

# Media Kit

**BeReal.**

# Mission



BeReal.

At BeReal, we're leading the 🔥 movement to make online 📱 communication healthier and more authentic for the future. Social media platforms have become 🧐 fake, addictive 😈 and harmful. BeReal is the antidote – a new ✨ category defining service. We are a real media platform, not a 🚫 social media platform.

By design, you 🙅 can't fake it on BeReal, get addicted to BeReal, or be harmed by using BeReal.

Our mission 🚀 is to create positive change and keep you connected with those you really 🤝 care about.

We are building a social  network that brings people closer  together. This is the first social network where people spontaneously share their real lives.

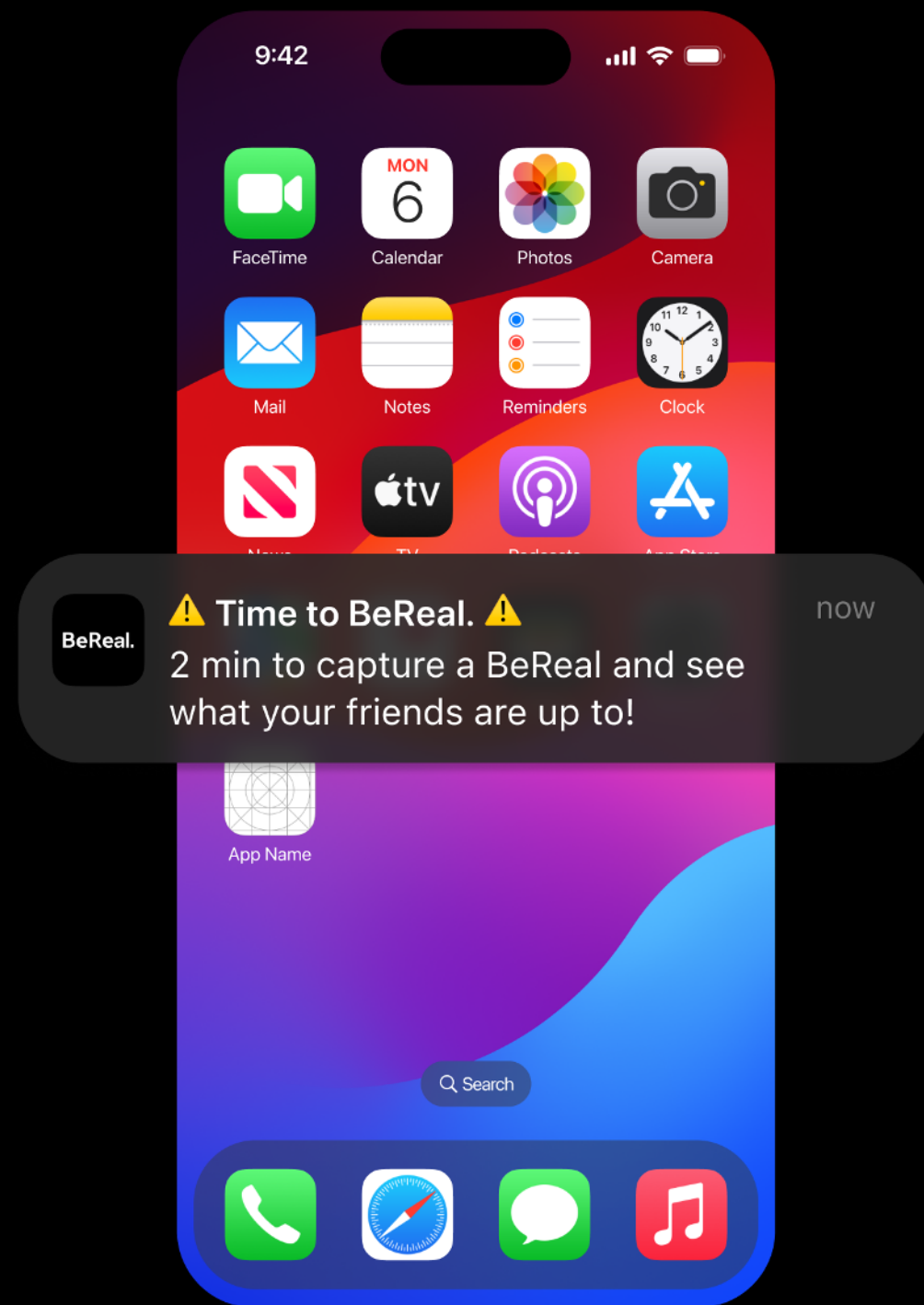
Every day at a different  time, everyone in the community is notified simultaneously to  capture and share a photo within 2 minutes.

