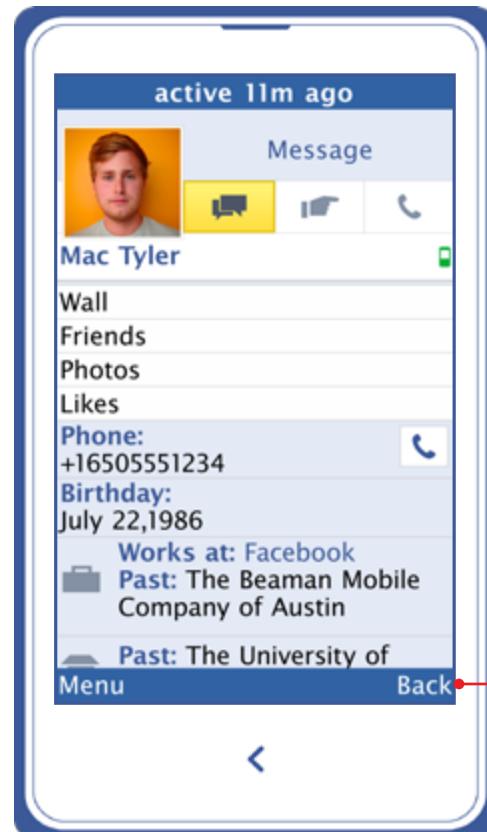
Timeline—option A Facebook Timeline lets you organize and highlight events and activities that matter most to you.

Timeline—option B Each person has a story. With Facebook Timeline, you can post photos, videos, events, and status messages, so you can tell your story, all on a single page.

Timeline Image



Usage Example



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Facebook navigation bar

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Timeline assets for web

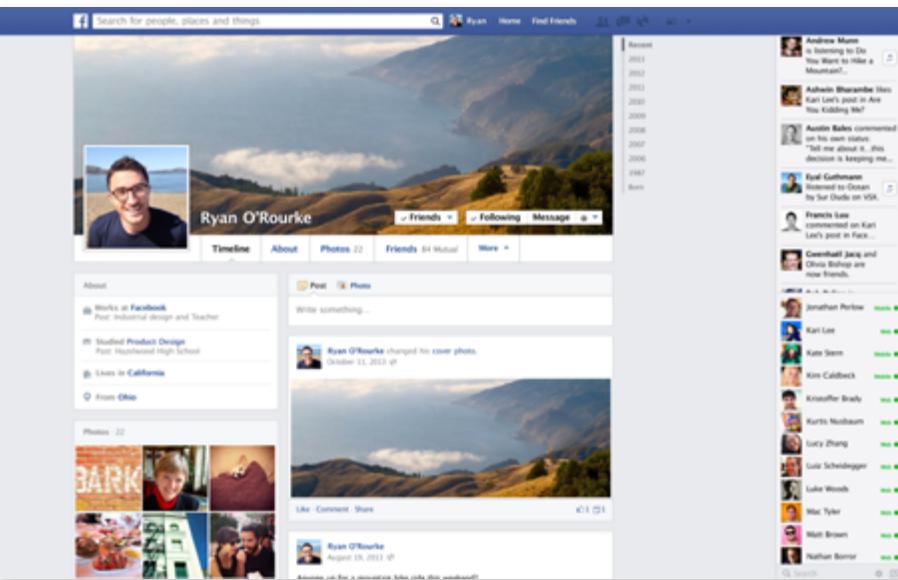
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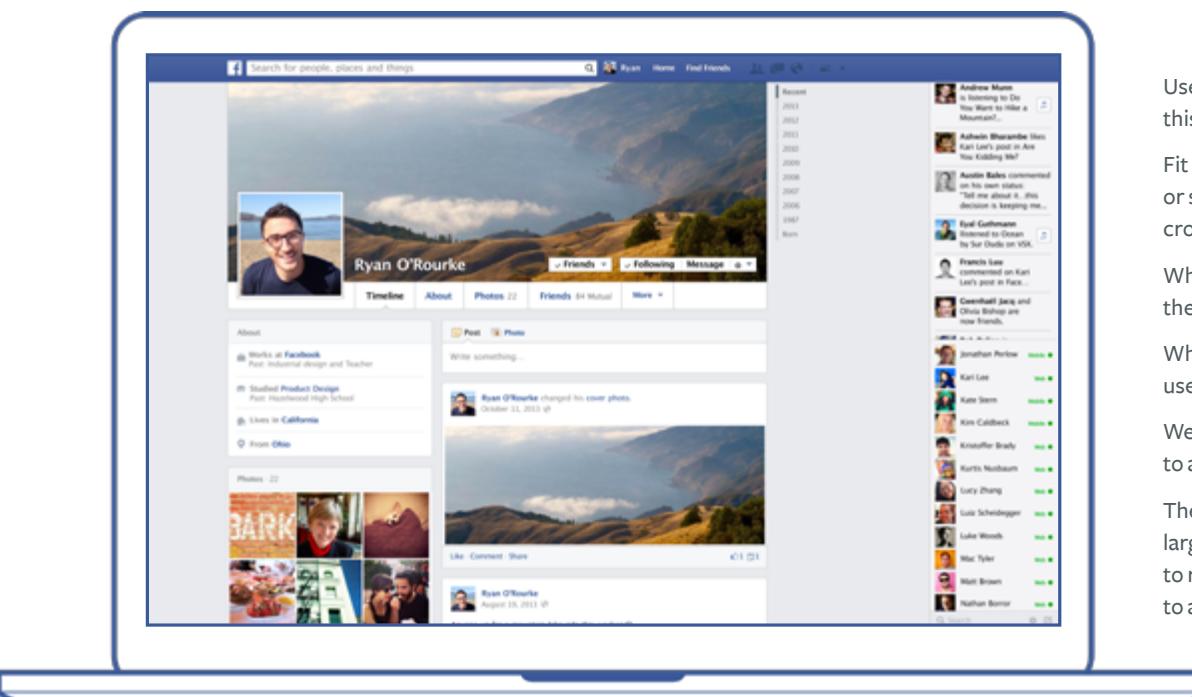
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Timeline Image



FB_Timeline_Web_RGB_LG (for Mac)
FB_Timeline_Web_RGB_T (for PC)

Usage Example



Use the Facebook Timeline screen shown on this page combined with a 15-inch laptop.

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Timeline assets for iPad

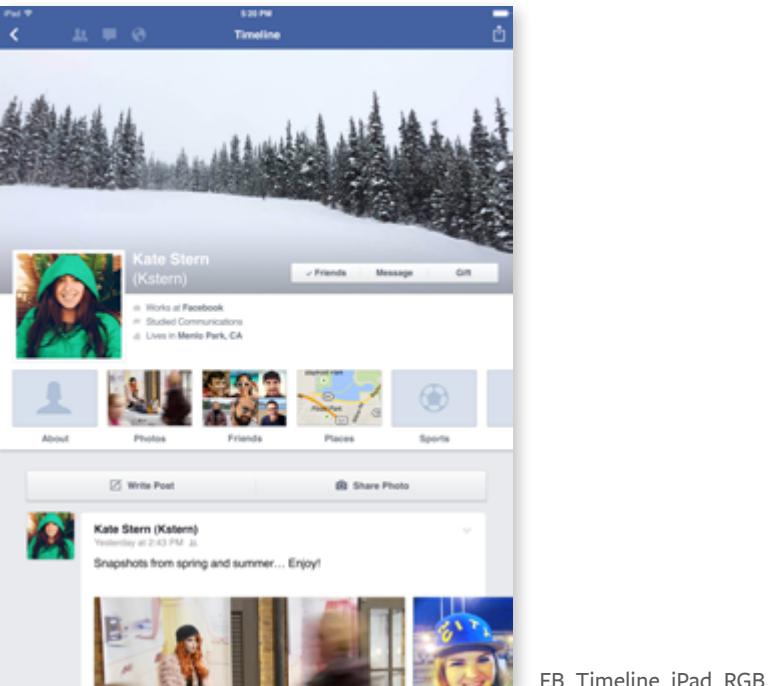
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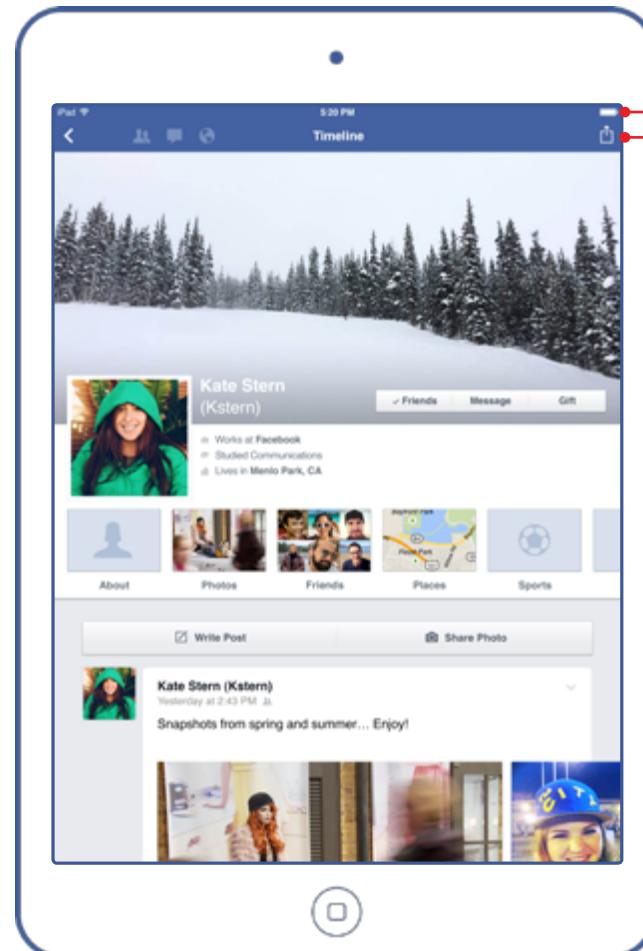
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Timeline Image



FB_Timeline_iPad_RGB

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Timeline assets for Android tablet

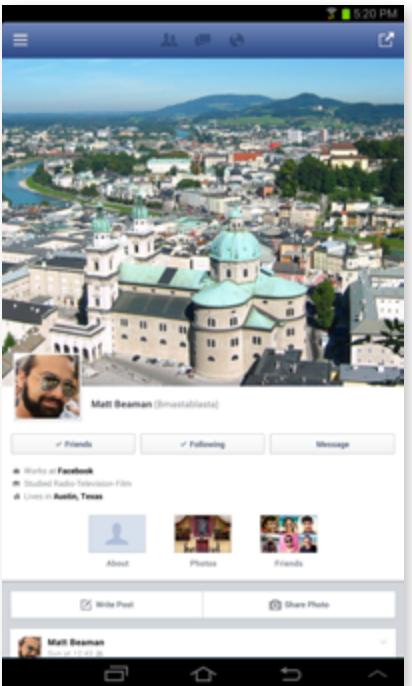
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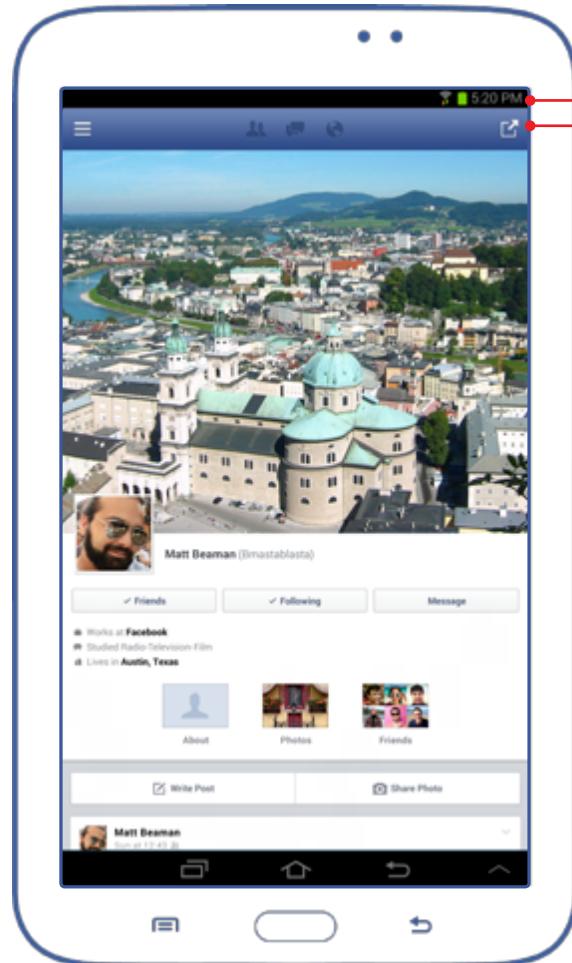
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Timeline Image



FB_Timeline_Android_Tablet_RGB

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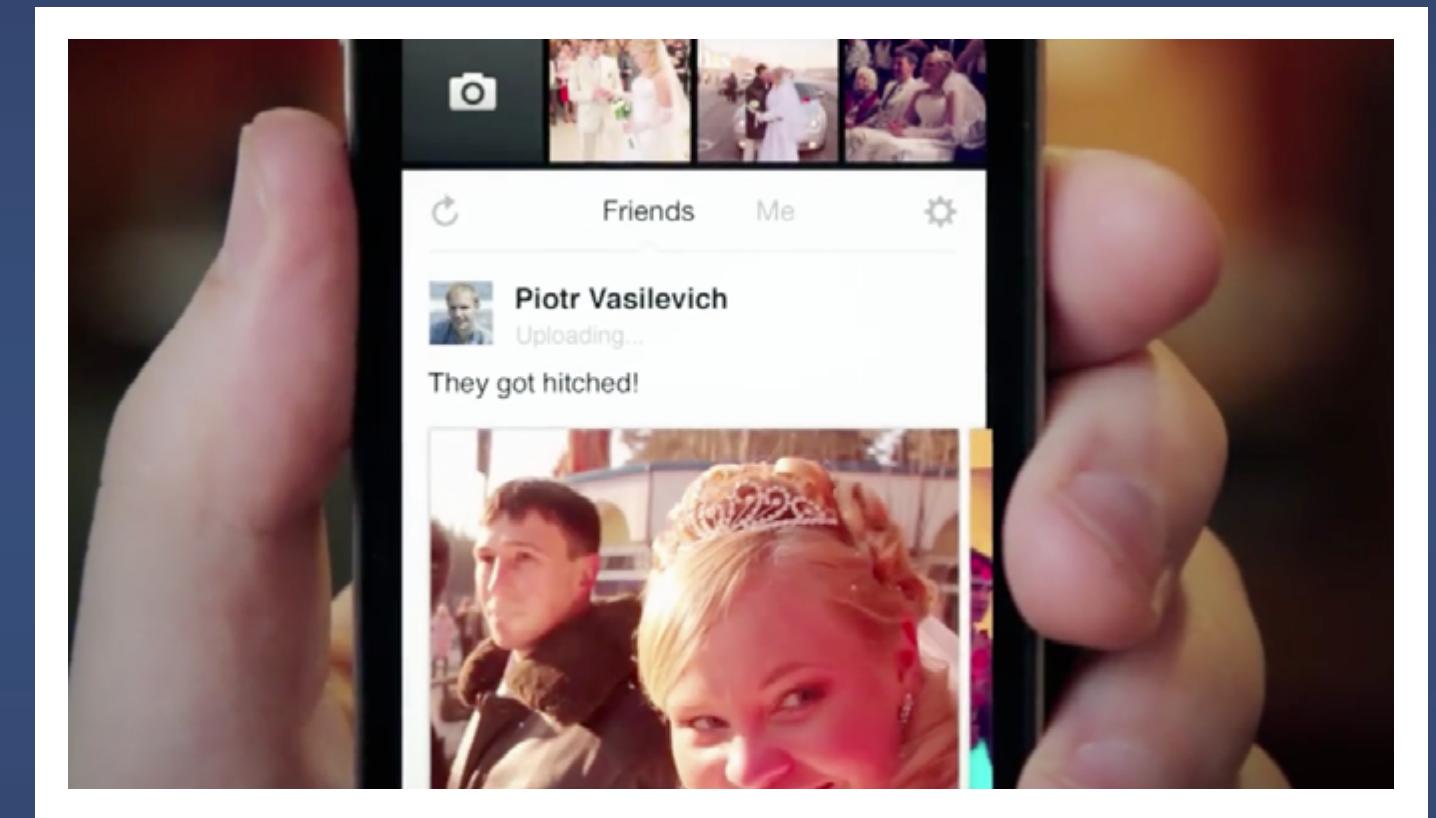
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**Facebook Photos helps you share
special moments in your life.**



Photos assets for iOS

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Photos—option A Facebook Photos helps you share special moments in your life.

