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SOCIAL MEDIA
solutions

Contents

Brandmark

Logo

The Social Media Solutions logo is the primary brandmark that should be used in all Social Media Solutions brand applications. This may include promotional material, printed collateral and packaging.

The logotype should only ever appear in the primary colors on a dark gray background. The logotype should only be used in a singular color per application or campaign. The logotype should not be used multiple times in a single layout and should never be altered, stretched or adjusted.

Color Guide

#9651a0
R150, G81, B160
C46%, M81%, Y0, K0

Logo Reverse

Alternatively, the Social Media Solutions logo may also be used on a white or light–colored background.

Logo Exclusion Zone

The integrity of the logotype is always protected from visual interference or distraction by an area of clear space around it. This is called the exclusion zone. No other graphic element of type ever enters this area. Always use the full exclusion zone in all applications. As a general principle, always maximize clear space whenever possible.

The Social Media Solutions a logotype exclusion zone is based on the x-height of the logo typography. The measurement of the height of the logo should then be used as the minimum space around all aspects of the logo.

Minimum Size

All variations of the Social Media Solutions logo should be displayed no smaller than the indicated measurements. These ensure that the logo can be clearly read and is legible in all applications.

Sizes in millimetres are intended for print use and pixel dimensions for digital applications.

35.28mm

9.8mm

28px

100px

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Logo Application

When applying the logo to brand imagery, it is preferred that the application is aligned to the top right or bottom right corner. Left top and bottom corner alignment can be used as a secondary alternative. Application should always attempt to be over a solid, or close to solid, background that provides a maximum amount of contrast.

The application should never be overpowering and size should be considered in relation to the overall size of the layout. Size may also vary depending on the application type. For example, the logo should appear larger on posters or decals as opposed to documents or printed collateral.

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Logo Do's and Don'ts

The Social Media Solutions logo must not be altered in any way.

The examples on this page indicate some of the ways that altering the logo affects the integrity and aesthetics of the brand. Do not do this. The colors that can be used for the logo are restricted to the primary color palette only.

Color

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Primary Color Hierarchy

The Social Media Solutions primary palette consists of five colors. The following is a visual representation of the colors usage hierarchy.

The primary colors have been selected to bring consistency to the brand, but are versatile enough to ensure that applications are kept interesting and do not become repetitive.

Gray

#454951
R69, G73, B81
C71%, M62%, Y51%, K36%

Purple

#9651a0
R150, G81, B160
C46%, M81%, Y0, K0

Light Purple

#b290be
R178, G144, B190
C30%, M46%, Y2%, K0

Light Gray

#eff2f3
R240, G242, B243
C5%, M2%, Y2%, K0

White

#ffffff
R255, G255, B255
C0, M0, Y0, K0

Typography

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Primary Typeface

The primary typeface for the Social Media Solutions brand is 'Open Sans Bold'. Open Sans has been selected as the basis for the Social Media Solutions logotype and is also to be utilized as the headline typeface for promotional material and packaging.

It is preferable that use of the primary typeface is kept to singular words or short sentences. Open Sans should never be used as body copy or for paragraphs of text.

Open Sans Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@#$%&*!?.,:;(-)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#$%&*!?.,:;(-)

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Secondary Typogprahy

The secondary typeface to be used for the Social Media Solutions brand is 'Open Sans Regular'. It produces a crisp, clear effect to the reader and makes the document more attractive without adding too many frills.

It is preferred that 'Open Sans Regular' is used for all paragraphs of text and typographic details. It can be easily paired with 'Open Sans Bold' headline and displays well at almost all sizes. The size of should not exceed 50% of the size of a headline used in the same layout.

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#$%&*!?.,:;(-)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#$%&*!?.,:;(-)

Social Media Branding

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Banner and Profile Images

To maintain consistent branding across all Social Media Solution's social platforms, only one variation of the banner and profile image may be used.

All images used on the social media platforms must also adhere to the recommended sizes to prevent the images from becoming skewed or blurred.

Profile Picture

Banner Image

Advertising

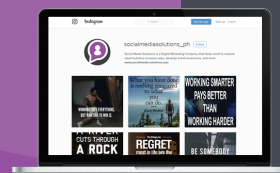# SOCIAL MEDIA
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Banner Set

Images used for advertising Social Media Solution's products and services must remain consistent in messaging, imagery, and calls to action; and must mirror the same branding used on the landing pages the ads direct traffic to.

The ad set to be used for Google AdWords consists of ten ads while the ad set to be used for Facebook and LinkedIn consists of one ad.

Social Media Management for Small Business
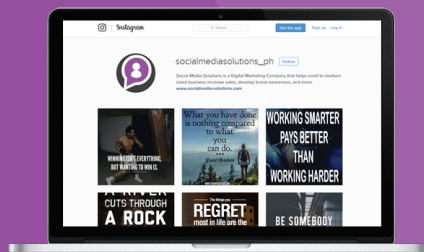Managing all of your social media can be overwhelming. We make it easier.

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Social Media Management

Managing all of your social media can be overwhelming. We make it easier.
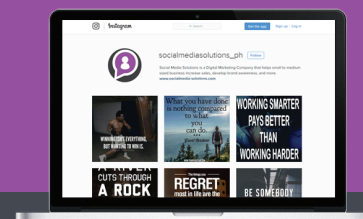
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