01:4<sub>3</sub><sup>4</sup>

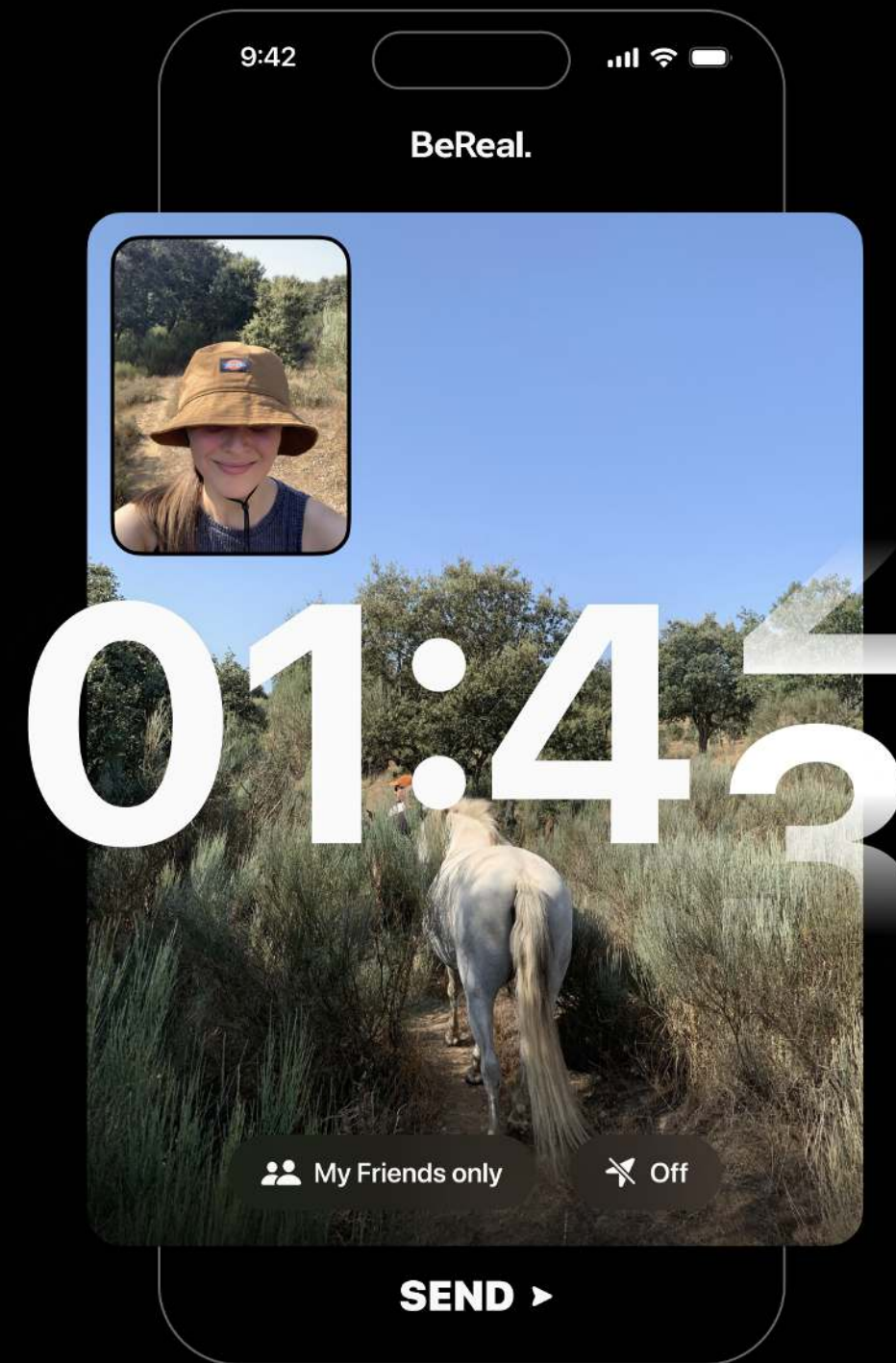
⚠ Time to BeReal. ⚠



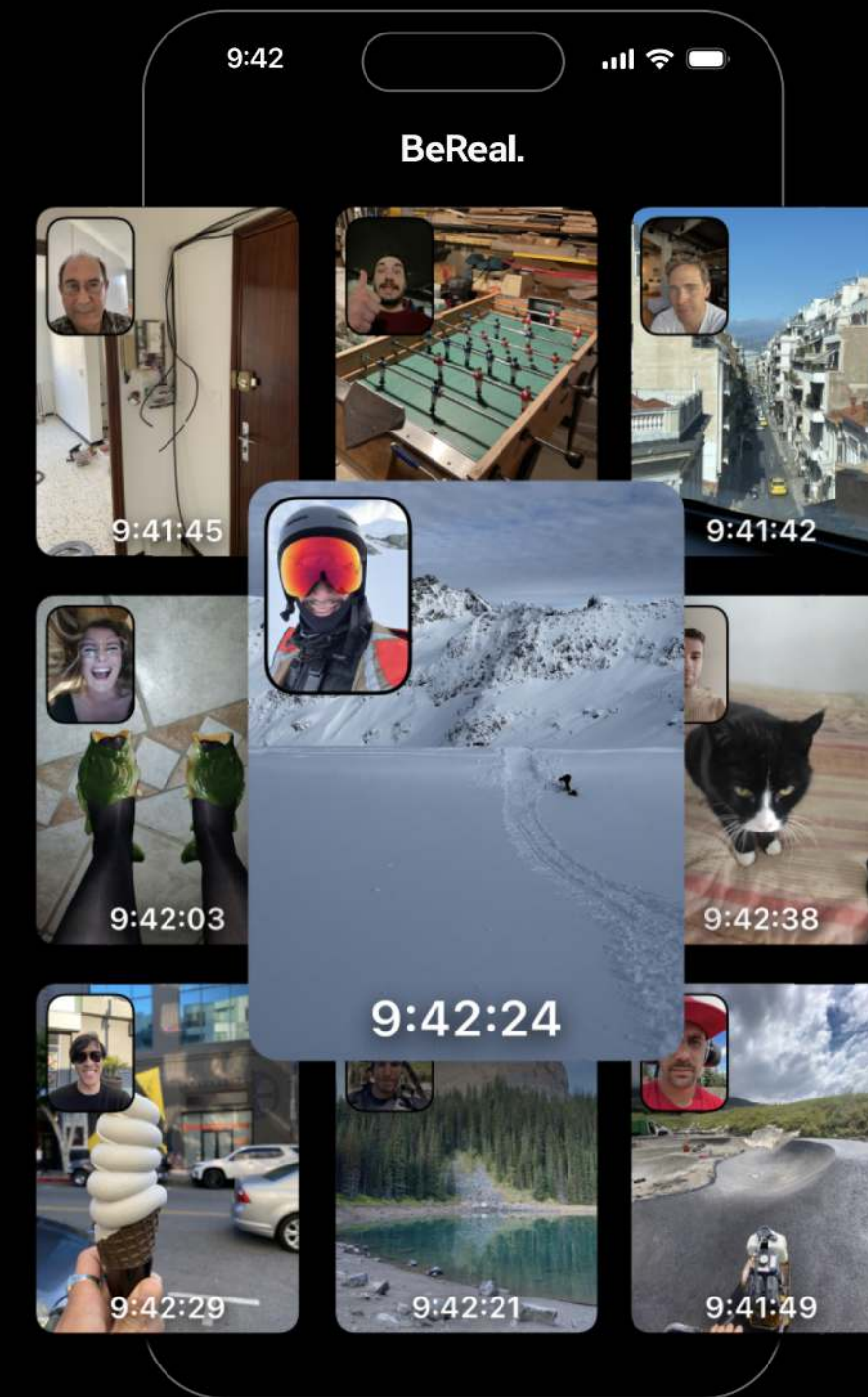
One notification  
sent to everyone



2 minutes to share  
what you're up to



All your friends  
post at the same time