Photos—option B Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos and photo feeds with your friends.

Photos Image



FB_Single_Photo_iOS_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with an iPhone.

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Photos assets for iOS

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

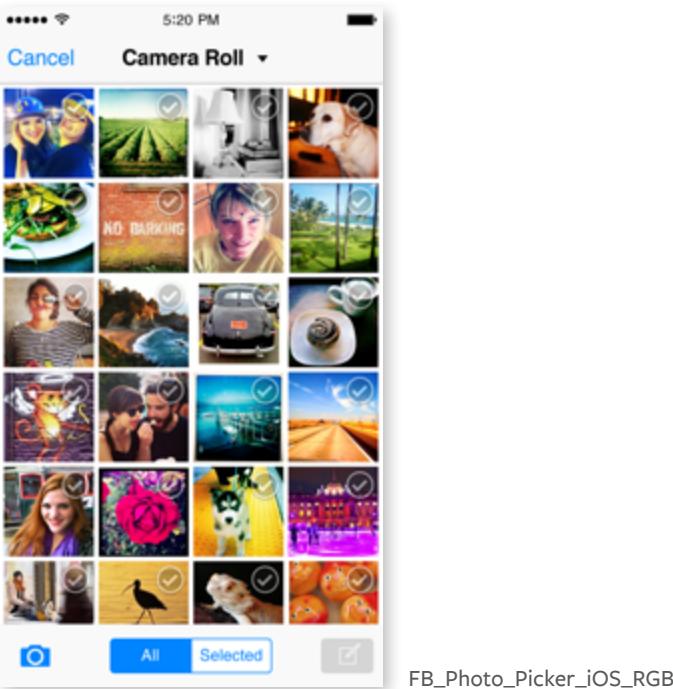
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

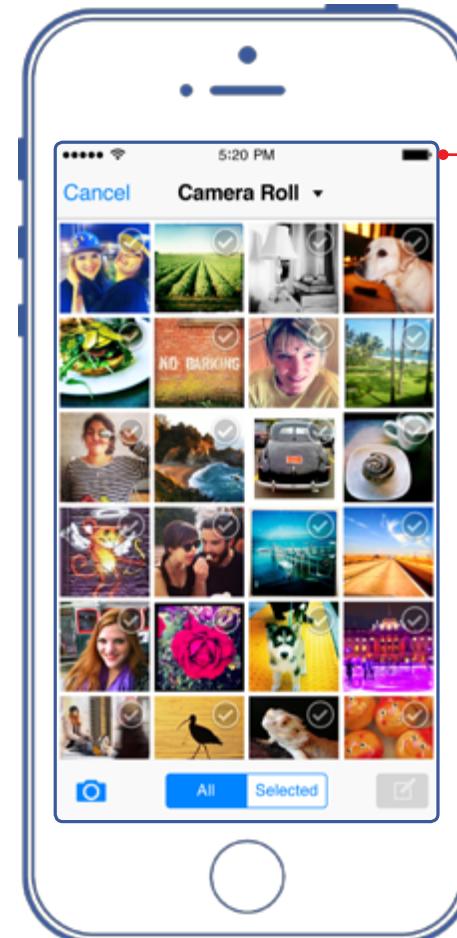
Photos—option A Facebook Photos helps you share special moments in your life.

Photos—option B Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos and photo feeds with your friends.

Photos Image



Usage Example



Use the Facebook photos screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

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Photos assets for Android

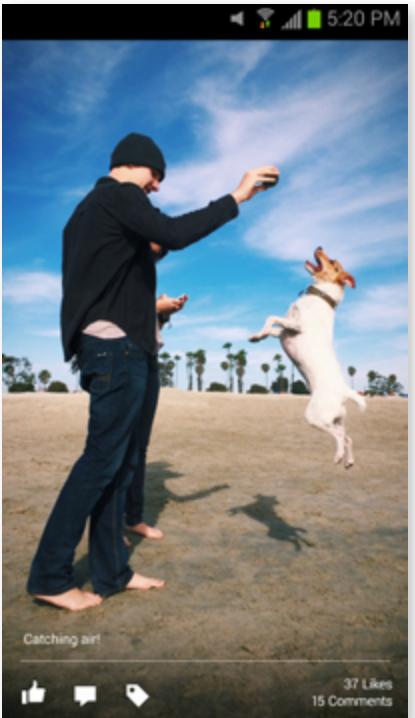
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Photos Image



FB_Single_Photo_Android_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

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Friend Request assets	41
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Pages assets	55
Messenger assets	62
Facebook Identity	67

Photos assets for Android

Copy Blocks

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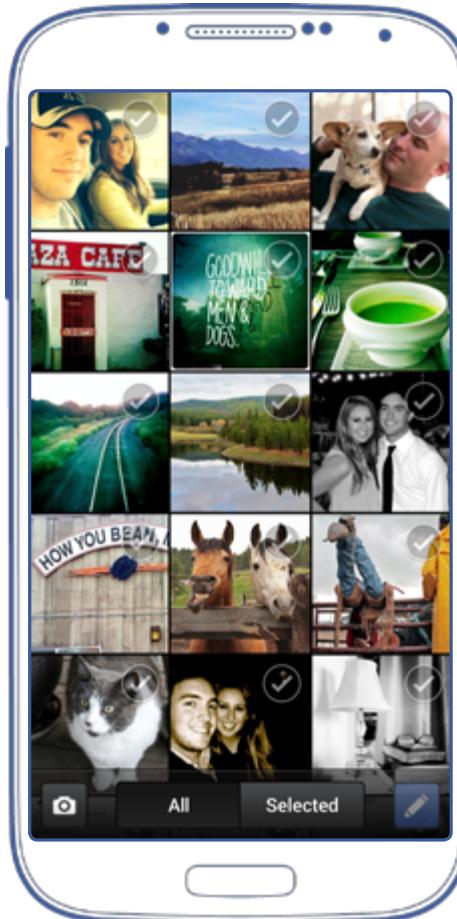
Photos—option B Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos and photo feeds with your friends.

Photos Image



FB_Photo_Picker_Android_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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Friend Request assets	41
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Messenger assets	62
Facebook Identity	67

Photos assets for feature phones

Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Photos—option A Facebook Photos helps you share special moments in your life.

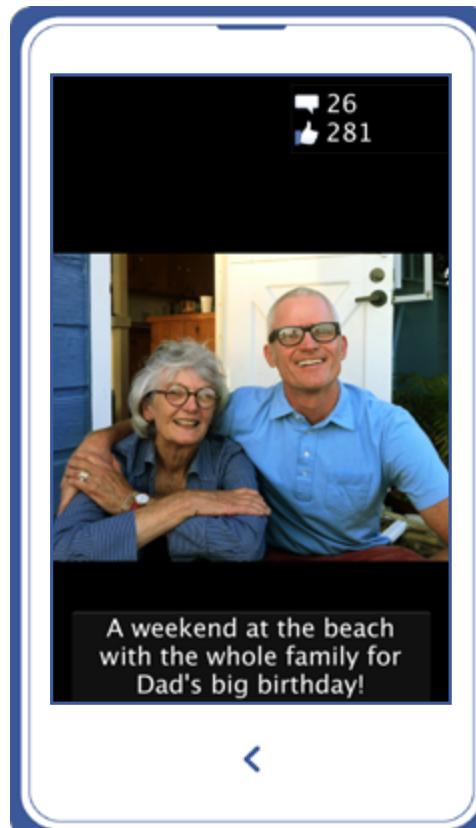
Photos—option B Facebook Photos is the most popular photo uploading service on the web.
Share an unlimited number of photos, videos and photo feeds with your friends.

Photos Image



FB_Single_Photo_FB4E_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

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Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Photos assets for feature phones

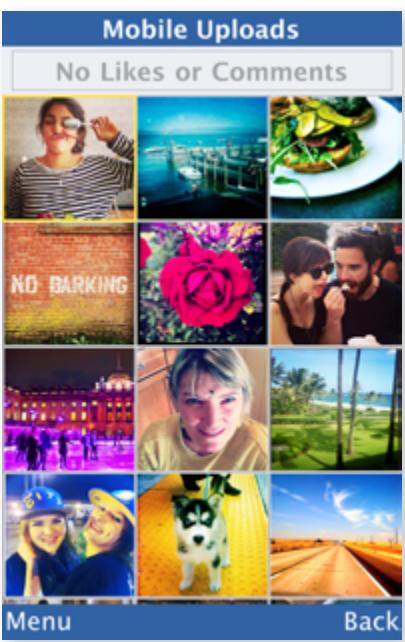
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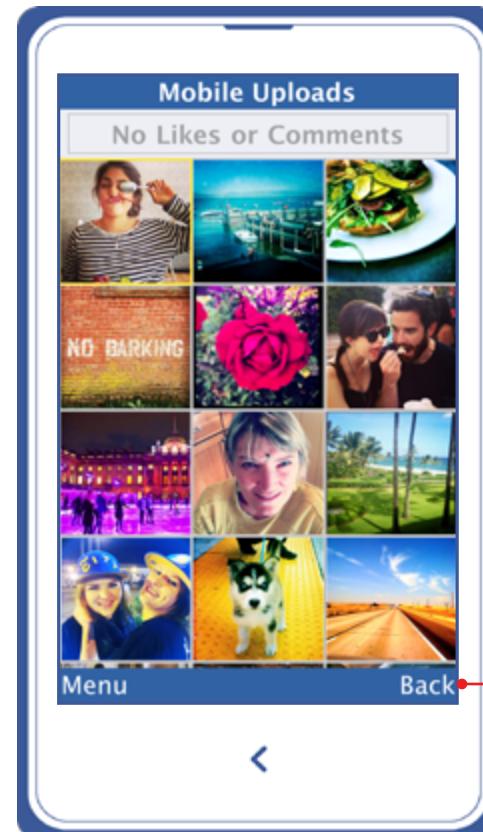
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Photos Image



FB_Photo_Picker_FB4E_RGB

Usage Example



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Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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Facebook navigation bar

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Facebook Identity	67

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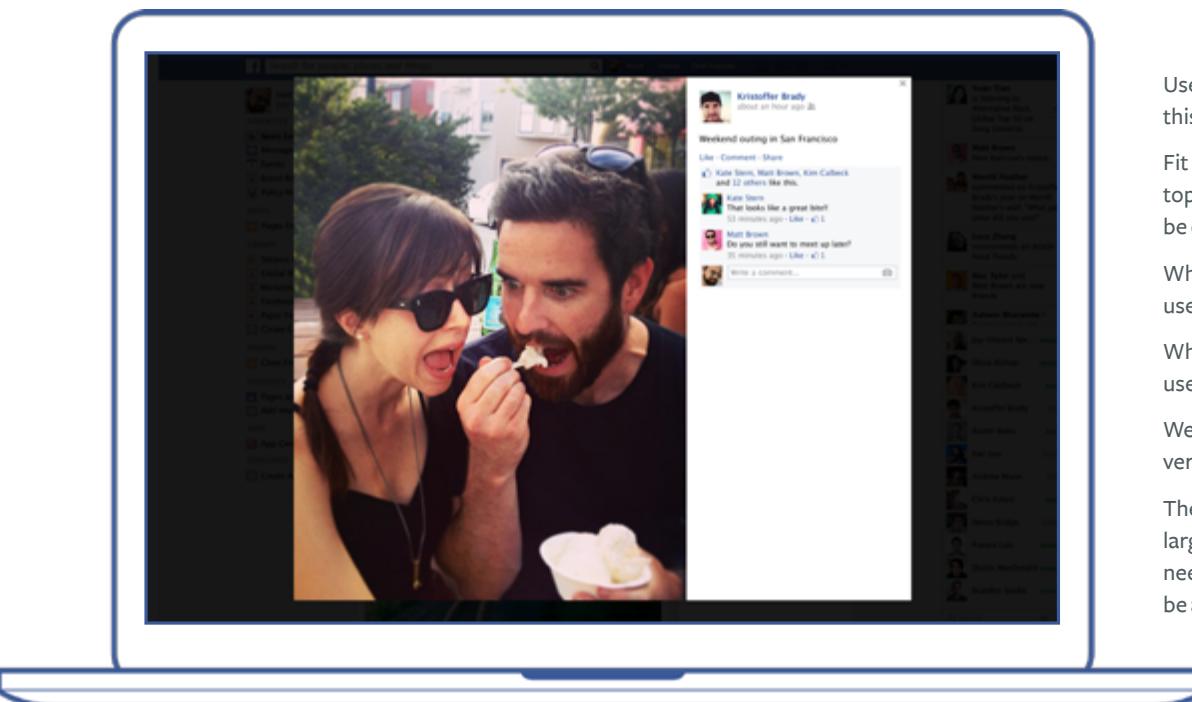
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Photos Image



Usage Example



Use the Facebook photos screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

We have provided both Mac and PC versions to accommodate this request.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Messages assets	34
Friend Request assets	41
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Messenger assets	62
Facebook Identity	67

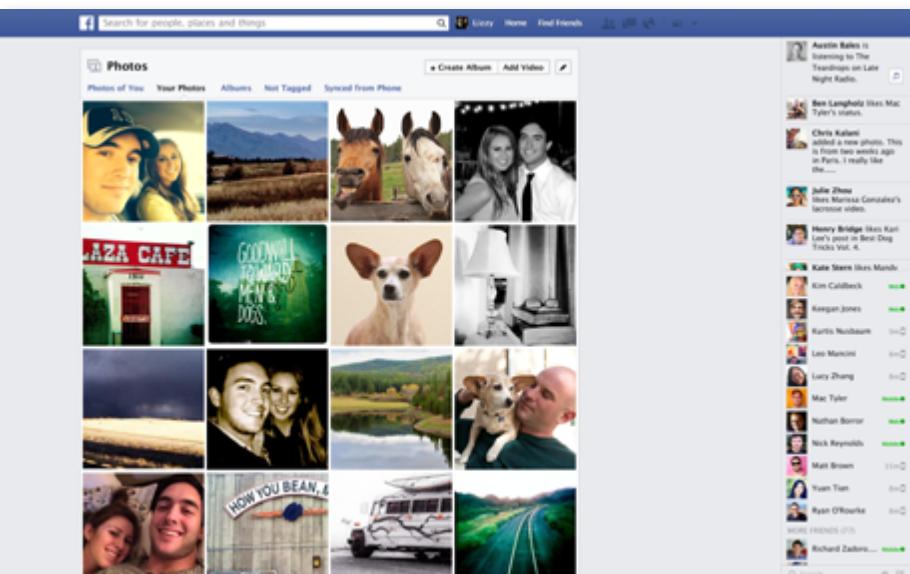
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Facebook Facebook helps you connect and share with the people in your life.

