

Instagram

INSTAGRAM IDENTITY GUIDE



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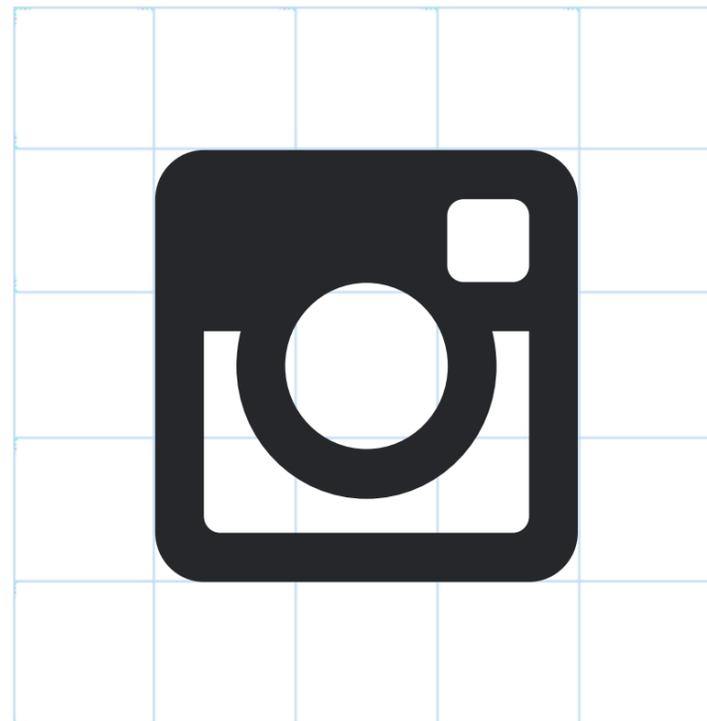
Customizing Screenshots

- Our downloadable assets have editable layers. Please don't create your own screenshots or Instagram interfaces. Instead, feel free to customize our original assets to suit your needs.
- When changing the number of likes, comments, followers and post counts for existing accounts, don't increase these numbers by more than 10% above counts for that account's average. For example, if a post regularly gets 100 likes, don't show screens with more than 110 likes.
- If representing a fake account, the number of posts and followers should be realistic for a typical Instagram account.
- Any location tags should be found within the locations feature of the app.
- Screenshots must be placed inside a mobile user interface, preferably shown inside a mobile device such as a phone, tablet, or watch. Operating system must match the device shown.
- Don't represent the Instagram desktop interface.
- Current functionality and features must be accurately represented.
- Only use someone's username, full name, email address, profile photo or image if you have their permission. Same goes for any logos, images, trademarks or service marks from other companies or organizations. Always follow all local privacy, intellectual property and publicity laws.

Glyph and Multi-Color Camera Logo

- Maintain proportions and preserve clear space.
- Always default to using the glyph to show off your presence on Instagram. Only use the multi-color camera logo if you're encouraging people to download the Instagram app.
- Don't change the color, design or appearance of the camera logo in any way. The glyph can be used in any color, as long as all other aspects of its design stay the same.
- Unless the glyph or camera logo will appear in a list of other social media logos, be sure to include a clear call to action. Ex: "Follow us on Instagram"
- Remember to [request permission](#) if you're planning to use the glyph or camera logo in broadcast or film.

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Glyph



Multi-color camera

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](#) and 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.
- Make sure Instagram content has enough visual separation from other social media content.
- Learn more about embedding photos and videos in our [Help Center](#).

Using Instagram for Marketing

- Use the logos and screenshots found on our Brand Resources site, and not anywhere else. Avoid trademarks, names, domain names, logos or other content that could be confused with Instagram.
- 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, as well as making Instagram the most distinctive or prominent feature of your design.
- 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.
- Use the glyph to show off your presence on Instagram. Only use the multi-color camera logo if you're encouraging people to download the Instagram app.
- Remember to follow all of the [guidelines for our screenshots and logos](#).
- 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.

Naming Apps and Products

If you offer an app or website 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. Remember not to use the Instagram brand in a way that implies partnership, sponsorship or endorsement. This includes combining any part of the Instagram brand with your company name, marks or with other generic terms, and making Instagram the most distinctive or prominent feature of your design.

- Try using “[Your App Name] for Instagram” to indicate that your product is integrated with Instagram. Avoid using the words “Instagram,” “IG,” “insta” or “gram” in any other way.
- Don’t use the glyph or multi-color camera logo in your brand identity, which includes your app icon, logo or your product design.

Talking About Instagram

When you're talking about your presence on Instagram or how your product is integrated with Instagram, always capitalize the word Instagram and never modify or abbreviate the word. Remember to display the word Instagram in the same font size and style as the content surrounding it, and never use any of the logos to replace the word Instagram in a sentence.

Legal

Instagram, InstaMeet, InstaStop, Insta, Gram, Boomerang, 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. Avoid using the Instagram trademarks for anything that would be inconsistent with Instagram's [Terms](#) or [Community Guidelines](#). We may revoke permission to use Instagram's trademarks at any time.

Top Questions

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.

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.

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 camera logo, glyph and our tips for using our assets for marketing.

Do I need to request permission for each use of the Instagram brand assets?

You must get approval for all broadcast, television and film campaigns that use Instagram's brand or logo in any capacity. However, Instagram doesn't require a Brand Permissions Request for print and digital campaign as long as you adhere to the Instagram Identity Guide.

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 multi-color camera logo. The glyph can be used in any solid color.

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

Top Questions

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. Except for purposes of providing content attribution for photos in accordance with these guidelines, you may not use Instagram logos or images in your book, play or film without written permission from Instagram. Please [request permission](#).

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

You can only use the official brand assets that are available from Instagram's Brand Resources website.

Can I use Instagram in my domain name or online username?

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

How can I promote my InstaMeet event?

Follow the guidelines in this document for use of the glyph logo. You can review these additional [guidelines](#) for hosting and promoting an InstaMeet event.