

SOCIAL | STYLE GUIDE

What's this for?

To create consistent, branded graphics when we post on social media of what matters to us as an agency.

Why? Because consistency is Branding 101. And, let's face it, we're all too busy with client work that we shouldn't have to take more time in concept development of layouts each time we need to post something on LinkedIn.

What's in here?

Three types of styles/layouts:

- [Art In Copy](#)
- [Art Meets Copy](#)
- [Editorial](#)

(including the recommended fonts)

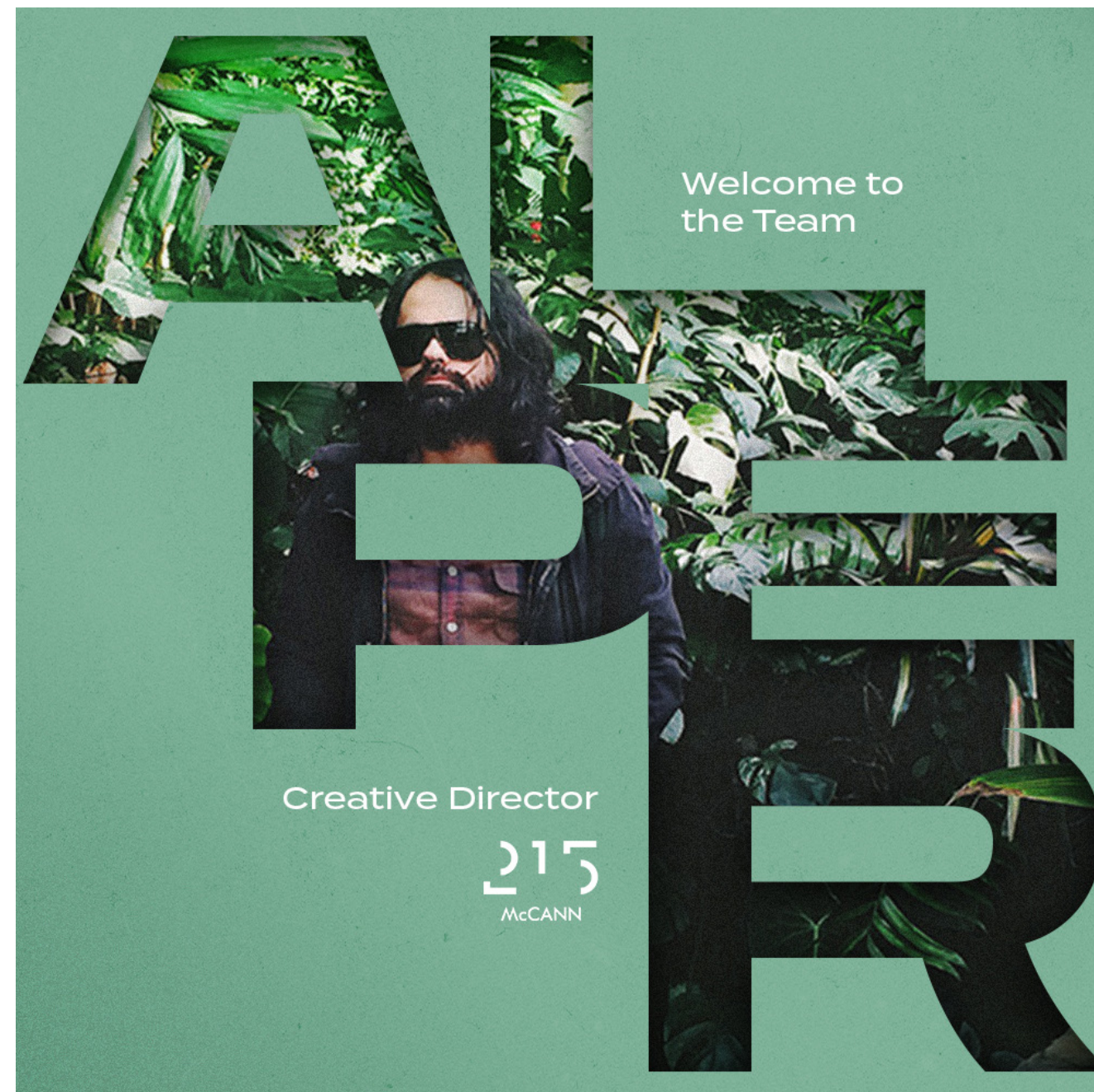
...that work for a variety of social media posts—highlighting an employee, showcasing an award we received, promoting a tentpole event we're a part of, etc.

Each style and font can be used exclusively or you can mix and match per social post.

