Figma
Brand Book

Wordmark

The Figma wordmark is our preferred brand expression. It should always be used in black or white. Choose the appropriate color based on color accessibility—we aim to pass a perceptual contrast (APCA) value of 60.

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Icon

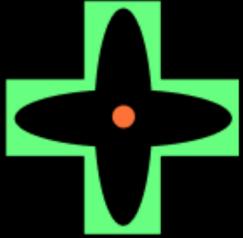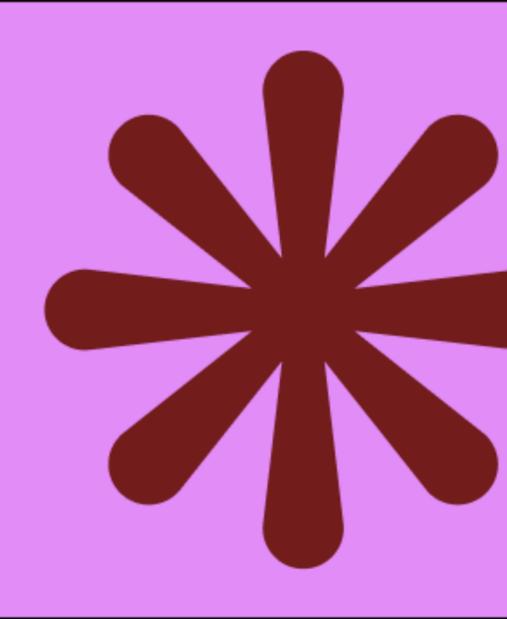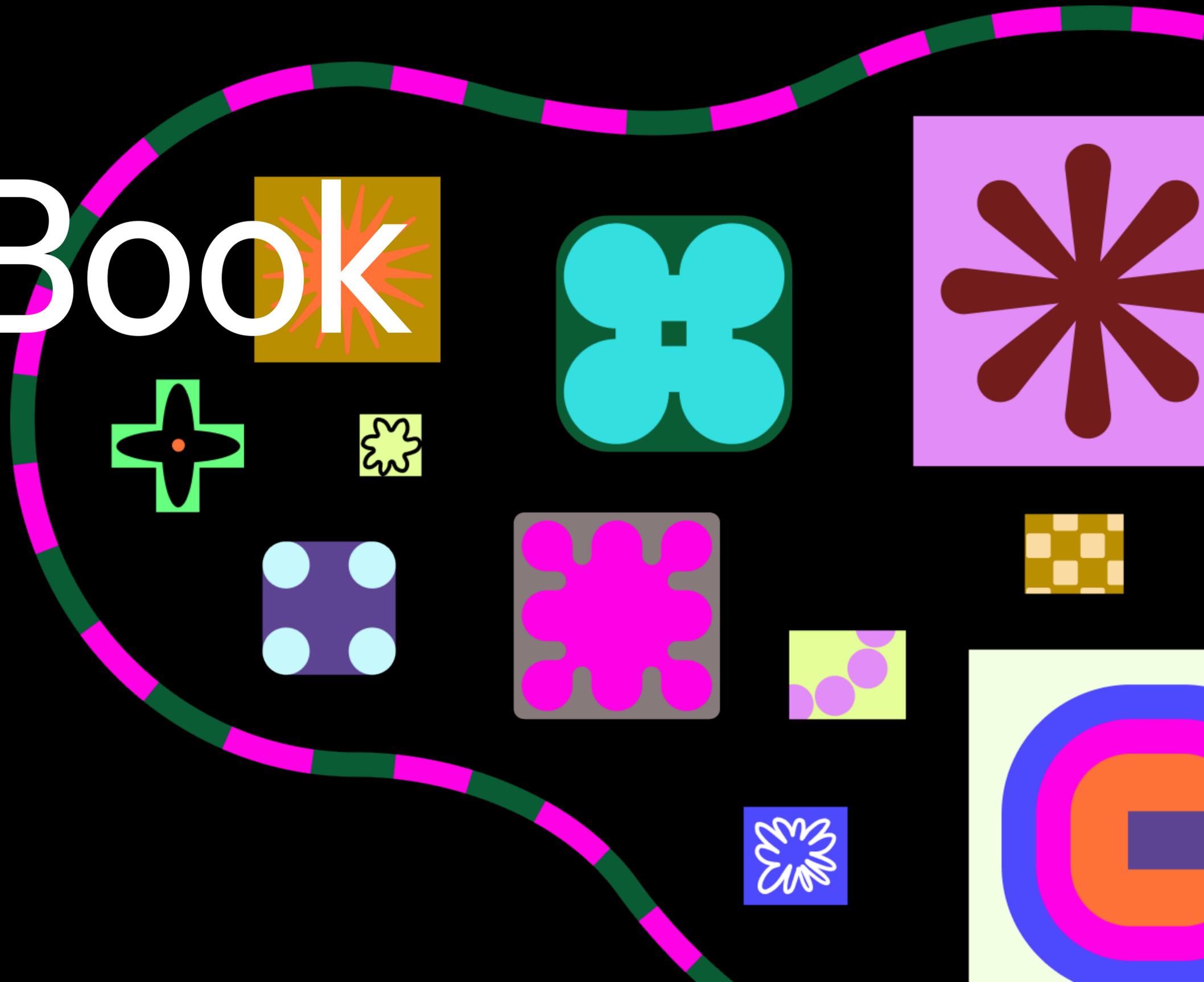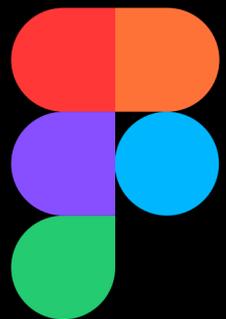Our logo icon is the visual shorthand of the Figma brand, composed of five basic shapes in full color. We also use a variation with a mono outline. Use the icon when space is too limited for the wordmark.

