**The "f" Logo is one of our most globally recognized and beloved assets. It's used to represent Facebook the product (website or mobile app).**

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**. The **"f" Logo** may also be used side-by-side with other social media logos.

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.
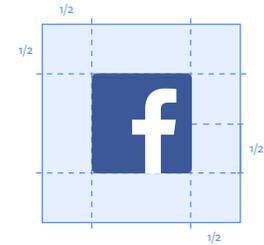
Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the **"f" Logo**. Never alter the proportions and shape of the **"f" Logo** for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.
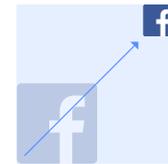
Size

Be sure the **"f" Logo** is reproduced in a legible size and that they do not appear subordinate to any other partner logos included on the creative executions. Similarly, do not present the **"f" Logo** in a way that makes it the most distinctive or prominent feature of what you're creating.

Color

Do not modify the logos in any way, such as changing the design or color. The correct color versions to use are the blue or reversed-out to white. If you are unable to use the correct color due to technical limitations, you may revert to black and white.

Assets

Blue
Use this version with a blue box and white "f" on white or light color backgrounds.

Reversed-out to White
Use this version with a white box on blue or dark color backgrounds.

Additional Information:
Download "f" Logo assets from facebookbrand.com/assets

TV & Film
In order to use the "f" Logo in your TV or film, you will need to request permission. Here's what you need to include with your request:

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

You can review full guidelines for tv & film use at facebookbrand.com/guidelines/tvfilm and make a permission request at facebookbrand.com/request.

Do's

✓ Do include a clear call to action that communicates your use of Facebook (for example, "Like us on Facebook"), unless the **"f" Logo** is side-by-side with other social media logos.

Like us on Facebook
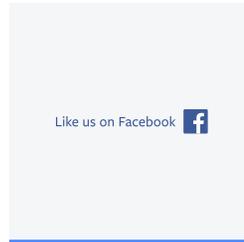
✓ For white or light colored backgrounds, use the logo that comes with a blue box. For blue or dark colored backgrounds, use the logo that comes on a white box.
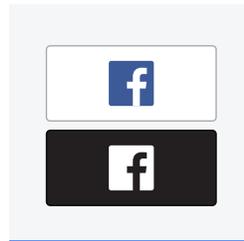
✓ Do link directly to your presence on Facebook, when using the **"f" Logo** online.

About us →

facebook.com/you →

✓ Do keep enough space around Facebook brand assets so they appear clean and uncluttered.

✓ Do only use the **"f" Logo** to refer to:
- Your presence on Facebook, such as your Page, profile, group, 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 Facebook

Follow the general do's and don'ts on facebookbrand.com/guidelines/brand

Don'ts

✗ Don't modify the **"f" Logo** in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.
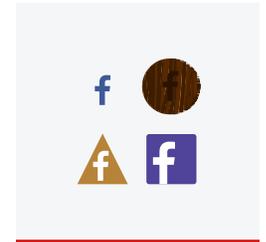
✗ Don't animate or fabricate physical objects in the form of our **"f" Logo**.
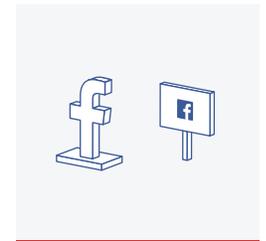
✗ Don't make it the most distinctive or prominent feature of what you're creating.