Visual Branding Standards for Social Media Campaigns

1. Logo Usage

- Always use the approved logo files (.png, .svg) at original proportions.
- Maintain clear space around the logo (minimum: logo height Ã— 0.5).
- Minimum width for logo on social graphics: 48px.
- Do not crop, stretch, or add effects to the logo.

2. Color Palette

Primary: #262626

Accent: #E53E3E

Background: #FAFAFA

Highlight: #C6F6D5

3. Typography

Usage	Font Family	Weight	Example
Headline	Montserrat, Arial, sans-serif	Bold	JOIN THE MOVEMENT
Body	Roboto, Arial, sans-serif	Regular	Get involved and share your story.

4. Imagery

- Favor high-resolution, authentic, diverse images.
- Avoid heavy filters and distracting backgrounds.
- Maintain consistent aspect ratio (1:1 or 4:5 for IG, 16:9 for FB/Twitter).

5. Graphic Elements

- Use clean lines and simple icons from the approved set.
- Shapes: Rounded rectangles are preferred; consistent stroke width.
- Text overlays should appear in primary or accent color on a contrasting background.

6. Social Media Template Guidelines

- All graphics must include logo in lower right corner.

- Main message in top third of the image, using branding fonts and color palette.
- Hashtags and campaign tags to use official stylings only.

7. Do's and Don'ts

- âœ" Use only the provided assets and palette.
- âœ" Check alignment and spacing before posting.
- âœ˜ Do not use third-party clip art or unofficial icons.
- âœ˘ Do not rotate the logo or overlay text across it.