Use the full-color icon only on white or black backgrounds. The mono outline icon can be used on color.

#FF3737	R129, G113, B113	
PMS 032 U	C0, M91, Y100, K0	
#874FFF	R129, G113, B113	
PMS 2088 U	C62, M69, Y0, K0	
#24CB71	R129, G113, B113	
PMS 7479 U	C76, M0, Y87, K0	
#FF7237	R129, G113, B113	
PMS 1655 U	C0, M60, Y83, K0	
#00B6FF	R129, G113, B113	
PMS 306 U	C79, M0, Y0, K0	
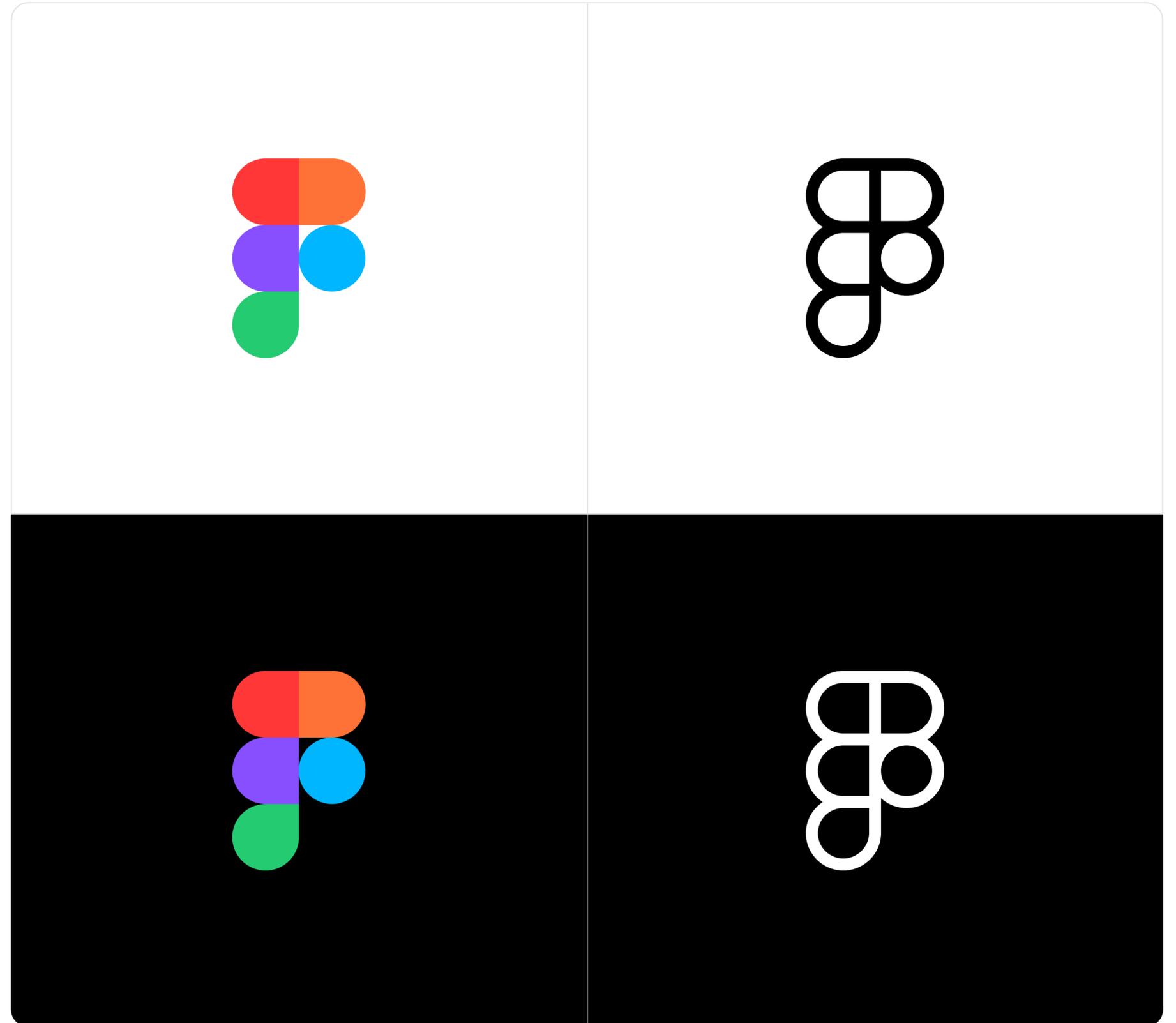
Clear space and positioning

Give the Figma wordmark and icon abundant space and room to breathe. This ensures our marks are clear to read and separate from other distracting elements. As a rule, the overall clear space around the wordmark or icon should match their height.

