

Social Media Visual Identity Guide

1. Logo Usage



Primary Logo



Reversed Logo



Social Icon

- Maintain clear space around the logo.
- Do not distort, stretch, or recolor the logo.

2. Color Palette



Primary: #316FEA



Accent: #F6C343



Background: #FFFFFF



Text: #222F3E



Border: #E0E4EB

3. Typography

Heading Example “ Inter Bold 24px

Body Text Example “ Inter Regular 16px

- Primary font: Inter, Arial, sans-serif
- Headings: Bold, Sentence case
- Body: Regular, Sentence case

4. Social Media Avatar



- Use centered logo or initials with flat background color.
- Ensure visibility and consistency across platforms.

5. Visual Elements

- Use consistent icon style: line or solid, rounded corners.
- Simplify graphic elements and maintain a minimalist approach.
- Allow for whitespace to create clean layouts.

6. Post Layout Guidelines

- Keep text brief and readable.
- Use brand colors for backgrounds, highlights, and icons.
- Maintain consistent margins and alignments.