

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.

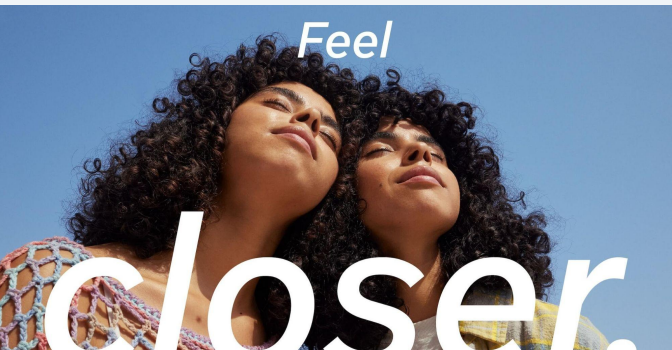
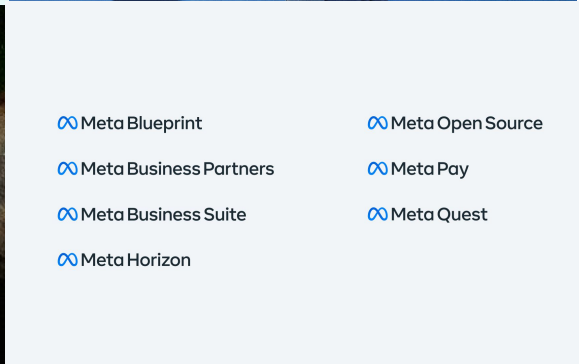
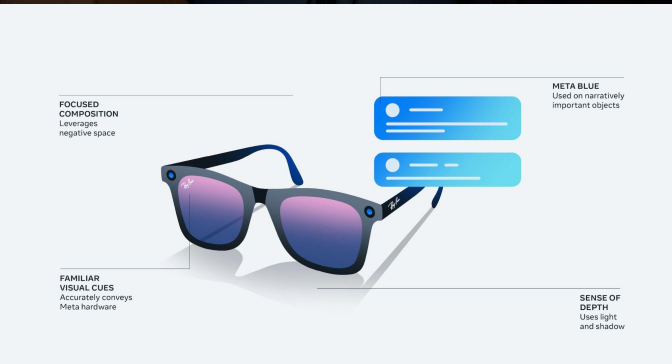
“We want to feel like
partners and guides
— not enforcers.”

Maria Konkel

WHY?

1. To bring us
on-brand

2. To make it clear
who RREL is



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.

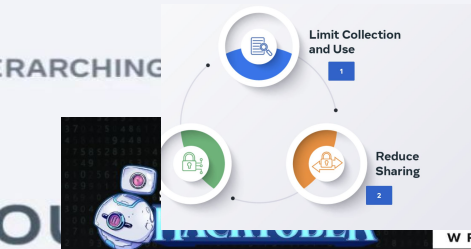
The Meta Brand System always champions social interaction and presence. For example, we create communications that inspire people to imagine what they can do together, and we build compositions around people and their relationships.

Consider everyone.

Create space.

Be iconic.





Make a report	Secure inbox
FAQ	Code of Conduct
Workplace and Employee Policy	Call us: 1-800-880-1111

01 Reinforce Compliance Culture and Drive Greater 1st-Line Accountability by elevating the role of Compliance and enabling our Metamates to make responsible decisions and management risk at Meta

ART WRAP EVENT

11-1PM
HACKER SQUARE
CLASSIC CAMPUS

5-7PM
URBAN CAFE
BAYFRONT-BUILDING 21

OCTOBER 30 | MPK

JOIN US FOR TWO EXCITING EVENTS WITH MEMBERS OF THE ART S4 CAST, ACTIVITIES, SWAG, AND SELFIES.



HACKTOBER SWAG

SIZE UP FOR A STREETWEAR FIT!

AVAILABLE IN WHITE OR GRAY!

WHO DOESN'T LOVE A TOTE BAG?

LUGGAGE TAGS! BECAUSE RISK NEVER RESTS

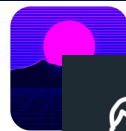
WHAT HAPPENED TO STU?



