

# Facebook launches a new logo, simple but with many implications

The new Facebook logo has a very simple design with custom fonts and depending on the link applications in the ecosystem that will display different colors to make a difference in the image between the company and the app. use.

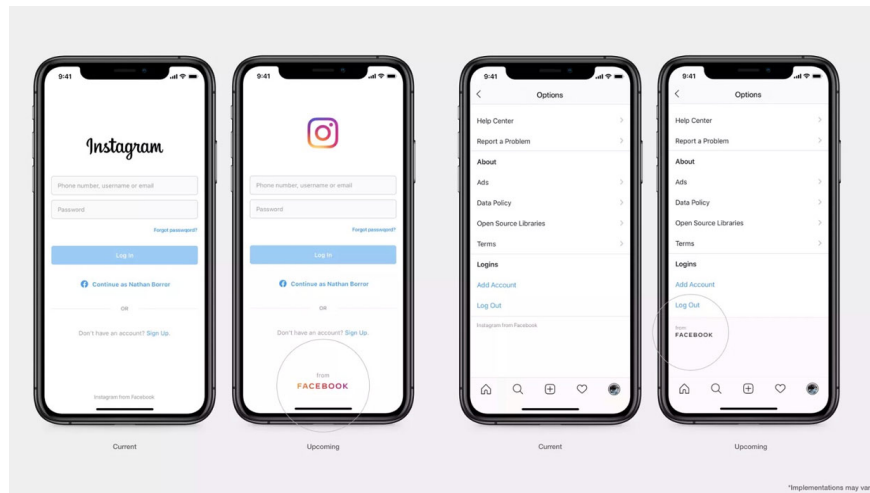
Facebook's new logo has an extremely simple design with custom fonts and depending on the link applications in the ecosystem that will display different colors to create a visual difference between the company and the app. use.

The new Facebook logo will only appear on other applications in its ecosystem, and on the website and social networking applications will remain blue, white, lowercase.



FACEBOOK

This logo will have different colors depending on each application such as green on WhatsApp, pink on Instagram . as shown in the image below.



Facebook says the goal of the logo change is to let people know that Facebook is not just a social network but also has many other tools and services including Messenger, Instagram, WhatsApp, Workplace, Oculus, Portal and Calibra. Not only did the new logo change, Facebook added inside their apps the phrase 'From Facebook' to let users know that the app has a shared infrastructure on Facebook's database.

Over the next few weeks, this new logo will be updated on Facebook's related applications, products and marketing materials.

1. Facebook and Instagram prohibit the use of eggplant and peach symbols in sensitive content
2. Facebook tried a new web interface, with Dark mode

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