

INSTAGRAM BRAND GUIDELINES



V-1.1



THE APP ICON & THE GLYPH

There are two logos, the App Icon and the Glyph, shown here.

Using the App Icon

Use the app icon only if you are showing it on a device with other apps or if you are encouraging people to download the Instagram app.

Don't change the color, design or appearance of the app icon in any way.

Using the Glyph

Always use the glyph to show off your presence on Instagram.

The glyph can be used in any color, as long as all other aspects of its design stay the same.

Obtaining Approved Files

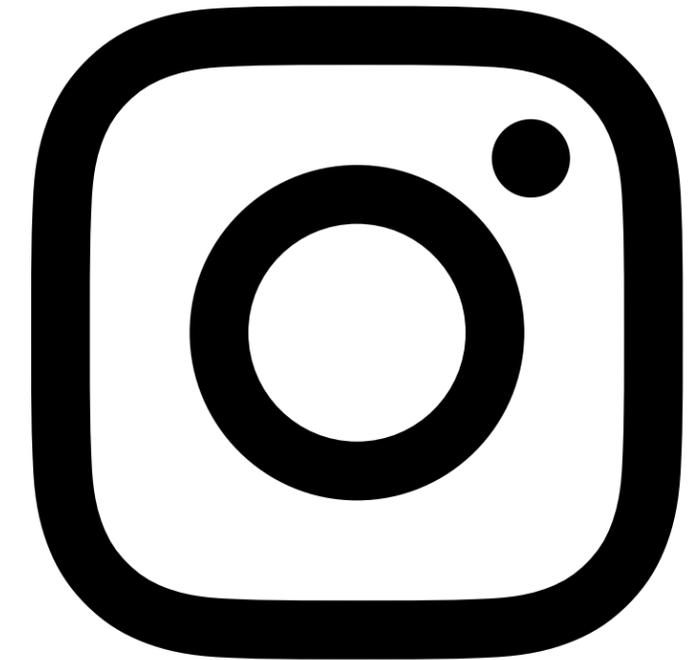
Only use the approved Instagram glyph and app icon image files found on:

<https://www.instagram-brand.com/>

See [Instagram Glyph & App Icon](#) for more detailed information on Glyph and App Icon usage.