Both elements should always be placed on a layout's outer edge, with even margin space.
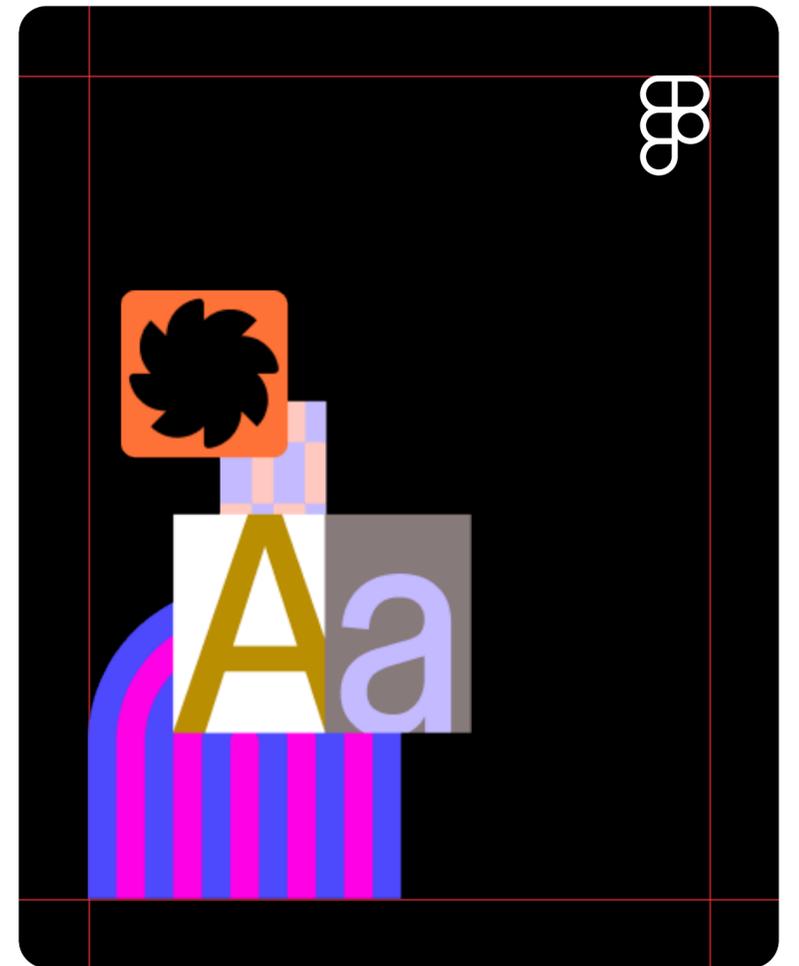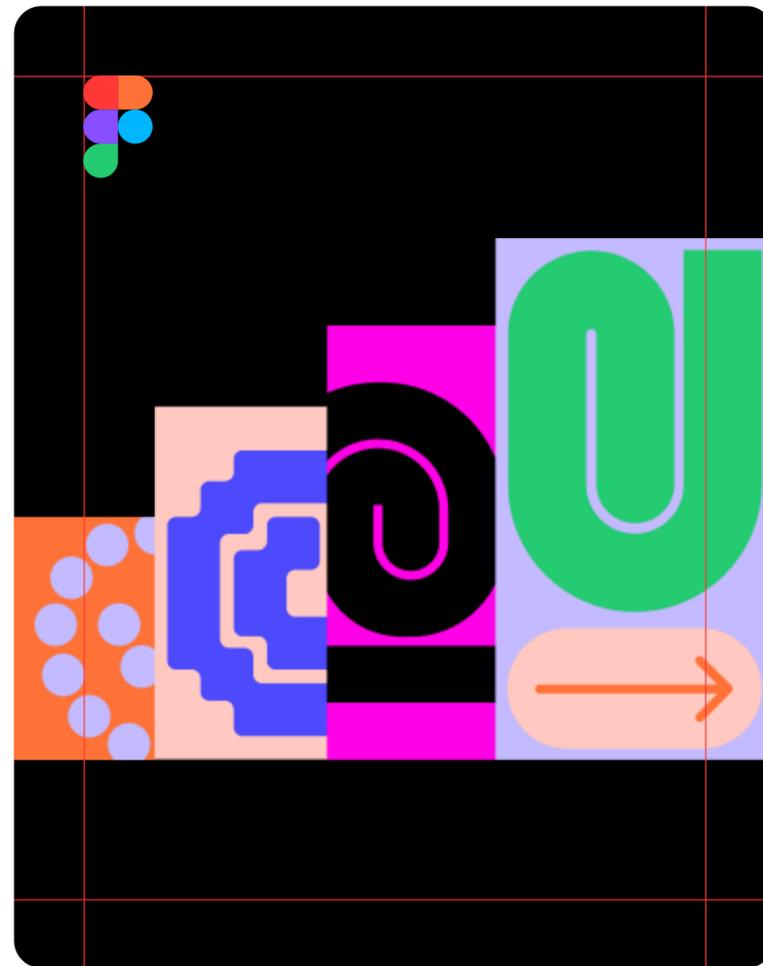