RREL *VISUAL* LANGUAGE

Regulatory, Risk, Ethics, and Learning

LEVEL SETTING

“Do we even have a brand?”

Session comment

WHAT IS A *VISUAL* BRAND IDENTITY?

A system that uses fixed elements like logo, typography, and color palettes, along with flexible elements like layout, illustration, and photography, to create a cohesive user experience.

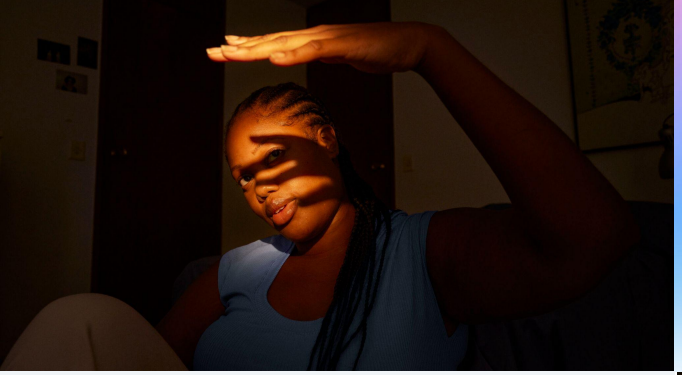
“We want to feel like partners and guides — not enforcers.”

Maria Konkel

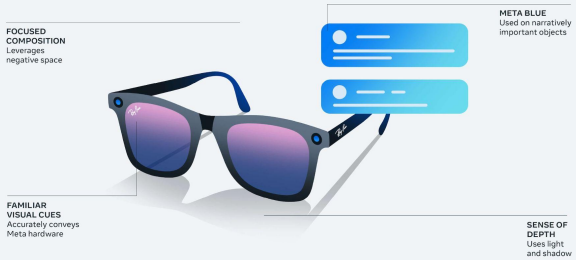
WHY?

1. To bring us on-brand

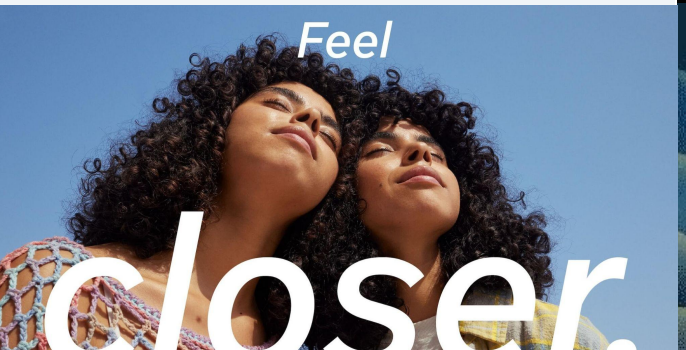
2. To make it clear who RREL is



Meta Connect 2025



- Meta Blueprint
- Meta Business Partners
- Meta Business Suite
- Meta Horizon
- Meta Open Source
- Meta Pay
- Meta Quest



Brand overview

Brand elements

System overview

Logo

Typography

Layout

Color and gradient

UI

Illustration

Iconography

Motion

Photography and film

Voice, tone and style

Brand line

Brand applications

Training

Resources

Brand Review

Partner access

Celebrate human connection.

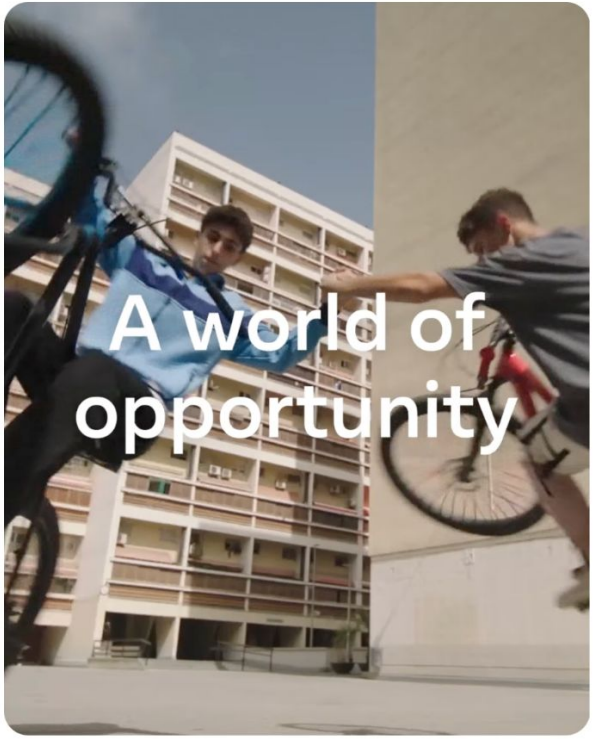
Meta builds social technologies around people and their relationships.

