audience
network
by **facebook**

Brand Guidelines

Version 3.0 | May 2017

This document captures the core assets and behaviors of the Audience Network brand identity and the ways in which it can be implemented to best speak to our audience.

For questions regarding these guidelines or Audience Network, please refer to the contact information on the rear page.

Contents

Logo

Overview

The Audience Network logo and favicon are the most important expressions of the brand identity. They are the core foundation of the Audience Network brand. All Audience Network logos and favicons are available to download here

by facebook

Primary logo

by facebook

Primary favicon

Logo / Versions

Versions

We have four main versions of our Audience Network logo, and three versions of our favicon. When using any of our logos or favicons, always use the artwork and files that have already been created. Never create new artwork, lock-ups, or edit existing artwork and files.

Audience Network vertical
(with ′by Facebook′)

Audience Network vertical
(without ′by Facebook′)

Audience Network horizontal
(with ′by Facebook′)

Audience Network horizontal
(without ′by Facebook′)

Favicon
(with ′by Facebook′)

Favicon
(without ′by Facebook′)

Square favicon

Primary usage (with 'by Facebook')

These are the primary Audience Network logos and favicons that should be used across most applications. The Audience Network vertical version is our full primary logo and should be used confidently. The horizontal version should only be used for purely functional reasons when the vertical version cannot be used, such as a mobile nav/menu.

Our favicon can be used in isolation from the wordmark. In scenarios where Facebook isn't represented elsewhere in the design, the version with 'by Facebook' should always be used. If the logo is already used in full, the favicon can be used as a symbol or illustration/pattern without the 'by Facebook' line.

Audience Network vertical
(with 'by Facebook')

Audience Network horizontal
(with 'by Facebook')

Favicon
(with 'by Facebook')

Discretionary usage (without 'by Facebook')

These Audience Network logos and symbols should be used when a primary logo is already being used, or the Facebook brand has presence, within context of collateral being created. Our favicon can be used in isolation from the wordmark. If the logo is already used in full, the favicon can be used as a symbol or illustration/pattern without the 'by Facebook' line.

The horizontal version should only be used for purely functional reasons when the vertical version cannot be used, such as a mobile nav/menu. The square favicon should only be used as a small web/app icon or in a lockup of other favicons for Facebook products.

audience network

Audience Network horizontal
(without 'by Facebook')

audience
network

Audience Network vertical
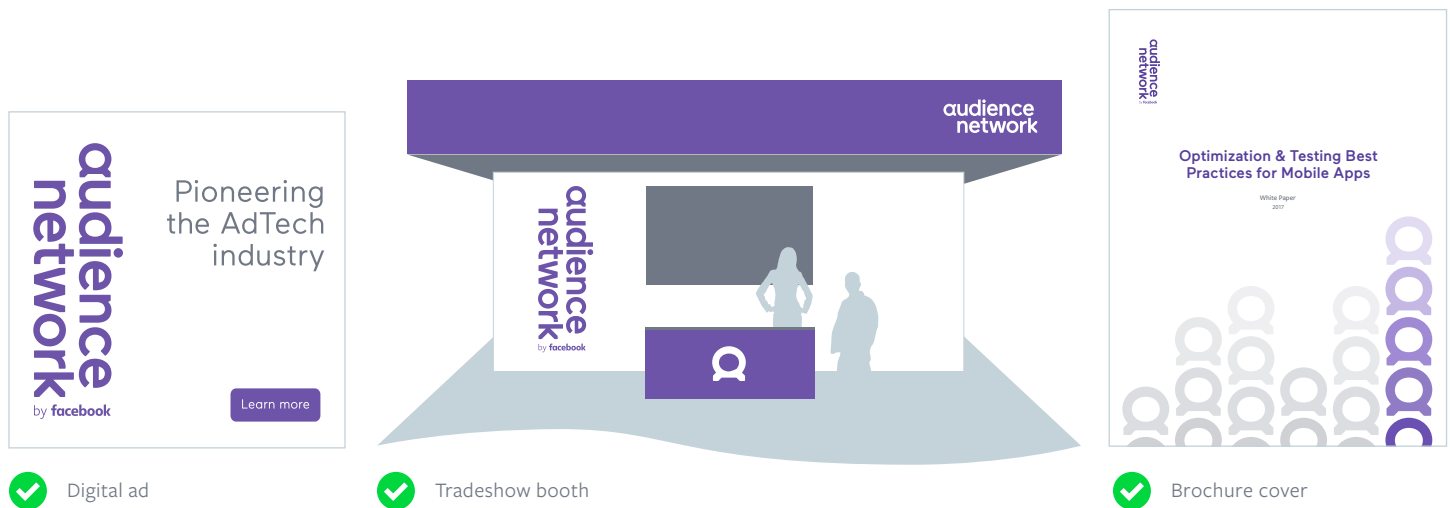(without 'by Facebook')

Favicon
(without 'by Facebook')

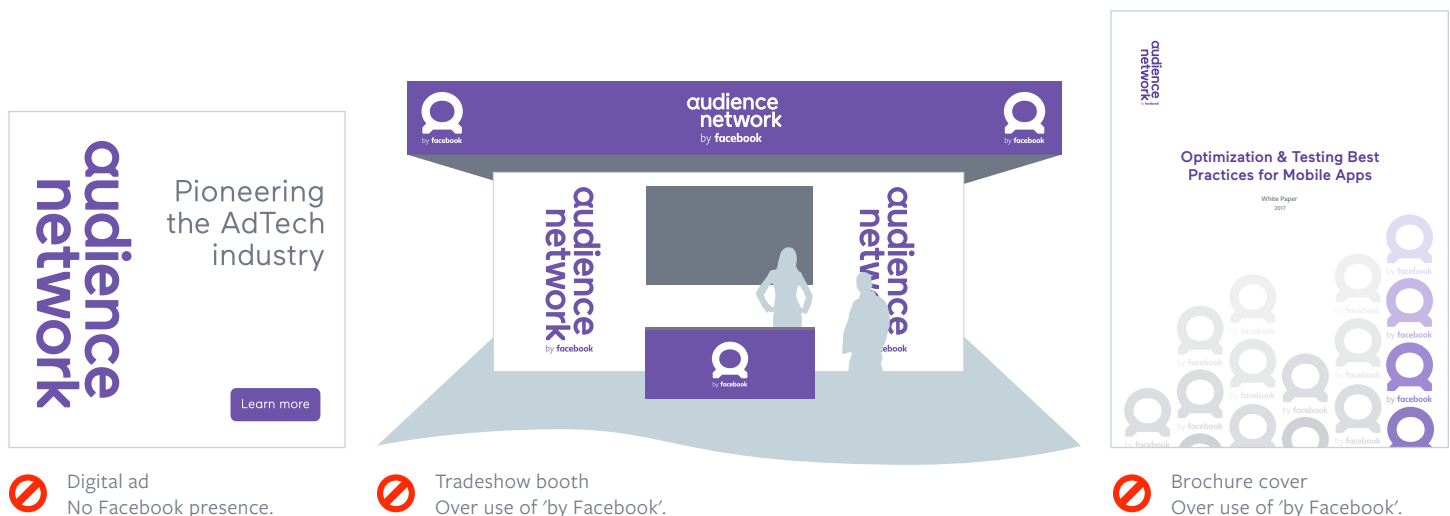Square favicon

Logo /Usage examples

Usage examples

These are examples of how to use our logos successfully across different types of applications. The main point to remember is that in almost all cases, there should be a presence of the Facebook brand, but the Facebook brand should never overpower Audience Network.

✅ Correct usage

✅ Digital ad

✅ Tradeshow booth

✅ Brochure cover

🚫 Incorrect usage

🚫 Digital ad
No Facebook presence.

🚫 Tradeshow booth
Over use of 'by Facebook'.

🚫 Brochure cover
Over use of 'by Facebook'.

Minimum sizes

Below are the minimum sizes for the logos and symbols. Scale and proportion are determined by the available space, aesthetics, function and visibility. There is no maximum size for the logos or symbols.

Print = 0.708in
Screen = 116px

Print = 0.295in
Screen = 48px

Print = 0.177in
Screen = 24px

Print = 0.511in
Screen = 74px

Print = 0.295in
Screen = 48px

Print = 0.098in
Screen = 18px

Clear space

When using the Audience Network logos or favicons be sure
to allow breathing room for maximum impact and legibility.
The diagrams below define the minimum amount of clear space
needed around the logos and symbol.

x = the height of our favicon

x = the height of our favicon

x = half the height of our favicon

Restrictions

In order to maintain a consistent brand appearance, it's important to only use approved logo variations. Never alter the Audience Network logos or favicons in any way.

🚫 Never rotate, skew or warp the logo in any way.

🚫 Never recolor the logo artwork.