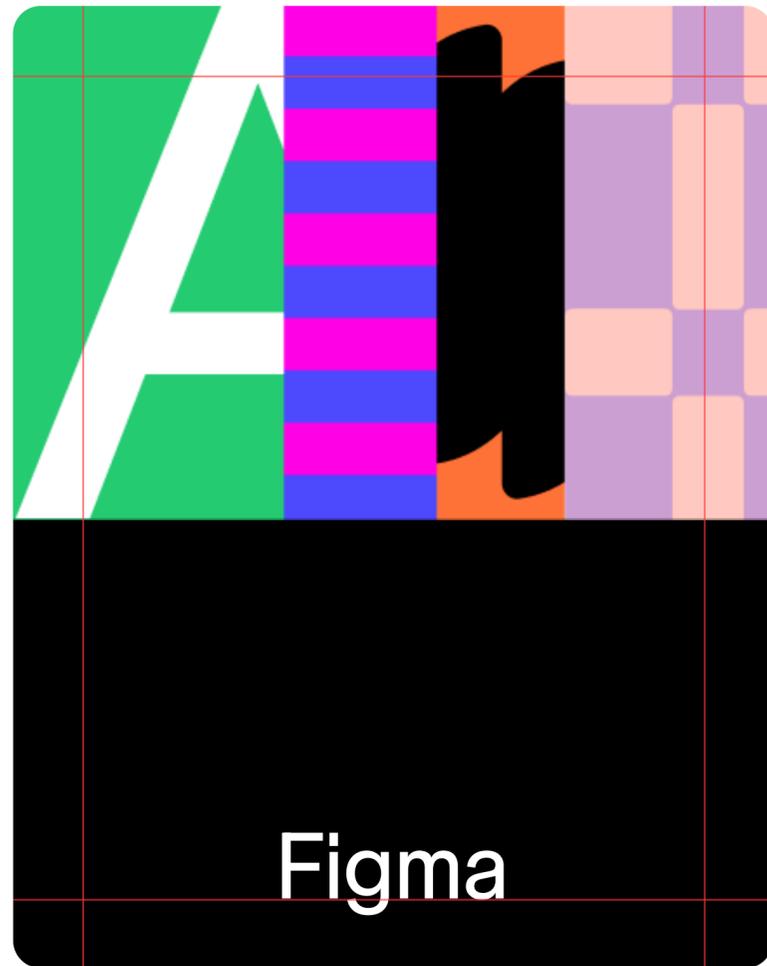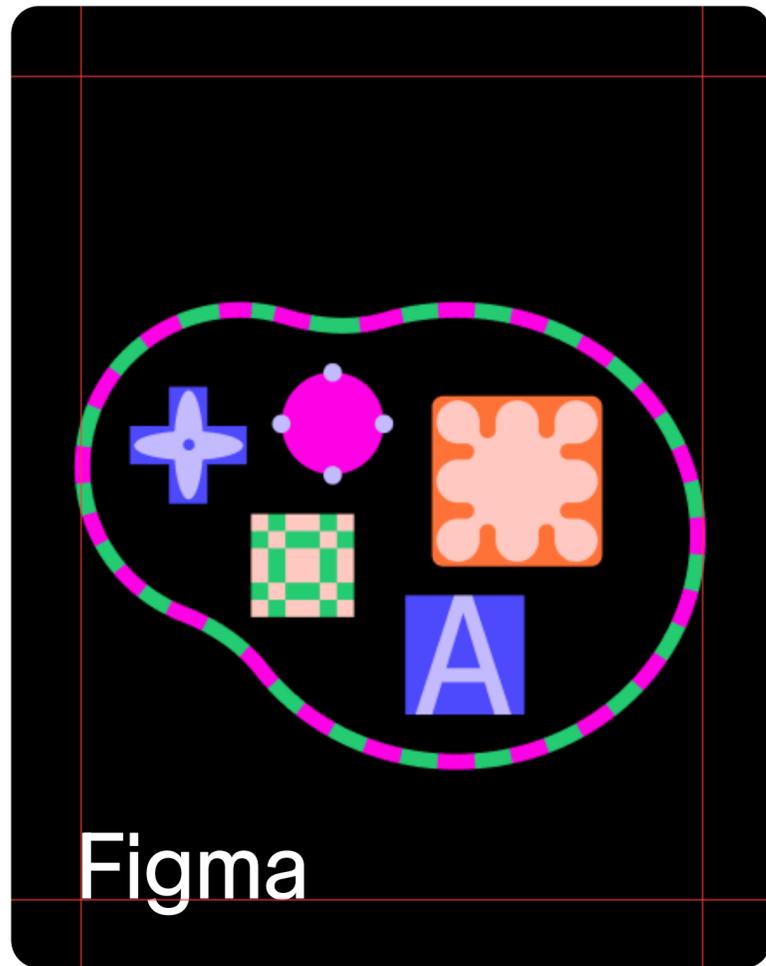
Lockup