The App Icon



The Glyph

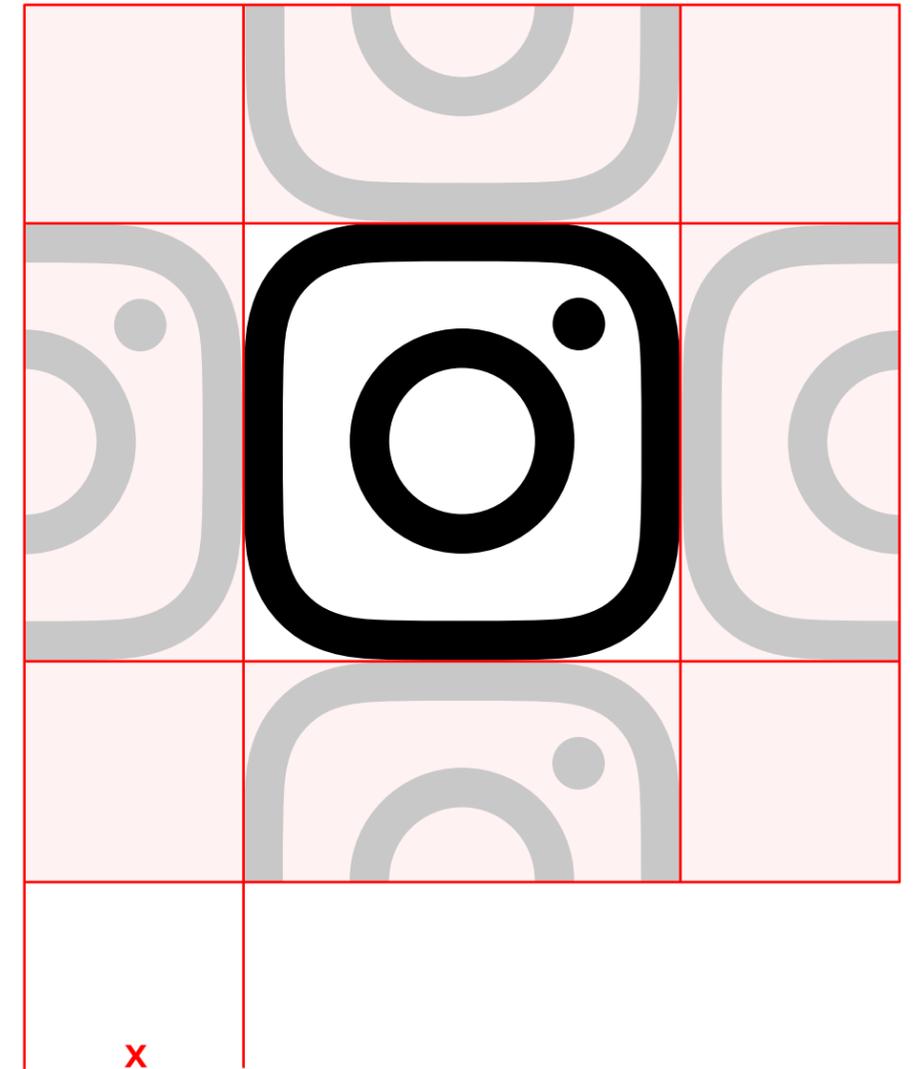
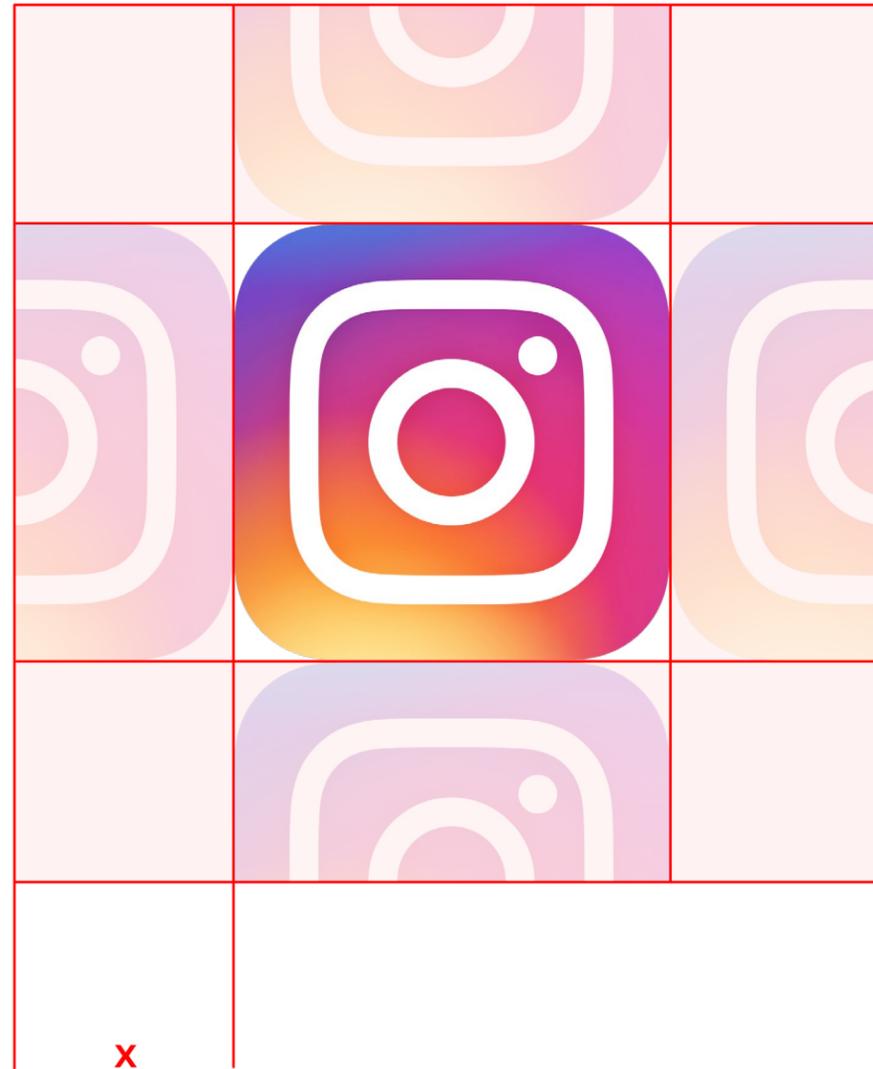


THE EXCLUSION ZONE

The exclusion zone ensures legibility and visual impact by isolating the app icon and the glyph from competing visual elements such as text and supporting graphics.

This zone is the minimum clear space. In most cases both the app icon and the glyph should be given more room to breathe.

The exclusion zone is equal to one half icon unit — marked as x in the diagram — in each direction.