🚫 Never change the 'by Facebook' tag line.

🚫 Never alter the logo artwork or change proportions within the forms.

Overview

When a customer is experiencing the brand for the first time its important we create a logical onboarding experience. We do this by progressively exposing the brand, starting with primary audience network logo with 'by facebook' and then supporting icons and brand endorsements. Please refer to p14 for brand hierarchy guidelines when specifically targeting audience segments.

Onboarding: This will be the customer first exposure to the wordmark so its important to consider the journey through a space or piece of communication. Using the 'By Facebook' line drives awareness to our product and its relationship to the Facebook parent company. Please note the 'By Facebook' line should be used sparingly and act as an introduction to the brand if the Facebook logo is not already present. At this stage only the dominant brand purple and greys should be used.

by **facebook**

Immersion: After onboarding, additional logos and icons can be used freely with out the need for the 'by Facebook' line. At this stage the entire brand palette can be applied to the event space or environment.
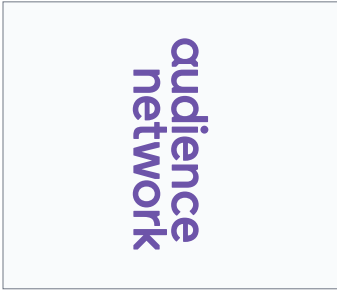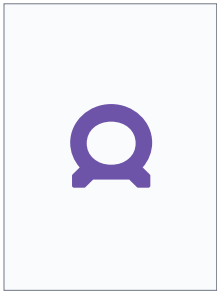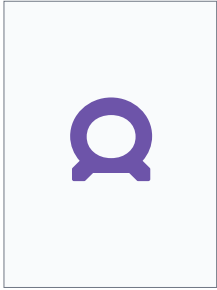
audience network
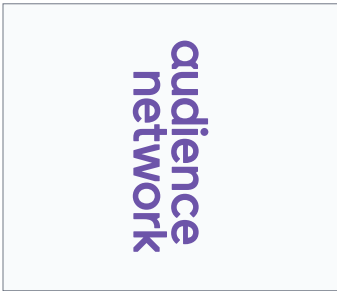
Logo/Brand hierarchy

Overview

Research has shown that our core audience groups have different needs which require a more tailored approach to branding. The examples below illustrate the recommended brand hierarchy when targeting these groups.

For a detailed guide on tailoring a brand experience please refer to the audience segment pages 41-47.

	First brand exposure	Secondary brand exposure	Supportive branding

Advertisers

Advertisers typically have a greater awareness of the Facebook portfolio of brands and this is something that can be leveraged when generating a brand activation. When targeting Advertisers we place emphasis on the Facebook family of Apps and serviced (FOAS) logo and use a vibrant mix of colors. Please refer to page 46 for guidance on color usage.

FOAS
(White / Facebook Blue)

Audience Network wordmark
(Grape)

Audience Network Icon
(Grape)

Publishers

Publishers need a strong association to the Facebook brand. We achieve this by emphasizing the Facebook logo and increasing the volume of Facebook Blue and Blue grey. Please refer to page 46 for guidance on color usage.

Facebook logo in White

Audience Network wordmark
in Grape

Audience Network Icon
in Grape

Developers

Developers respond well to a product and solution driven experience. To help establish this we use a muted brand palette neutralizing the color of the primary wordmark to allow the brand to sit cohesively within the ecosystem of developer led products and initiatives. Please refer to page 46 for guidance on color usage.

Facebook logo in FB Blue

Audience Network wordmark
in Blue Grey

Audience Network Icon
in Grape

Using the Facebook family of apps and services (FOAS) lock up

When using the FOAS lockup it's important we do not use a color that will render the product favicons off brand. Where possible we default to black and white. When using the lockup with solid colors we reverse out the logo.
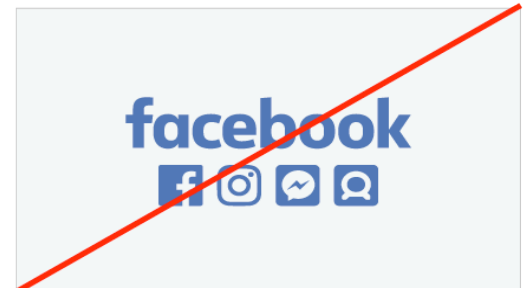
Mono

Graphic Textures

Facebook Blue

Brand system

Primary color palette

Grape is our primary color that we use across nearly all branded material. This hero color is supported by Blue Grey. As a general rule of thumb, these colors should always be given more surface area than other colors in any given layout. Tints percentage 0-100% can be used to add greater flexibility when creating designs.

Grape
Pantone 2685 U
CMYK: 65 75 00 00

Blue Grey
Pantone: 431U
CMYK: 13 06 00 57

Secondary color palette

These colors help bring energy, personality and hierarchy to the Audience Network brand. They should be used sparingly, always in a functional manner with distinct purpose.

For example, these colors can be used to highlight key information, call-to-actions, differentiate communications, or dial up the vibrant playful side of our brand.

Sea Foam
Pantone 306 U
CMYK 70 00 05 00

Cherry Red
Pantone 192 U
CMYK 00 90 50 00

Neutrals color palette

Black and other dark tones work best when used for text, as they improve readability and accessibility to digital text.

Lighter tones give warmth and visual interest to otherwise plain white backgrounds.

Black

White

Facebook Blue

When talking with our core audience groups there may be times where we need to build on the equity of the Facebook brand. To achieve this we include the use of Facebook Blue.

For further information about tailoring our color palette based on audience please refer to pages 41-47

Blue
Pantone: 2131 C
CMYK: 80, 62, 0, 0

Brand system / Color / Digital

Primary palette

Grape (Dark 3)
RGB: 89 65 149
HEX: #58409b

Blue Grey
RGB: 95 102 115
HEX: #5F6673

Slate
RGB 185, 202, 210
HEX: #B9CAD2

Secondary color palette

Sea Foam
RGB 84 199 236
#54c7ec

Cherry
RGB 243, 83, 105
#F35369

Tints & Shades color palette

**Grape
(Dark 1)**
RGB 106 81 178
#6a51b2

**Grape
(Tint 30)**
RGB 140 114 203
#8c72cb

**Grape
(Tint 70)**
RGB 198 184 229
#c6b8e5

**Sea Foam
(Dark 1)**
RGB 57 175 213
#39afd5

**Sea Foam
(Tint 30)**
RGB 132 216 242
#84d8f2

**Sea Foam
(Tint 70)**
RGB 202 238 249
#caeef9

**Cherry
(Dark 1)**
RGB 224 76 96
#e04c60

**Cherry
(Tint 30)**
RGB 245 135 150
#f58796

**Cherry
(Tint 50)**
RGB 248 169 180
#f8a9b4

Neutrals color palette

Slate (Tint 50)
RGB 220, 229, 233
HEX: #dce539

Slate (Tint 70)
RGB 234, 239, 242
HEX: #eaeff2

Slate (Tint 90)
RGB 248, 250, 251
HEX: #f8fafb

Blue Grey
(Dark 2)
RGB 48, 56, 70
HEX: #303846

Blue Grey
(Tint 30)
RGB 143, 148, 157
HEX: #8f949d

Blue Grey
(Tint 70)
RGB 207, 209, 213
HEX: #cfd1d5

Black
RGB 0, 0, 0
HEX: #00000

White
RGB 255 255 255
HEX: #FFFFFF

Facebook blue

Blue
RGB: 66, 103, 178
HEX: #4267B2

Maax
and
Freight
Sans

Primary typeface

Maax Regular is our primary typeface. It's geometric forms and fine cuts encapsulate the personality of our brand. Maax should be used for titles, headlines, subheads, and large to medium typography across all communications. The Maax typeface is available to download here

Maax Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwyz
012345689
!?&$@#%":,.

Using alternates with Maax

To complement the Audience Network logo, it's important to use the alternate characters in the OpenType features of Maax. Always use the alternates for the following characters: a, k, S, K

a k K   a k K

✓ Alternates ON   ⊘ Alternates OFF

Secondary typeface

To complement the display typeface Maax, we use Facebook's custom typeface Freight Sans LF Pro for body copy and subtext. Although multiple weights are available we suggest Semi Bold and Regular are used to ensure hierarchy within typography.

Freight Sans LF Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
012356789

Freight Sans LF Pro Regular
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

Freight Sans LF Pro Italic
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

Freight Sans LF Pro Semi Bold
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

Use a range of weights to create a clear hierarchy

The hierarchy outlined is relative to the size of the application.
The exact point size samples provided here are based on
a letter-size print application.

