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Facebook

Introducing Our New Company Brand

November 4, 2019

By Antonio Lucio, Chief Marketing Officer



Facebook started as a single app. Now, 15 years later, we offer a suite of products that help people connect to their friends and family, find communities and grow businesses.

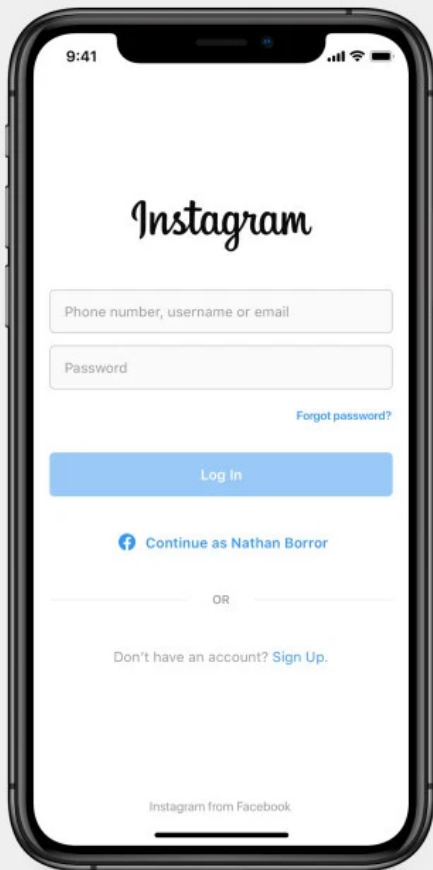
Today, we're updating our company branding to be clearer about the products that come from Facebook. We're introducing a new company logo and further distinguishing the Facebook company from the Facebook app, which will keep its own branding.

The new branding was designed for clarity, and uses custom typography and capitalization to create visual distinction between the company and app.

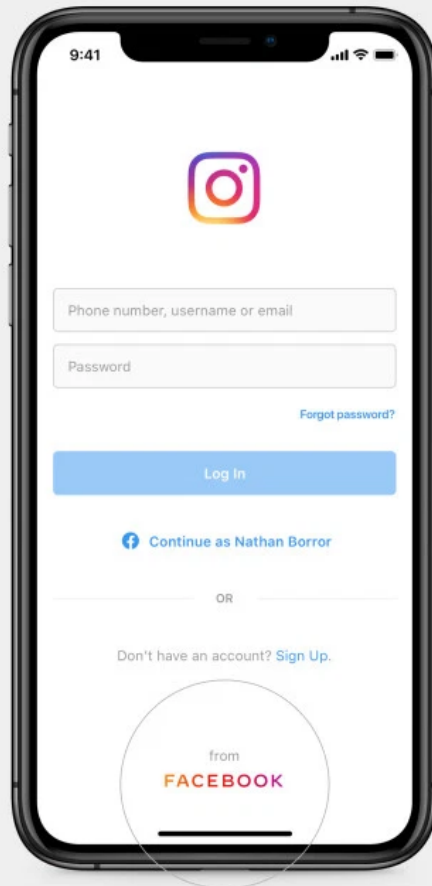
FACEBOOK

People should know which companies make the products they use. Our main services include the Facebook app, Messenger, Instagram, WhatsApp, Oculus, Workplace, Portal and Calibra. These apps and technologies have shared infrastructure for years and the teams behind them frequently work together.

We started being clearer about the products and services that are part of Facebook years ago, adding a company endorsement to products like Oculus, Workplace and Portal. And in June we began including “from Facebook” within all our apps. Over the coming weeks, we will start using the new brand within our products and marketing materials, including a new company website.

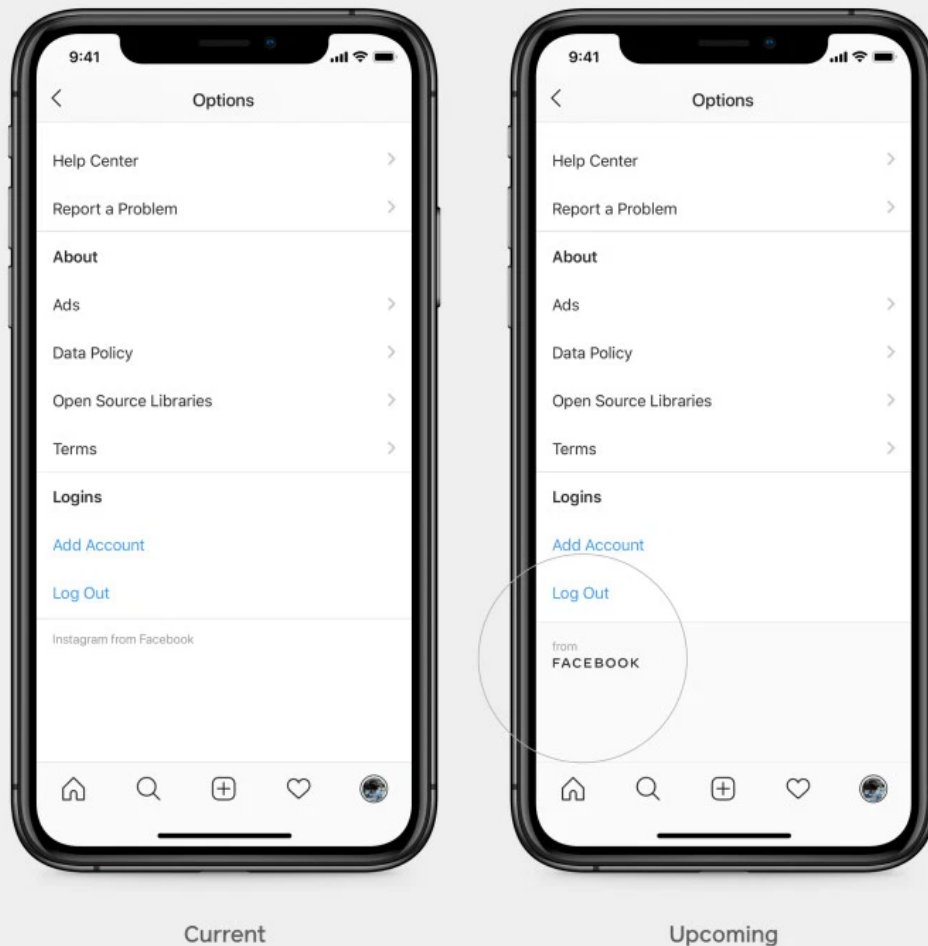


Current



Upcoming

*Implementations may vary



*Implementations may vary

This brand change is a way to better communicate our ownership structure to the people and businesses who use our services to connect, share, build community and grow their audiences.

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