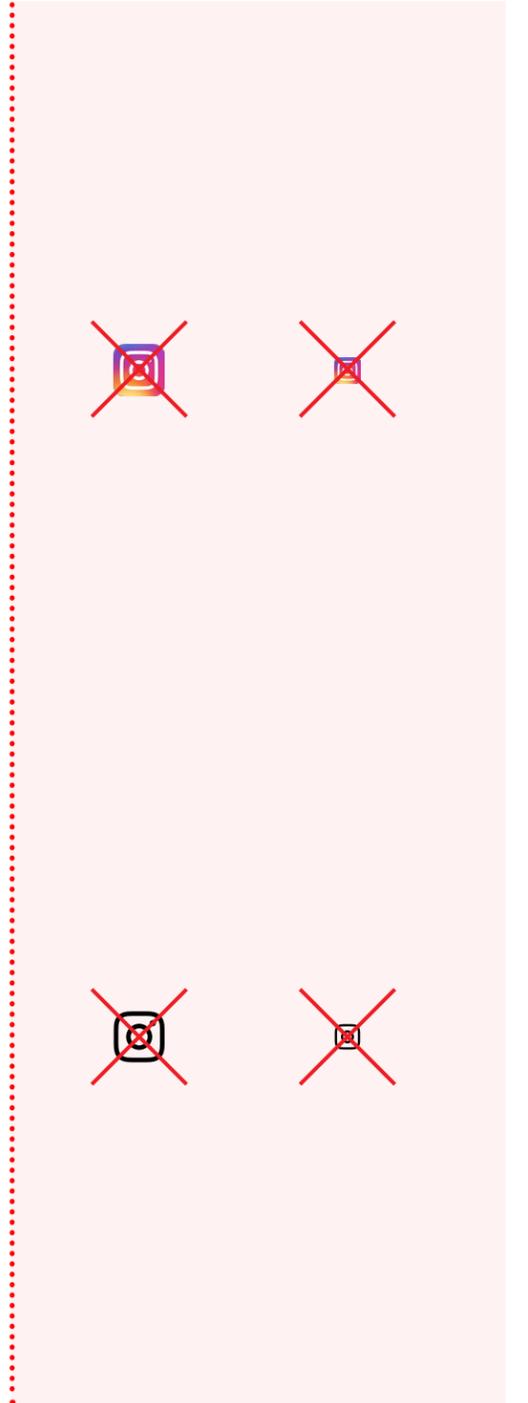
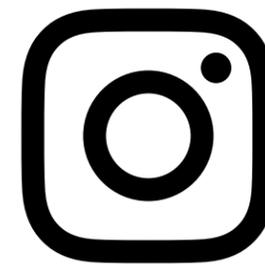
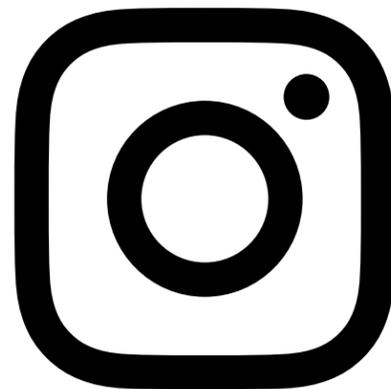
MINIMUM SIZES

Please respect the app icon and the glyph.
Always maintain their set proportions and
never show the glyph or the app icon as
smaller than 29x29 pixels.

Above 29px



Below 29px





REQUESTING PERMISSION

Anyone using Instagram's assets in any way are required to follow these guidelines. Only people planning to use Instagram's assets in broadcast, film or print materials larger than 8.5 inches x 11 inches (21.6 cm x 28 cm) must request permission:

<https://www.instagram-brand.com/request/>

If you're planning to use any of Instagram's assets in broadcast, film or a print material larger than 8.5 inches x 11 inches, all requests must be made in English through our online process. Approvals take up to three weeks. Please include final mock-ups of any screenshots or other assets you're planning to use, as well as a detailed description of both your plans for the content and how Instagram's assets will be used. For print materials, please submit a final mock-up that includes the Instagram brand asset as you would like to use it. Requests for broadcast or film are a two step process. First, we need to approve a copy of your script or storyboard in English before you starting shooting your broadcast. Second, we need to see and approve the final clip before your broadcast can be released.