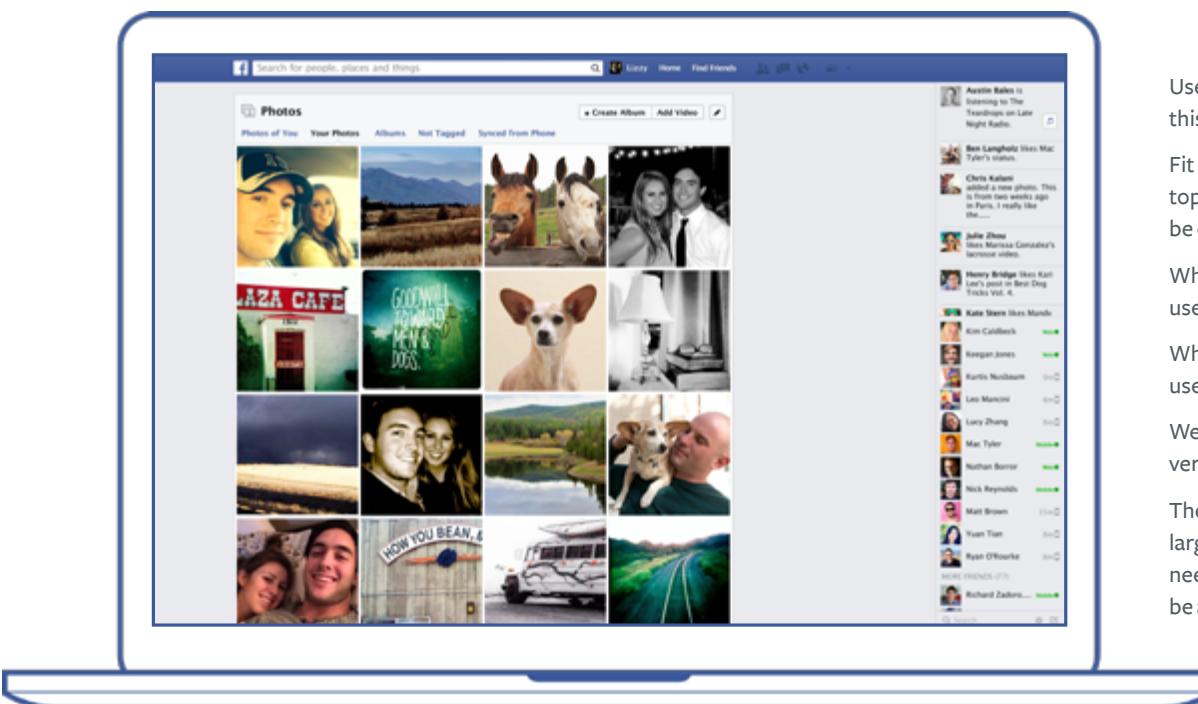
Photos—option A Facebook Photos helps you share special moments in your life.

Photos—option B Facebook Photos is the most popular photo uploading service on the web.
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Photos Image



Usage Example



Use the Facebook photos screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

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Photos assets for iPad

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Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

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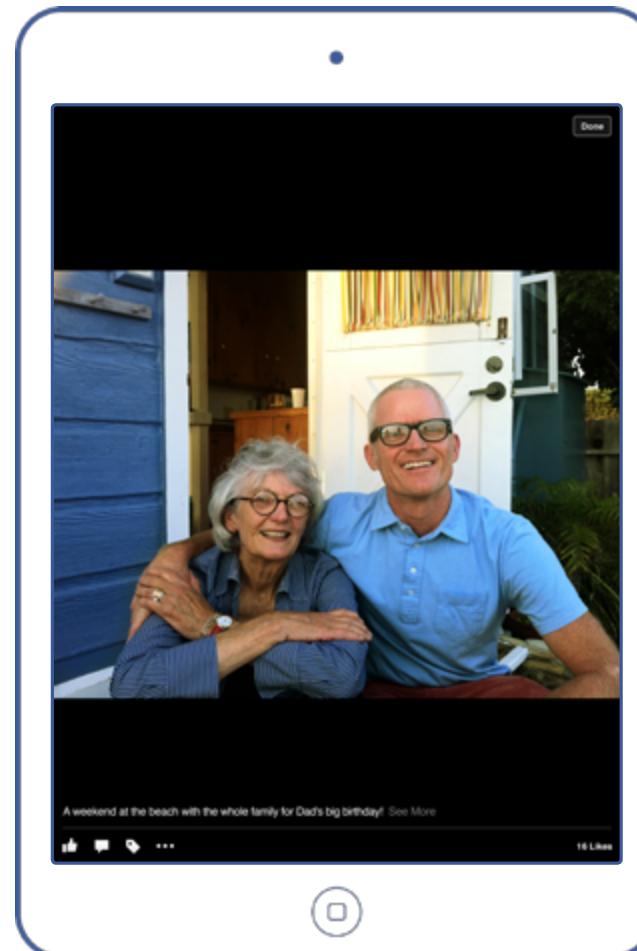
Photos—option B Facebook Photos is the most popular photo uploading service on the web.
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Photos Image



FB_Single_Photo_iPad_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

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Pages assets	55
Messenger assets	62
Facebook Identity	67

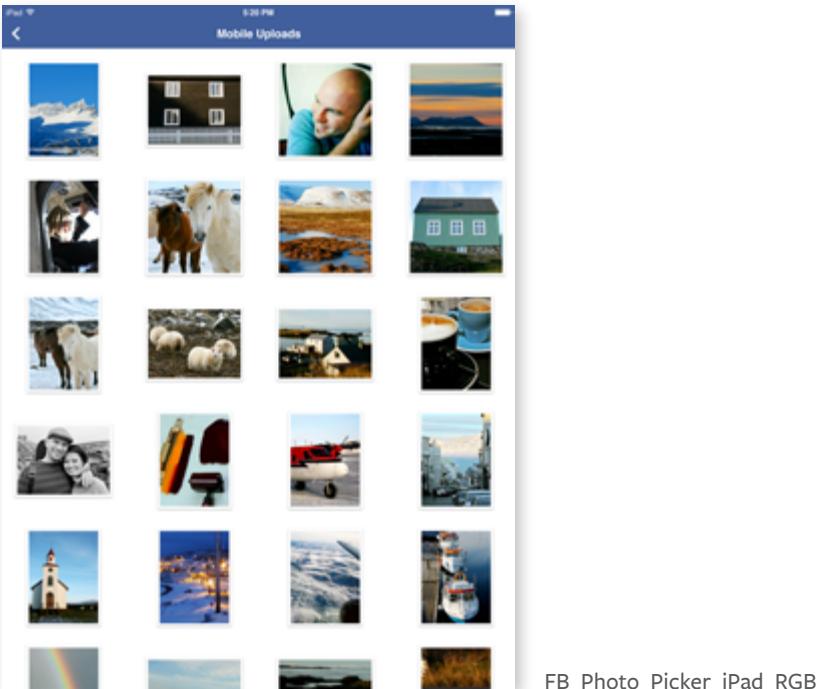
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Facebook Facebook helps you connect and share with the people in your life.

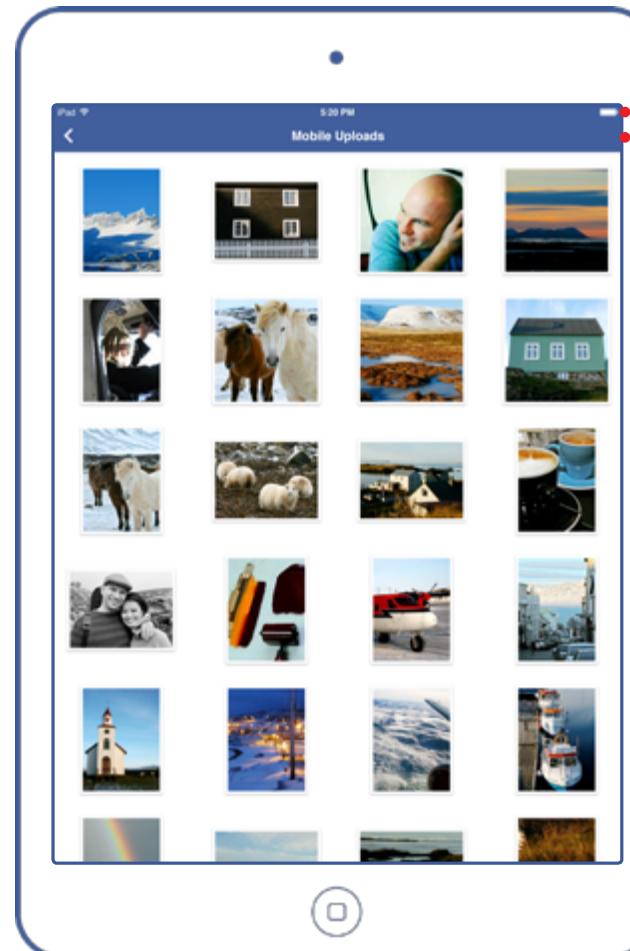
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Photos Image



Usage Example



Status bar
Facebook navigation bar

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Messenger assets	62
Facebook Identity	67

Photos assets for Android tablet

Copy Blocks

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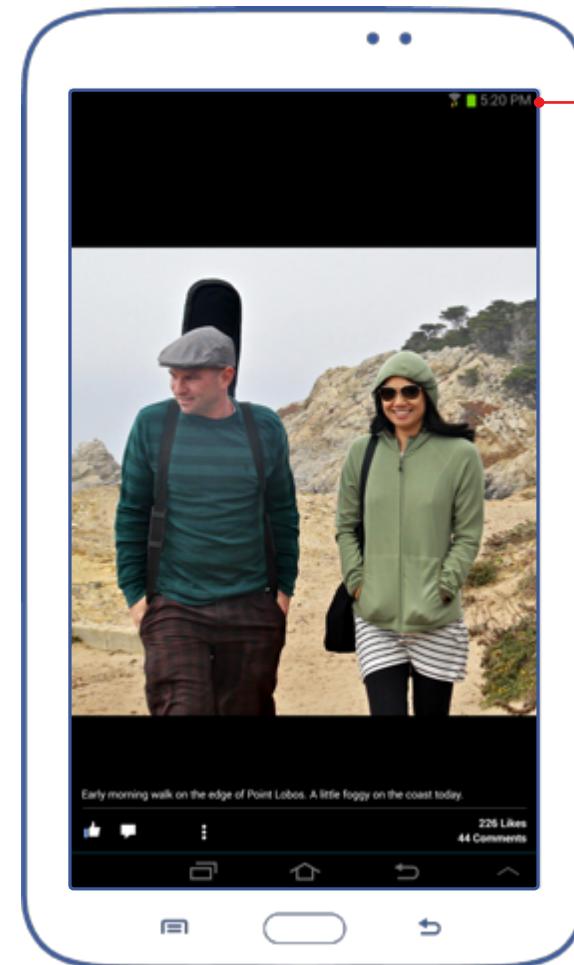
Photos—option B Facebook Photos is the most popular photo uploading service on the web. Share an unlimited number of photos, videos, and photo feeds with your friends.

Photos Image



FB_Single_Photo_Android_Tablet_RGB

Usage Example



Use the Facebook photos screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

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Messenger assets	62
Facebook Identity	67

Photos assets for Android tablet

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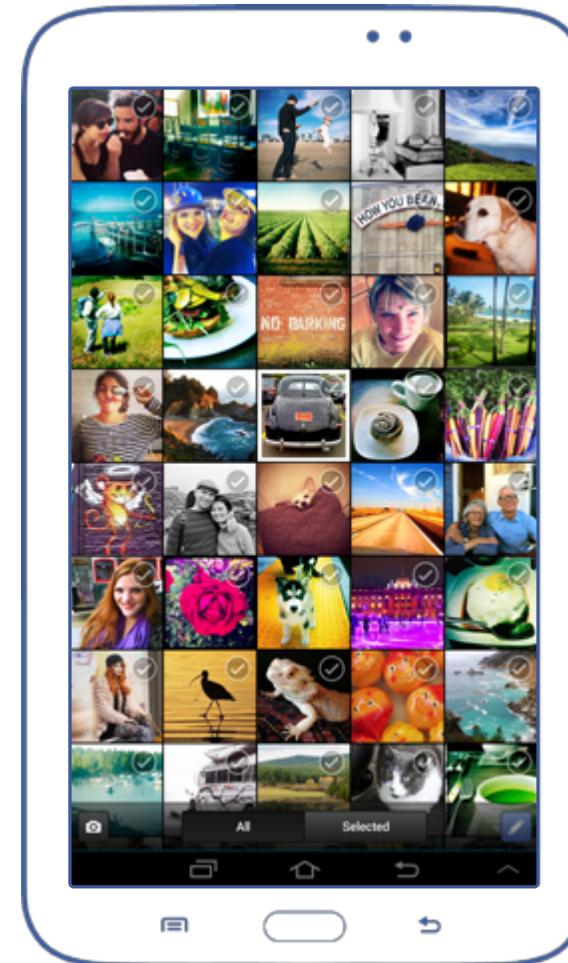
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Photos Image



FB_Photo_Picker_Android_Tablet_RGB

Usage Example



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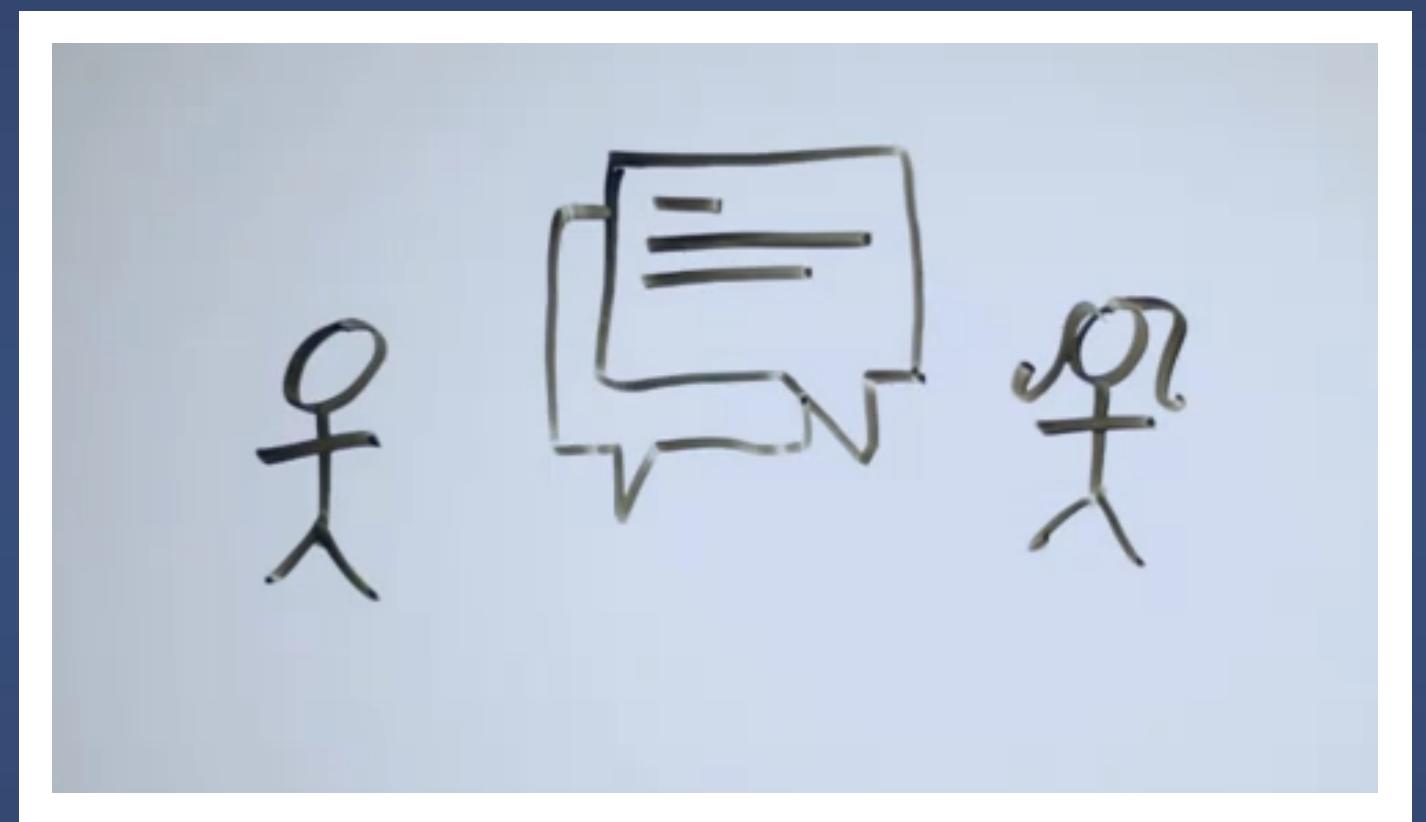
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**Message your friends wherever
they are—on their phones or
on the web.**