Header 1 | Title
Maax regular >28

Intro Paragraph
Freight Sans LF Pro Light >15

Header 2 | Section Title
Maax regular >15

Header 3 | Use to break up section
Maax regular >11

Quote
Freight Sans LF Pro Italic >11

HEADER 4 | SMALLER SUBHEADS
Freight Sans LF Pro Semibold >9

Body text
Freight Sans LF Pro Regular >9

Bold Body text
Freight Sans LF Pro Semi Bold >9

Footnote
Freight Sans LF Pro Regular >6

Bringing it all together

Header 1

Intro Paragraph

Header 2

Header 4

Body Text

Quote

Photography style & principles

All Audience Network photography should consist of warm, genuine, candid moments with unique and dynamic crops. We focus on people interacting with each other and technology. We should maintain a balance of indoor workplace imagery and experiential lifestyle imagery.

In most cases, devices should be apparent, but emphasis is on personal interactions and positive emotions. For information about tailoring photography based on the audience please refer to page 47. All Facebook owned photography is available to download here
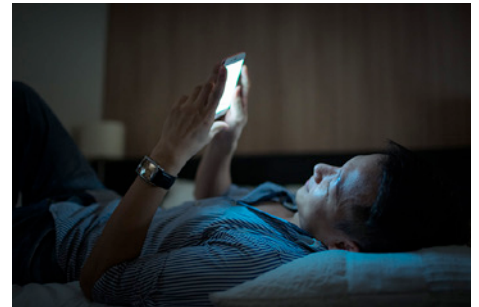
Photography restrictions

These are examples of imagery that do not fit our photography style. Never use any imagery similar to these examples.

Exaggerated visual metaphors

Overly retouched imagery

CGI graphics and illustrations

Overtly staged or set up

Studio shots

Overly formal business attire

Product placement

Clichéd references

Manipulated images

Images should reflect cultural considerations values.

The Facebook photography library strives to be diverse and sensitive to cultural considerations. If purchasing stock photography, please keep cultural considerations in mind.

LATAM

- Avoid "Benneton ads" with lots of diversity in one photo (similar skin tones and styles in each photo)
- Avoid staged or smiley photos (it's ok to be smiley, but not too much)
- Use real people, and people of all ages (not models)
- Small Business owners - not too hipster
- Purchase context (full day of one person shopping online and in-store)
- Life context (family, holidays, entertainment, sports)
- Alcohol is ok
- Feature variety of races and mixes of races: european, oriental (more Japanese), black, mix of caucasian and black, caucasian + Indians (a few inca features)

EMEA/WESTERN EUROPE

- Keep the photos from feeling too "American". This means lighting that isn't too bright or sun bleached. We need more texture, more realism, a bit more 'grain'. Authentic environments - so not models in idealised scenes but more observed,urban, reportage style set ups. More depth of focus.
- Avoid smiling, beautiful people
- SMB specific photography:
  1. Business owners of both genders and all ages (not just a platform for the young!)
  2. Different sectors and verticals represented - retail, professional services, B2B.
  3. Shots working within their business and also 'on the move'.
  4. A good ethnic mix
  5. Women in business photography for
  6. #shemeansbusiness - representing different sectors and verticals.

APAC

- Avoid displays of affection in public
- Avoid bare feet, belly buttons, armpits or tattoos
- Short sleeves and long sleeves, but avoid all shots of revealed shoulders
- Beards on men are fine – but avoid hipster
- Avoid mixing Asians from different countries into one group
- Absolutely no alcohol
- Avoid dogs
- Avoid cliché clothing
- Use small smiles and toned down reactions

MIDDLE EAST/ AFRICA

- Avoid all photos of people kissing or touching in public
- Show culture specific dress
- Truly African, not African American.
- No alcohol

US

- Mix of races in one photo is fine
- Keep photos as realistic as possible

Overview

Textures are used as backgrounds to help create layered richness These are just a few samples to provide an idea of what kind of texture to use. All textures used should feel subtly raw and unfinished, but not overly decayed or rustic.

Textures should remain secondary to graphics and headlines in the visual hierarchy. Vector shapes and illustrations are integrated with a similar look and feel to support the authenticity of the design.
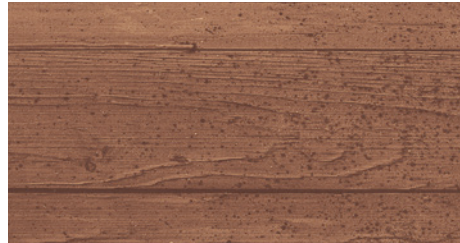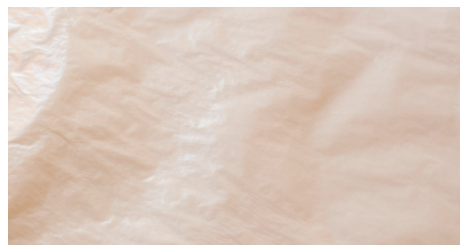
Concrete

Concrete
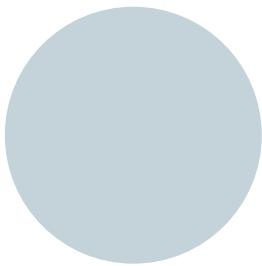
Brick

Slate

Wood

Warm Wood
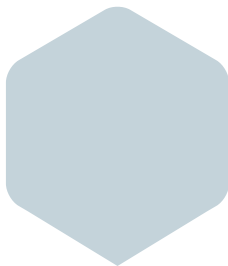
Canvas

Waxed Paper

Overview

These shapes can be used to crop imagery or call attention to important information or data.
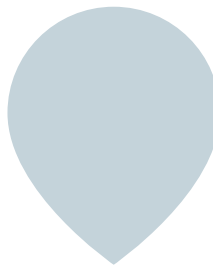
Circle

Hexagon

Tear Drop

- Can be used for photography or texture crop
- Can be used in low contrast on background for layering effect
- Can be used to highlight a single data point on graphs

Primary Chat

Rectangular Chat

Round Chat

- Best for calling out small, important pieces of information or for containing a testimonial/quote
- Can be used to highlight a single data point on graphs
- Can be used to display text on top of image (transparent overlay)

Things to keep in mind when using shapes

BEST PRACTICES

- Use a maximum of two different shape styles per layout
- Use a maximum of three shapes per document
- Use contrast in scale: give one shape prominence
- Use texture on solid shapes to avoid a flat look & feel
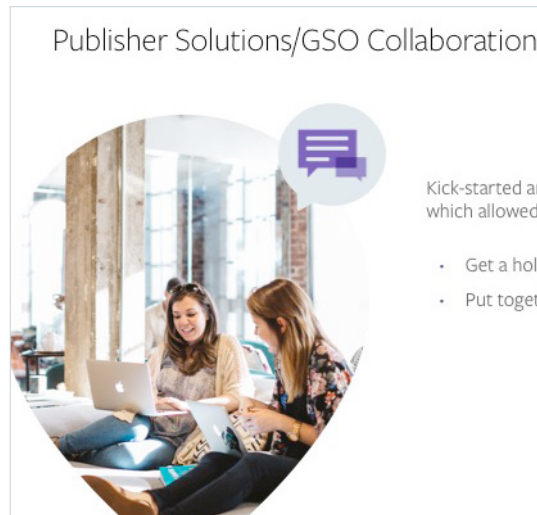
THINGS TO AVOID

- Using two equally sized shapes in the same layout
- Making a pattern with the shapes
- Relying on too many shapes within one layout
- Rotating the shapes at angles other than 90 degrees

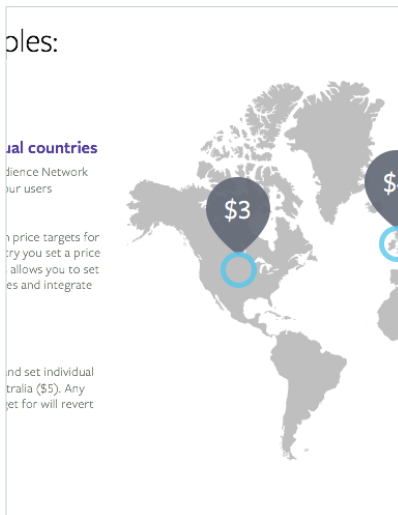## Play with shapes, but keep best practices in mind

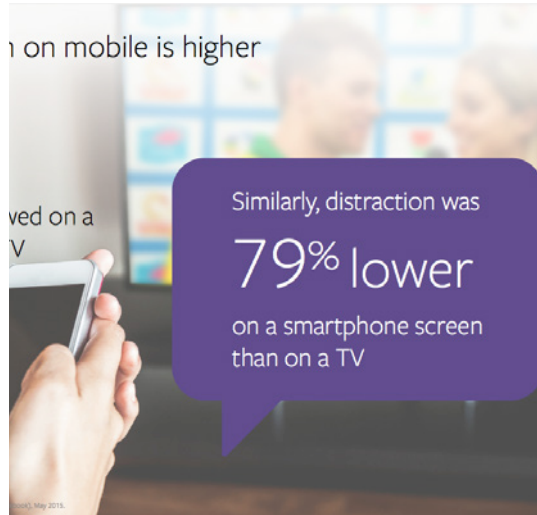Use of shapes to highlight special information or data.