Governance Structure



Technical Integration



Content Standards

INNOVATING RESPONSIBLY

WELCOME TO THE ART | HACKTOBER SWAG STORE

ART SEASON 4

WWBD

ZERO LEAKS

ETHICS WEEK

CULTIVATE YOUR IMPACT

Ethics Week in a Box

2025

People Data Privacy

Working Responsibly with People Data



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



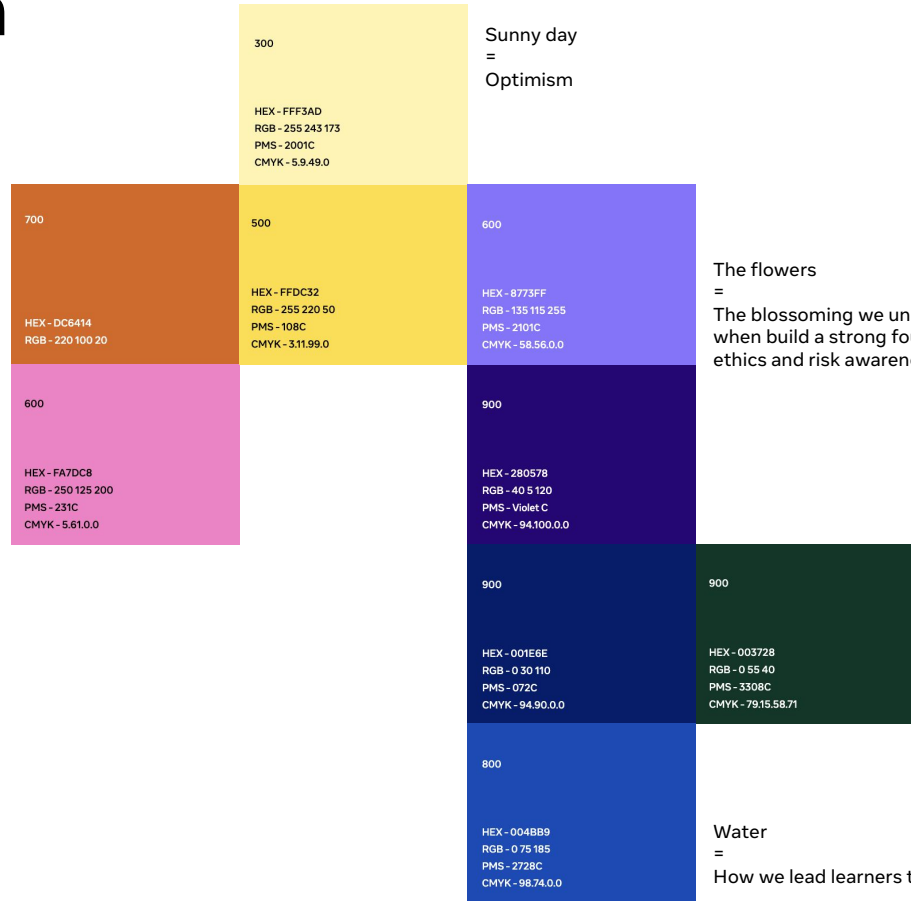
Self awareness

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

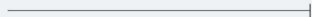
Jennifer Erdmann

Color system

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



WIDTH 100



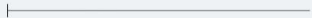
WEIGHT 550



ITALIC 0



DARK MODE 0



Optimistic

RRREL



Regulatory, Risk, Ethics, and Learning

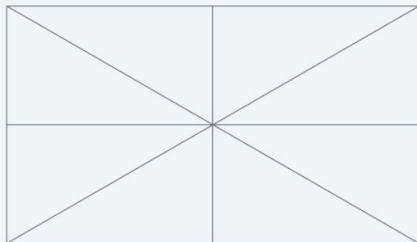


It's
your
world

It's
our
world

RREL

This is the next
chapter of digital
connection.



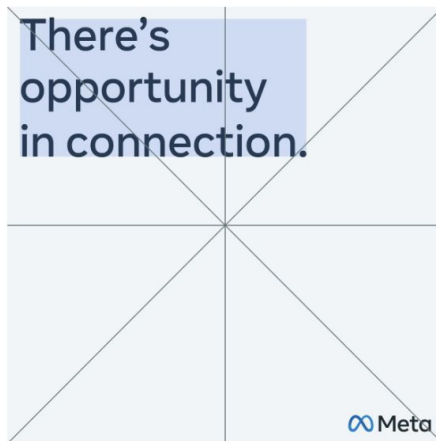
Small: <20% of layout

Weight: Optimistic SemiBold or Bold

Tracking: +15 or (1.5%)

Leading: 130%

There's
opportunity
in connection.



Medium: 20%–40% of layout

Weight: Optimistic Medium

Tracking: -10 or (-1%)

Leading: 115%

Feel
closer.