No filters



No followers



Just your friends



For real

# Logo Usage



**BeReal.**

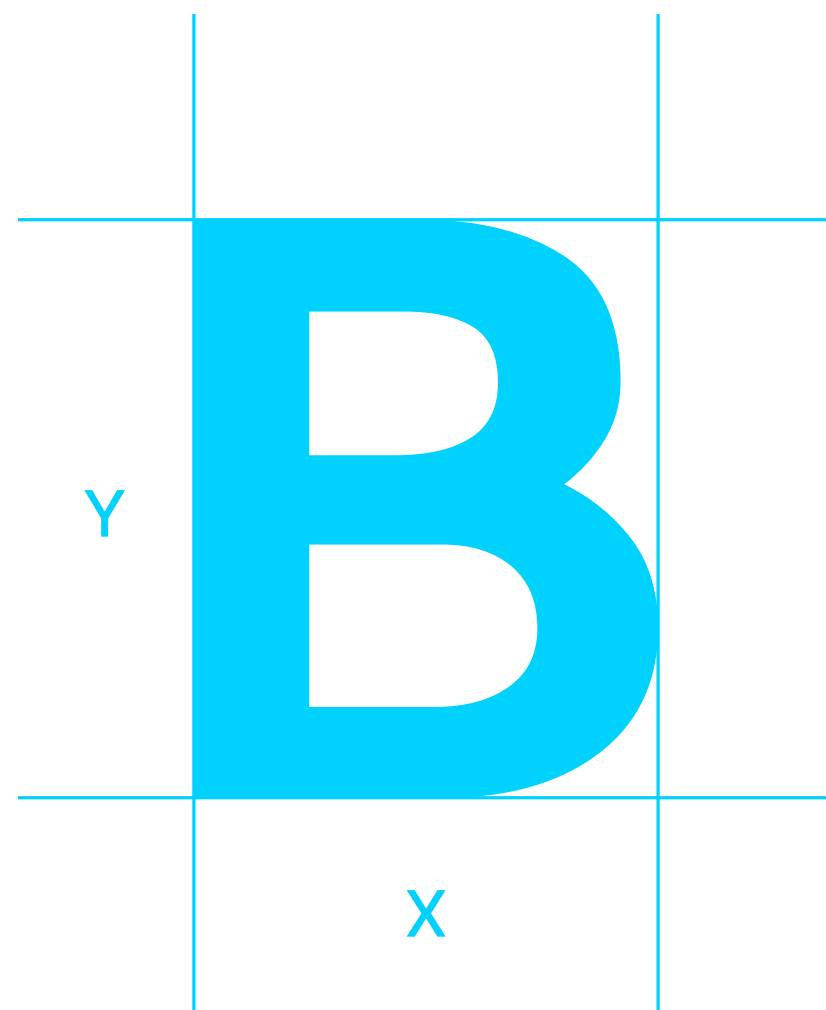
**Wordmark**  
**Light**

The BeReal logo can only be used in black or white.  
If using black, place on a white background.

BeReal.