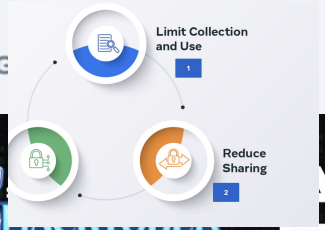
The Meta Brand System always champions social interaction and presence. For example, we create communications that inspire people to imagine what they can do together, and we build compositions around people and their relationships.

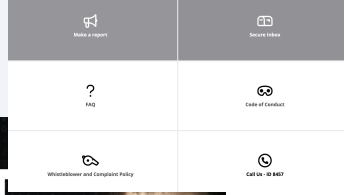
Consider everyone.

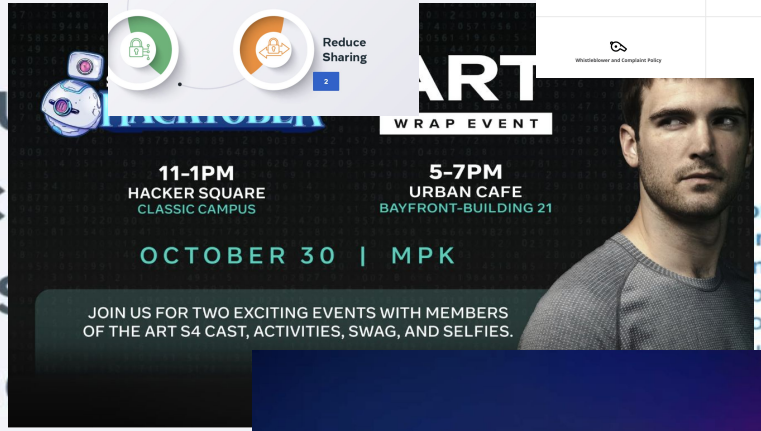
Create space.

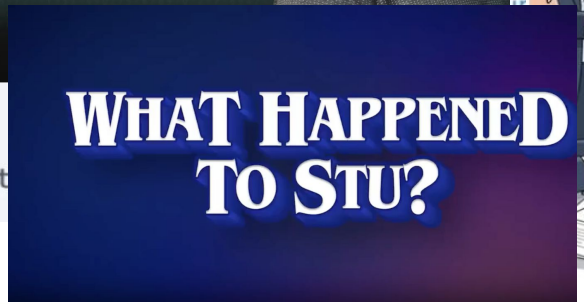
Be iconic.

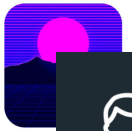








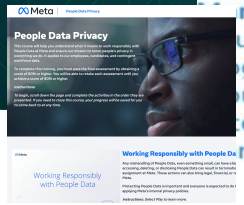




Governance Structure

Technical Integration

Conte Standa



Meta color palette
Meta typography
Meta gradient
Meta format
Meta illustration

Communicates optimism, movement, and energy

Unknown color palette
Unknown typography
Unknown format
Unknown illustration

Appears dated and includes design clichés in the form of the leaf and the “cyber” background

“We should feel like a network, not a show — a collection of content that shares a common DNA.”

Session
comment

A MEANINGFUL TOOLKIT

THE STRATEGIC SHIFT

From
off-brand
to
on-brand

From
fractured
to
cohesive

From
dated
to
current

From
undervalued
to
beloved

Inspiration

Movement

Growth

Reflection

Self awareness

“Inspired to do the right thing. Empowered to apply key knowledge.”

Jennifer Erdmann

Color system

Sunny day
=
Optimism

The fruit
=
The way we show the health of our company by staying well-versed in the regulation, risk, ethics and learning mandates

The flowers
=
The blossoming we undergo when when build a strong foundation in ethics and risk awareness.

