

Reactions

Reactions are an extension of the Like Button to give people more ways to share their reaction to a post in a quick and easy way. The collection of Reactions includes Like, Love, Haha, Wow, Sad and Angry.

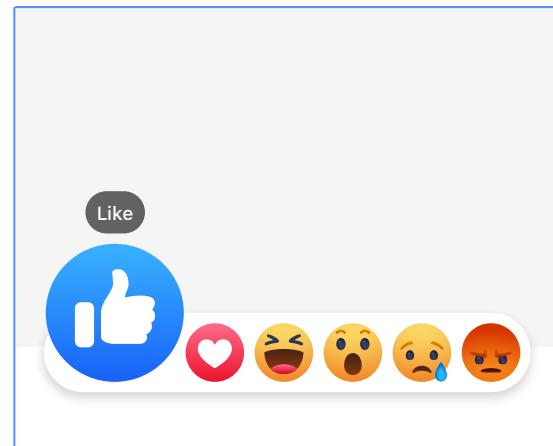
To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Reactions. Never alter the proportions and shape of the Reactions (and surrounding UI) for any reason.

Reactions are not emojis or individual icons, and they cannot be used in this way. It's important to show Reactions in the way they are intended to be used on Facebook—as a quick and easy way to express how you feel.

Video or Facebook Live Broadcast

We don't provide animations of Reactions. To include Reactions in your video, show the Reactions within the Facebook UI as they appear and function in the product.

Facebook Live: The “floating” Reactions are only intended for use during a Facebook Live broadcast and other instances within Facebook products. Don't use the “floating” Reactions outside the context of Facebook products, whether animated or static, in your marketing.



Using Reactions

Use Reactions only as they appear and exactly how they function within the context of Facebook UI. Reactions cannot be used for creative purposes. **Only use Reactions as a collection**—do not use them as individual icons or as the most prominent feature of your marketing.

Reactions

Use—Within the Facebook UI

We have provided high-resolution

Newsfeed screen templates built for use online, on print/packaging, or for promotional activities in TV and film. The use of the screen templates must adhere to the guidelines in this document and on the [Brand Resource Center](#).

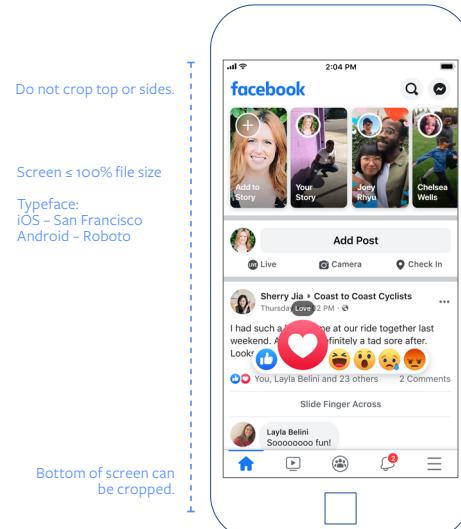
Use these screen templates as shown or you can customize a template by replacing photos and modifying or localizing copy where applicable. If you plan to customize a template, we require you to use the current Facebook UI (User Interface), and not alter the UI in any way from how it's displayed in real life.

Display screens on a device

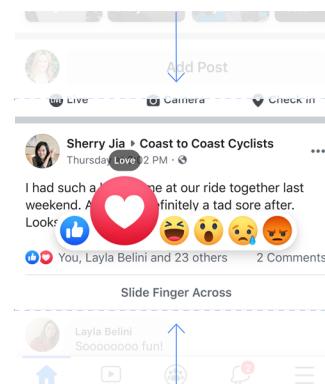
When using the full UI, present screens within the context of a relevant mobile, desktop or other device.