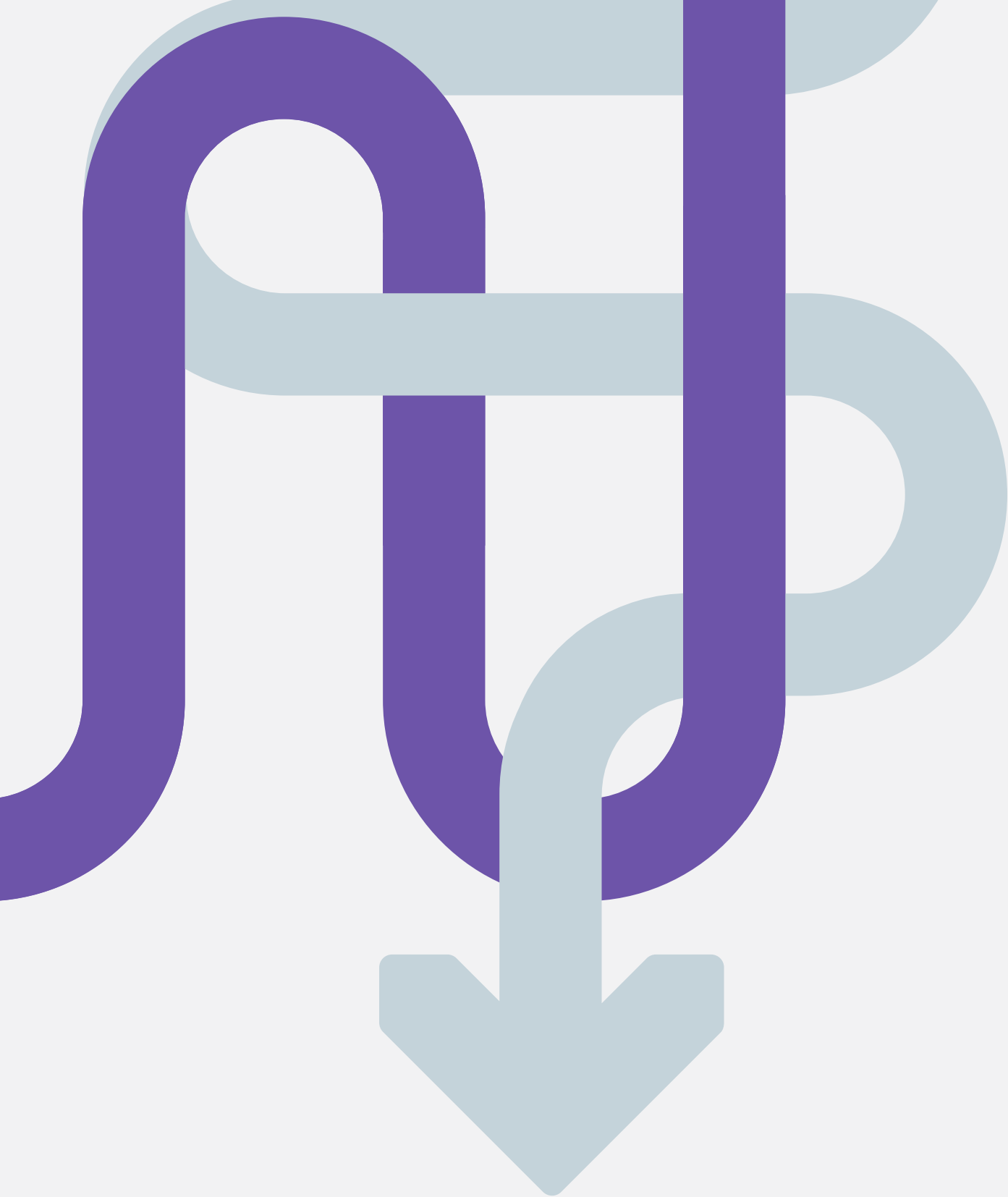Use of shapes to crop photography or highlight icons.

Subtle use of shapes to add sense of depth.

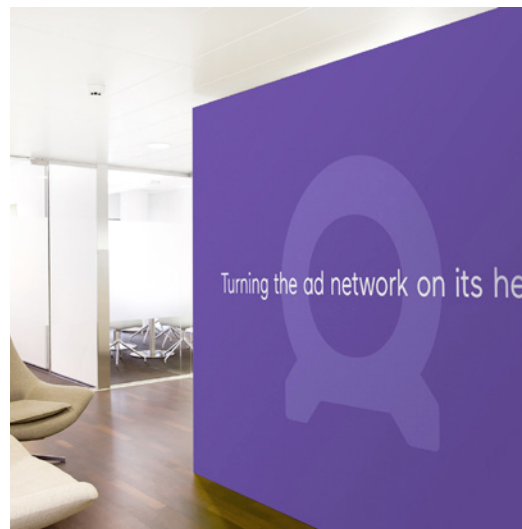Use of shapes to highlight special information or data.

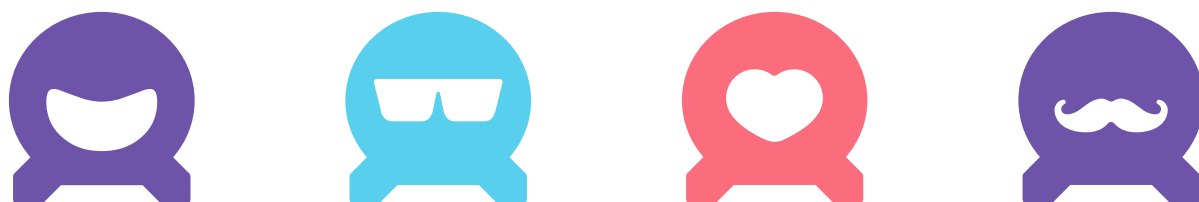Use of shapes to provide a legible area for text.

Overview

The Audience Network Icon is an integral part of our identity and we should celebrate this as much as possible.



Personalised Character Favicon

Playful icons shall only be used with an audience that has already been exposed to the Audience Network environment

Overview

Illustration can be a great asset for visual story telling and also help to amplify our brand. When creating illustrations, aim to take inspiration from the favicon and word mark, focusing on the bevelled edges or 45° angled lines.

45°
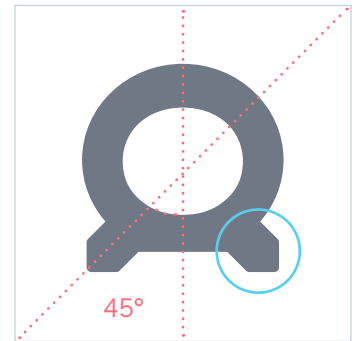
Key characteristics for illustration

Illustration examples

Audience Network owned properties

We use Audience Network iconography across all Audience Network owned properties such as our website or presentations. Icons are much less complex than our illustration style allowing them to scale to a small size whilst retaining legibility.

Our iconography style uses a two tone approach in Grape or Blue Grey highlighting key details of the icons. All Audience Network iconography is available to download here

Primary colorway
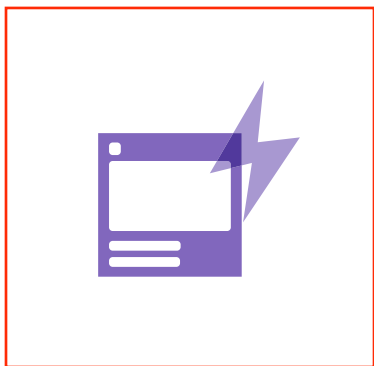
Example colorway 1
100/70% Tint

Secondary colorway

Example colorway 2
100/70% Tint

To be updated

Non Audience Network owned properties

When surfacing content within a segment brand property such as a website or presentation we neutralize the icon to grey to avoid competing color palettes. The examples below highlight which icons to use with each segment brand.