In a situation where brand awareness may be low, we can combine the full color icon and workmark into a single logo to boost brand recognition.

This variation is available in black for use on light backgrounds only. Follow the same clear space, color accessibility, and positioning rules as for the Figma wordmark and icon.
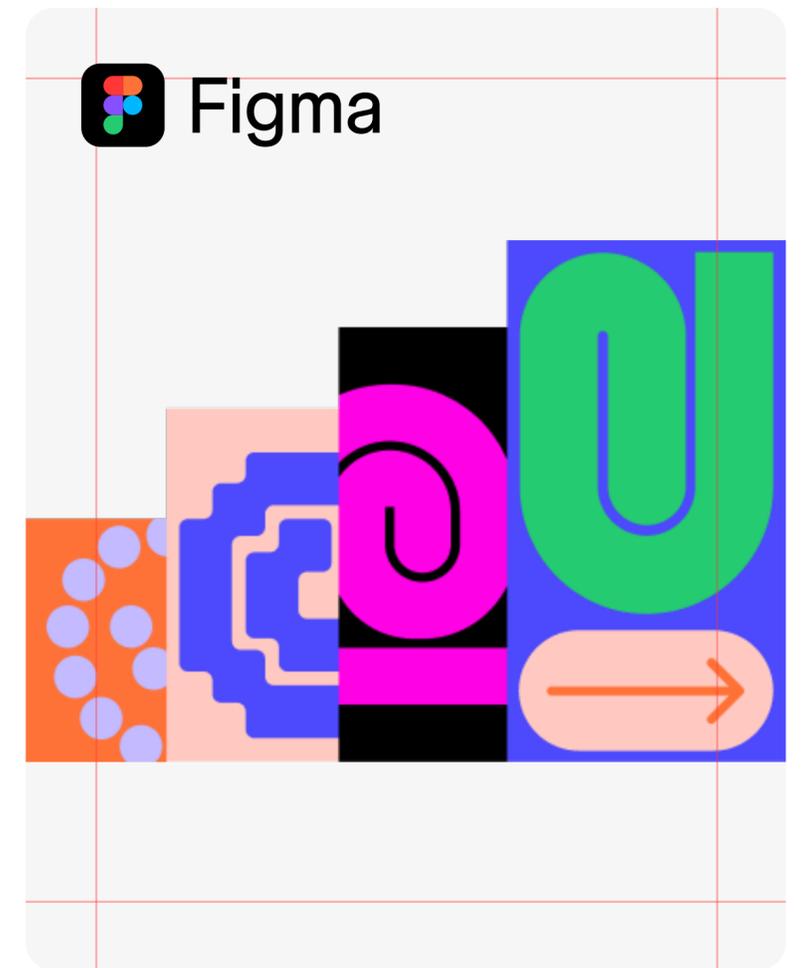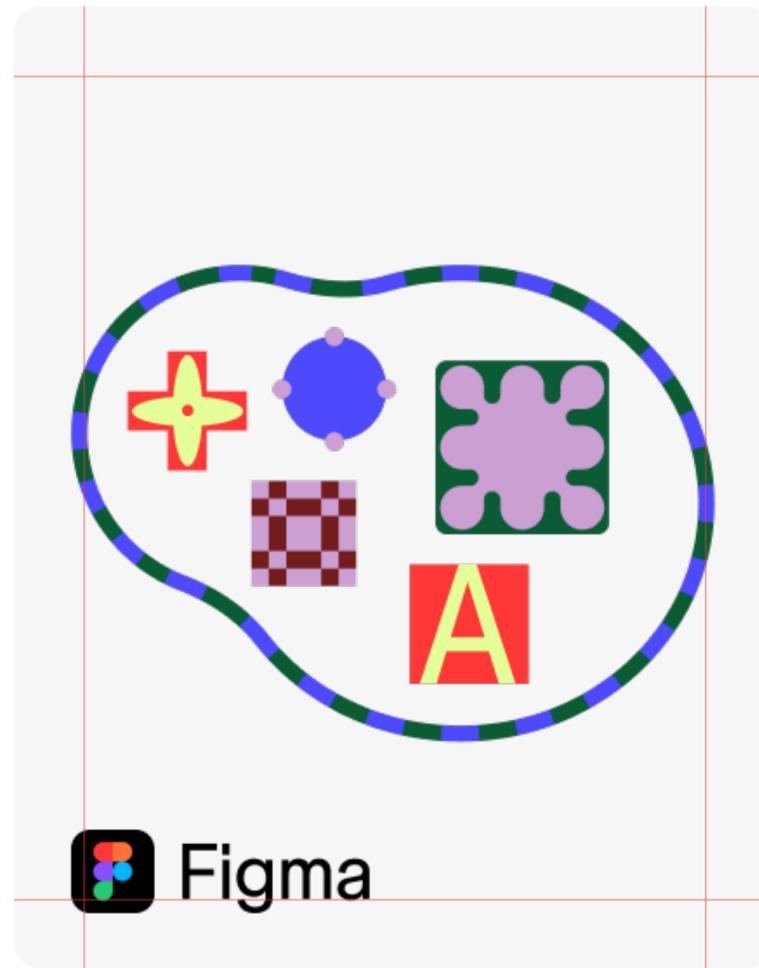
App icons