USING INSTAGRAM'S BRAND FOR MARKETING

Only use the logos and screenshots found on our Brand Resources website <https://www.instagram-brand.com/>. Follow all of our guidelines for using screenshots as well as our guidelines for [using the logo and app icon](#). All requests must go through our to Brand Permissions Request Form <https://www.instagram-brand.com/request/> if you're planning to use our brand assets in broadcast, film or print larger than 8.5 inches x 11 inches (21.6 cm x 28 cm).

- Don't use the Instagram brand in a way that implies partnership, sponsorship or endorsement. This includes combining any part of the Instagram brand with a company name, marks or with other generic terms. Avoid trademarks, names, domain names, logos or other content that could be confused with Instagram.
- Instagram content should be no more than 50 percent of your design, and should not be the most distinctive or prominent feature.
- Combining "Insta" or "gram" with a descriptive word in a #hashtag can make a good call to action to encourage people to share photos on Instagram (Ex: #Latergram). However, it's not appropriate for that hashtag to be used on other social networks, to try to acquire or enforce rights over that word or phrase, or to combine "Insta" or "gram" with your own brand.

- The word Instagram cannot be changed in any way. It must always be capitalized and never modified, abbreviated or translated regardless of the surrounding text. The word Instagram should be the same font size and style as the content surrounding it. Never use any of the logos to replace the word Instagram in a sentence.
- Instagram may be mentioned in a television commercial with Facebook or other Facebook companies. Other social networks, outside of the final call to action (Follow us on...), may not be represented in the same spot as Instagram and/or Facebook.
- In addition to these guidelines, Instagram reserves the right to withhold approval of content that it feels is inconsistent with the Instagram brand.



CUSTOMIZING SCREENSHOTS

The Interface

- We have vector files with editable layers, so you can customize the posts, profile photos and some text elements. Use these files instead of making your own assets.
- Use the San Francisco font when editing text for iOS. Use Roboto for Android.
- The interface must never be cropped and always placed within a mobile device that matches the operating system shown. Don't use the Instagram desktop interface or show the Instagram app on a tablet.
- Current functionality and features must be accurately represented.

Profiles and Content

- If showing your account: likes, followers and comments should not be increased more than 10 percent of their average numbers.
- If showing a fake account: likes, followers and comments should be realistic for a typical Instagram account.
- If showing location tags: be sure these location tags exist on Instagram.
- Never show content of accounts that aren't public. Only use someone's username, name, email address, profile photo or image if you've received permission from them in writing. Same goes for any logos, images, trademarks or service marks from other companies or organizations. This applies to the handles in comments as well. Always follow all local privacy, intellectual property and publicity laws.

INSTAGRAM GLYPH & APP ICON

Download our glyph and app icon image files instead of finding your own, and respect the borders of the files to maintain appropriate clear space. Always maintain proportions and never show the glyph or the app icon as smaller than 29x29 pixels. Do not use the Instagram script word mark. Remember to request permission <https://www.instagram-brand.com/request/> if you're planning to use the glyph or app icon in broadcast, film or print larger than 8.5 inches x 11 inches (21.6 cm x 28 cm).

Using the Glyph

- Use the glyph to show off your presence on Instagram.
- The glyph can be used in any color, as long as all other aspects of its design stay the same.
- Unless you're using the glyph in a list of other social media logos, make sure to include a clear call to action (Ex: "Follow us on Instagram").

Using the App Icon

- Only use the app icon if you're showing it on a device with other apps or if you're encouraging people to download the Instagram app.
- Don't change the color, design or appearance of the app icon in any way.



ASSETS FOR BOOMERANG, LAYOUT AND HYPERLAPSE

Download our assets for Boomerang, Layout and Hyperlapse, instead of finding your own. Respect the borders of the files to maintain appropriate clear space and maintain proportions. Don't change the color, design or appearance of the app icons in any way or show app icons smaller than 29 x 29 pixels. When using the name of our other apps, always be sure to tie it to Instagram (EX: "Capture your favorite dance moves with Boomerang from Instagram").

EMBEDDING INSTAGRAM CONTENT

To embed Instagram content on your website, copy and paste the embed code from an Instagram post into your site's HTML.

- Follow the API Terms of Use: <https://www.instagram.com/about/legal/terms/api/> and all applicable laws when using content owned by or photos of other people. Never modify posts, blur usernames, alter an Instagrammer's identity, crop screenshots or make other changes. Instagram user photos and videos are owned by the users and not by Instagram.
- Learn more about embedding photos and videos in our Help Center <https://help.instagram.com/513918941996087>.