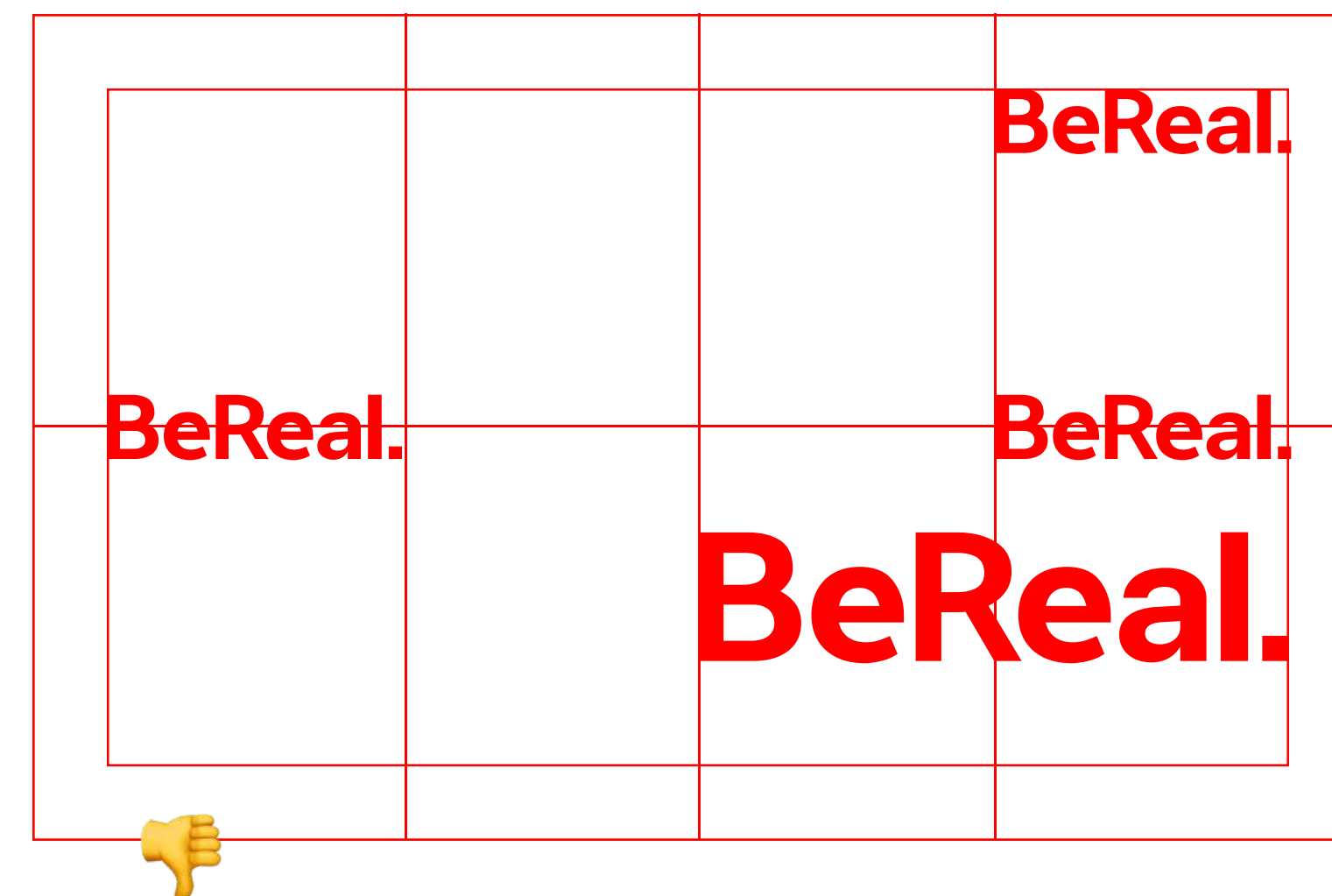
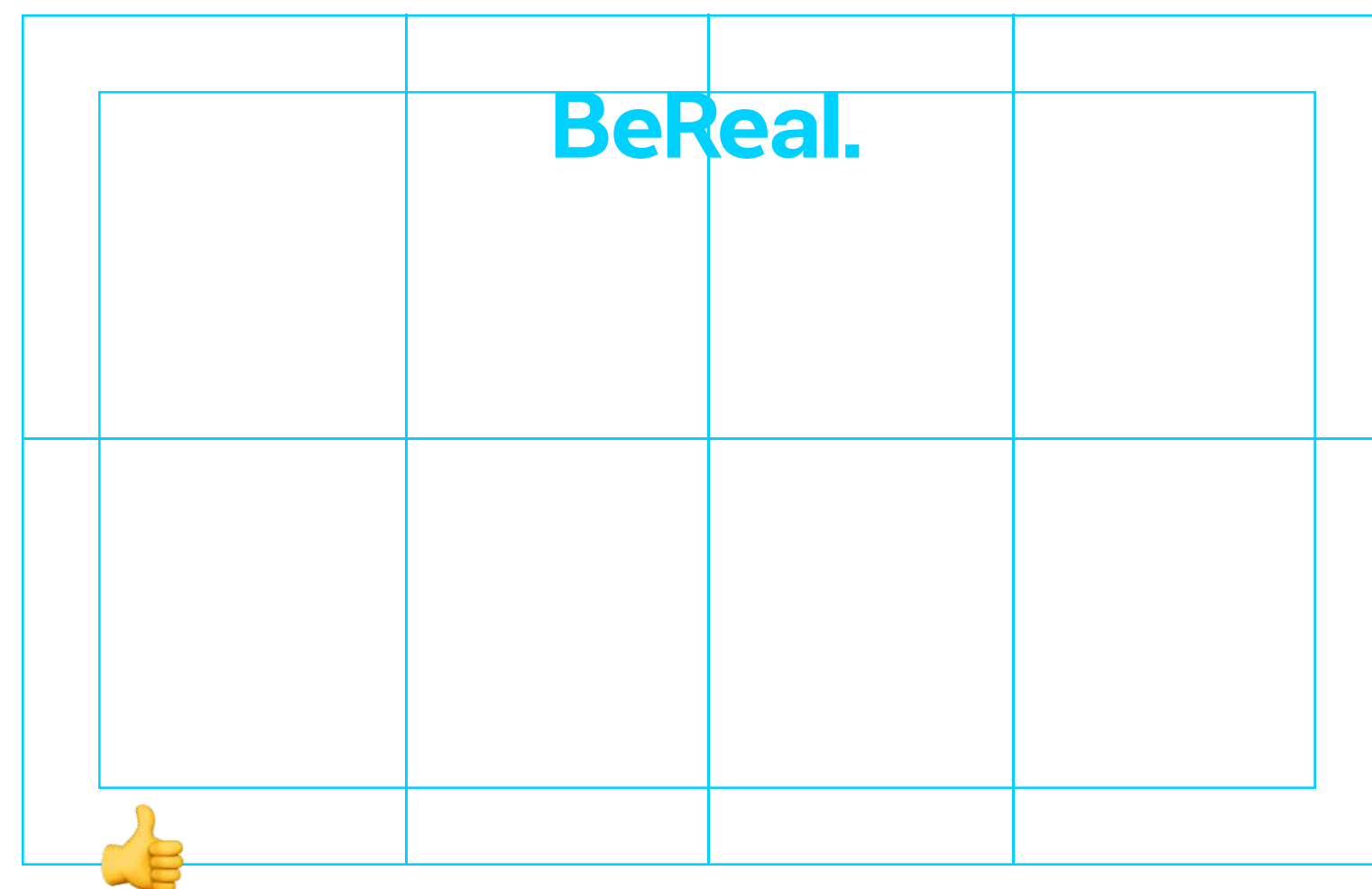
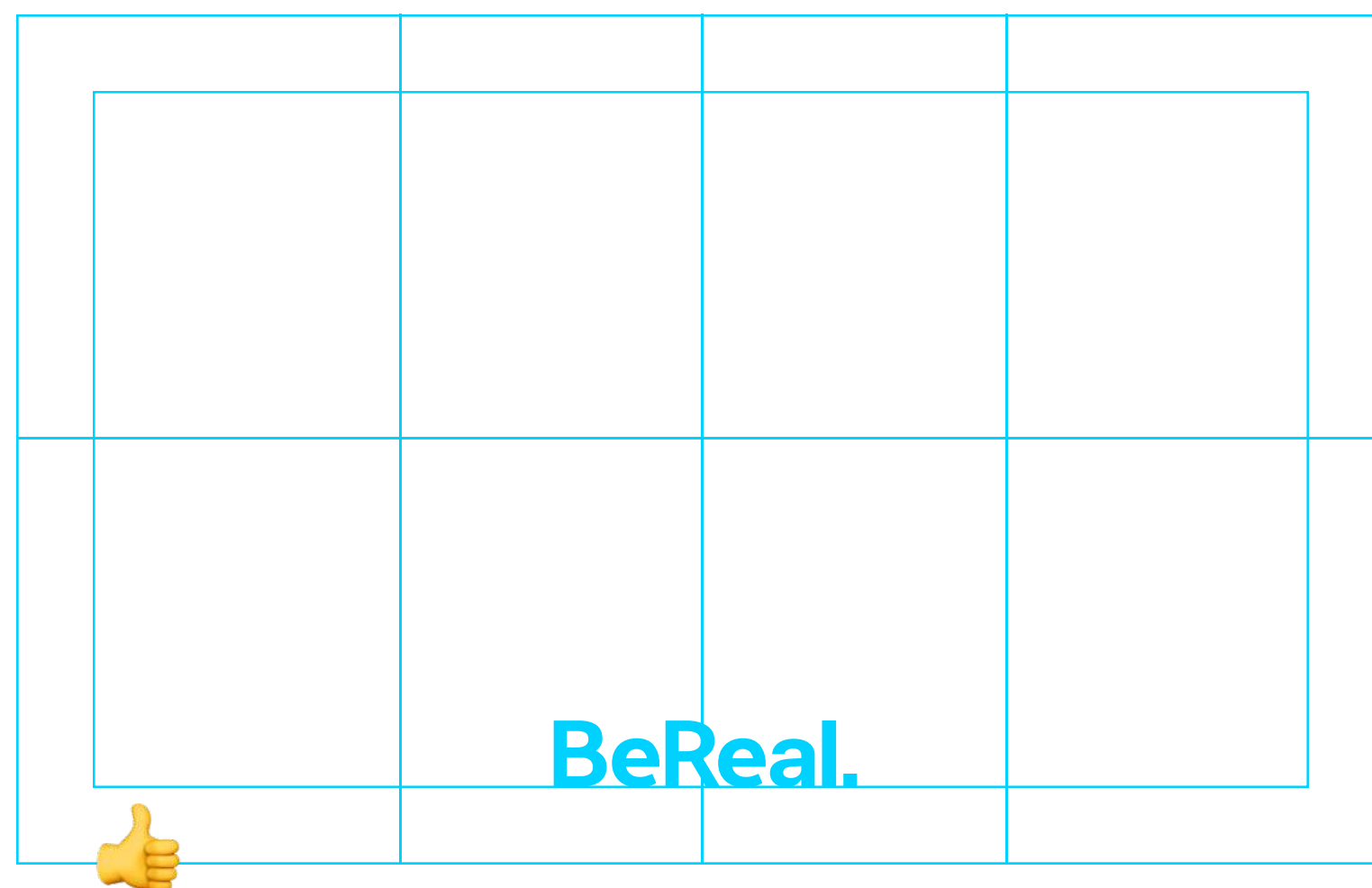
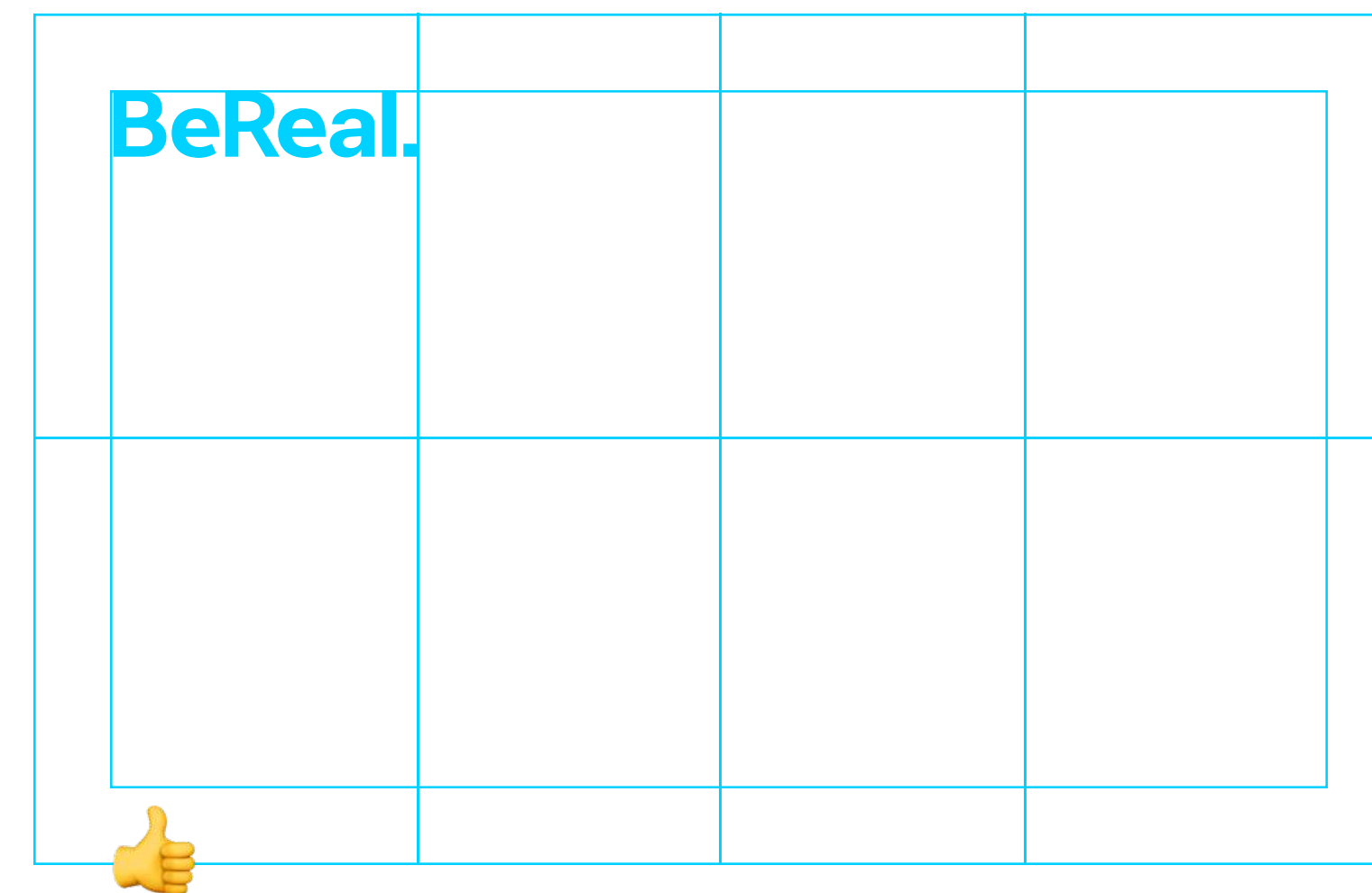
