

Guideline for Icecat Blog Featured Images

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Image Size

The right size for a featured image on the blog:

1280px x 720px

The right size for a single image on LinkedIn:

1200px x 1200px



The right size for a carousel on LinkedIn:

1200px x 1500px



Incorrect Size

Any image size that differs from the expected size is likely to result in poor quality.

Typography

When designing blogs, we decided not to add any text or headlines in the featured images.

This does not apply to personal/sales linkedin posts

If you choose to include text, only the following font is allowed:

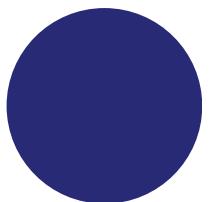
Montserrat

- Montserrat Regular
- Montserrat Medium
- Montserrat SemiBold
- **Montserrat Bold**
- **Montserrat ExtraBold**

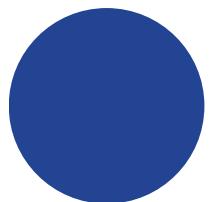
Montserrat Classic

- Montserrat Regular
- **Montserrat Bold**

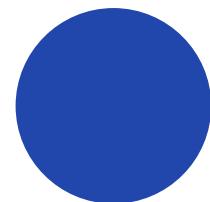
Icecat Color Pallet



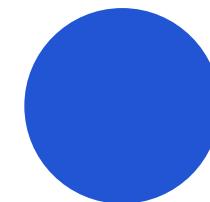
#282a76



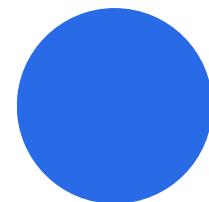
#234393



#2146ac



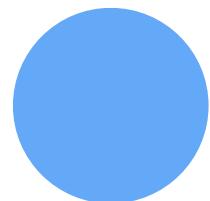
#2155d4



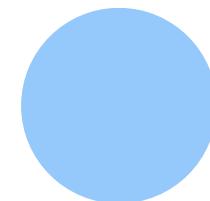
#296ae7



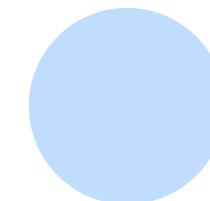
#3f88f2



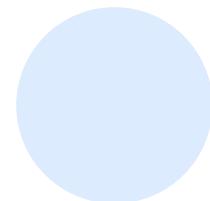
#63a9f7



#95c8fb



#c0ddfd



#dcebfd



#eff6ff



#eff2f8

Background Colors



background blogs where the topic is related to Icecat

#282a76



background blogs where the topic is general

#eff2f8



background blogs where the topic is general

#dcebfd



background blogs where the topic is general

#ffffff



#3f88f2



#282a76



#63a9f7



#c0ddfd

Contrast Guide

✖ What not to do

Avoid using light colors on a light background, as it can diminish readability and make the content harder to distinguish. Instead, opt for contrasting colors to ensure clarity and visual appeal.

Similarly, avoid using **dark colors on a dark background**, as it can reduce visibility and make the content difficult to understand.