Messages assets for iOS

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Friend Request assets	41
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Pages assets	55
Messenger assets	62
Facebook Identity	67

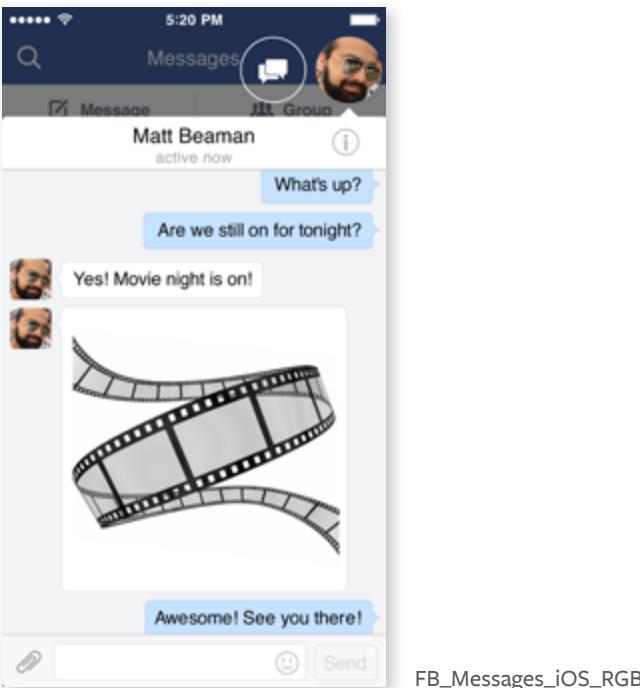
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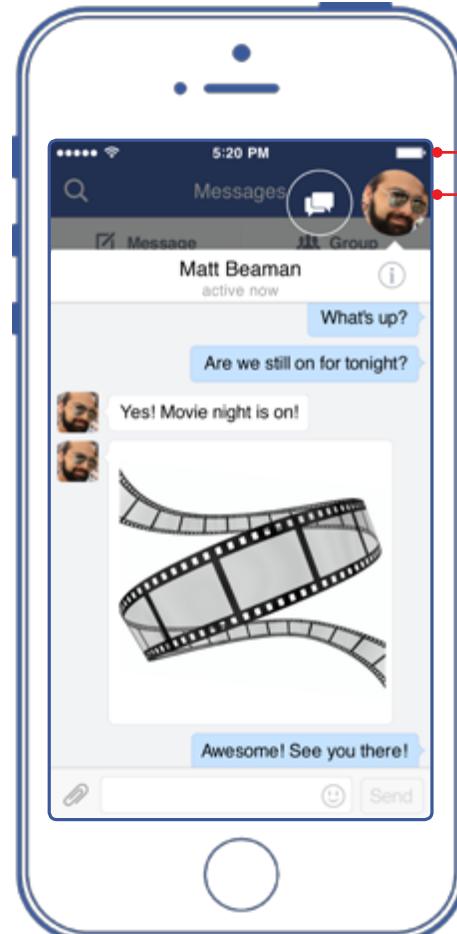
Messages—option B Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

Messages Image



FB_Messages_iOS_RGB

Usage Example



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Messages assets for Android

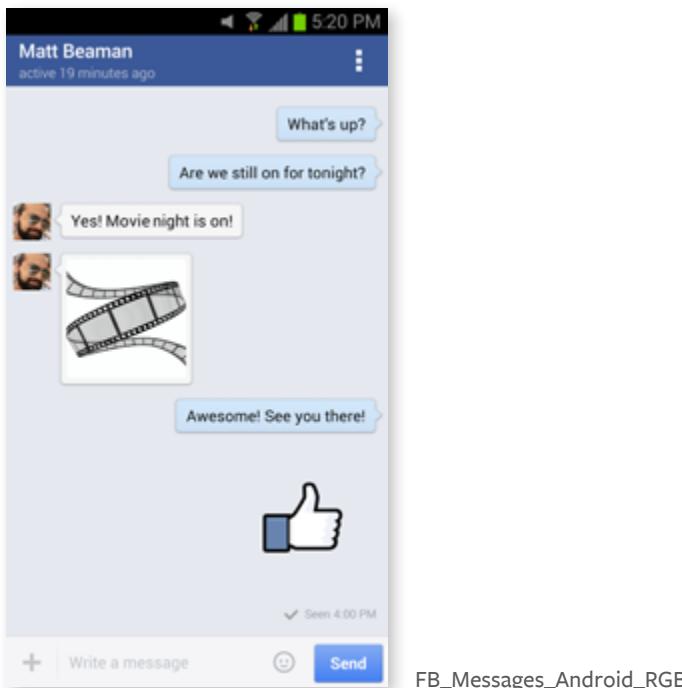
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Messages Image



Usage Example



Use the Facebook Messages screen shown on this page combined with an Android phone.

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Messages assets for feature phones

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Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

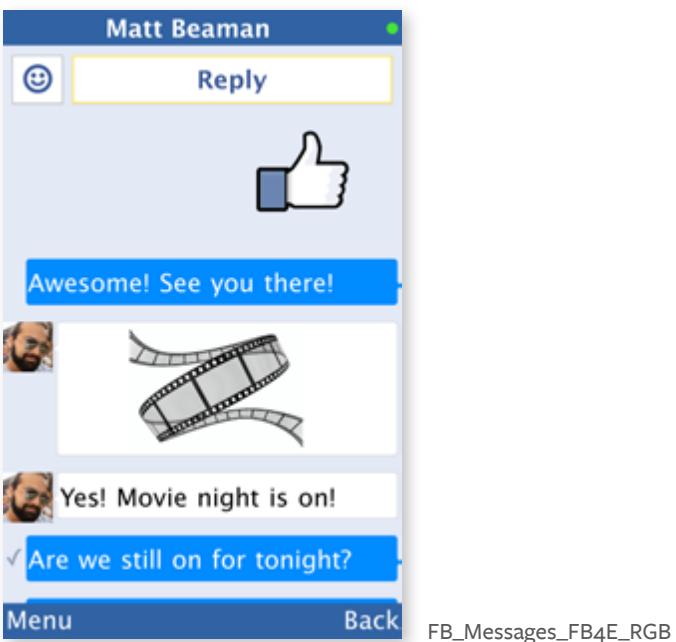
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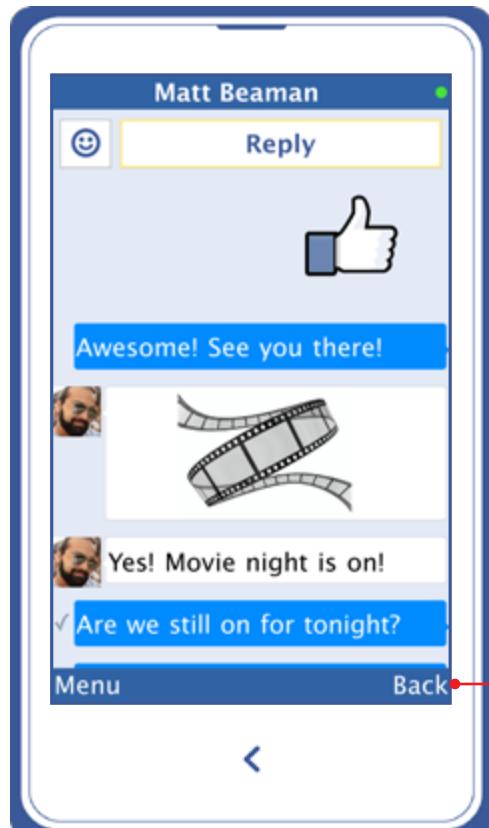
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Messages Image



FB_Messages_FB4E_RGB

Usage Example



Use the Facebook Messages screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

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Messages assets for web

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Messenger assets	62
Facebook Identity	67

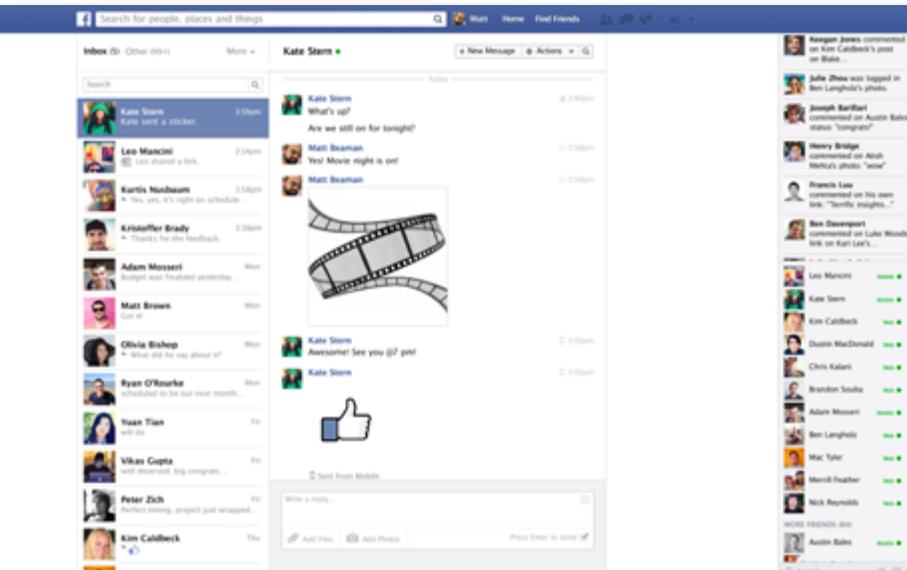
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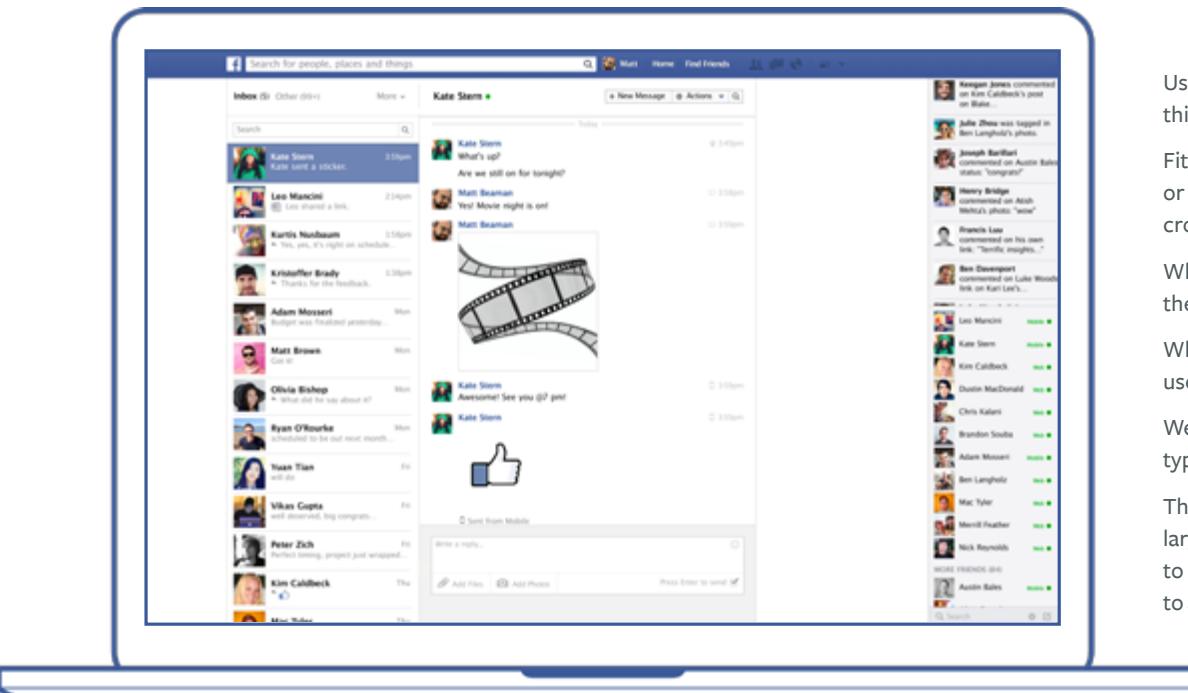
Messages Image



FB_Messages_Web_RGB_LG (for Mac)

FB_Messages_Web_RGB_T (for PC)

Usage Example



Use the Facebook Messages screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

We have provided additional customizable type to accommodate this request.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

DO When customizing a screenshot, delete any advertising.

DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

DON'T When customizing a screenshot, do not use the following: personally identifiable information (names, addresses, email address, phone numbers, birthdays); non-public information; third-party logos; images; trademarks or service marks.

DON'T Do not use screenshot images from other websites, including Facebook.com.

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Messages assets for iPad

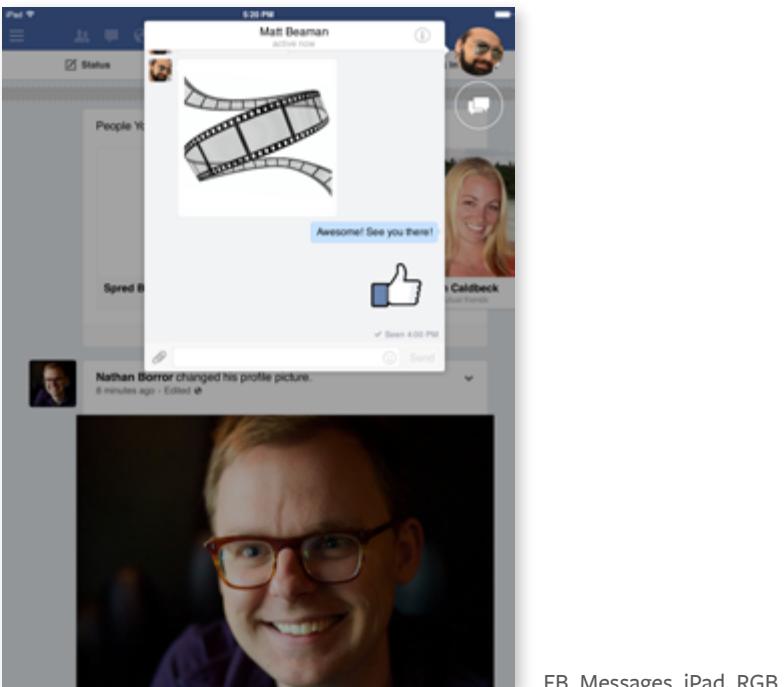
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Messages—option A Message your friends wherever they are—on their phones or on the web.