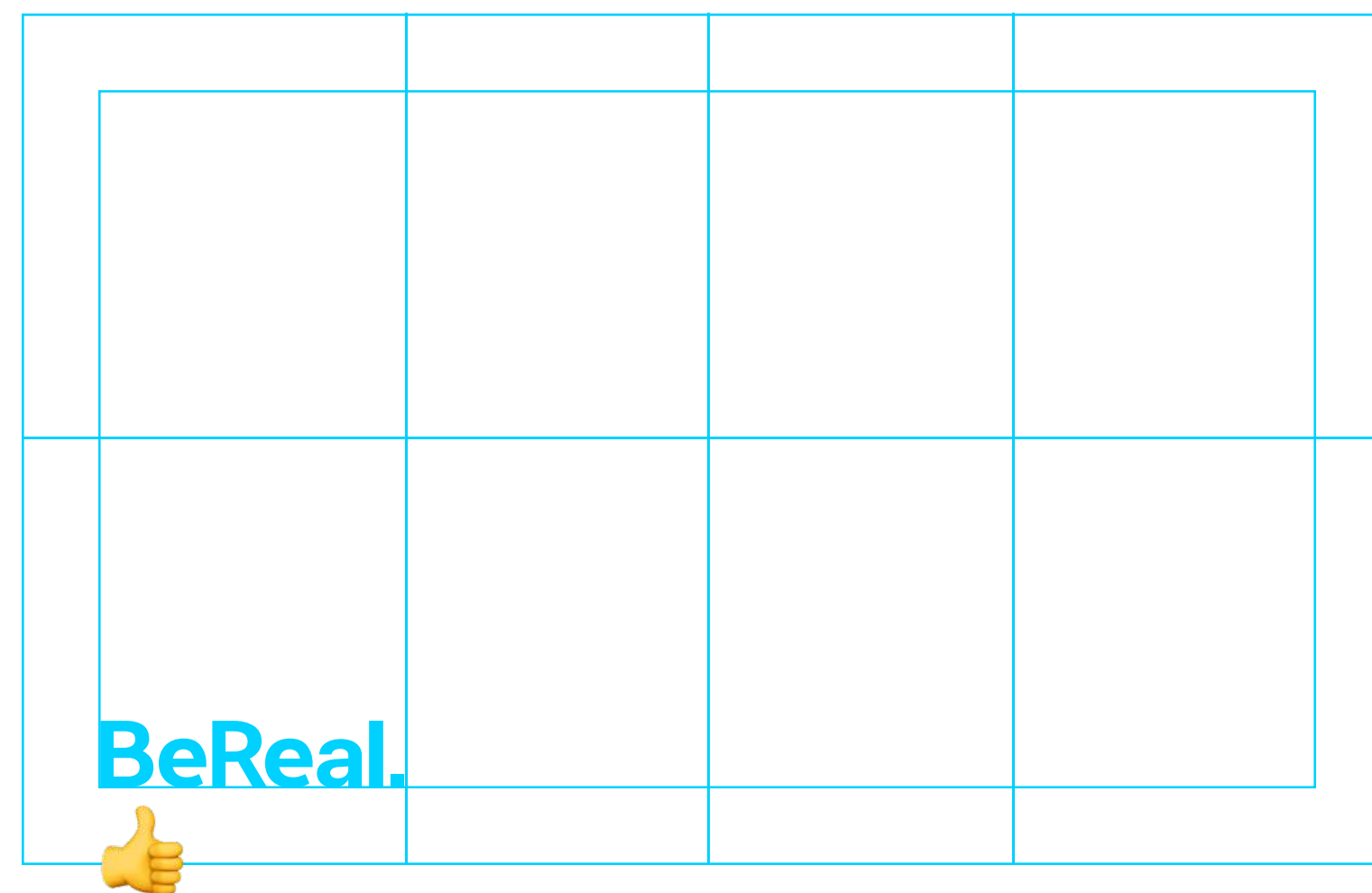
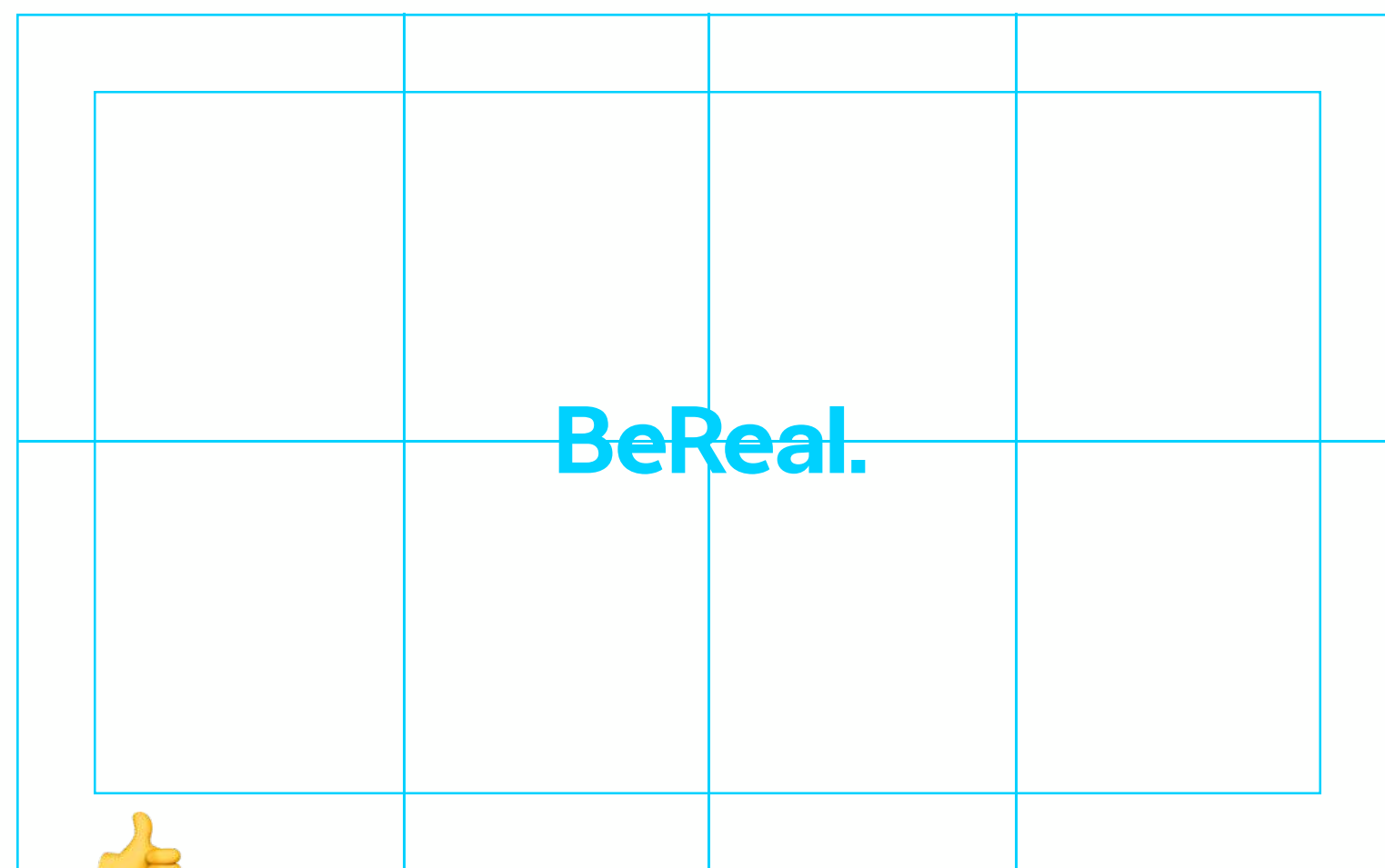
**Wordmark**  
**Dark**

The BeReal logo can only be used in black or white.  
If using white, place on a black background.



## Wordmark Clearspace

Use the “B” from BeReal to create an empty area around the logo. Keeping this zone free of text, imagery, or graphics will prevent clutter and give the logo visual impact.



## General Positioning

The logo must always be either center or left-aligned (never right-aligned). Size and scale depends on context, but a good rule is to keep the logo no larger than 1/4 width of layout.

**contact@bere.al**

**BeReal.**