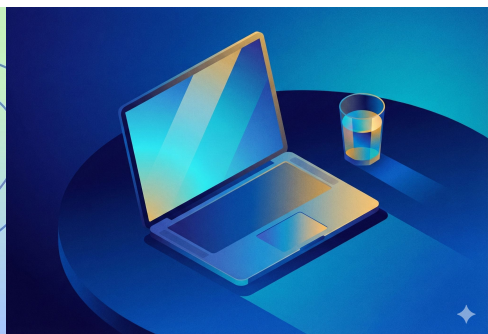
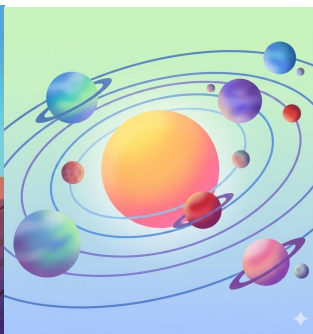
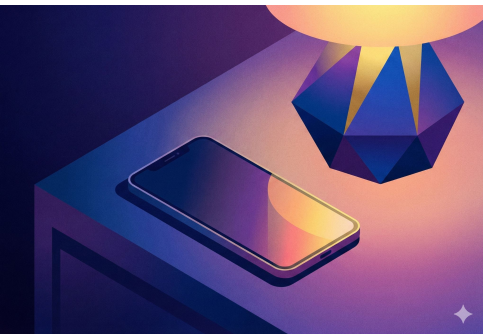


Large: >40% of layout

Weight: Optimistic Medium

Tracking: -20 or (-2%)

Leading: 95%







+ ?

A photograph of a woman's face reflected in a body of water. The woman has long brown hair and is smiling. The word "REFLECT" is written in large, white, sans-serif capital letters across the center of the image, with the reflection of the woman's face serving as the letter "E".

REFLECT

ETHICS
WEEK '25



A

R

T

RREL

∞

A person with dark hair and glasses, wearing a navy blue hoodie over a grey shirt and black pants, is crouching on a light-colored concrete ledge. Their hands are resting on the edge of the ledge. Below the ledge is a pool of water that perfectly reflects the person and the ledge. In the background, there is a grey concrete wall and some dry, yellowish grass. The overall mood is contemplative and artistic.

RREL





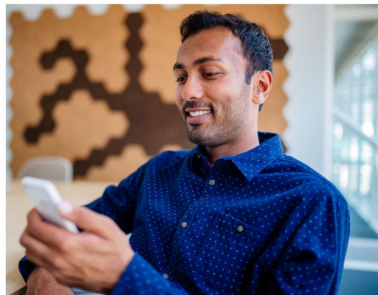
RISK
NEVER
RESTS



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:

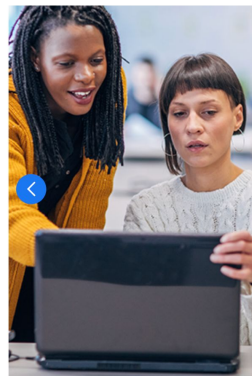
- **Comply with the guidance** you are provided when you receive a final Conflicts decision on your request.
- **Protect** Meta's confidential and proprietary information.
- **Prioritize** your work at Meta.
- **Notify your manager and Conflicts@** if your role or responsibilities at Meta change in a 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.