Use these icons to represent our standalone Figma and FigJam apps.

These icons live in a square container with rounded corners. This ensures that the elements inside the container always have the correct amount of clear space. It also allows the icons to be placed on top of images and color backgrounds and still remain legible.
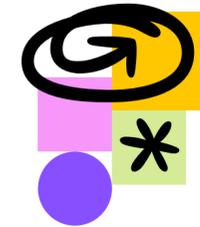
Partnerships

When representing partnerships, we prefer to use our lockup or wordmark. Give Figma and partner marks abundant space and room to breathe. This ensures our marks are clear to read and separate from other distracting elements. As a rule, the overall clear space around the wordmark or icon should match their height.

Pairing identity marks

Use the right mark for the situation at hand. When displaying Figma's marks alongside our partners across surfaces, maintain consistency in fidelity across each surface. Pair wordmarks with wordmarks, and pair full-color or single-color icons together. Always ensure marks are evenly sized and have abundant clear space.

Uber

Figma

Google

Usage

Our marks are visual tools of coherence. When used intentionally and consistently, they become a shorthand to represent everything Figma stands for. Follow these usage rules to ensure you're representing the brand correctly.

Figma

❌ Never apply color to the wordmark.

Figma

❌ Never place the wordmark on a low-contrast background color. Always use our approved brand background colors to ensure the wordmark passes WCAG and APCA.
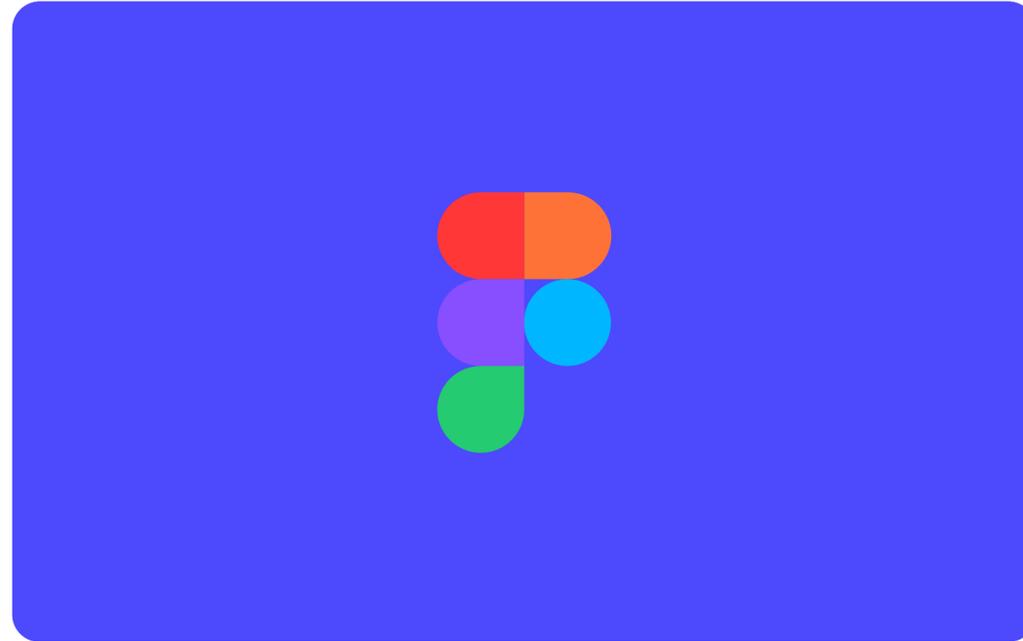
Figma Edu

