

Overview

This guide outlines how to design brand-aligned social media templates for boAt Lifestyle. These reusable templates will help you create a consistent and professional social media presence.

1. Platform Dimensions

- Instagram Post: 1080 × 1080 px
- Instagram Story/Reel: 1080 × 1920 px
- Facebook Post: 1200 × 630 px
- LinkedIn Post: 1200 × 1200 px
- Twitter Post: 1600 × 900 px

Design at least 3-4 formats to establish a multi-platform presence.

2. Template Types

- Promotional Template: For product launches, sales, and campaigns.
- Announcement Template: For updates, events, and collaborations.
- Testimonial/Quote Template: For customer reviews or quotes.

3. Branding & Design Elements

- Colors: Use Red, Black, Electric Blue, and Neon Green consistently.
- Fonts: Montserrat for headlines, Lato for body text.
- Include logo in every design (corner or header).
- Enhance with waveform patterns, icons, and product shots.
- Ensure high contrast and clear hierarchy of information.

4. Template Construction

- Create templates in Adobe Illustrator, Photoshop, or Canva.
- Use smart objects or placeholders for editable content.
- Structure layers clearly for easy updates by other designers.

5. Export Guidelines

- Save source files (AI or PSD) for editing.
- Export in PNG and JPEG for online use.
- Ensure 72–150 DPI resolution for social media quality.
- Organize file names by type and platform for clarity.

Final Checklist

- ✓ At least 3 templates designed (Promo, Info, Testimonial)
- ✓ Used correct dimensions for Instagram, Facebook, Twitter, LinkedIn
- ✓ Logo, fonts, and brand colors applied consistently
- ✓ Files saved as AI/PSD, PNG, JPEG and mockups created if possible