The evergreen
=
Represents the stability and vibrancy of the RREL brand

Water
=
How we lead learners to reflection

WIDTH 100

WEIGHT 550

ITALIC 0

DARK MODE 0

Optimistic

RREL

Regulatory, Risk, Ethics, and Learning

It’s *your* world

It’s *our* world

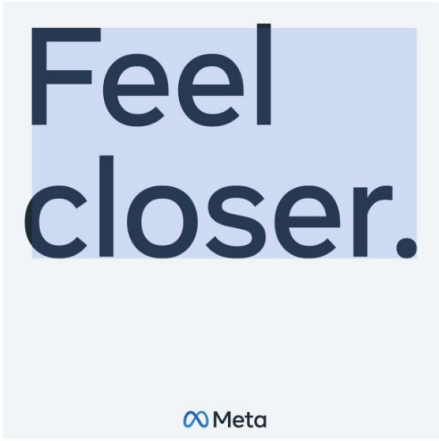
RREL

Small: <20% of layout

Weight: Optimistic SemiBold or Bold
Tracking: +15 or (1.5%)
Leading: 130%

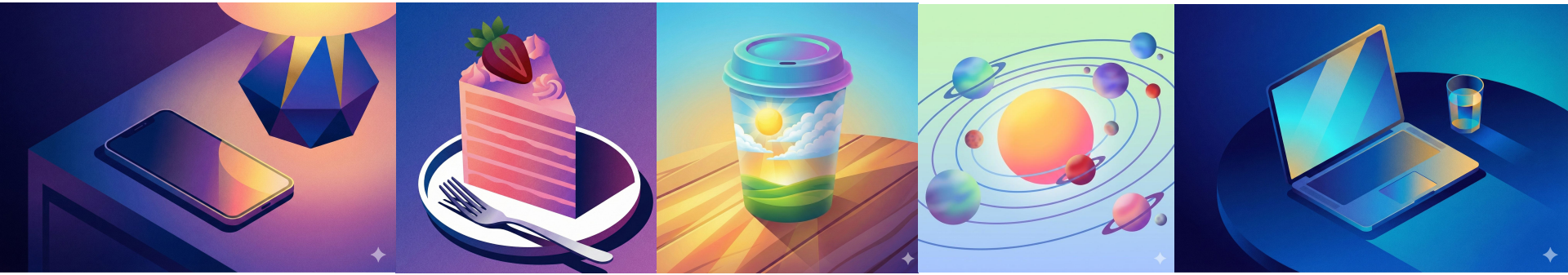
Medium: 20%–40% of layout

Weight: Optimistic Medium
Tracking: -10 or (-1%)
Leading: 115%



Large: >40% of layout

Weight: Optimistic Medium
Tracking: -20 or (-2%)
Leading: 95%



+?

REFLECT
ETHICS
WEEK '25

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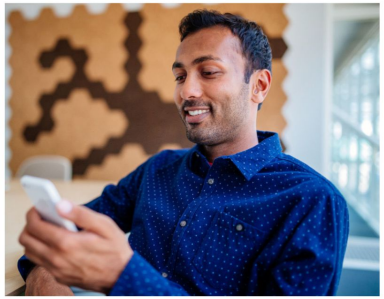
RREL

RISK
NEVER
RESTS

IN PRACTICE

Guidance for managers

Managers are responsible for reviewing conflicts requests of their direct reports—both FTEs and CWs. Conflicts of interest may create risk for Meta, and managers are the first line of defense when it comes to identifying and mitigating the risks of potential conflicts. Before making a decision on a conflicts request from someone you manage, review the Manager Guidance for Reviewing Conflicts Requests (in the Resources folder).



What's next?

Your responsibilities do not end once you receive approval to proceed—you still need to make careful decisions as you move forward to ensure you do so in the right way.

Remember to:

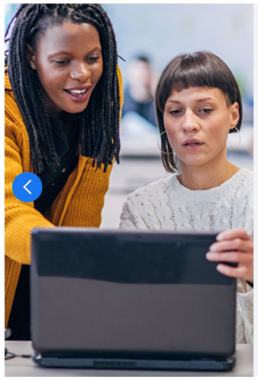
- **Comply with the guidance** you are provided when you receive a final Conflicts decision on your request.
- **Protect** Meta's confidential and proprietary information.
- **Prioritize** your work at Meta.
- **Notify your manager and Conflicts@** if your role or responsibilities at Meta change in a way that could make your outside activities or relationships appear to be a conflict.
- **Notify Conflicts@** if a conflict arises during the outside activity and recuse yourself from participating in any decisions or actions related to that matter until you have further guidance.
- **Report concerns** about a Metamate's potential conflict of interest through the Corporate Compliance & Ethics Hub. CWs should reach out to the People team.

How does a conflict of interest put Meta at risk?

We all have varied interests that sometimes include outside employment or activities. And we all have diverse social connections.