❌ Never create your own logo combinations. Never connect the wordmark to other words, marks, icons.

Usage

Our marks are visual tools of coherence. When used intentionally and consistently, they become a shorthand to represent everything Figma stands for. Follow these usage rules to ensure you're representing the brand correctly.

❌ Never use the full-color icon on color. Use it only on black or white.

❌ Never adjust the colors in the icon.

❌ Never present the icon in grayscale. Use the monoline icon instead.

❌ Never use the icon as the letter F with the wordmark, or any other word.
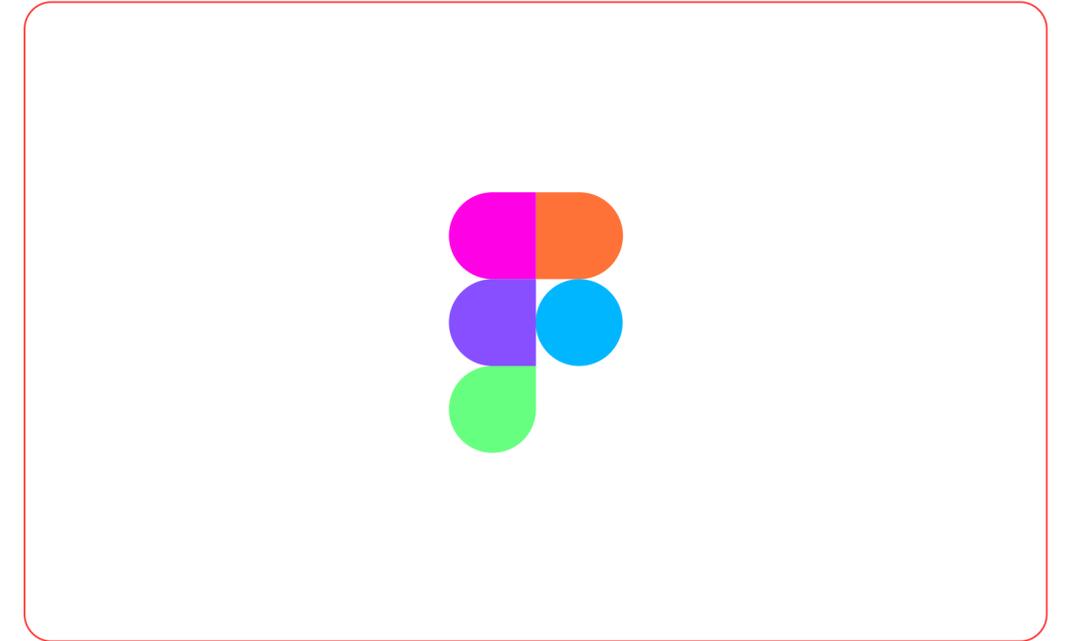
Usage

Our marks are visual tools of coherence. When used intentionally and consistently, they become a shorthand to represent everything Figma stands for. Follow these usage rules to ensure you're representing the brand correctly.

❌ Never use the lockup in white.

❌ Never adjust the size or position of elements within our lockup. Always use the lockup as-is.