




Social Media Branding Guidelines Reference

1. Logo Usage



- Always use the official logo. Do not stretch, rotate, or alter.
- Maintain clear space equal to the logo's height on all sides.
- Minimum logo size: 40px height (digital).

2. Brand Colors

Color	Hex	Usage
 Primary	#336bb3	Logo, headlines, main accents
 Secondary	#e5e5e5	Backgrounds, balance
 Accent	#f7c948	Highlights, links, CTA

3. Typography

- Primary Font: Arial, system-ui, sans-serif
- Headlines: Bold or Semi-bold
- Body: Regular weight, sentence case
- Use font sizes consistently across posts

4. Imagery

- Use high-resolution images only
- Follow brand tone (professional, friendly, inclusive)
- Avoid busy backgrounds and excessive filters
- Incorporate logo watermark when needed

5. Voice & Tone

- Consistent, clear, and positive language
- Engaging, conversational, and respectful tone
- Avoid jargon; explain industry terms simply

6. Post Formatting

- Keep captions concise (1-2 short paragraphs)

- Use relevant hashtags: #YourBrand #BrandValue
- Include call-to-actions where appropriate

7. Profile Photos & Banners

- Use official logo for profile photos
- Banners should reflect current brand campaigns

8. Do's and Don'ts

1. Do use the approved logo and colors.
2. Do keep visual elements consistent.
3. Don't use unapproved graphics or colors.
4. Don't post content outside brand values.

9. Contact

For questions or asset requests, contact:

Brand Team – brand@email.com