100-1000

100-1000

100-1000

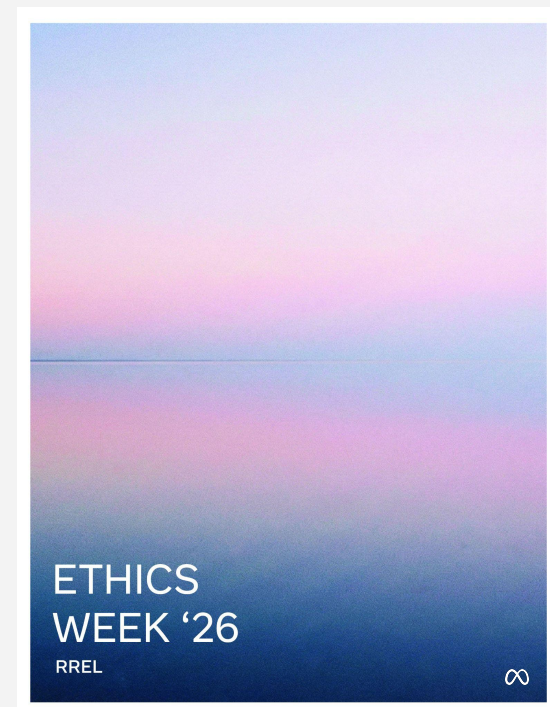
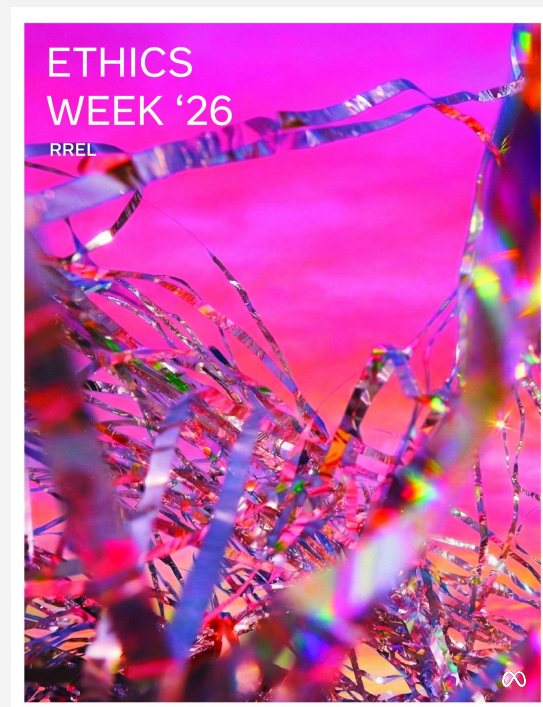
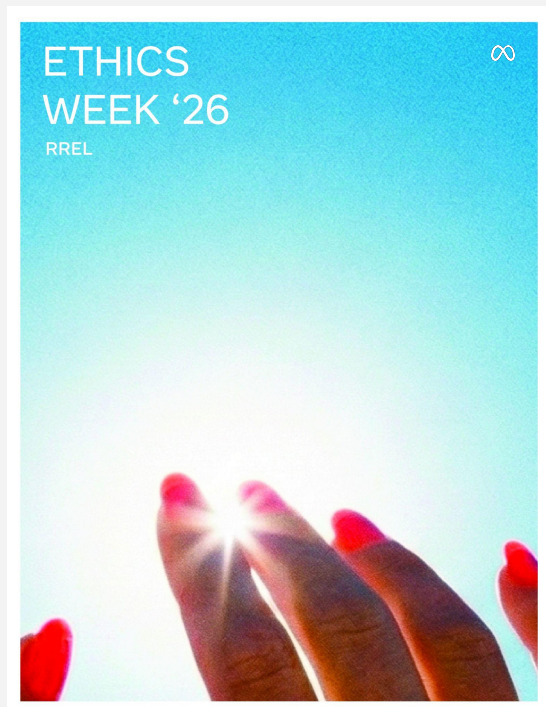
100-1000

100-1000



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



A woman with long brown hair is smiling, her face reflected in a body of water. The word "REFLECT" is written in large, white, sans-serif capital letters across the center of the image, with the reflection of the woman's face visible through the letters.

REFLECT

ETHICS
WEEK '25





600

HEX - F47DC8
RGB - 250 128 200
PMS - 217C
CMYK - 5,61,0,0



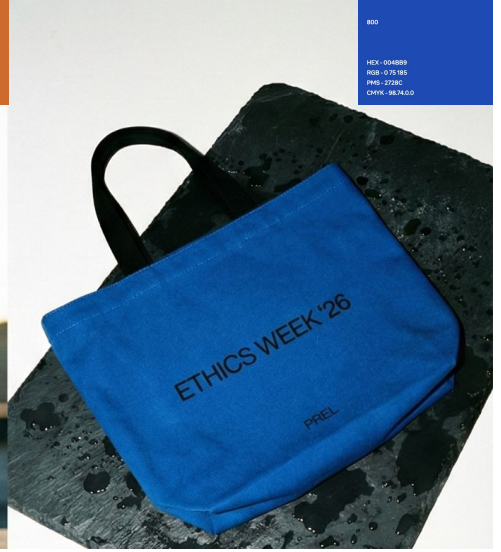
600

HEX - 8778FF
RGB - 135 119 255
PMS - 210C
CMYK - 58,36,0,0



700

HEX - DC6414
RGB - 220 100 20



800

HEX - 004689
RGB - 0 75 135
PMS - 678C
CMYK - 96,74,0,0





CHEERS!