Cropping

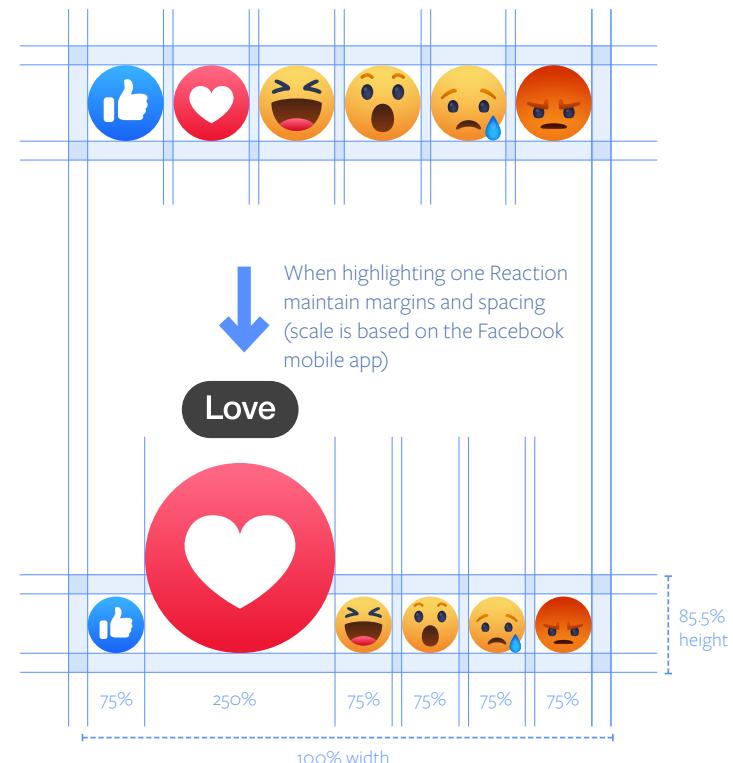
When space or size limitations are an issue, screen templates may be cropped or scaled-up to allude to being “zoomed-in” to the UI. Always have the Reactions UI within the frame.