NAMING YOUR APPS AND PRODUCTS

If you offer an app, website, or other product or service that uses the Instagram APIs or is otherwise compatible with or related to Instagram, you may describe how your application, website or product relates to Instagram. For example, you may say that your app is "for Instagram" or that it allows people to "print their Instagram photos on magnets."

You may not use the Instagram brand in a way that implies partnership, sponsorship or endorsement. This includes following all of our guidelines on using the glyph and the app icon and never making Instagram the most distinctive or prominent feature of your website or product design. Don't combine any part of our name or brand with your name or trademarks, or use the words "Instagram," "IG," "Insta" or "gram" in your product or feature names.



LEGAL

Instagram, InstaMeet, InstaStop, Insta, gram, Boomerang, the Instagram filter names, the Instagram logo, the Instagram glyph and multi-color camera logos, as well as the Hyperlapse logo, Layout logo and Boomerang logo are trademarks of Instagram and may only be used as provided in these guidelines or with Instagram's permission. You may not use or register, or otherwise claim rights in any Instagram trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. Do not use the Instagram trademarks for anything that would be inconsistent with Instagram's Terms: <https://help.instagram.com/478745558852511/> or Community Guidelines <https://help.instagram.com/477434105621119/>.

We may revoke permission to use Instagram's trademarks at any time.



TOP QUESTIONS

1 —

Why does Instagram need rules about how to use its brand assets?

These rules are intended to promote consistent use of the Instagram brand. This makes it easier for people to recognize references to Instagram instantly and prevents confusion.

These guidelines also help protect our trademarks.

2 —

What does Instagram do if people misuse its brand assets?

Instagram dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos, Instagram enforces its rights against people who misuse its trademarks.

3 —

When do I need to request permission to use Instagram brand assets?

You must get approval for all broadcast, television and film campaigns that use Instagram's brand or logo in any capacity, as well as any print larger than 8.5 inches x 11 inches (21.6 cm x 28 cm). However, Instagram doesn't require a Brand Permissions Request for print materials smaller than 8.5 inches x 11 inches or a digital campaign as long as you adhere to the Instagram Brand Guidelines.

4 —

How long does it take to get permission to use the Instagram brand assets?

If you are following these guidelines and using the assets for the web or print materials smaller than 8.5 inches x 11 inches (21.6 cm x 28 cm), then you don't need to ask permission. If you want to use our assets in broadcast or print larger than 8.5in x 11in, response time can take up to three weeks. Your request is not approved until you have it in writing, from the brand request process <https://www.instagram-brand.com/request/>.

5 —

Can I use Instagram brand assets in my book, play or film?

You can use the word Instagram as part of your book, play or film to fairly and accurately describe your subject matter, as long as it's clear that Instagram doesn't endorse or sponsor your project. You will need to ask permission <https://www.instagram-brand.com/request/> to use Instagram brand assets or images in your book, play or film unless you're providing content attribution for photos and videos as outlined by these guidelines.

6 —

Can I use Instagram logos and images I found somewhere on the web?

No, you can only use the official brand assets that are available from Instagram's Brand Resources website <https://www.instagram-brand.com/>.



TOP QUESTIONS

7 —

Can I combine Instagram brand assets with new terms or artwork to create my own marks and logos, or modify the color or design to fit with the style of my website or packaging?

You may not modify Instagram brand assets in any way, which includes changing the design or combining our assets with other words or images. You shouldn't modify any colors in the app icon. The logo can be used in any solid color.

You may scale the size of Instagram brand assets to suit your needs as long as they meet your minimum size requirements and are not the most distinctive or prominent feature on your web page, printed material or other content.

8 —

How can I promote my InstaMeet event?

Follow the guidelines in this document for the use of the logo. You can review these additional guidelines <https://help.instagram.com/489600807738748> for promoting and hosting an InstaMeet event.

9 —

Are permission requests transferable?

No, permissions and approvals are not transferable. Permissions need to be requested for each instance and each approval is specific to that production or piece of print.

10 —

Can I use Instagram in my domain or username?

You may not use any Instagram trademarks, including “Instagram,” “IG,” “Insta,” or “gram” in your trademark, domain name, username or other account name.

11 —

Can I use Instagram on my product or merchandise, like clothing and accessories?

Instagram doesn't permit or license its trademarks, logos or other intellectual property for use on merchandise like toys, apparel or accessories, although you're welcome to use it on your packaging. If you're planning to use our assets for your packaging, be sure to follow our guidelines for using the multi-color icon, glyph and our tips for using our assets for marketing.