

# Company Wordmark

The Facebook company wordmark represents our entire organization, including the full family of apps and technologies, and should only be used to represent the Facebook company and not the Facebook app.

Please work closely with your Facebook contact for approvals to print or use the Facebook wordmark in your marketing and media communications.

## GUIDELINES

When to use the Facebook company wordmark:

- Newscasts and news programming
- Editorials
- Talk shows
- Partnerships or sponsorships with a formal agreement in place with Facebook

Note: The Facebook company wordmark is not interchangeable with the “f” Logo or ever used to represent facebook.com or the Facebook mobile app.

# FACEBOOK

## COLOR

The blue grey version of the Facebook company wordmark should be used in all instances. If you can't use the correct color due to technical limitations, use black and white.

FACEBOOK

FACEBOOK

## CLEAR SPACE

Use the height of the Facebook 'F' to measure a minimum clear space around the logo. No other design element should enter the minimum clear space area.



## MINIMUM SIZE

Although there is no maximum size for the Facebook company wordmark, it is important to limit its reduction. The minimum size recommended for the Facebook company wordmark is 12px height for digital surfaces and 2mm height within print.

12 PX  
2MM I FACEBOOK

## BRAND PERMISSIONS REQUEST

We understand the content you wish to feature may need to air during live programming, such as a newscast or live event, and allowing time for permissions is not feasible. In these instances, we still require you to follow the general rules and guidelines for using Facebook logos and assets and Broadcast Templates provided.

For movies or TV show storylines, brand permissions are required and final creative can be submitted through this site. Advertising or marketing use is rarely approved and also needs to be submitted for brand permissions.

## DO'S

- Do only use the Facebook company wordmark to refer to the Facebook company's family of apps and technologies.
- Do use the Facebook company wordmark in blue grey on white or light-colored backgrounds, or the white logo on a dark-colored background.
- Do preserve the integrity of the Facebook company wordmark and allow a minimum clear space around the Facebook company wordmark to always be maintained. This clear space insulates the Facebook company wordmark from distracting graphic elements such as other logos, copy, illustrations or photography.
- Do maintain proper boundaries around the Facebook company wordmark.

## DONT'S

- Don't modify the Facebook company wordmark in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.
- Don't use an outdated version of the Facebook company wordmark.
- Don't use the Facebook company wordmark when referring to Facebook products.
- Don't set the Facebook company wordmark in a containing shape.

## REPRESENTING FACEBOOK

### 1

Representing the Facebook Company. Please refer to us as the "Facebook company" when referencing us in plain text. If a logo is necessary, the appropriate option is the Facebook company wordmark.

### 2

Representing the Facebook product for news or commentary related to the Facebook product (desktop or mobile app), use the "f" Logo and current product screenshots from the templates provided.

### 3

For approved imagery of the Menlo Park campus, Facebook executives and more, please visit the [Newsroom Media Gallery](#). You can also find more company information there.