Outside employment or activities and close personal relationships should not interfere or appear to interfere with the best interests of Meta, including improperly influencing our decision making or judgment in our role, or misusing Meta information or assets.

Conflicts of interest may arise in situations like these; select the next and back arrows to find out more.

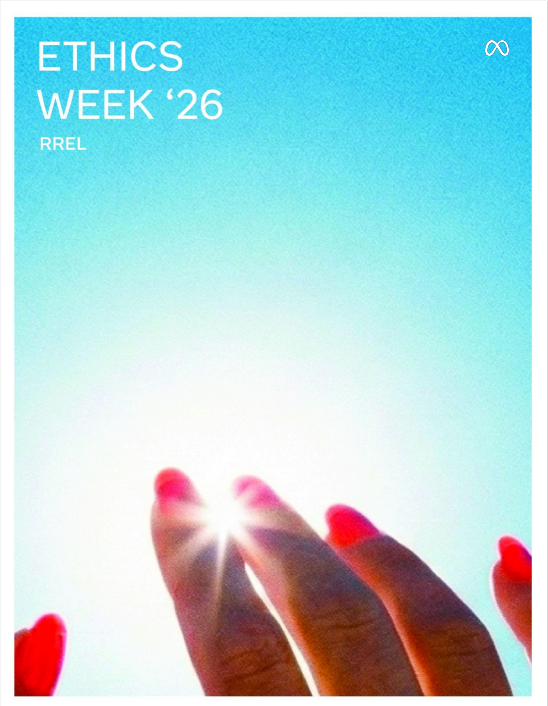


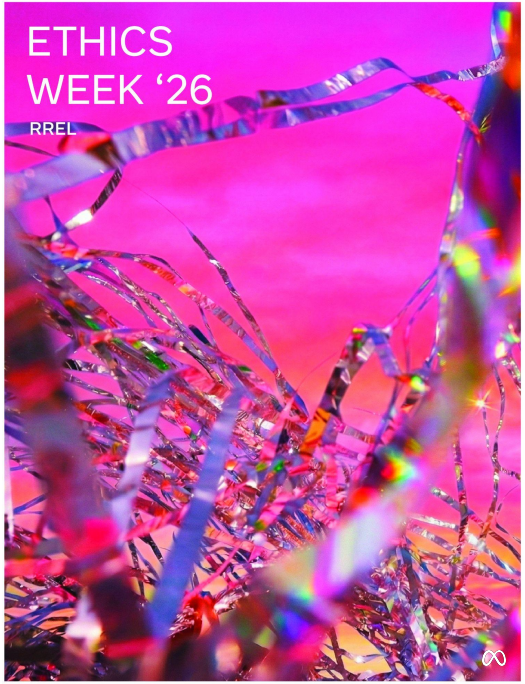
Teaching on topics related to Meta

Teaching or research in subject areas related to Meta's products, services or roadmap.

Unknown color palette
Unknown typography
Unknown format
Unknown illustration

Appears dated and includes design clichés in the form of the leaf and the “cyber” background


ETHICS
WEEK ‘26
RREL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WEEK ‘26
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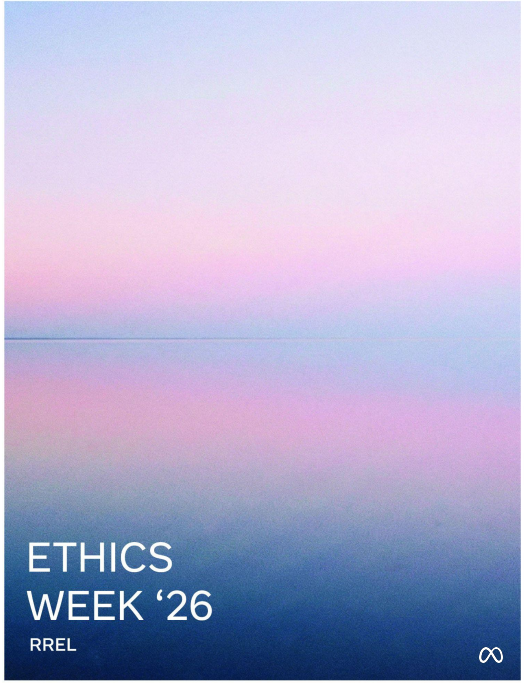
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REFLECT
ETHICS
WEEK '25

