

Facebook has a new 'company brand' logo representing all its products

 By [Shereesa Moodley](#)

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Facebook on Monday [revealed](#) its new company brand designed to encapsulate its "family of apps" and distinguish itself from the Facebook app.



The new Facebook company brand. Image credit: Facebook.

According to the company, the new logo “uses custom typography and capitalization to create a visual distinction between the company and app”.

Flashing between Facebook’s blue, WhatsApp’s green and Instagram’s hues of purple and orange, the new Facebook logo represents all three social platforms under the company’s name.

“This brand change is a way to better communicate our ownership structure to the people and businesses who use our services,” the company said on its website.



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In addition to the new logo, Facebook will also tweak its [“from Facebook” labels](#) to reflect the corresponding app’s colour scheme.

Instagram, for example, will feature the orange and purple Facebook logo on its sign-in screen.

The company will roll out the new branding and updated website over the next few weeks.

ABOUT SHEREESA MOODLEY

Shereesa is a passionate writer who often delves into the world of social media, online trends and all things photography. She is also a journalism graduate of Rhodes University and can be found frequenting YouTube and Instagram. She lurks on Twitter too, sometimes.

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