ART IN COPY

General Idea

- Big keyword (fills up about 2/3 of asset)
- Tight kerning/spacing of keyword characters with keyart masked within
- Negative space is relatively absent of detail; only has tonal textural elements for added interest
- 215 logo size is approximately the width of the keyword's character stem width (but no less than 60px wide)



Variation Idea

Double-masking of key art (some within key text and some outside of it) to add depth.



Adobe Fonts

Headers

Termina Black
Termina Heavy
Termina Bold

Tussilago Heavy
Tussilago Bold

Body Copy/ Subheaders*

Termina Medium
Termina Regular
Termina Light

Tussilago Book
Tussilago Light

Note: If using both–Termina and Tussilago–simultaneously in one image, Tussilago is recommended for the Header, and Termina for any subsequent subheaders/body copy (due to Tussilago’s wider character dimension).

*** Body copy/subheader font weight should be at least 2 weights down from header font weight (per font list above):**

- If header = Termina Heavy, then subheader = Termina Medium or lighter
- If header = Tussilago Heavy, then subheader = Termina Medium or lighter/Tussilago Book or lighter

ART MEETS COPY

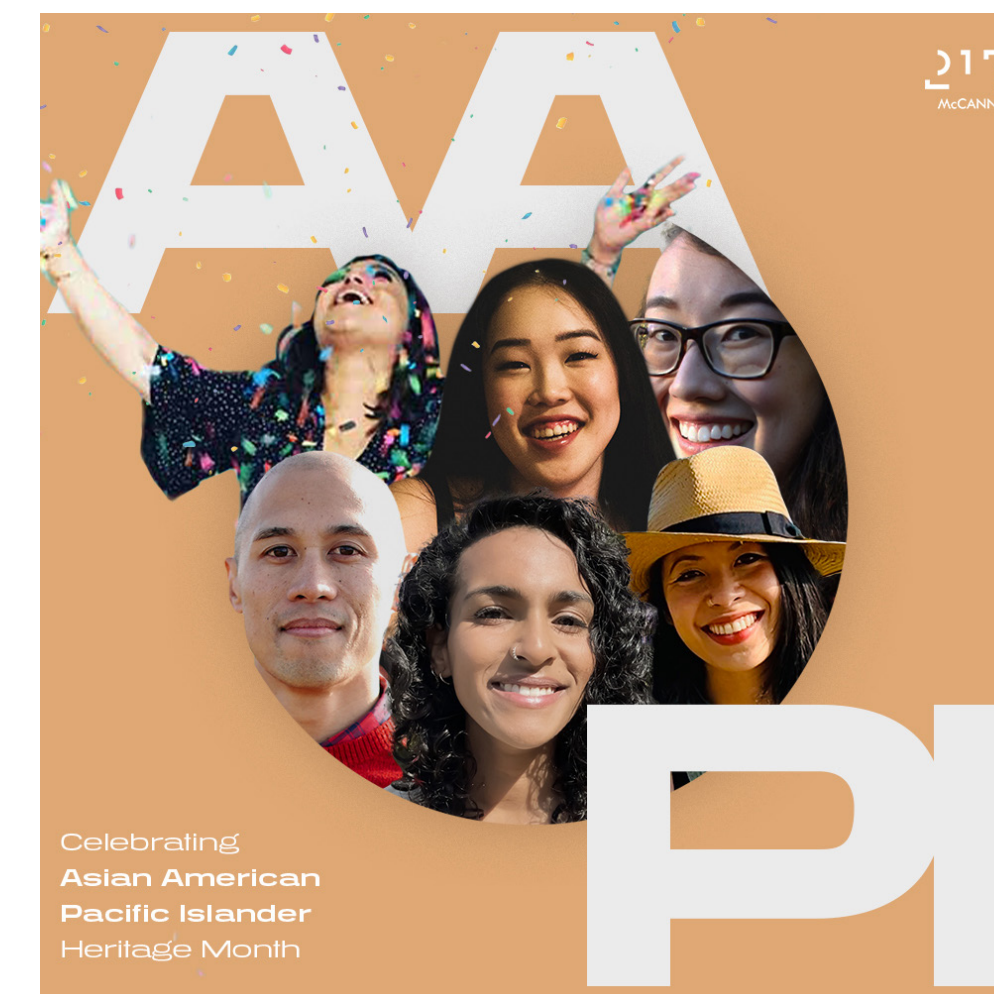
General Idea

- . Big keyword
- . Tight kerning/spacing of keyword characters with keyart juxtaposed on/under/around
- . Negative space/background is relatively absent of detail; only has tonal textural elements for added interest
- . 215 logo size is approximately the width of the keyword's character stem width (but no less than 60px wide)



Variation Idea

Split keyword/characters and play with keyart masking.