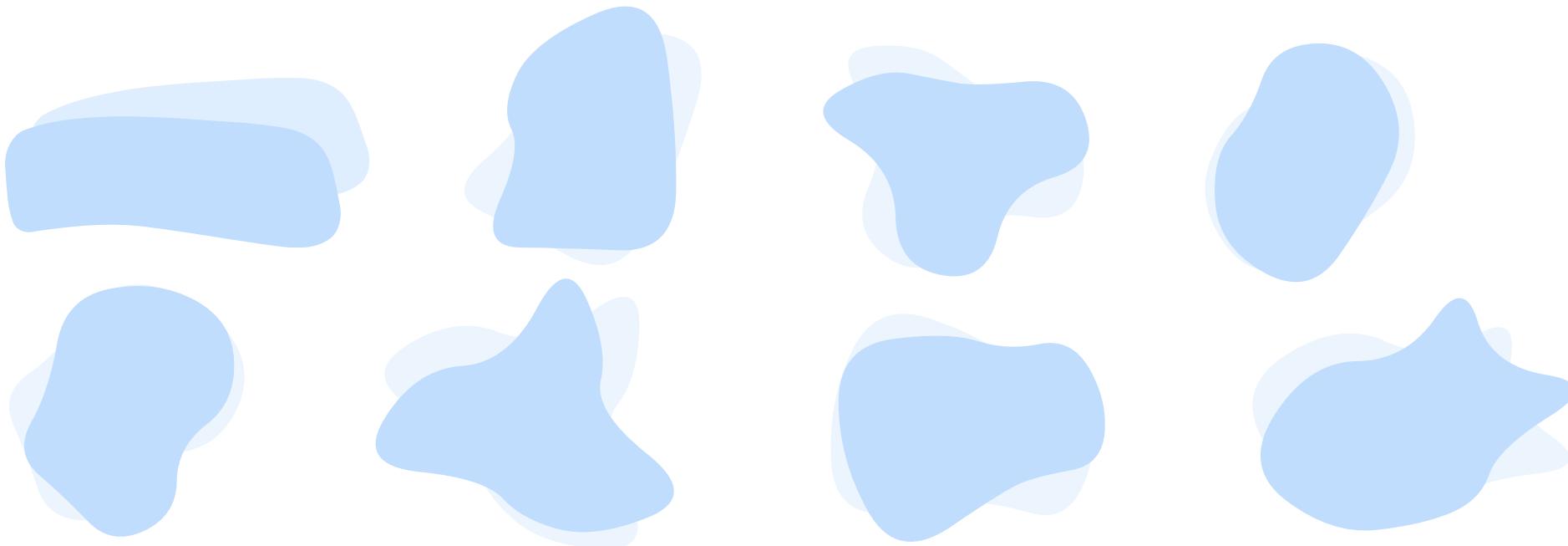
Example of previous brand colors, but rules apply to current colors as well



Graphic Elements

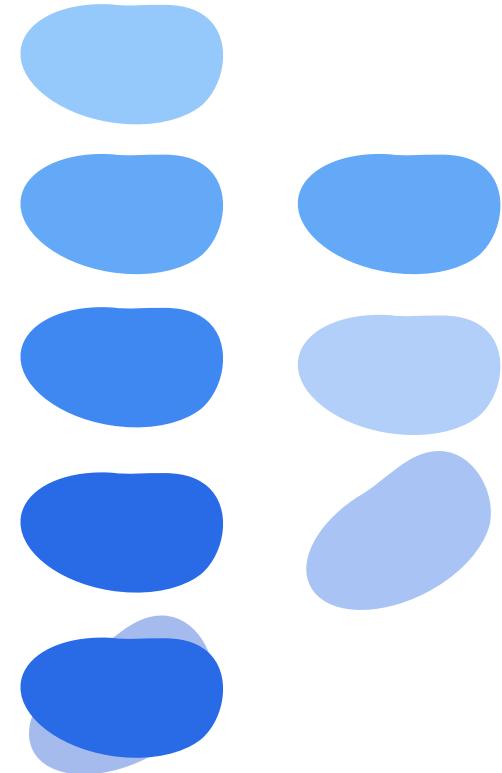
Main Elements:

Shadow Elements



How to create Main Elements:

- 1.** Choose a shape that you like.
- 2.** Then, duplicate the shape.
- 3.** For the second shape, you make the transparency 40%.
- 4.** Then, reorient the 40% shape in another direction than the first one.
- 5.** After that, move the 40% behind the main one.