Facebook Business and Media Partnerships

When working within 'Facebook Business' or 'Facebook Media partnerships' properties we mirror the F4B iconography style. These icons have been neutralized to Blue Grey using a 70/100% tint.
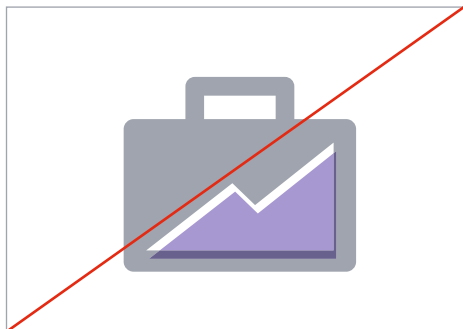
Facebook for Developers

When working within 'Facebook for Developers' properties we adopt the FBDev iconography style. This icons have been neutralized to Blue Grey using a 10/50/100% tint.
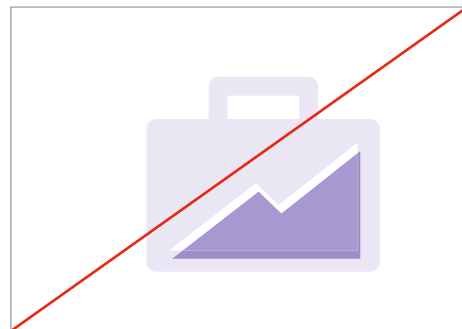
Things to avoid

The examples below illustrate key things to avoid when generating new icons. For further examples of Audience Network iconography please refer to page 35.
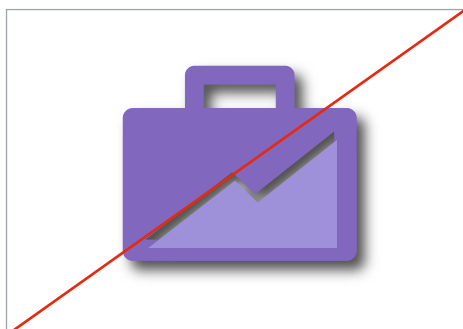

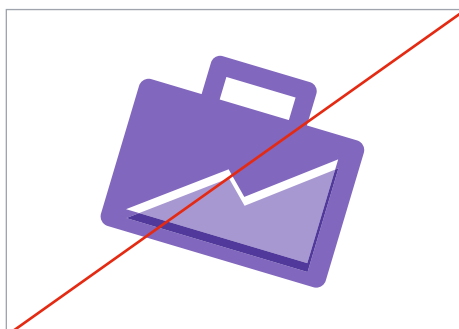
Using multiple colors

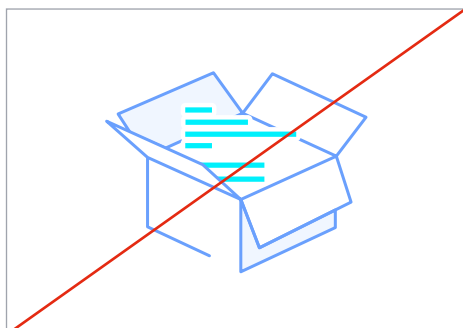Using Facebook colorways

Changing tint values

Using drop shadows

Rotating icons

Outlining icons

Using segment brand colorways

Altering stroke weight
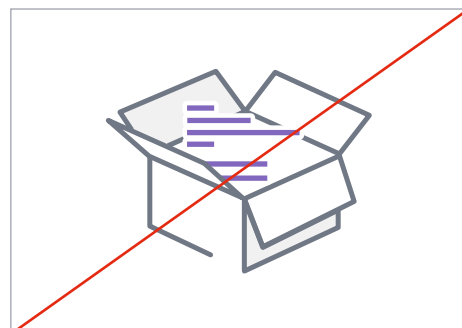
Using multiple colors

Overview

The Audience Network branded website is one of the primary touchpoints for our customers and should act as a true representation of the brand.

Within the branded website we leverage the full audience network color palette and embellish graphic elements and icons to create and vibrant and welcoming experience.

Facebook Audience Network

facebook.com/audiencenetwork
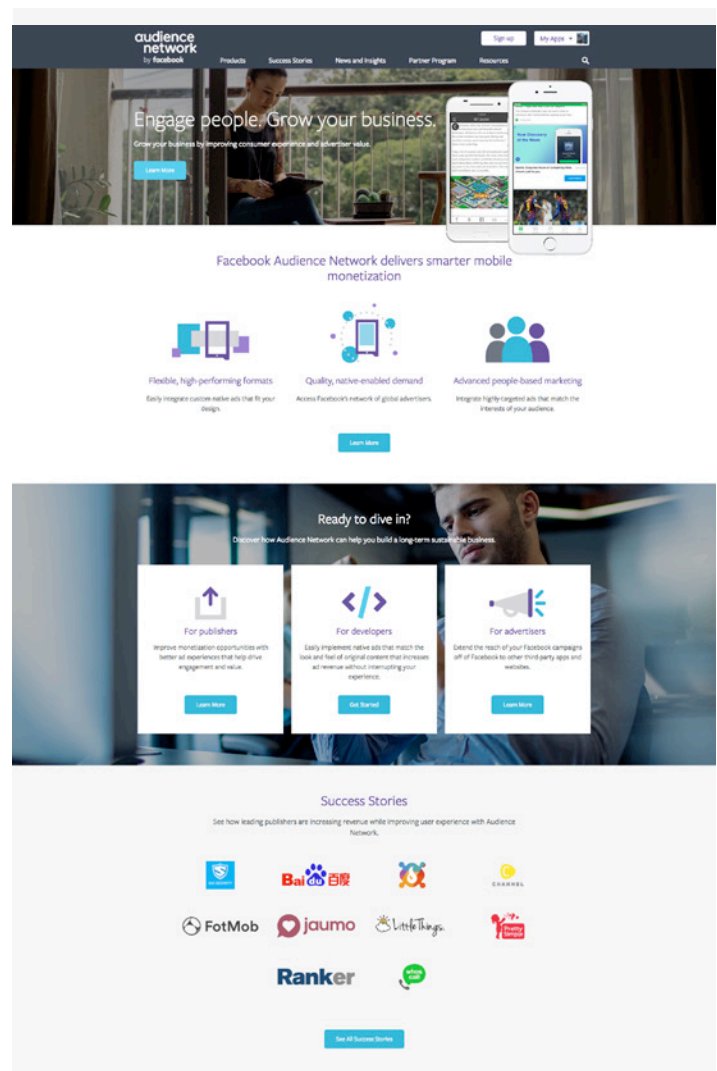
Overview

When surfacing content within an audience segment branded website, we try to focus on neutral tones to ensure our content sits harmoniously with the UI.

The Audience Network Grape and accent colors can be used to highlight key elements of illustration and graphics. Segment brand iconography is rendered in Blue Grey.

Product page examples
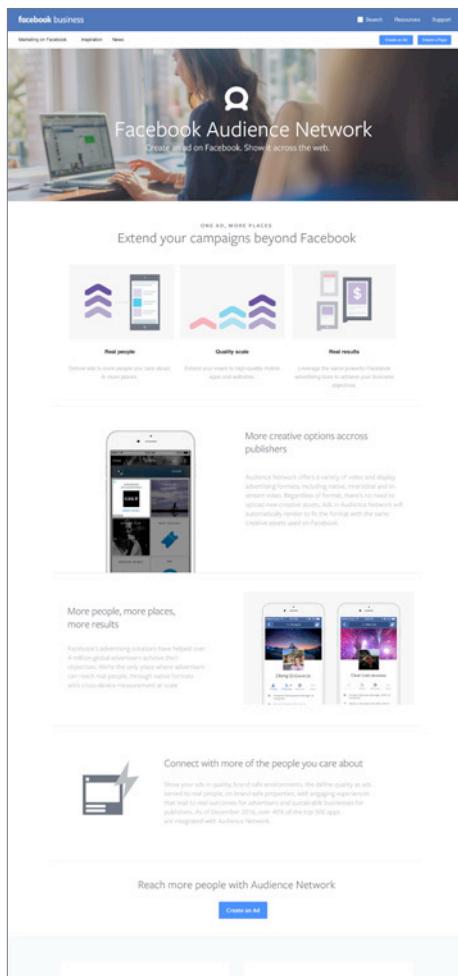
Facebook Business
facebook.com/business/products/audience-network
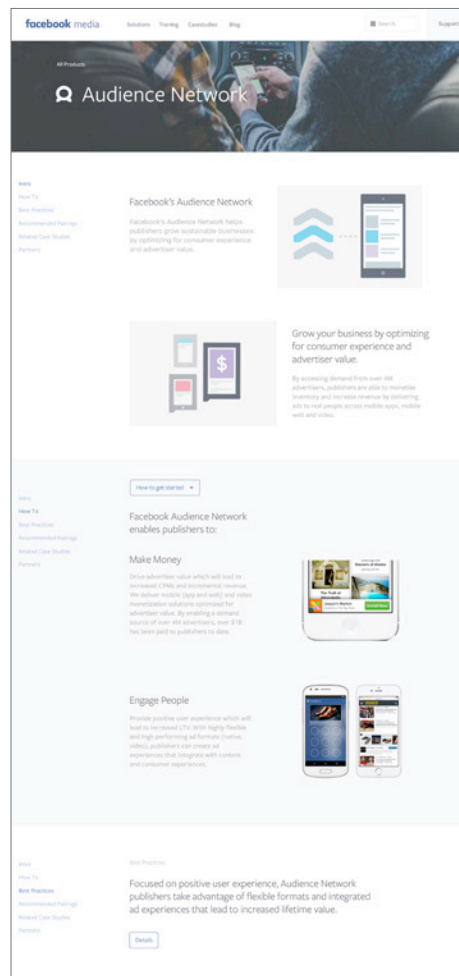
Facebook Media Partnerships
(Under construction)
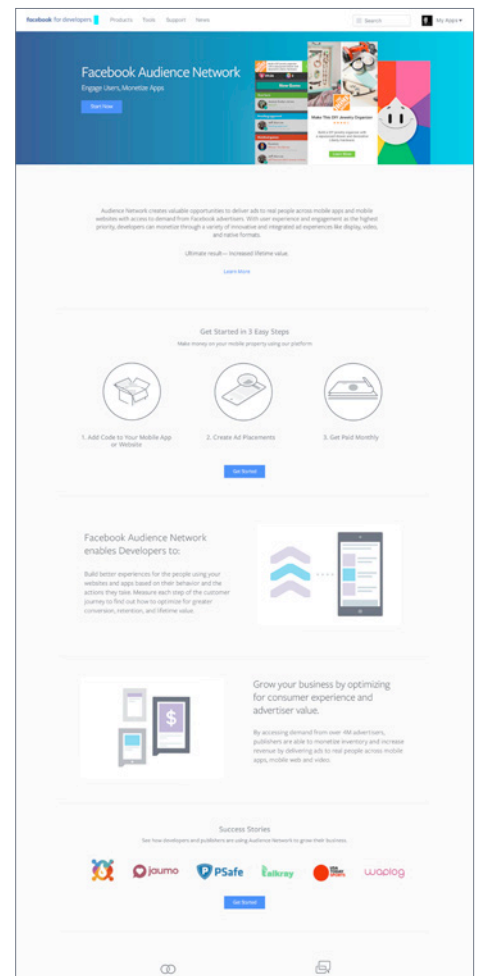
Facebook for Developers
developers.facebook.com/products/app-monetization/audience-network/