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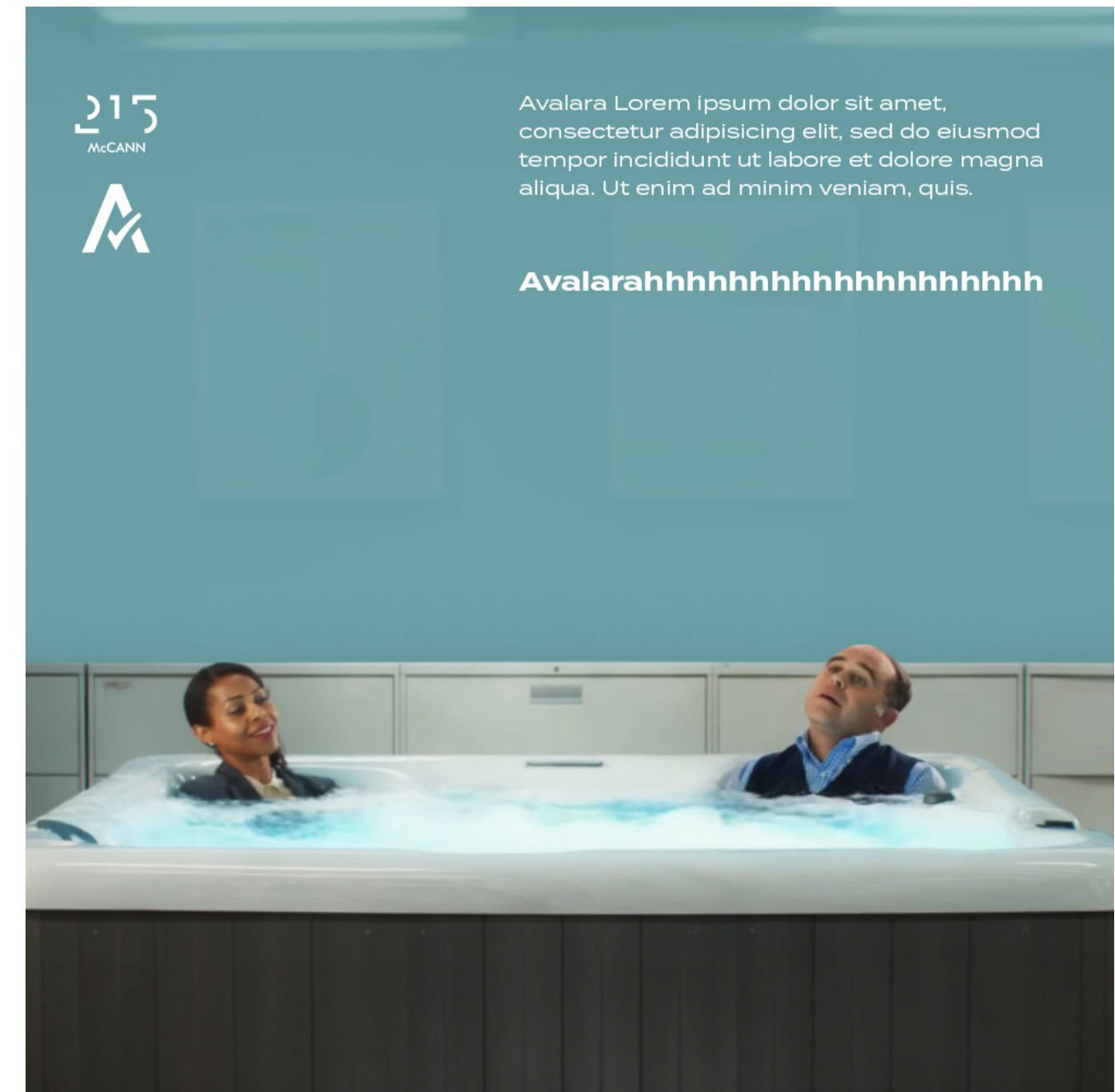
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EDITORIAL

General Idea

- . Masked keyart (no more than 50% of asset) + solid color BG (with tonal elements from keyart)
- . Opportunity for header + body copy
- . Left or right aligned body copy
- . 215 logo size should be no less than 60px wide



Adobe Fonts

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Termina Bold

Tussilago Heavy
Tussilago Bold

Body Copy/ Subheaders*

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Termina Regular
Termina Light

Tussilago Book
Tussilago Light

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