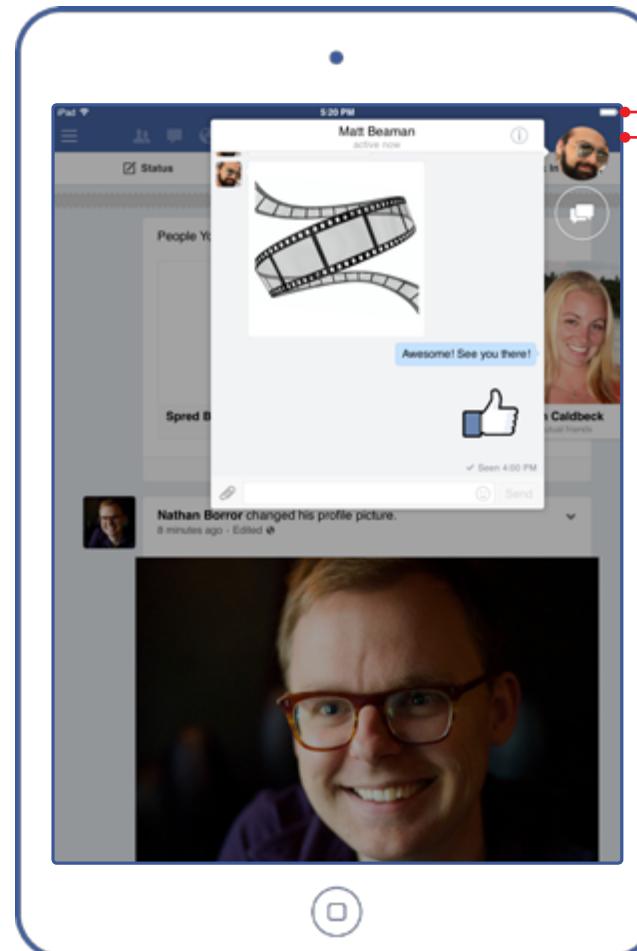
Messages—option B Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

Messages Image



FB_Messages_iPad_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Messages screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Messages assets for Android tablet

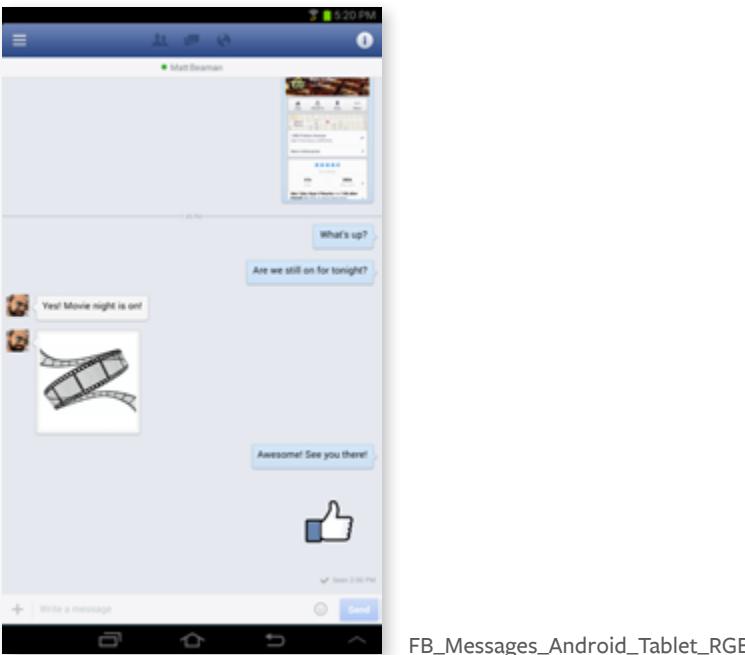
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

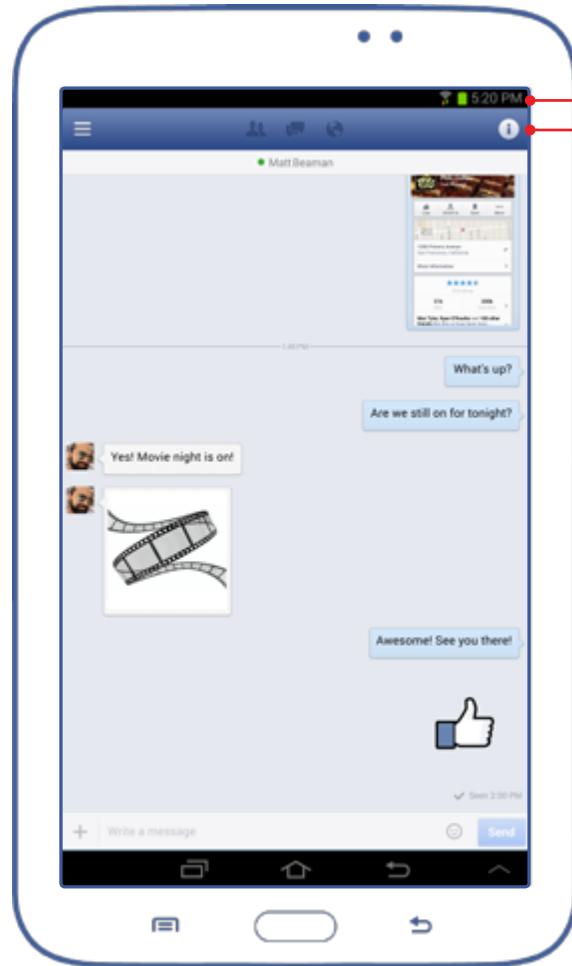
Messages—option A Message your friends wherever they are—on their phones or on the web.

Messages—option B Facebook Messages weaves messages, emails, chats, and text messages together in one ongoing conversation, making it easier to communicate—whether chatting on the web or texting on the go.

Messages Image



Usage Example



Use the Facebook Messages screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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DON'T Do not use screenshot images from other websites, including Facebook.com.

**Friend Request lets you invite people to connect or
“become friends” with you on Facebook. You can also
receive friend requests from others.**

Friend Request assets for iOS

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

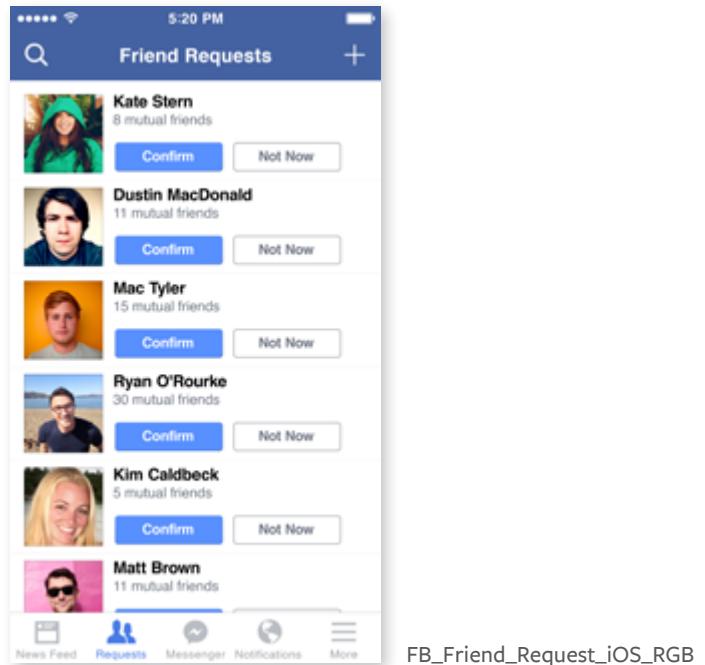
Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

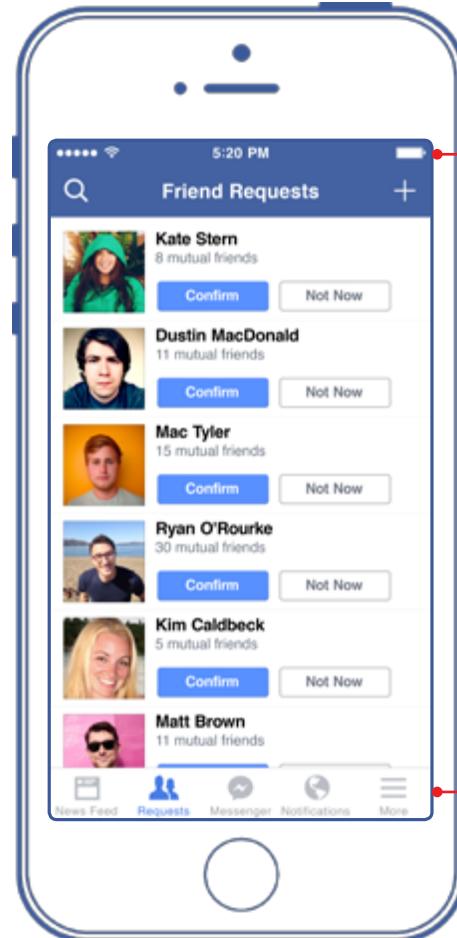
Friend Request—option B

Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



Usage Example



Status bar

Use the Facebook Friend Request screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

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News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Friend Request assets for Android

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

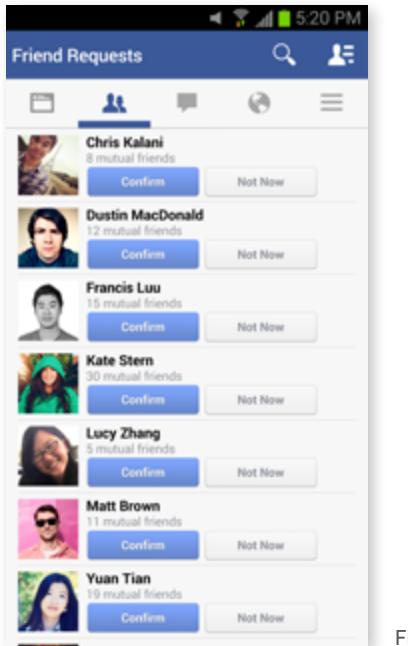
Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

Friend Request—option B

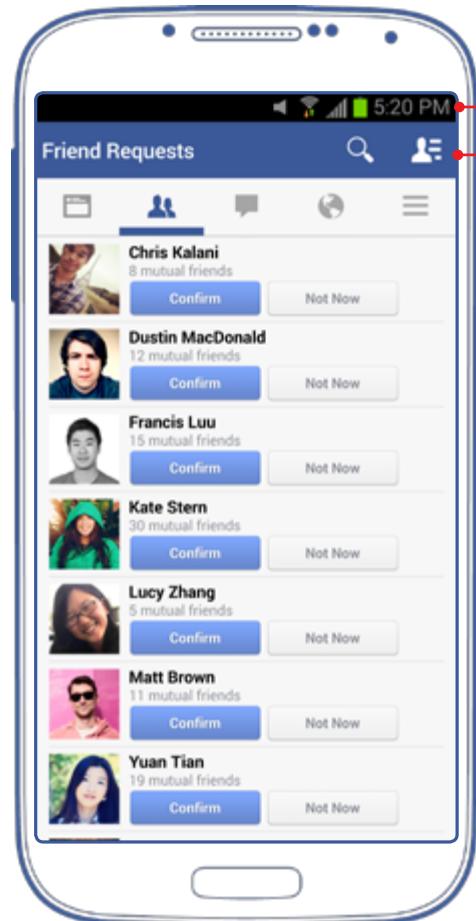
Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



FB_Friend_Request_Android_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Friend Request screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Friend Request assets for feature phones

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

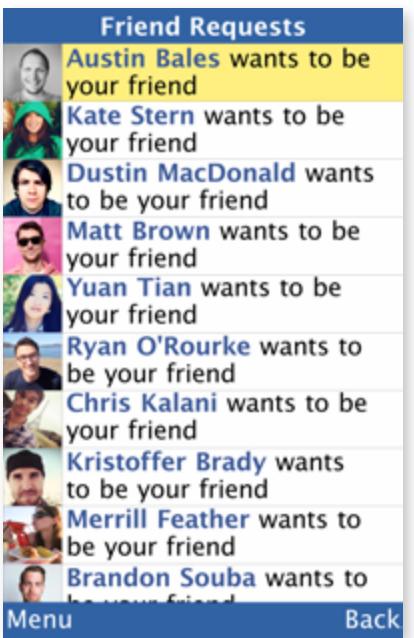
Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

Friend Request—option B

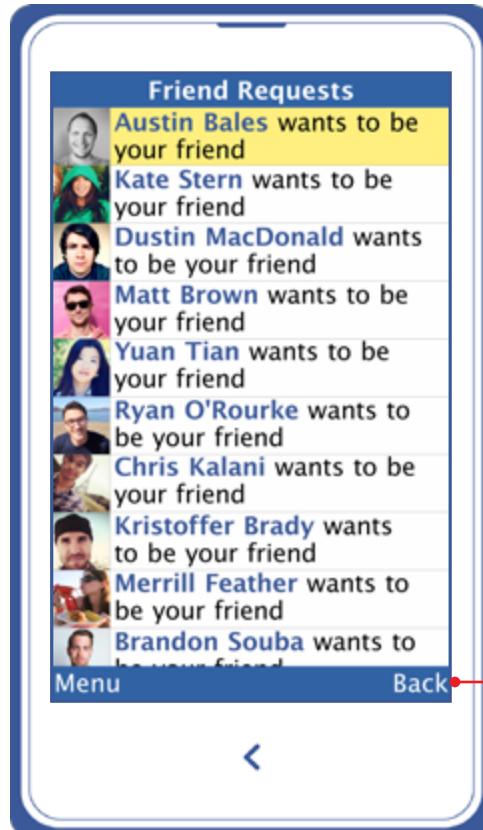
Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



FB_Friend_Request_FB4E_RGB

Usage Example



Use the Facebook Friend Request screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

DO When customizing a screenshot, delete any advertising.

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Friend Request assets for web

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

Friend Request—option B

Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



FB_Friend_Request_Web_RGB_LG (for Mac)

FB_Friend_Request_Web_RGB_T (for PC)

Usage Example



Use the Facebook Friend Request screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

We have provided both Mac and PC versions to accommodate this request.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Friend Request assets for iPad

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

Friend Request—option B

Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



FB_Friend_Request_iPad_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Friend Request screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Friend Request assets for Android tablet

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

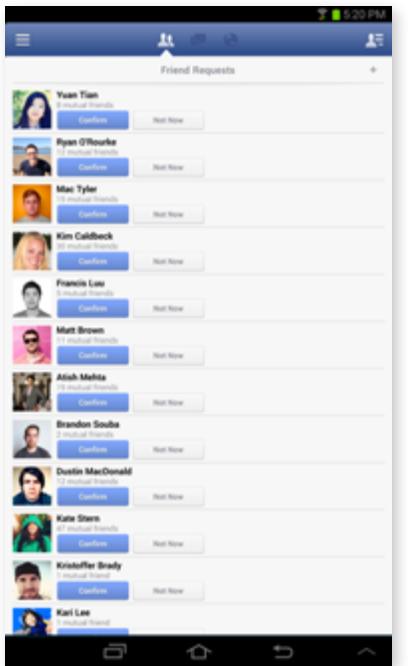
Friend Request—option A

Facebook Friend Request lets you invite friends, family, colleagues, and others to connect with you on Facebook.

Friend Request—option B

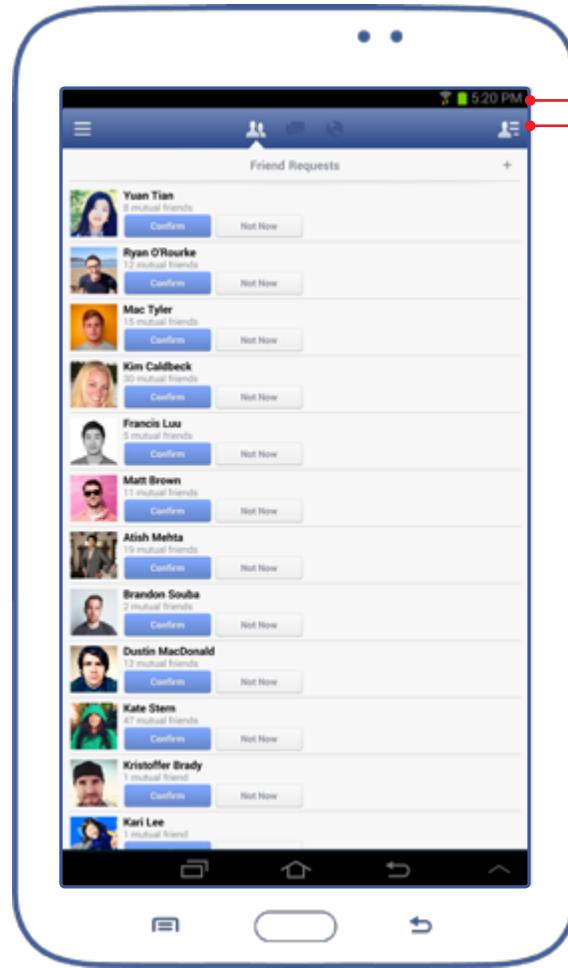
Expand your network with Facebook Friend Request by finding, inviting, and allowing friends and family to connect with you on Facebook. You can also receive friend requests and choose whether to accept them.

Friend Request Image



FB_Friend_Request_Android_Tablet_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Friend Request screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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DON'T Do not use screenshot images from other websites, including Facebook.com.

Notifications provides quick, immediate updates about your friends' activities on Facebook—particularly posts related to you and your activities.