Things to avoid

Our aim when surfacing content within a segment website is to work within the constraints of the segment brand UI while building equity in the Audience Network identity.

We must avoid manipulating or re-purposing UI elements such as background colors, CTA's and typography, as this can become confusing for the user and affect legibility.
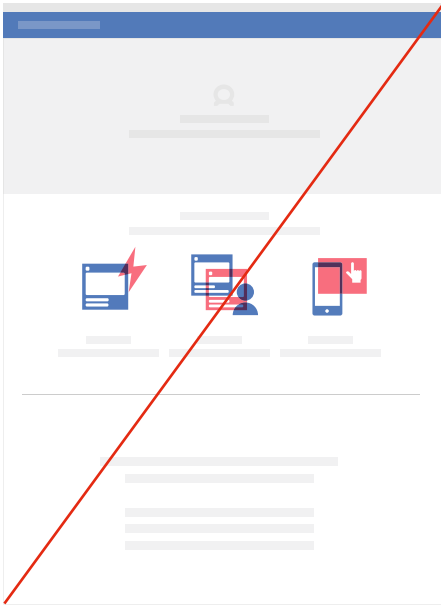
Using FBB colorways for iconography
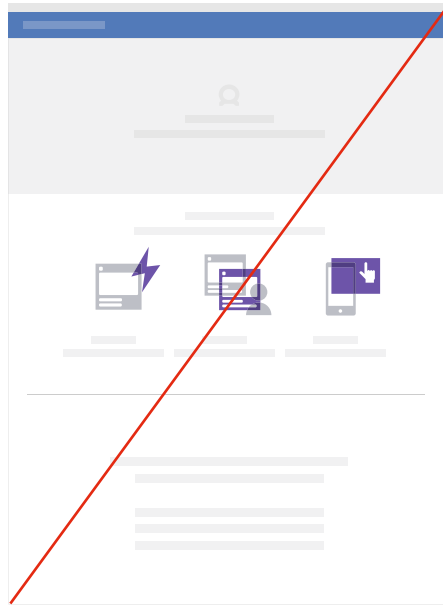
Recoloring FBB icons with two colors
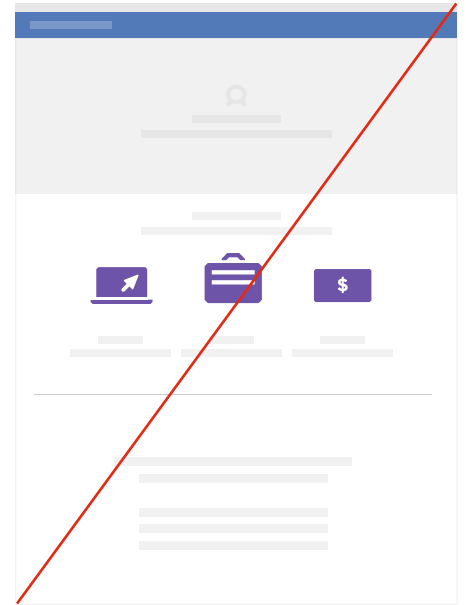
Audience Network Illustrations as icons
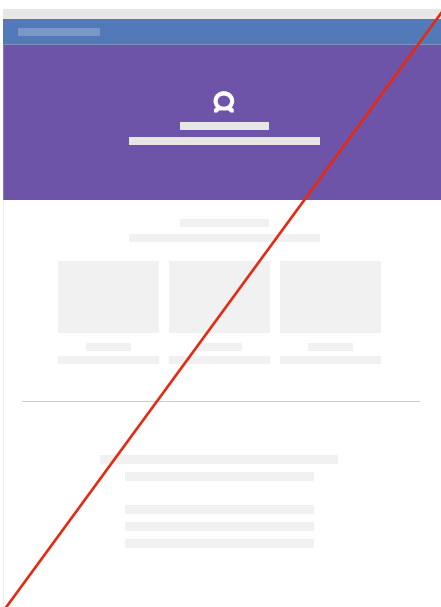
Solid fills of color in hero banner
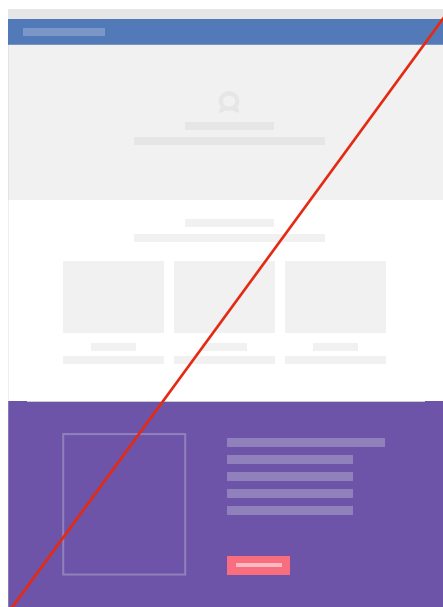
Recoloring the UI
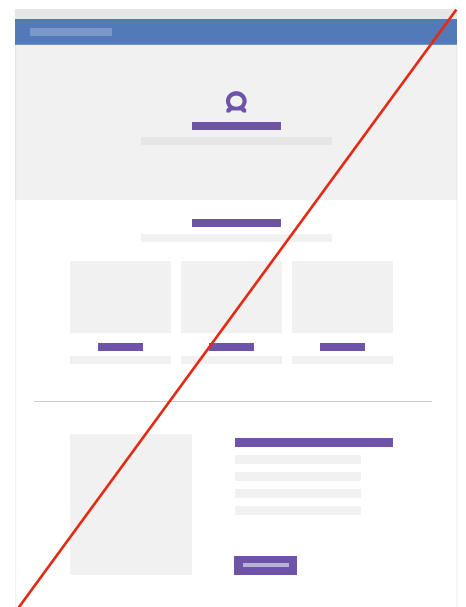
Recoloring Typography

Audience segments

When targeting audience segments we need to adjust level of brand presence to ensure the brand experience remains relevant to the audience. The following pages highlight the correct approach to tailoring the brand activation based on its audience.

Overview

The needs or our customer base differ between audiences. By making small changes to the way we implement brand assets we can ensure we remain relevant. Please refer to page 46 for color application recommendations.

Responds well to brand   Responds well to product / solutions
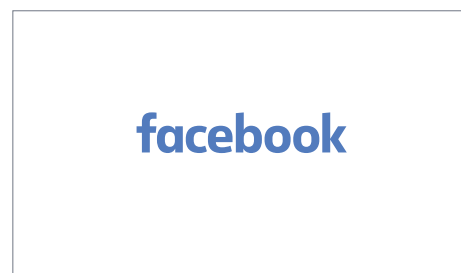
Advertisers

Research has shown the out of the three audience groups. Advertisers respond most to a highly visual brand experience. This would include increased color application, highly emotive imagery and a more expressive brand application.