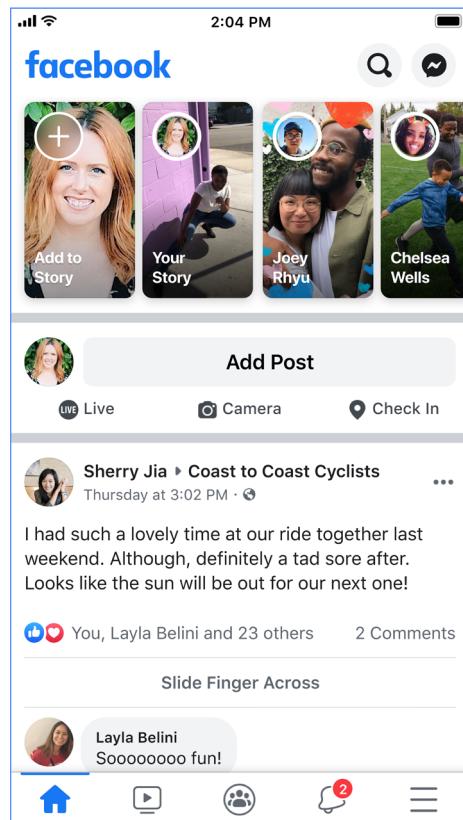
Reactions within the UI



Reactions within focus



Reactions— in Newsfeed



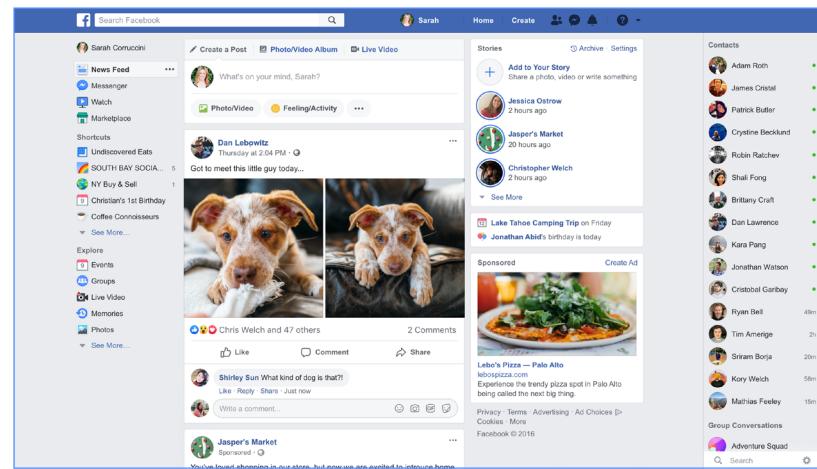
iOS

Typeface: San Francisco



Android

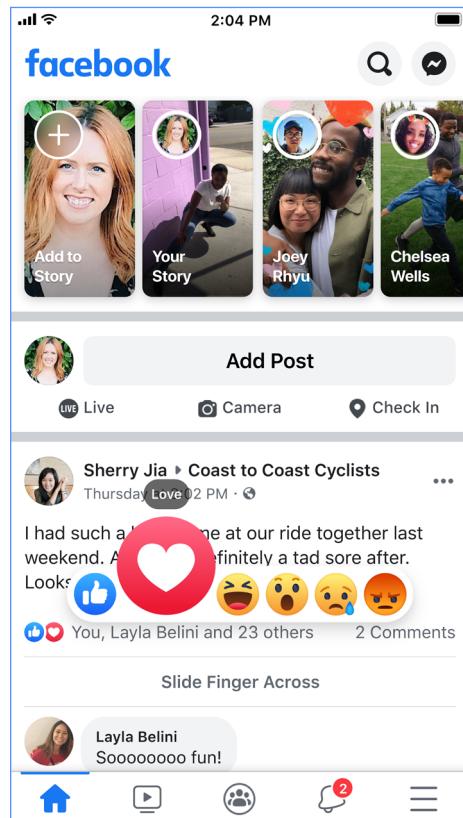
Typeface: Roboto



Web

Typeface: San Francisco

Reactions— in Newsfeed with Reactions Dock



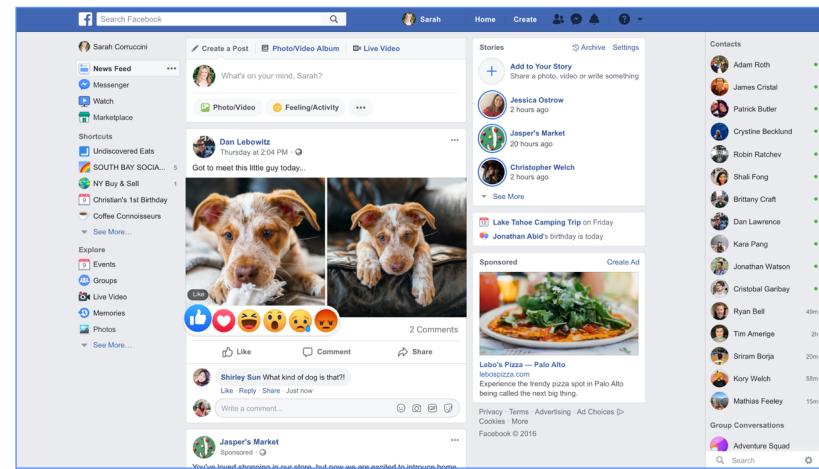
iOS

Typeface: San Francisco



Android

Typeface: Roboto



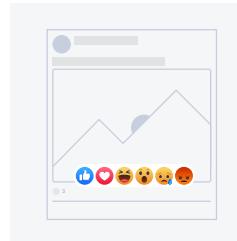
Web

Typeface: San Francisco

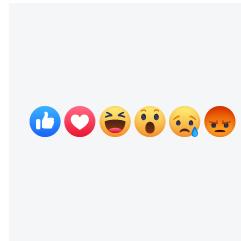
Reactions— Do's and Don'ts

Do's

- ✓ Do use Reactions only as they appear and similar to how they function within the context of Facebook UI.
- ✓ Do use Reactions as one collection: Like, Love, Haha, Wow, Sad, Angry. Do not use Reactions as individual icons.
- ✓ Do use relevant messaging and as a full collection if shown outside of the Facebook UI.
- ✓ When using Reactions within a Facebook user interface, follow the User Interface guidelines available on the Facebook Brand Resource Center.



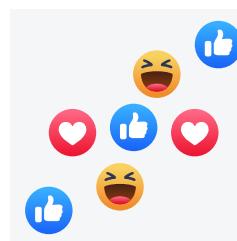
Do use provided templates.



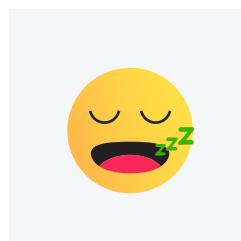
Do always use the complete collection.

Don'ts

- ✗ Don't modify or customize Reactions in any way, such as by changing the design, scale or colors.
- ✗ Don't break up the collection of Reactions and prioritize or feature any Reactions as individual icons.
- ✗ Don't animate or fabricate physical objects in the form of Reactions.
- ✗ Don't use alternate or customized Reactions as a replacement or an addition to the collection of Reactions.
- ✗ Don't use Reactions for creative purposes.



Don't not show a Reactions as an incomplete set.



Don't modify Reactions.