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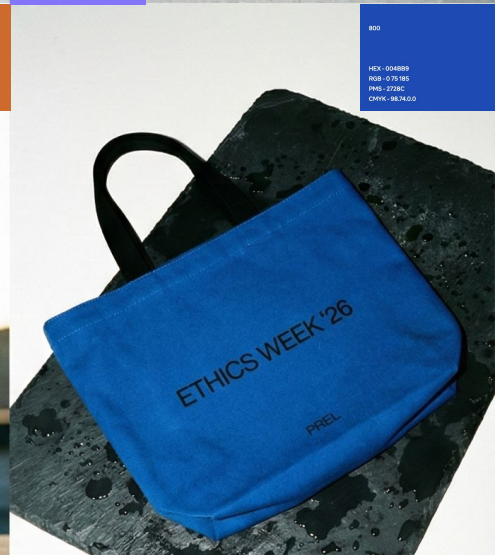
HEX - FA7DC8
RGB - 250 125 200
PMS - 231C
CMYK - 5.61.0.0

600
HEX - 8773FF
RGB - 135 115 255
PMS - 2101C
CMYK - 58.56.0.0

700
HEX - DC6414
RGB - 220 100 20



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RGB - 0 75 185
PMS - 2728C
CMYK - 98.74.0.0

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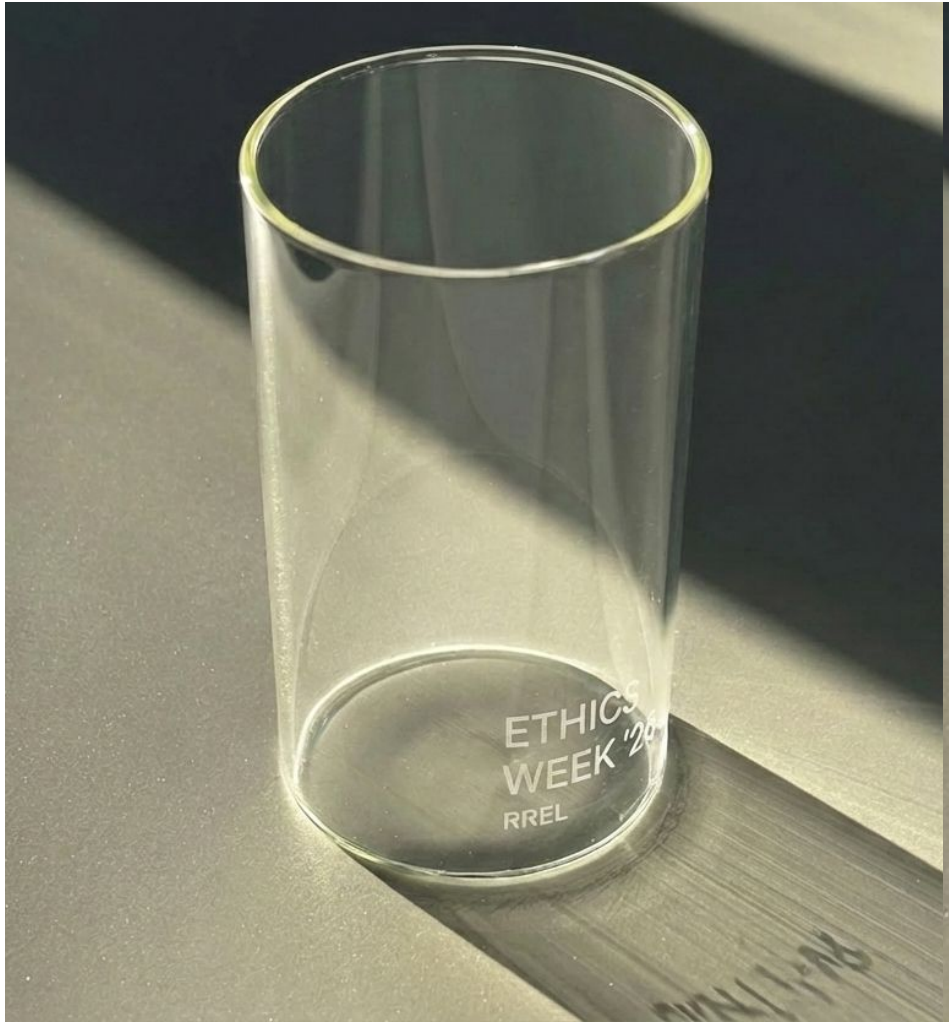
ETHICS
WEEK '26
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ETHICS WEEK 26

CHEERS!
ETHICS WEEK 26