Publishers

Publishers need a strong association with the Facebook brand. When targeting publishers we tone down the use of Audience Network color to emphasize Facebook blue and neutrals greys.

Developers

Developers are typically less brand orientated and focussed more on product and solutions. When targeting Developers we mute the color palette to allow the brand to sit cohesively alongside other developer lead products and initiatives.

Audience segments

Overview

The diagram below acts a reference guide highlighting the correct branded approach and assets you need to use for the audience you are targeting. By following these recommendations we ensure we are always creating a relevant brand experience that will resonate will our audience.

Who is your audience?				
Advertisers	Publishers	Developers	Publishers/ Developers	Mixed

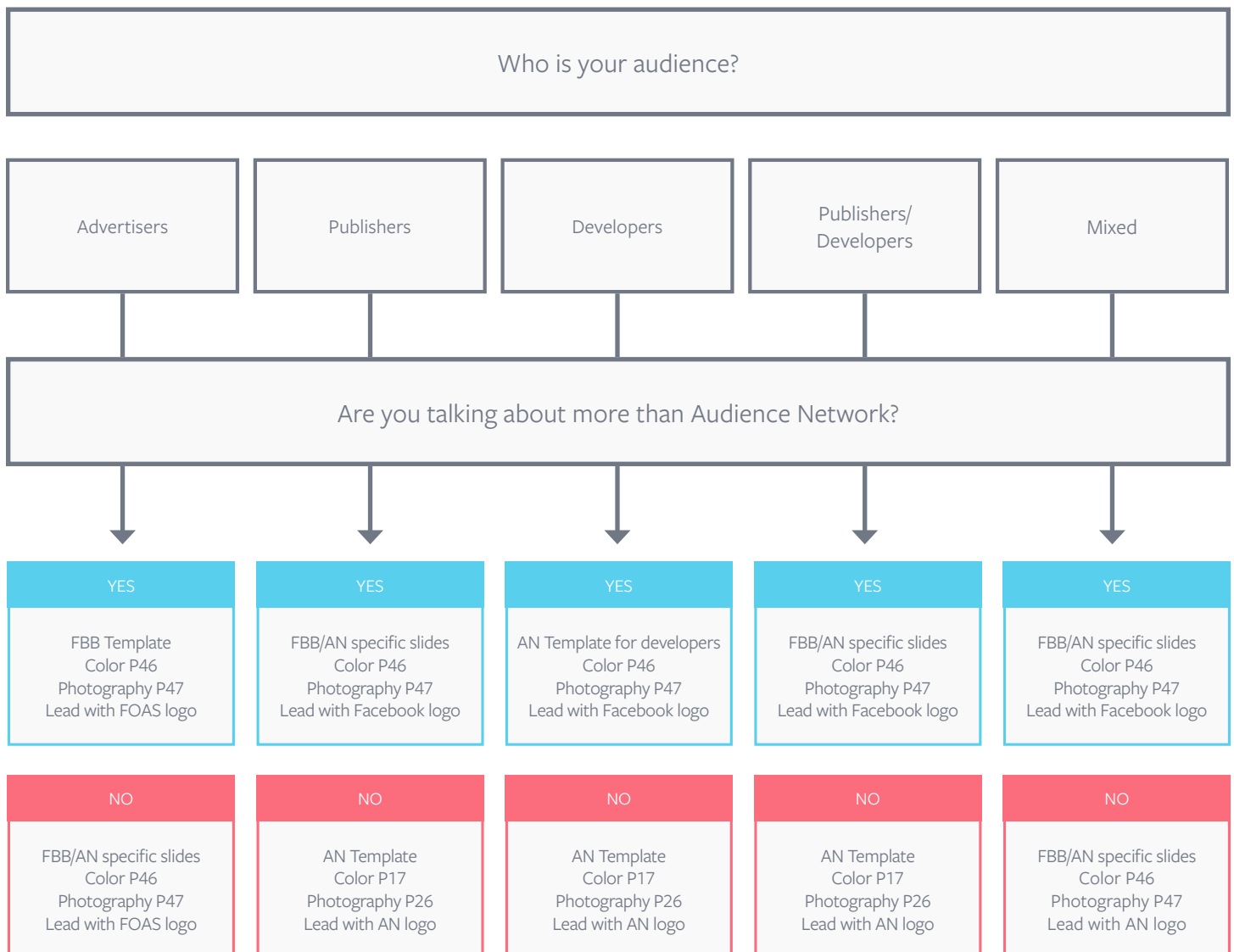| Are you talking about more than Audience Network?				
YES	**YES**	**YES**	**YES**	**YES**
FBB Template Color P46 Photography P47 Lead with FOAS logo	FBB/AN specific slides Color P46 Photography P47 Lead with Facebook logo	AN Template for developers Color P46 Photography P47 Lead with Facebook logo	FBB/AN specific slides Color P46 Photography P47 Lead with Facebook logo	FBB/AN specific slides Color P46 Photography P47 Lead with Facebook logo
NO	**NO**	**NO**	**NO**	**NO**
FBB/AN specific slides Color P46 Photography P47 Lead with FOAS logo	AN Template Color P17 Photography P26 Lead with AN logo	AN Template Color P17 Photography P26 Lead with AN logo	AN Template Color P17 Photography P26 Lead with AN logo	FBB/AN specific slides Color P46 Photography P47 Lead with AN logo

Overview

The way we apply color within an brand activation can be an effective tool when targeting an audience segment. The diagram below illustrates how we tailor the palette to best speak to our audience groups

Color ratios

Advertisers

When targeting advertisers we aim to create a vibrant brand experience with strong use of grape and supporting accent colors. Advertisers need a greater association with the Facebook brand therefore the level of Facebook blue is increased.

Publishers

Publishers also need a strong association with the Facebook brand. However are less familiar with the Facebook portfolio. When targeting publishers we tone down the use of Audience Network grape and use accent colors sparingly.

Developers

Developers are typically more product and solution driven therefore when targeting developers we tone down the brand palette altogether to create a more muted brand experience. The use of tints and neutral shades can help to achieve this.

Overview

Tailoring photography to better suit our audience can be another great way to ensure the brand experience remains relevant to our customers. The examples below highlight some of key attributes our audiences identify with.

Advertisers

When targeting Advertisers we use FBB people focussed imagery. Photography is focussed either towards business owners or lifestyle focussed imagery. This can be imagery of people interacting with a device or each other.


Publishers

Publisher photography is about showing our audience interacting with our products. Typically this would focus more on a person or group of people and give a greater level of context to the environment they are in.

Developers

For developers photography focuses solely on the product. We use closer crops of the device which places greater emphasis on the screen.
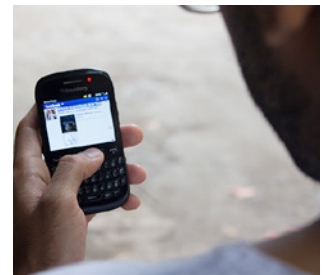
Environments & events

Overview

Event space and environments are a great opportunity to showcase the diversity of our brand. We can achieve this by using a range of materials and color configurations that will add a sense of pace to the environments and reflect the values and characteristics of the Audience Network product.

