

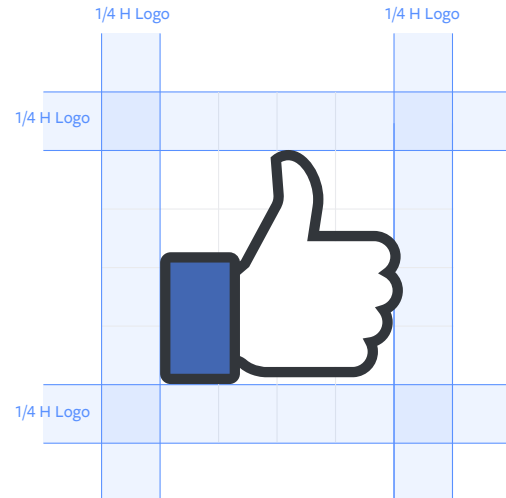
## Thumb Icon

The Thumb Icon is one of Facebook's identifiable marks. This icon is meant to represent the concept of "liking" something on Facebook.

### Using the Thumb Icon

Only use the Thumb Icon with a clear written call to action (for example: "Like us on Facebook", "Install our app on Facebook", "For use with Facebook") to reference your Facebook presence. No other icons should be used with the Thumb Icon.

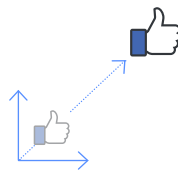
This mark does not replace Like thumbs found in the Facebook product. This is the primary and approved Thumb to use in your marketing.



Thumb Icon

### Clear Space

To preserve the integrity of the Thumb Icon, always maintain a minimum clear space around the logo. This clear space insulates our Thumb Icon from distracting visual elements, such as other logos, copy, illustrations or photography.



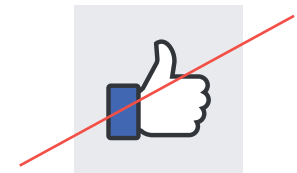
### Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Thumb Icon. The proportions and shape of the Thumb Icon should never be altered 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

**Do not** present the Thumb Icon in a way that makes it the most distinctive or prominent feature of what you're creating. Similarly, be sure the Thumb Icon is reproduced in a legible size.



### Color

**Do not** modify the Thumb Icon in any way, such as changing the design or color.

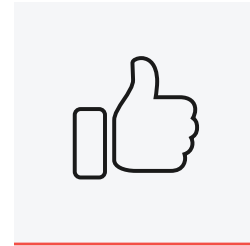
# Thumb Icon— Do's and Don'ts

## Do's

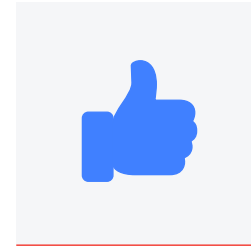
- ✓ Do only use the Thumb Icon with a clear, written call to action (for example: “Like us on Facebook”).
- ✓ When using the Thumb Icon online, it should link directly to your Page on Facebook.

## Don'ts

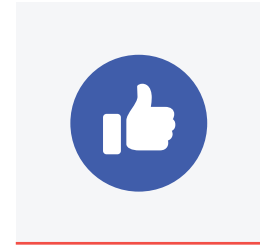
- ✗ Don't modify the Thumb Icon in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.
- ✗ Don't use the Thumb Icon in Facebook Ads.
- ✗ Don't substitute the Thumb Icon for the word “like” in text.
- ✗ Don't animate or fabricate physical objects in the form of our Thumb Icon.
- ✗ Don't use the Thumb Icon alongside other Facebook symbols or icons.



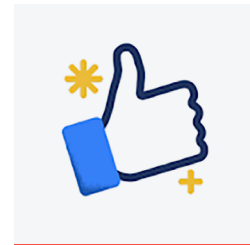
**Don't** use an outlined thumb with the cuff detached.



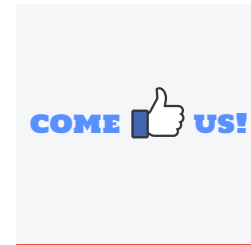
**Don't** use a solid thumb with the cuff attached.



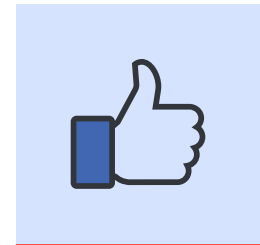
**Don't** change the Reaction bright blue from the product color to Facebook Blue 70.



**Don't** redraw or recreate the thumb as an illustrated icon.



**Don't** substitute the Thumb Icon for the word “like” in text.



Be sure to fill the hand of the primary thumb with white when placing on any color, photographic or illustrative backgrounds.