Notifications assets for iOS

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

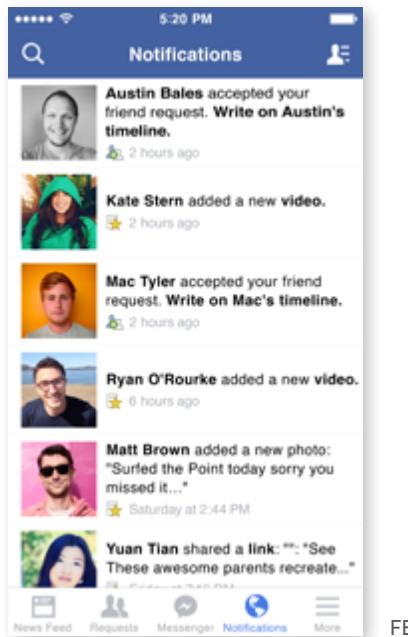
Notifications—option A

Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.

Notifications—option B

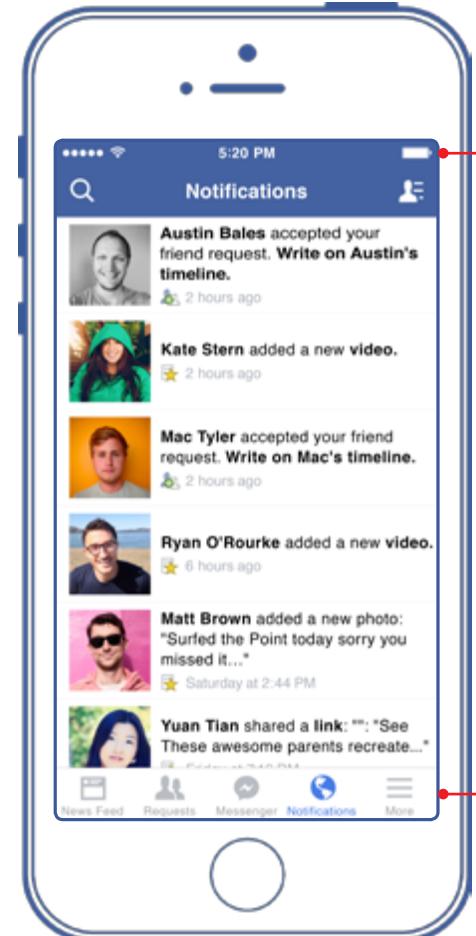
Facebook Notifications makes it easy to find friends' activities related to you. Quickly check out photos you've been tagged in, follow comments on your posts, learn when friend requests have been accepted—and more.

Notifications Image



FB_Notifications_iOS_RGB

Usage Example



Status bar

Use the Facebook Notifications screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

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Notifications assets for Android

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

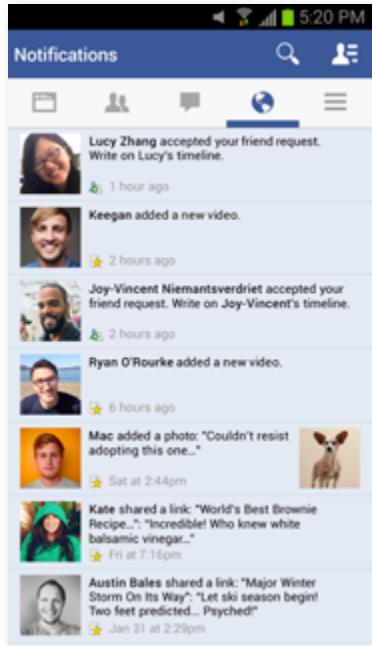
Notifications—option A

Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.

Notifications—option B

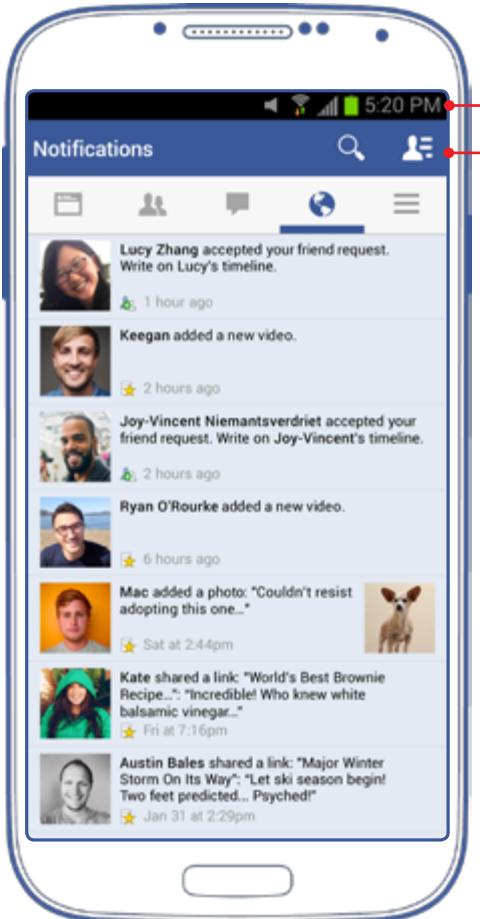
Facebook Notifications makes it easy to find friends' activities related to you. Quickly check out photos you've been tagged in, follow comments on your posts, learn when friend requests have been accepted—and more.

Notifications Image



FB_Notifications_Android_RGB

Usage Example



Use the Facebook Notifications screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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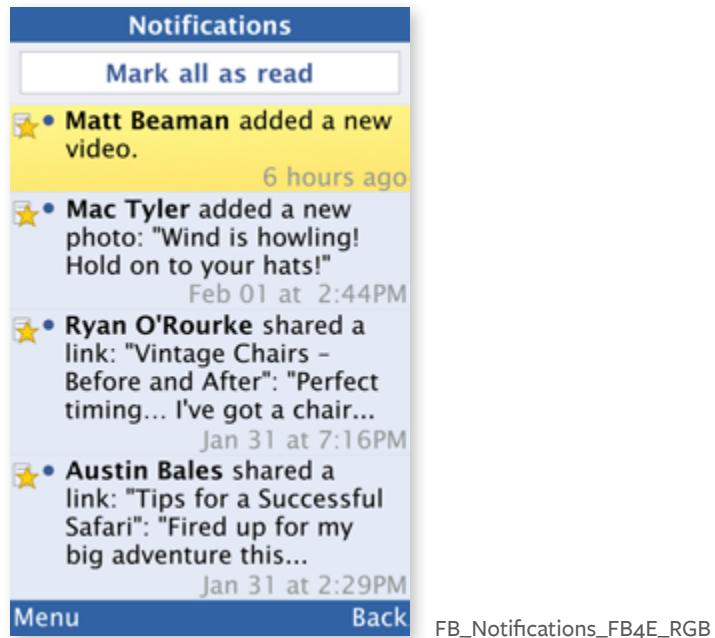
Notifications assets for feature phones

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

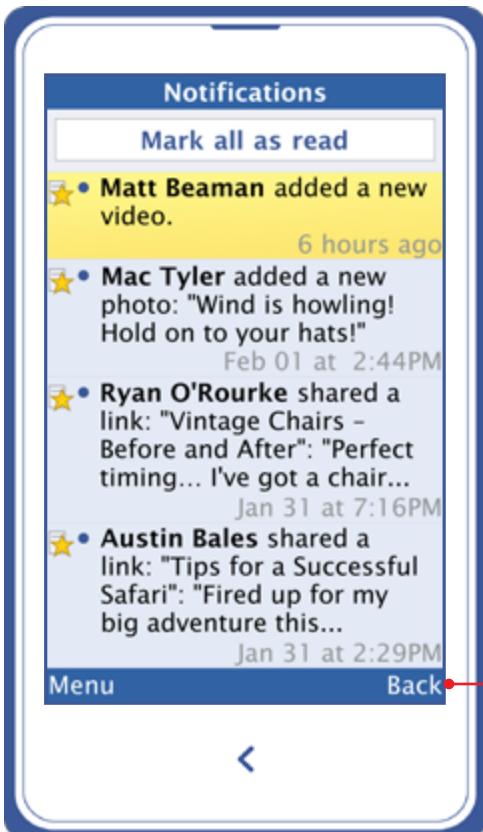
- Facebook** Facebook helps you connect and share with the people in your life.
- Notifications—option A** Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.
- Notifications—option B** Facebook Notifications makes it easy to find friends' activities related to you. Quickly check out photos you've been tagged in, follow comments on your posts, learn when friend requests have been accepted—and more.

Notifications Image



FB_Notifications_FB4E_RGB

Usage Example



Use the Facebook Notifications screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

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Notifications assets for web

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

Notifications—option A

Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.

Notifications—option B

Facebook Notifications makes it easy to find friends' activities related to you. Quickly check out photos you've been tagged in, follow comments on your posts, learn when friend requests have been accepted—and more.

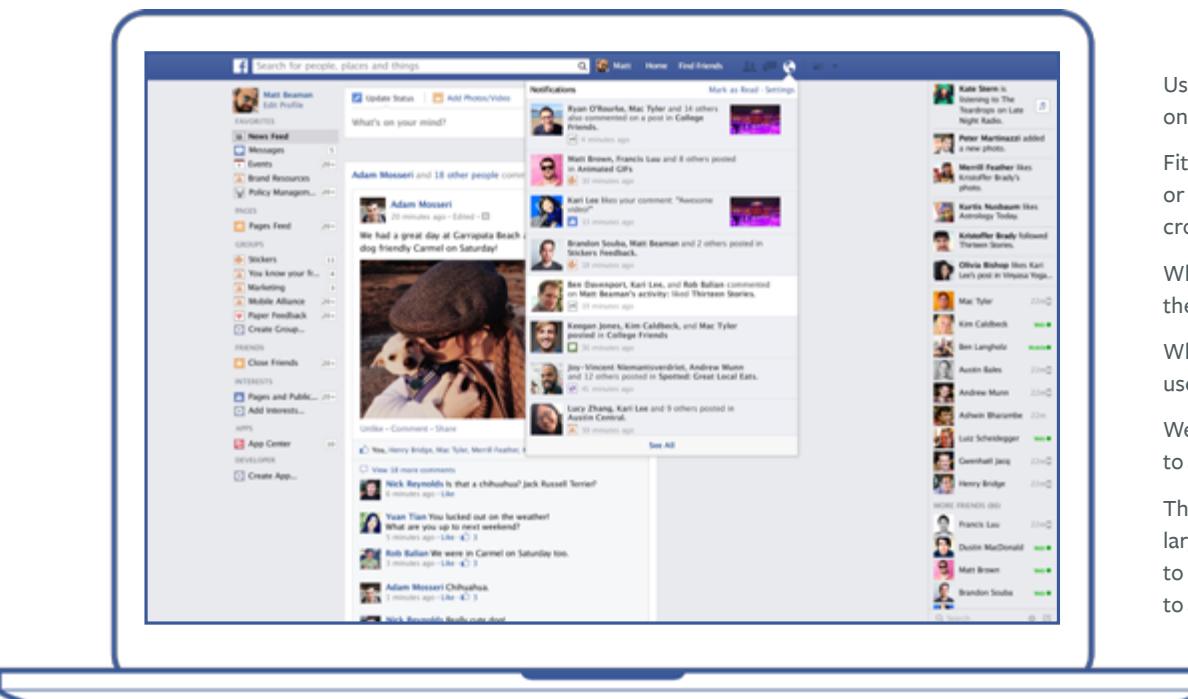
Notifications Image



FB_Notifications_Web_RGB_LG (for Mac)

FB_Notifications_Web_RGB_T (for PC)

Usage Example



Use the Facebook Notifications screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

We have provided both Mac and PC versions to accommodate this request.

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Notifications assets for iPad

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

Notifications—option A

Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.

Notifications—option B

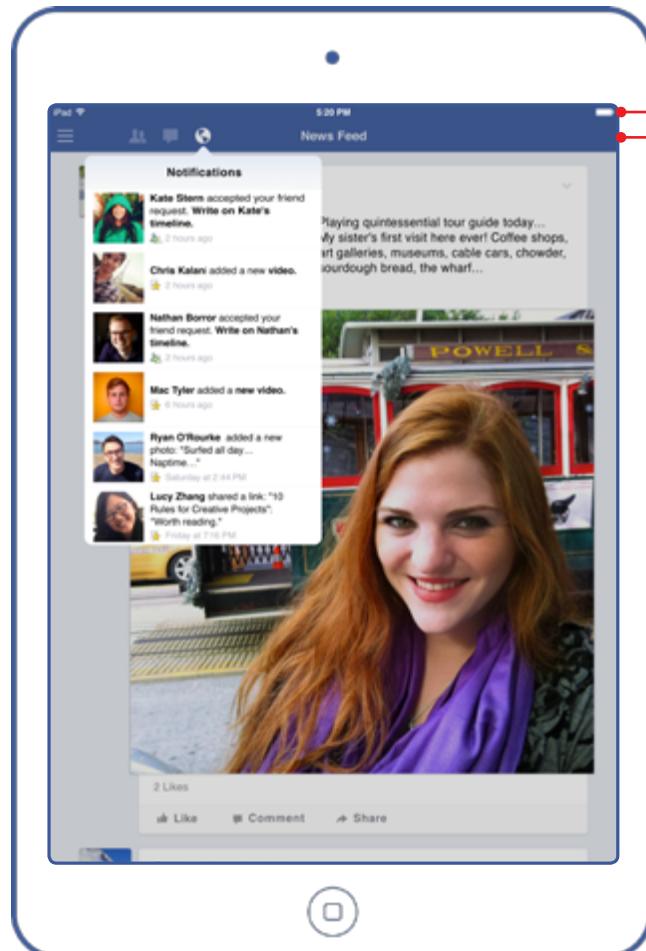
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Notifications Image



FB_Notifications_iPad_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Notifications screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

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DON'T Do not use screenshot images from other websites, including Facebook.com.

Notifications assets for Android tablet

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook

Facebook helps you connect and share with the people in your life.

Notifications—option A

Facebook Notifications provides a preview of your friends' activities on Facebook—especially posts related to you.

Notifications—option B

Facebook Notifications makes it easy to find friends' activities related to you. Quickly check out photos you've been tagged in, follow comments on your posts, learn when friend requests have been accepted—and more.

Notifications Image



FB_Notifications_Android_Tablet_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Notifications screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

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**Pages gives a voice to any brand, business or organization.
It is a central place to tell your story, have conversations with
current and potential customers while generating powerful
word-of-mouth marketing.**

Pages assets for iOS

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_iOS_RGB

Usage Example



Use the Facebook Pages screen shown on this page combined with an iPhone.
When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

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Pages assets for Android

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

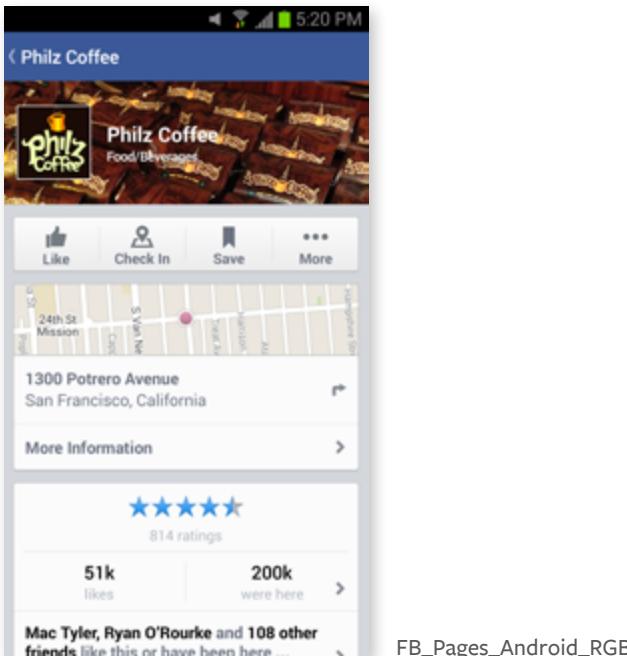
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

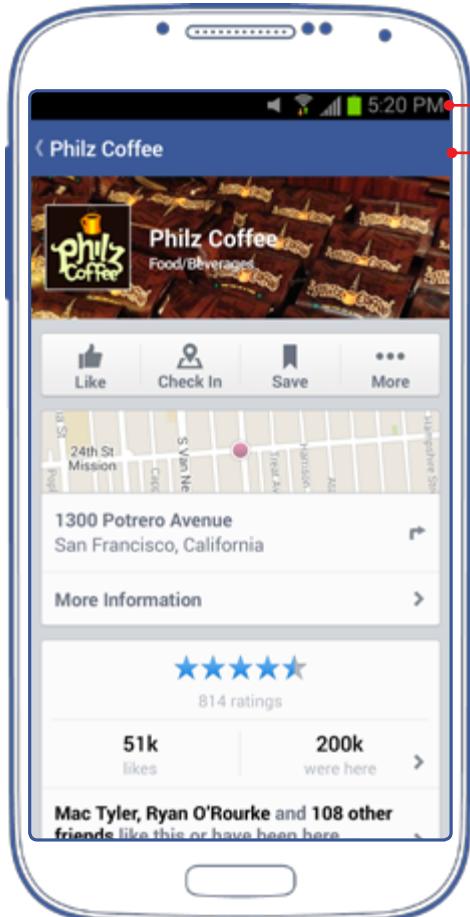
Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_Android_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

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DO When customizing a screenshot, delete any advertising.

DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

DON'T When customizing a screenshot, do not use the following: personally identifiable information (names, addresses, email address, phone numbers, birthdays); non-public information; third-party logos; images; trademarks or service marks.

DON'T Do not use screenshot images from other websites, including Facebook.com.

Pages assets for feature phones

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

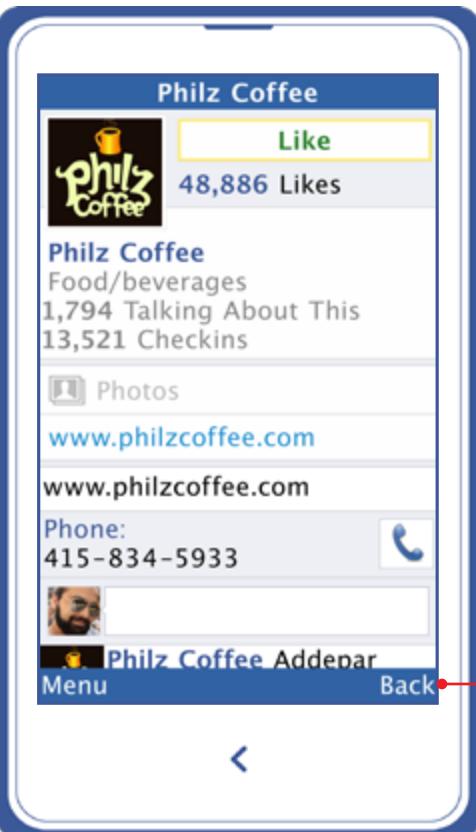
Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_FB4E_RGB

Usage Example



Use the Facebook Pages screen shown on this page combined with a feature phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on feature phones, use the Lucida Sans font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Facebook navigation bar

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

DO When customizing a screenshot, delete any advertising.

DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

DON'T When customizing a screenshot, do not use the following: personally identifiable information (names, addresses, email address, phone numbers, birthdays); non-public information; third-party logos; images; trademarks or service marks.

DON'T Do not use screenshot images from other websites, including Facebook.com.

Pages assets for web

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

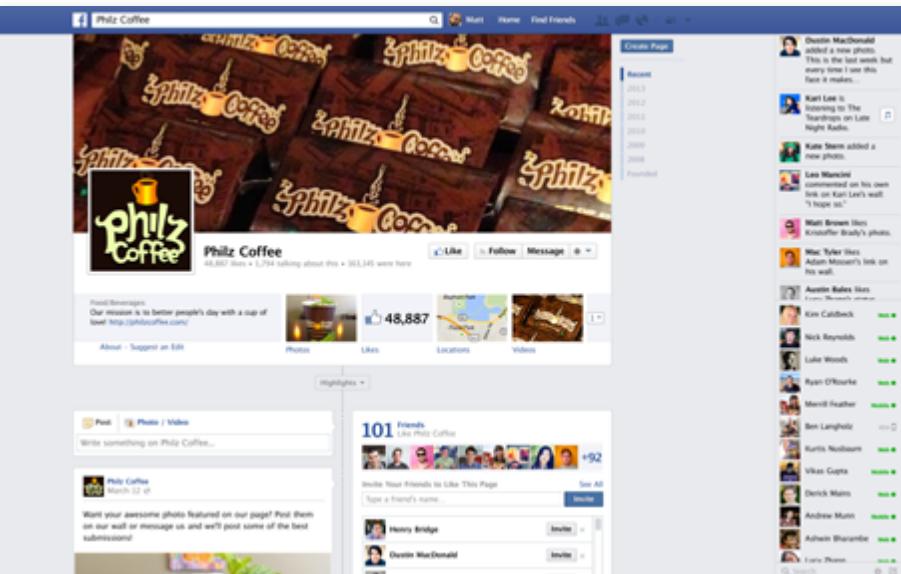
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_Web-RGB_LG (for Mac)

FB_Pages_Web-RGB_T (for PC)

Usage Example



Use the Facebook Pages screen shown on this page combined with a 15-inch laptop.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on a Mac, use the Lucida Grande font.

When customizing type layers on a PC, use the Tahoma font.

We have provided both Mac and PC versions to accommodate this request.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Do's and Don'ts

DO Use the image assets and copy provided in this guide. Facebook has approved the combined content and images, when used as shown.

DO Customize screen image as needed (photos, type, profile picture). The files are set up as editable, multiple layers.

DO When customizing a screenshot, delete any advertising.

DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

DON'T When customizing a screenshot, do not use the following: personally identifiable information (names, addresses, email address, phone numbers, birthdays); non-public information; third-party logos; images; trademarks or service marks.

DON'T Do not use screenshot images from other websites, including Facebook.com.

Pages assets for iPad

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

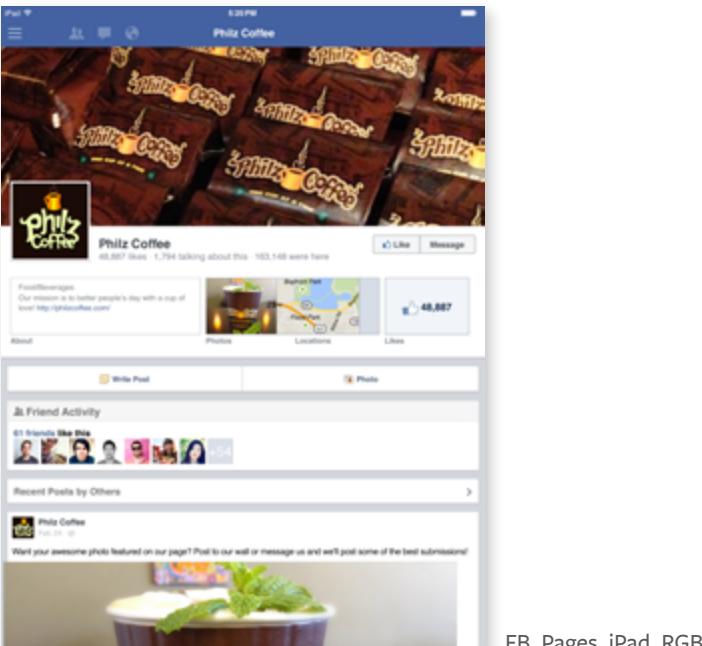
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



Usage Example



Use the Facebook Pages screen shown on this page combined with an iPad.

When customizing type layers on iPad screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

Do's and Don'ts

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DO When customizing a screenshot, delete any advertising.

DON'T Do not modify screenshots or video captures from how they would actually look on Facebook.

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DON'T Do not use screenshot images from other websites, including Facebook.com.

Pages assets for Android tablet

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

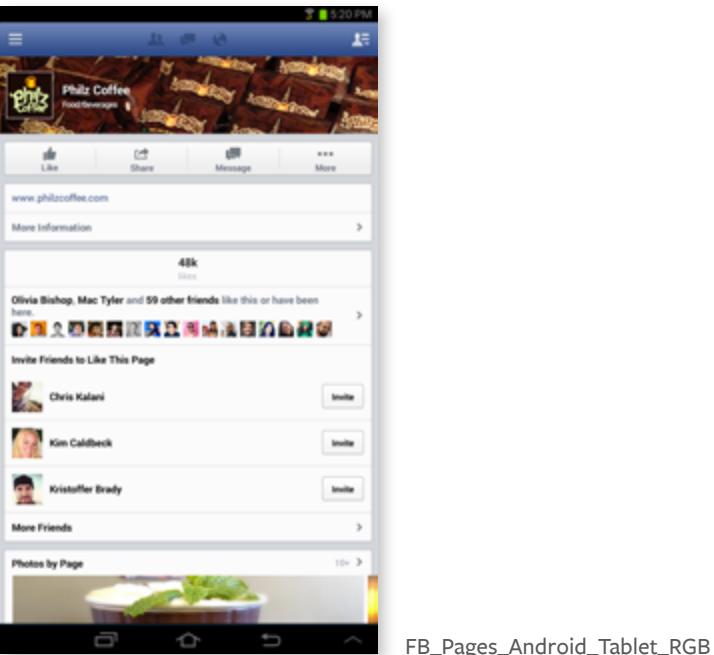
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Pages—option A Facebook Pages is a central place to grow a business, build a brand and develop relationships with current and potential customers.

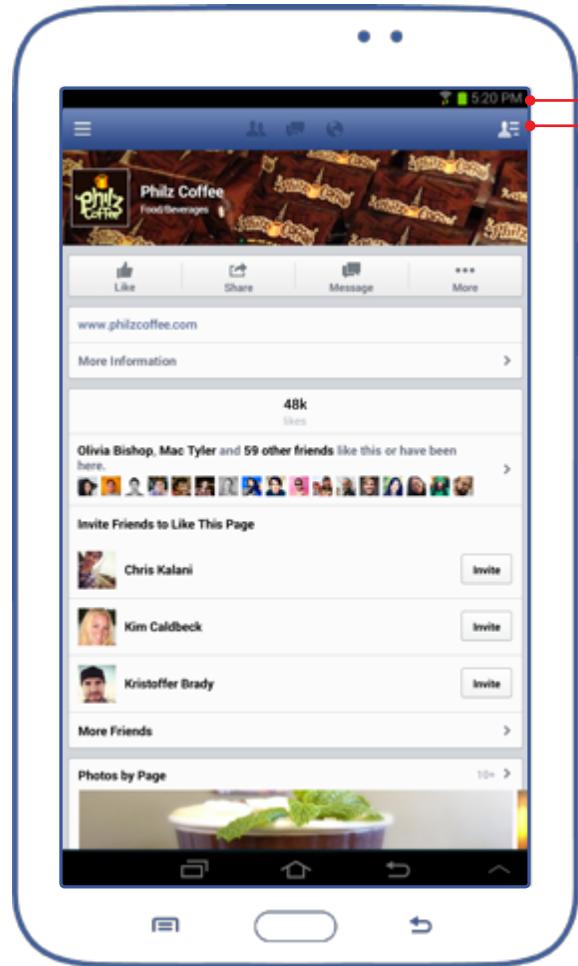
Pages—option B Facebook Pages gives a voice to any brand, business or organization. Pages is a place to tell your story, have conversations with current and potential customers while generating powerful word-of-mouth marketing.

Pages Image



FB_Pages_Android_Tablet_RGB

Usage Example



Status bar
Facebook navigation bar

Use the Facebook Pages screen shown on this page combined with an Android tablet.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android tablet screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Messenger takes messaging to the next level, enabling more human, intuitive, and responsive conversations with the people you care about—even people who are not “on Facebook.”

Messenger assets for iOS

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

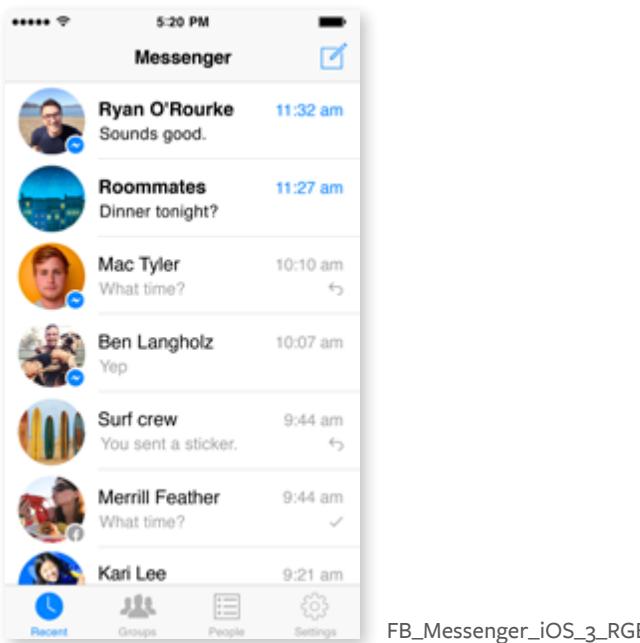
Copy Blocks

Facebook Facebook helps you connect and share with the people in your life.

Messenger—option A With Messenger, you can instantly and intuitively communicate with the people you care about—even people who are not “on Facebook.”

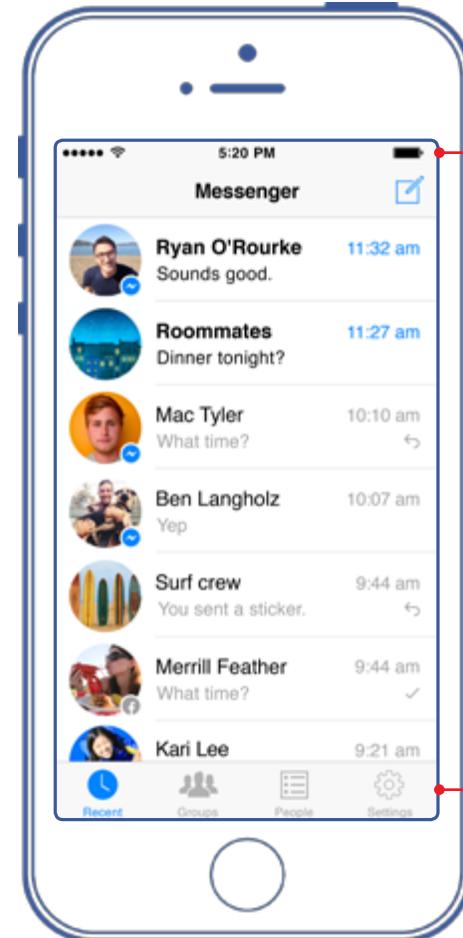
Messenger—option B Messenger lets you instantly communicate with the people you care about, interact on-the-go in ways that feel more like real life, and receive immediate satisfaction that your message has been “seen” and that a response is on the way.

