



ONE PRESENCE. EVERY CONNECTION.

M E T A O N E

The future of connection—where worlds, communities, creators, and conversations become one.



COMMUNITIES
We build together.



CREATORS & CULTURE
Create. Inspire. Connect.



IMMERSIVE WORLDS
Explore without limits.



CONVERSATIONS
Close to what matters.

META ONE

ONE PRESENCE. EVERY CONNECTION.

A cinematic future-of-Meta campaign concept unifying Quest, Facebook, Instagram and WhatsApp into one seamless social layer.

CREATIVE PORTFOLIO

Speculative concept - not an announced Meta product or service.



THE FUTURE IS NOT ANOTHER APP.

META ONE imagines a future in which Meta's platforms stop behaving like separate destinations. Immersive worlds, public communities, creator culture and private conversations become one continuous experience.

ONE IDENTITY. **ONE SOCIAL GRAPH.**

ONE CONTINUOUS EXPERIENCE.



COMMUNITIES

Facebook becomes the shared social fabric: groups, relationships, discovery and collective identity.



IMMERSIVE WORLDS

Quest expands connection beyond screens into spatial environments, events and shared presence.



CREATORS & CULTURE

Instagram carries visual expression, entertainment and the cultural pulse of the ecosystem.



CONVERSATIONS

WhatsApp protects the most personal layer: direct messages, calls, voice and trusted closeness.

META ONE

THE SINGLE LAYER WHERE ALL FOUR EXPERIENCES CONVERGE

04 WHY THE IMAGE IS POWERFUL



01 INSTANT COMPREHENSION

Four distinct streams visibly merge into one center. The concept is understood before a single line is read.

02 HUMAN SCALE

The people below the light prevent the future from feeling cold. Technology becomes a place people inhabit together.

03 ICONIC CENTER

The radiant infinity form transforms Meta's existing symbol into a living gateway - familiar, but newly meaningful.

04 CINEMATIC AMBITION

The skyline, scale and luminous depth make the idea feel like a cultural launch, not a routine software update.

UNIFIED

ONE PRESENCE. EVERY CONNECTION.

M E T A O N E



CREATORS &

“ONE PRESENCE.”

Signals continuity. The user is no longer fragmented across apps, identities and contexts. Their presence moves with them.

“EVERY CONNECTION.”

Expands the promise beyond messaging. It includes friendship, community, creativity, entertainment and shared worlds.

The language is emotional rather than technical - broad enough to become a long-term brand platform.



META BECOMES THE INFRASTRUCTURE OF CONNECTION.

- **Extends an existing brand asset**

The infinity symbol evolves from a logo into the visual architecture of the experience.

- **Unifies the portfolio**

The campaign gives Quest, Facebook, Instagram and WhatsApp a common destination and purpose.

- **Makes advanced technology human**

AI, spatial computing and social graphs are expressed through presence and relationships, not specifications.

- **Creates a stronger masterbrand**

Meta is positioned as the connective layer behind every interaction - larger than any individual app.

FACEBOOK

Community

QUEST

Immersion

INSTAGRAM

Culture

WHATSAPP

Closeness

FOUR COLORS ENTER. ONE WHITE LIGHT EMERGES.

The convergence into white communicates synthesis: every platform keeps its own character, but the combined experience feels singular, coherent and elevated.

DARK SPACE

Premium contrast and focus.

LIGHT TRAILS

Movement, data and continuity.

HORIZON

Optimism and forward momentum.

REFLECTION

Scale, polish and launch-event prestige.



BUILT AS A PLATFORM, NOT A SINGLE AD.

The central visual system can scale across every touchpoint while preserving one recognizable idea: separate experiences flowing into one connected presence.



LAUNCH FILM

A cinematic journey following one person as conversation, creation, community and immersive presence flow together.



OOH + DIGITAL

The four color streams can wrap buildings, transit screens, billboards and high-impact digital placements.



EXPERIENTIAL

A live infinity installation can react to visitors and merge their content into one shared light environment.



ONE PRESENCE. EVERY CONNECTION.

**THE FUTURE OF META IS NOT
FOUR APPS COMPETING FOR ATTENTION.
IT IS ONE CONNECTED PRESENCE
MOVING WITH YOU.**

META ONE transforms Meta from a collection of platforms into a singular promise: wherever people create, explore, gather or speak, the connection remains continuous.

ONE PRESENCE. EVERY CONNECTION.

SPECULATIVE CREATIVE CONCEPT