Do not use large swaths of Grape when Grape has already been used as visual accents. White or light grey provides the elegance and spaciousness for the grape impacts to have a meaningful impact.
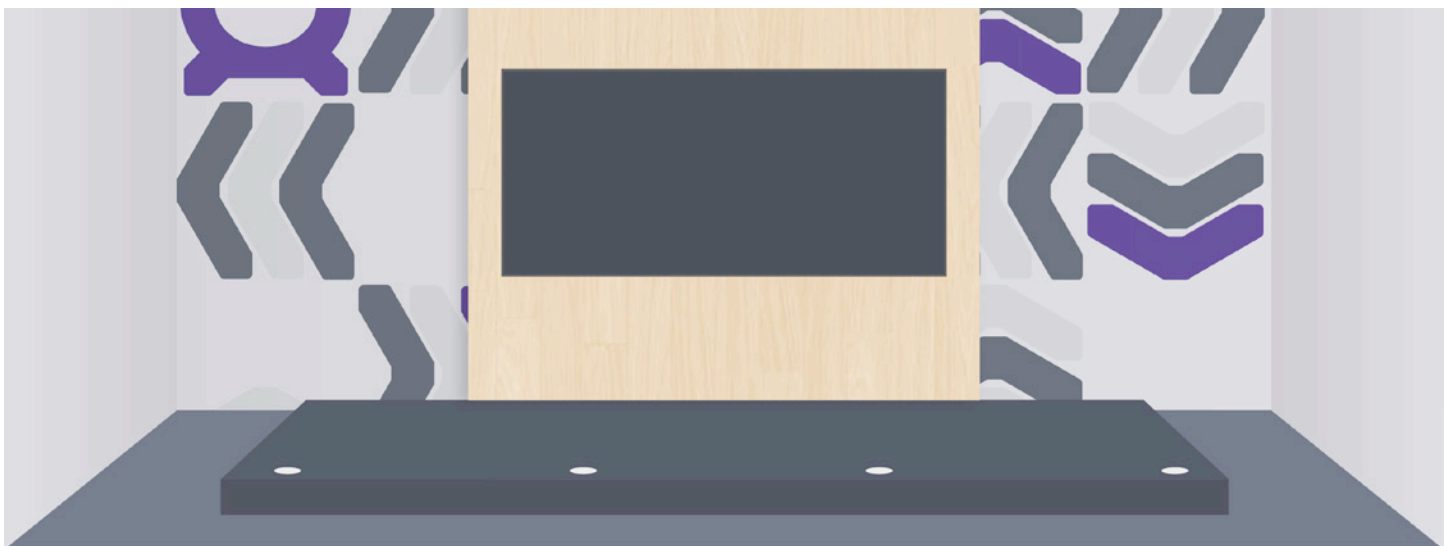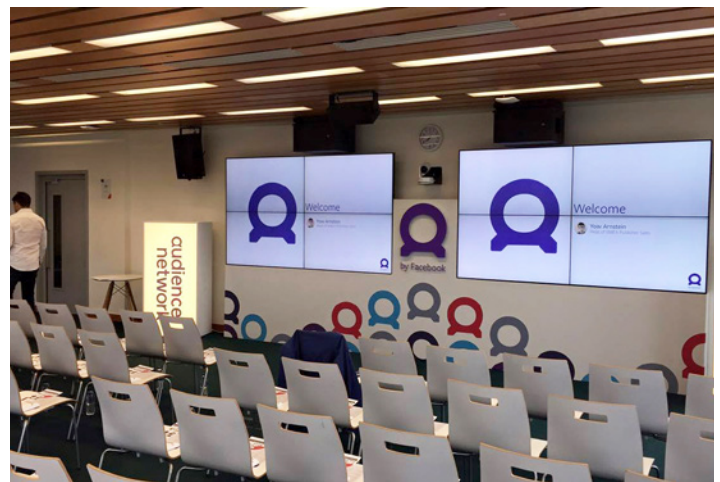
Overview

Talks and lectures can be an ideal opportunity to show how our brand thrives in a moving world. Animation should be used as much as possible when a screen is present. These might be used as bumpers and intros which will help drive emotive links with our audience.

Stage design structures should appear modern and minimal. Graphic elements and photography can be used to add detail to the stage. The primary wordmark must be present across all applications.

Overview

When working with temporary fixtures look at ways of bringing in large hits of purple through the use of area fills, tone on tone imagery and bold graphics. These can be juxtaposed against raw materials such as wood and powder coated metals that will add a human element to the space.

Variation in color, tone and texture can used to separate surfaces and facets in a way that draws on characteristics of our brand.

Overview

Signage can be used to strengthen the brands presence within a space. Look at materials such as vinyl's and stickers and temporary constructions that can be scattered around the event. Ensuring a space feels well structured and fail safe will help to evoke trust in our products and services.
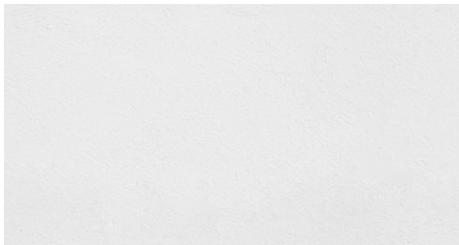
Overview

When designing for event space and environments its important to use a mix of materials and tones. Think about how the object/ structure will sit against the brand palette. Wood that is desaturated like Maple or Walnut will pair much better than warmer toned wood such as Mahogany.

Walls, floors, and structures

White neutrals
Evoking a sense of tranquillity and trust

Solid brand colors
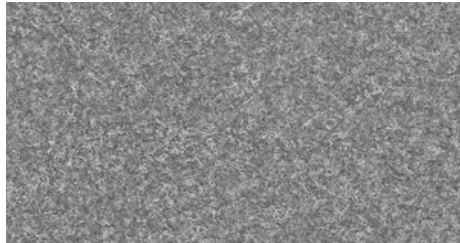Bright, playful and bold

Exposed concrete
Simple and adaptable

Materials

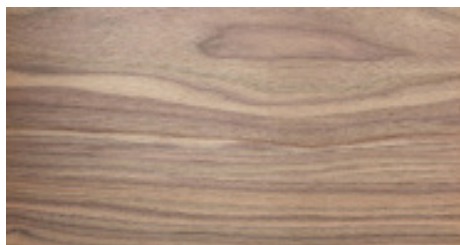**Canvas**
Tactile and human

Felt
Warm and inviting

Leather
Suggesting quality and craftsmanship

Wood

Maple
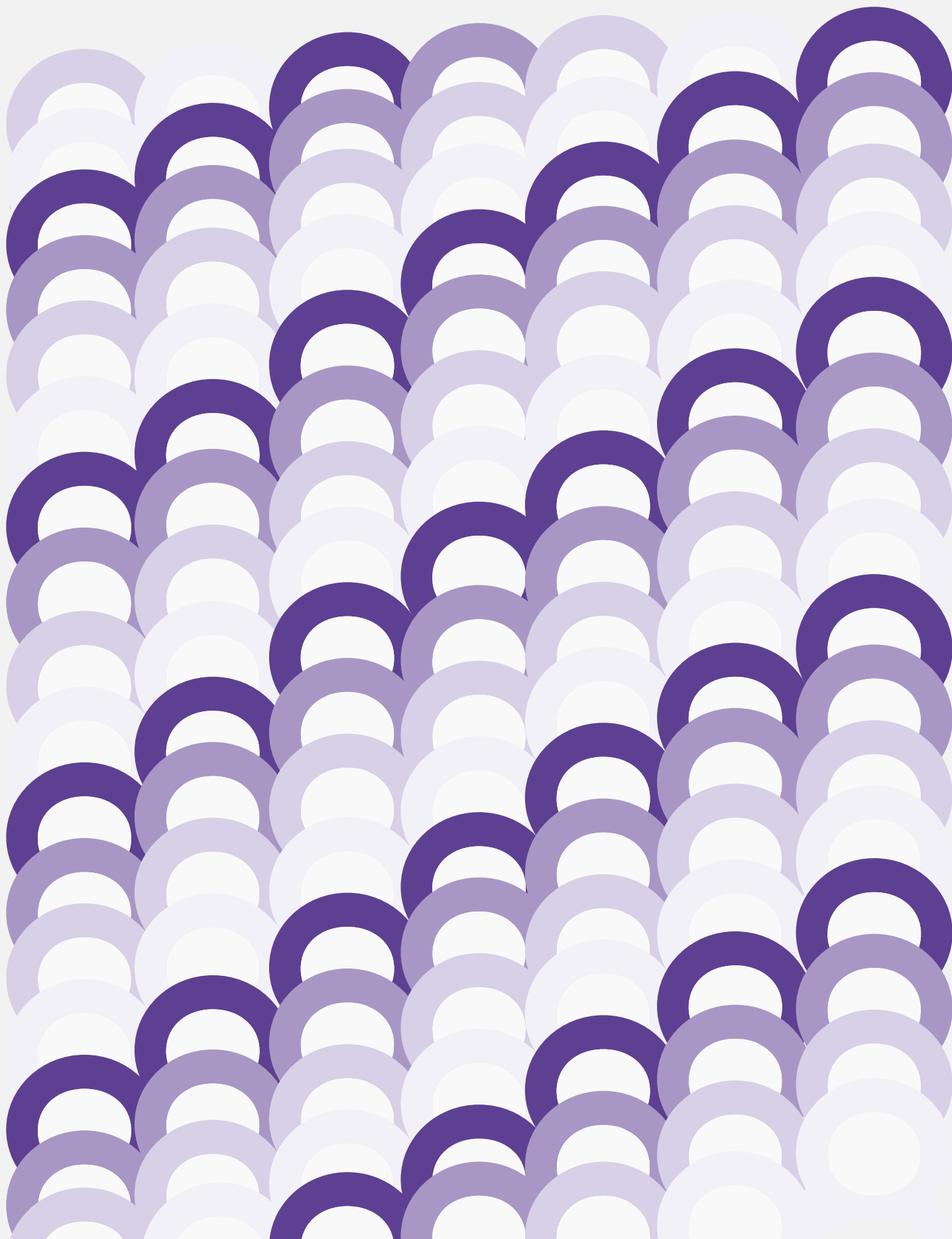Flexible and reliable

Dark walnut
Flexible and reliable

Metal

Industrial piping
Connections/ Framework

For any questions regarding these guidelines and Audience Network, please contact:

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audience
network
by **facebook**