Messenger Image



FB_Messenger_iOS_3_RGB

Usage Example



Use the Messenger screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Messenger assets for iOS

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Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

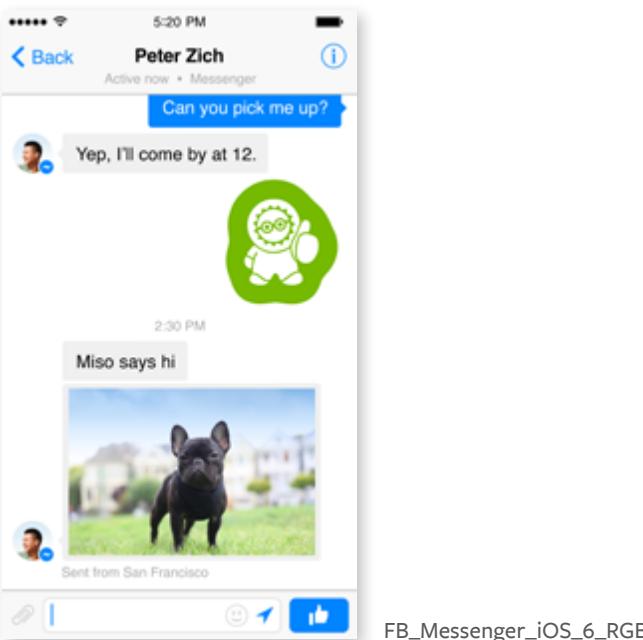
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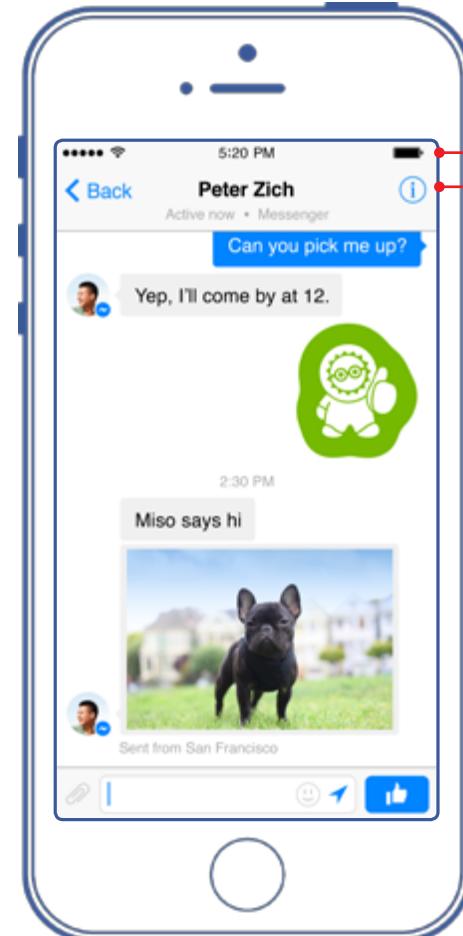
Messenger—option B Messenger lets you instantly communicate with the people you care about, interact on-the-go in ways that feel more like real life, and receive immediate satisfaction that your message has been “seen” and that a response is on the way.

Messenger Image



FB_Messenger_iOS_6_RGB

Usage Example



Use the Messenger screen shown on this page combined with an iPhone.

When customizing type layers on iOS screens, use the Helvetica font.

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Messenger assets for Android

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Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

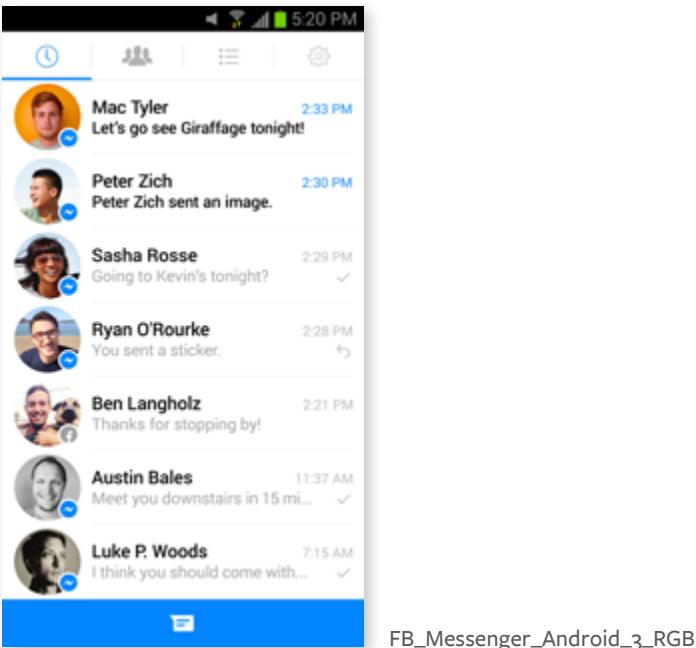
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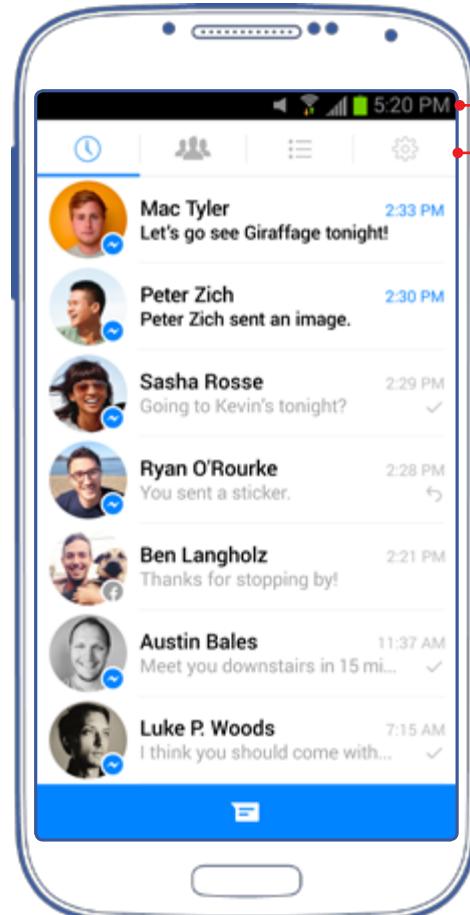
Messenger—option B Messenger lets you instantly communicate with the people you care about, interact on-the-go in ways that feel more like real life, and receive immediate satisfaction that your message has been “seen” and that a response is on the way.

Messenger Image



FB_Messenger_Android_3_RGB

Usage Example



Use the Messenger screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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Messenger assets for Android

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Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

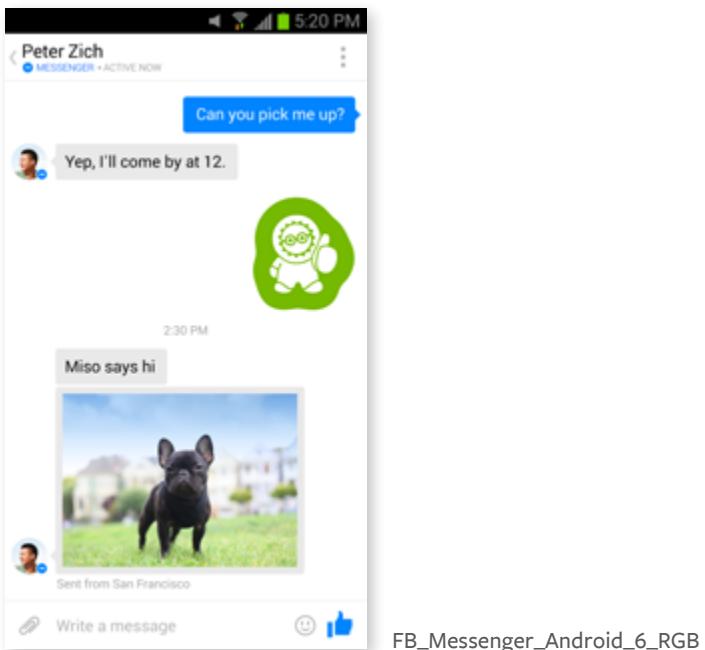
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Messenger—option A With Messenger, you can instantly and intuitively communicate with the people you care about—even people who are not “on Facebook.”

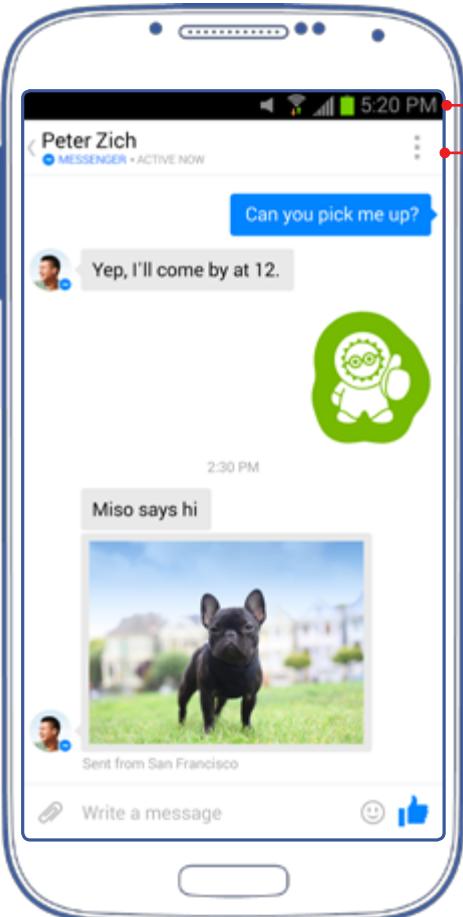
Messenger—option B Messenger lets you instantly communicate with the people you care about, interact on-the-go in ways that feel more like real life, and receive immediate satisfaction that your message has been “seen” and that a response is on the way.

Messenger Image



FB_Messenger_Android_6_RGB

Usage Example



Use the Messenger screen shown on this page combined with an Android phone.

Fit screen to device without cropping the top or sides. The bottom of the screen can be cropped.

When customizing type layers on Android screens, use the Roboto font.

The screens provided should not be used larger than 100% of the file size. (If you need to reproduce a larger screen, we may be able to assist on a case-by-case basis.)

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DON'T Do not use screenshot images from other websites, including Facebook.com.

Facebook Identity Guidelines

The “f” logo is one of Facebook’s most important visual and identity assets. The next pages show you how to use the the “f” logo, the Like Button and the Thumbs Up logo properly.

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Proportions and spacing of the “f” Logo

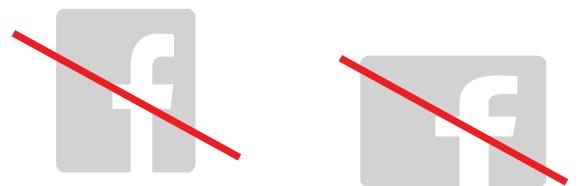
Using the “f” Logo

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. To see examples of proper use of our “f” logo, as well as more detailed “f” logo guidelines, please visit www.facebookbrand.com. Additionally, use of this logo in broadcast requires submission of a brand permission request form which you can obtain from: www.facebookbrand.com/request.



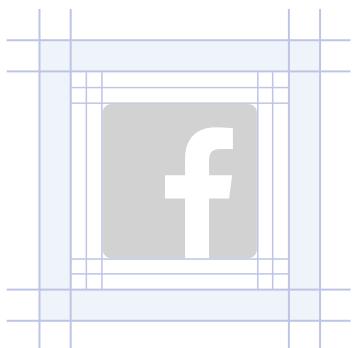
Maintain Proportions

The proportions and spacing of the “f” logo should never be altered for any reason. Hold the “Shift” key in most software programs to maintain the proportions while scaling up or down.



Preserve 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. Always maintain this minimum clear space, even when proportionally scaling the logo.



Incorrect Use

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the “f” logo. Don’t alter the rounded box shape or alter the proportions, or add any embellishments.



Do's and Don'ts

DO

- Only use the “f” logo to refer to:
 - Your presence on Facebook, such as your page, timeline, group, app or event.
 - Your implementation of Facebook on your website.
 - Your product’s integration with Facebook such as “For use with Facebook”.
 - Content that originates from the Facebook service.

DO

- Include a clear call to action that communicates your use of Facebook (for example, ‘Like us on Facebook’ or ‘Install our app on Facebook’) unless the “f” logo is side-by-side with other social media logos.

DO

- Request permission before you use the “f” logo in broadcast or film.
- Visit www.facebookbrand.com for information about what to include with your request. You must be logged into Facebook to access the brand permission request form.

DON'T

- Modify the “f” logo in any way, such as changing design or color. If you are unable to use the correct color due to technical limitations, you may revert to black and white.

Proportions and spacing of the Like Button

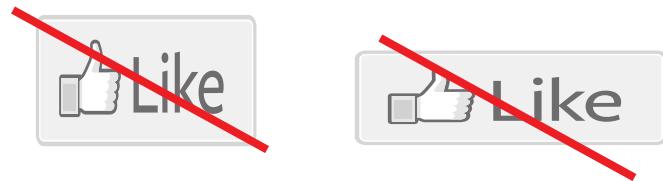
News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Using the Like Button



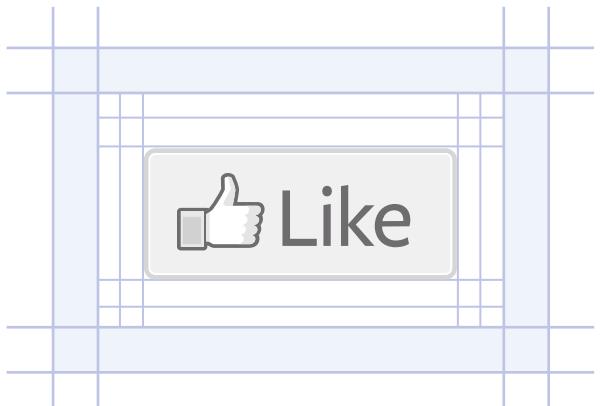
Maintain Proportions

The proportions and spacing of the Like Button should never be altered for any reason. Hold the “Shift” key in most software programs to maintain the proportions while scaling up or down.



Preserve Clear Space

To preserve the integrity of the Like Button, always maintain a minimum clear space around the logo. This clear space insulates our Like Button from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo. For more detailed Like button guidelines please visit www.facebookbrand.com.



Incorrect Use

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Like Button. Don’t alter the rounded box shape or alter the proportions, or add any embellishments.



Do's and Don'ts

DO Use a clear call to action (for example: ‘Like us on Facebook’, ‘Add your app on Facebook’, ‘For use with Facebook’) to refer to your Facebook page, website or app where the Like Button plugin has been implemented.

DO Request permission before you use the Like Button in broadcast or film.
Visit www.facebookbrand.com for information about what to include with your request. You must be logged into Facebook to access the brand permission request form.

DON'T Modify the Like Button logo in any way, such as by changing the design or color.

DON'T Substitute the Like Button logo for the word ‘Like’.

News feed assets	7
Timeline assets	14
Photos assets	21
Messages assets	34
Friend Request assets	41
Notifications assets	48
Pages assets	55
Messenger assets	62
Facebook Identity	67

Proportions and spacing of the Thumbs Up Logo

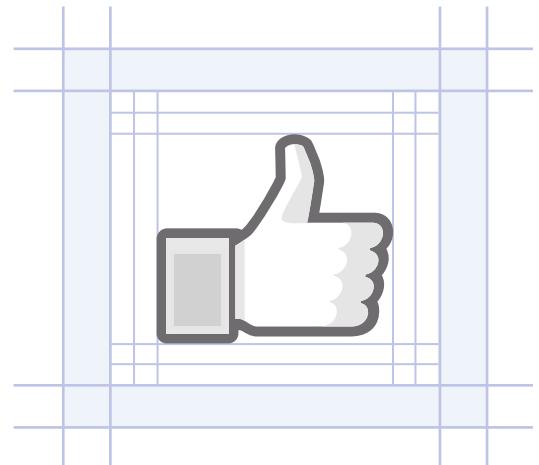
Using the Thumbs Up logo

Only use the thumbs up logo in conjunction with the “f” logo and a clear call to action (for example: ‘Like us on Facebook’, ‘Install our app on Facebook’, ‘For use with Facebook’) to reference your Facebook presence. Any use of this logo in broadcast requires submission of a brand permission request form. To obtain this form, and to see examples of proper use of our Thumbs Up logo, please visit www.facebookbrand.com. For more detailed Thumbs up logo guidelines please visit www.facebookbrand.com.



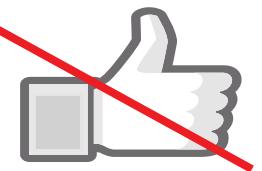
Preserve Clear Space

To preserve the integrity of the Thumbs Up logo, always maintain a minimum clear space around the logo. This clear space insulates our Thumbs Up logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo.



Maintain Proportions

The proportions and spacing of the thumbs up should never be altered for any reason. Hold the “shift” key in most software programs to maintain the proportions while scaling up or down.



Incorrect Use

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Thumbs Up logo.



Do's and Don'ts

DO Only use the thumbs up logo in conjunction with the “f” logo and a clear call to action (for example: ‘Like us on Facebook’, ‘Install our app on Facebook’, ‘For use with Facebook’) to reference your Facebook presence.

DO Request permission before you use the Thumbs Up in broadcast or film.
Visit www.facebookbrand.com for information about what to include with your request. You must be logged into Facebook to access the brand permission request form.

DON'T Modify the thumbs-up logo in any way, such as by changing the design or color.



For more information: visit www.facebookbrand.com

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