



Brand Identity Guide



Table of Contents

Brand Information	4
Logotypes	6
Color Treatment	8
Typography	14
Sizing	16
Spacing	18
Logo Misuse	20
Text Lockup	24
Stationaries	26
Brand Imagery	28
Contact Information	30



Brand Information

Mission

Our mission here at Instagram is to capture and share the world's moments. Our branding revolves around creating visual impressions that leave our users with long-lasting memories.

Tone of Voice

Through the use of our interactive program, Instagram has redefined sharing ideas online with others. We do this by our unique features that enable our users to express ideas in diversifies ways such as photos, videos, captions and hashtags.



Logotypes

Word mark

A word mark, is text-only typographic treatment of the name of a company, institution, or product.

Symbol Mark

Representational

Representational symbol marks are logos that are made up of a graphic symbol or icon, one that represents a real-world object.

Combination Mark

Combination logos combine both images and words into their design.

Instagram



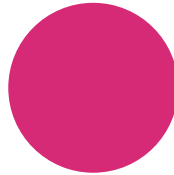


Color Treatment

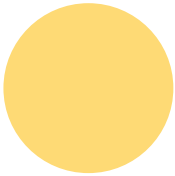
Primary Colors



Hex: #962fbf
RGB: 150, 47, 191
CMYK: 55, 86, 0, 0



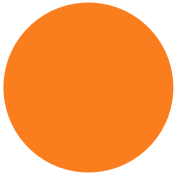
Hex: #d62976
RGB: 214, 41, 118
CMYK: 12, 96, 24, 0



Hex: #feda75
RGB: 254, 218, 117
CMYK: 1, 13, 64, 0



Hex: #4f5bd5
RGB: 79, 91, 215
CMYK: 76, 69, 0, 0

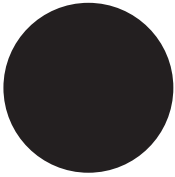


Hex: #fa7e1e
RGB: 250, 126, 30
CMYK: 0, 63, 99, 0

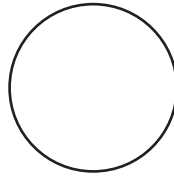


Color Treatment

Secondary Colors



Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100



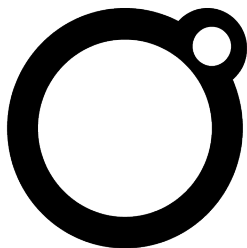
Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Color Treatment

Symbol Mark

Color and Monochrome

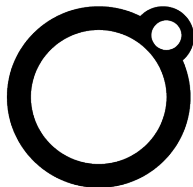


Combination Mark

Color and Monochrome



Instagram



Instagram



Instagram



Typography

Typography

Helvetica Neue is the typeface in use throughout this book and for all advertisement, beside the word mark.

Heading

Condensed Bold, 40 pt

Subheading

Medium, 20 pt

Body text

Light, 12 pt

Word mark

Billabong is the typeface used only within the word mark.

Instagram

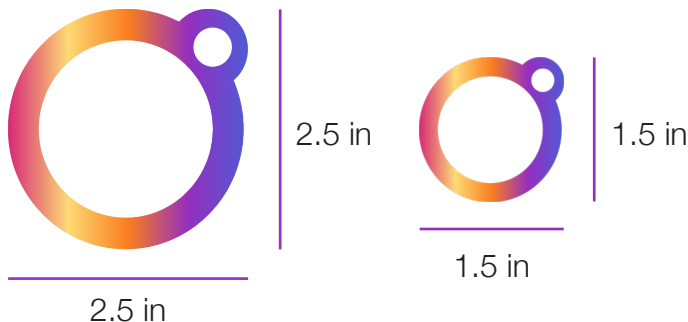
Billabong, 30 pt



Sizing

Sizing the Logo

The ideal size for the logo in **print** is 2.5 inches x 2.5 inches. When using for the **web**, the size is the same, but in pixels for easy use is 240 pixels x 240 pixels. No matter the unit of measurement, always keep a 1:1 ratio.

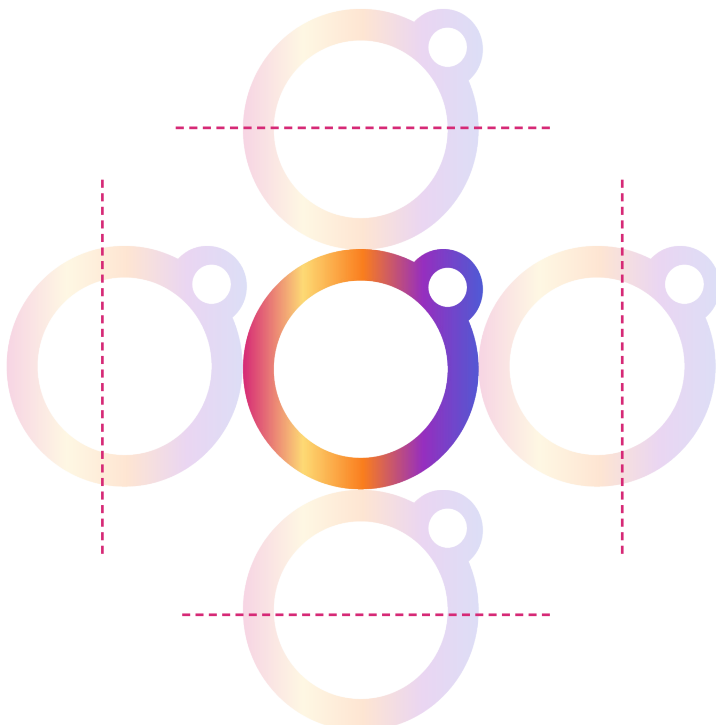




Spacing

Symbol Mark Spacing

To determine the minimum clear space around the logo, use 1/2 of the icon's size on all sides.





Logo Misuse

Logo Misuse



Instagram

Do: Keep the word mark black or white.



Instagram

Do: Keep the word mark as “billabong”.



Instagram

Do Not:
Change the word mark color.



Instagram

Do Not:
Change the word mark to any other font.



Logo Misuse

Logo Misuse



Do: Keep a 1:1 ratio of sizing the logo.



Do: Keep logo right side up.



Do Not: Create a size ratio that is not 1:1.



Do Not: Flip, rotate or stretch logo.

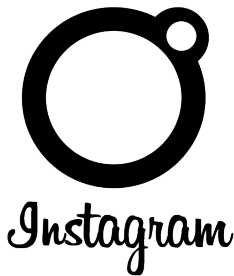


Text Lockup

Text Lockup

The text lockup consists of the Instagram logo centered above the word mark. The logo should either be made up of the five main colors, black or white. The only typeface used for the word mark is “billabong”.

The Instagram word mark should only be placed below the symbol mark.





Stationaries

Stationaries

Places to find or place the Instagram logo can be on business cards, letterheads, certificate or envelopes.





Brand Imagery

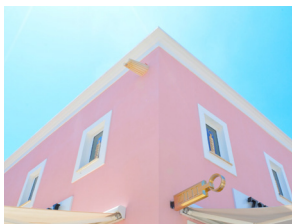
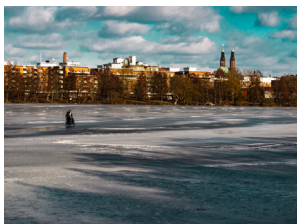
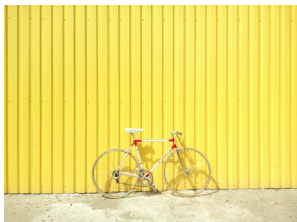
Brand Imagery

Images that have a background are favored over those with no background or an extremely limited background.

Images that have more visual texture perform better than those that are perceived to be more smooth.

Images with a single dominant color will have higher engagement than those with multiple dominant colors.

Bluish images are preferred over reddish images, and light images are favored over dark images.



The background is a solid yellow color. In the upper left corner, there are several overlapping circles of different shades of yellow, creating a layered, organic effect. The largest circle is a bright yellow, and it is partially covered by a slightly darker yellow circle. There are also smaller circles and crescent shapes in the same color palette, some of which are partially cut off by the edges of the frame.

Questions?


Get Help Through the App

1. Open the app and then tap your icon in the bottom-right corner.
2. Tap the parallel bars in the top-right corner.
3. Tap “Settings” at the bottom of the menu.
4. Tap “Help” on the next screen.
5. Select “Help Center,” and from there you can browse by topic, narrowing in on the issue at hand.

Get Help Through the Website

The fastest way to get to the help center is simply entering <https://help.instagram.com> into your navigation bar.

(650) 543-4800
support@instagram.com



Bailey Patterson
Brand Guide
GCOM 141-001