Hands Elements

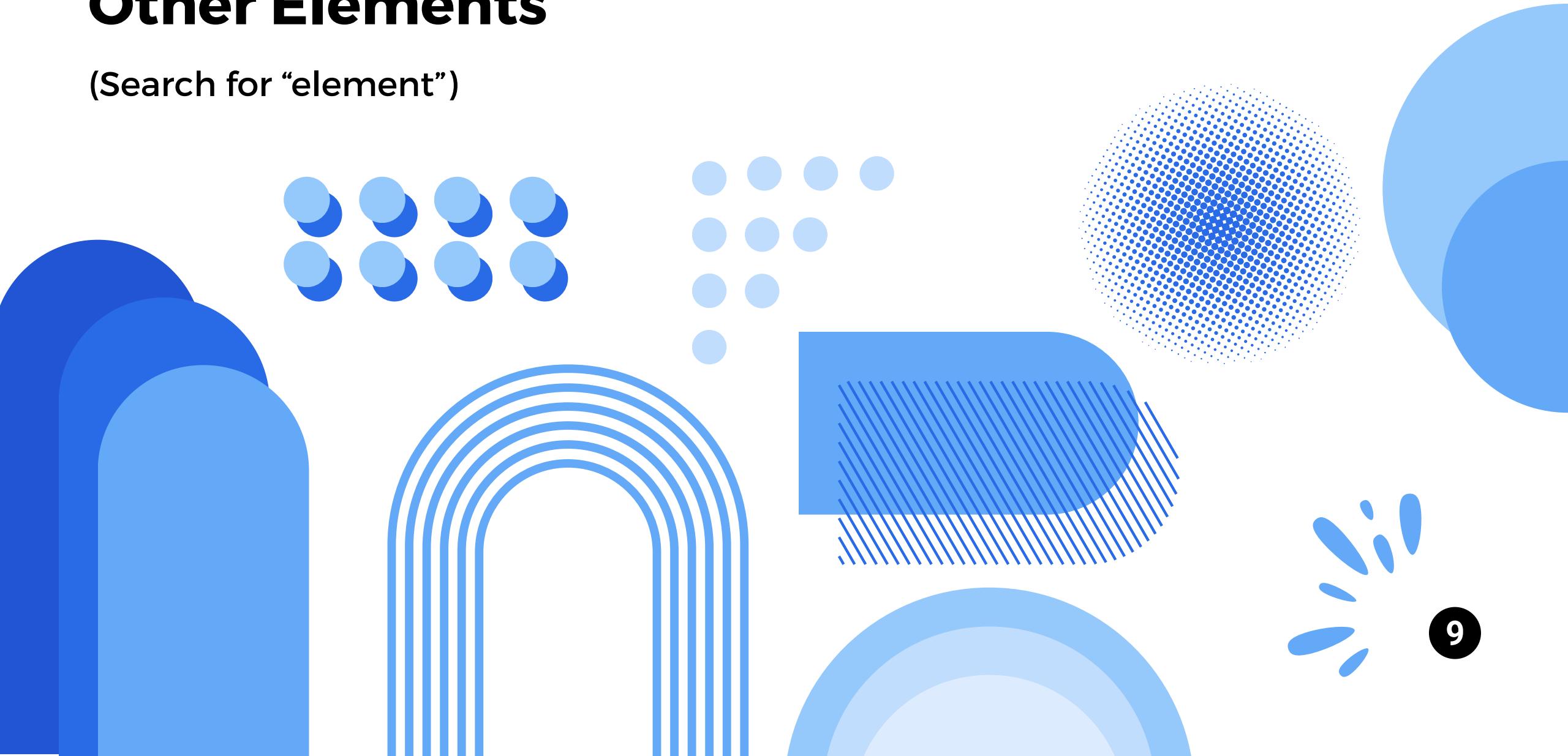


People Elements



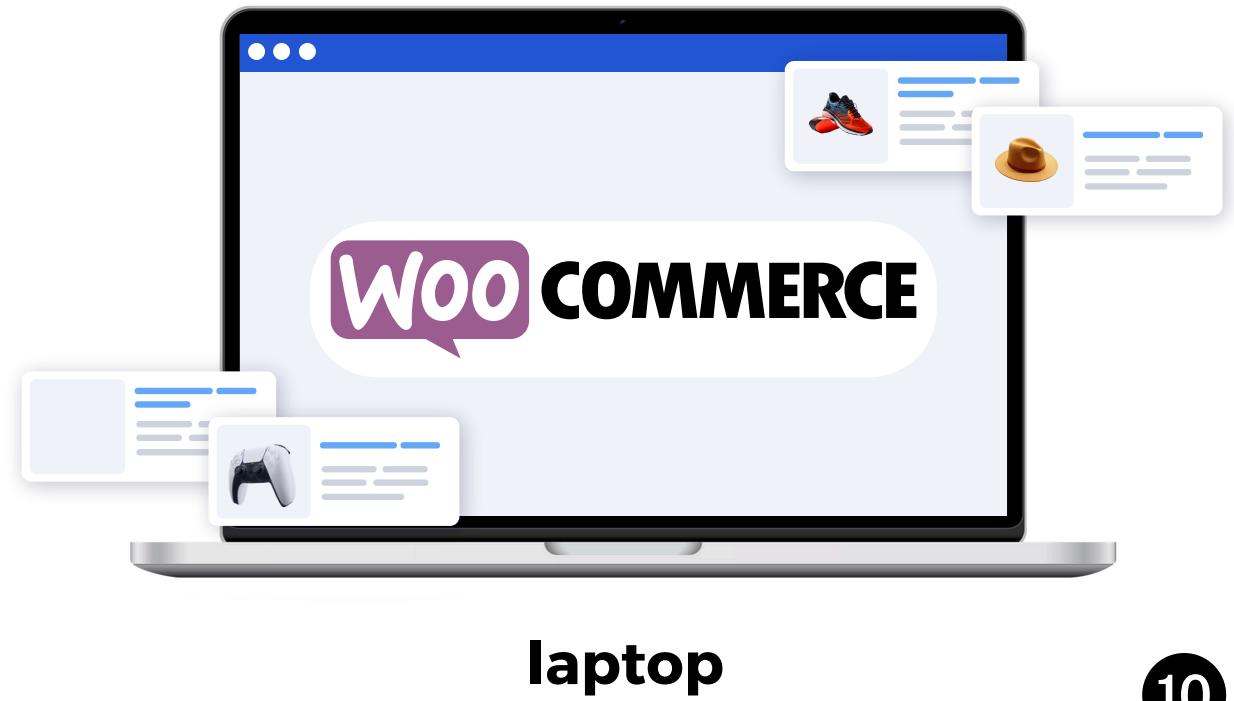
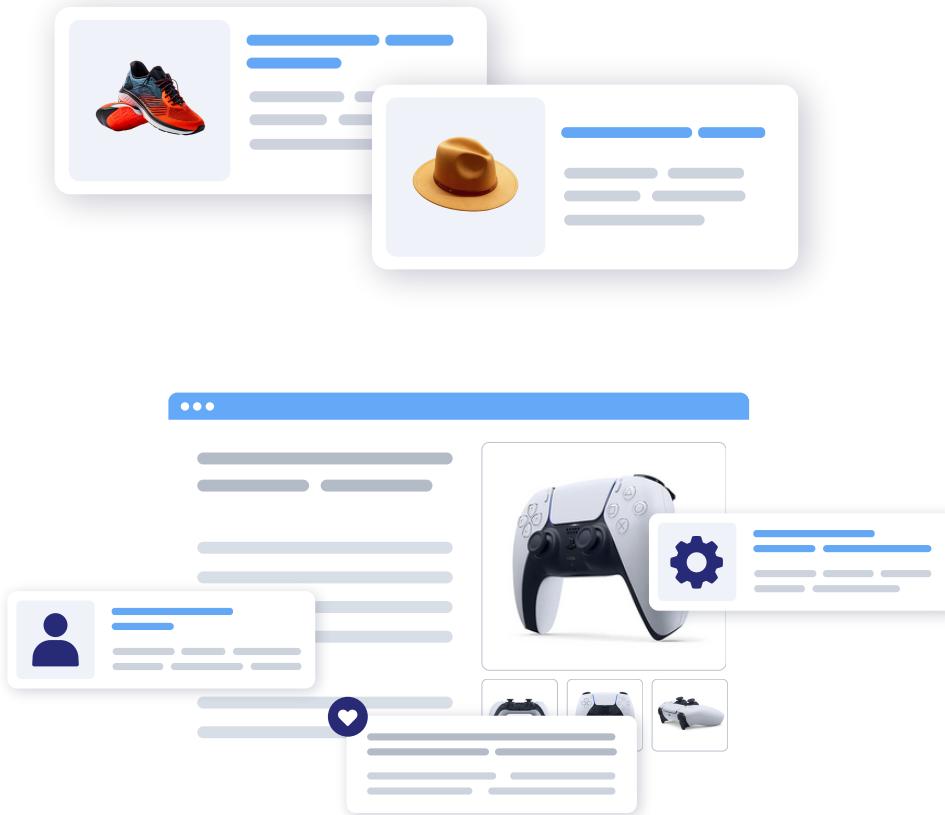
Other Elements

(Search for “element”)



Icecat Illustrations

(Can be found in the **illustrations** drive!)



Rules for Elements

- When you use people as elements, **do not use hands elements**.
- You can combine the **hands elements** with the **Icecat illustrations**.
- It's mandatory to use **the main elements** (shadow shapes). They are our distinctive elements, they make our designs different than the competition.
- Use a maximum of 3 “other elements” in a design. Otherwise, it will be too crowded.
- If there is no idea for a design, you can use a **stock image**. It has to be a light image with good quality.
- The design for the Partner Blog is easy. The logo of the partners, together with a stock image as background. Example in the end.
- For personal/sales linkedin posts - These rules are not so strict, we ask you to only follow the colour guide and correct logo variations
- **For personal/sales linkedin posts - Do not use the same image as on iceclog**
- **Always create your own design! Be original, don't use Iceclog!**

Logo Variations

icecat

icecat
commerce

amazon

 Magento®

 shopify

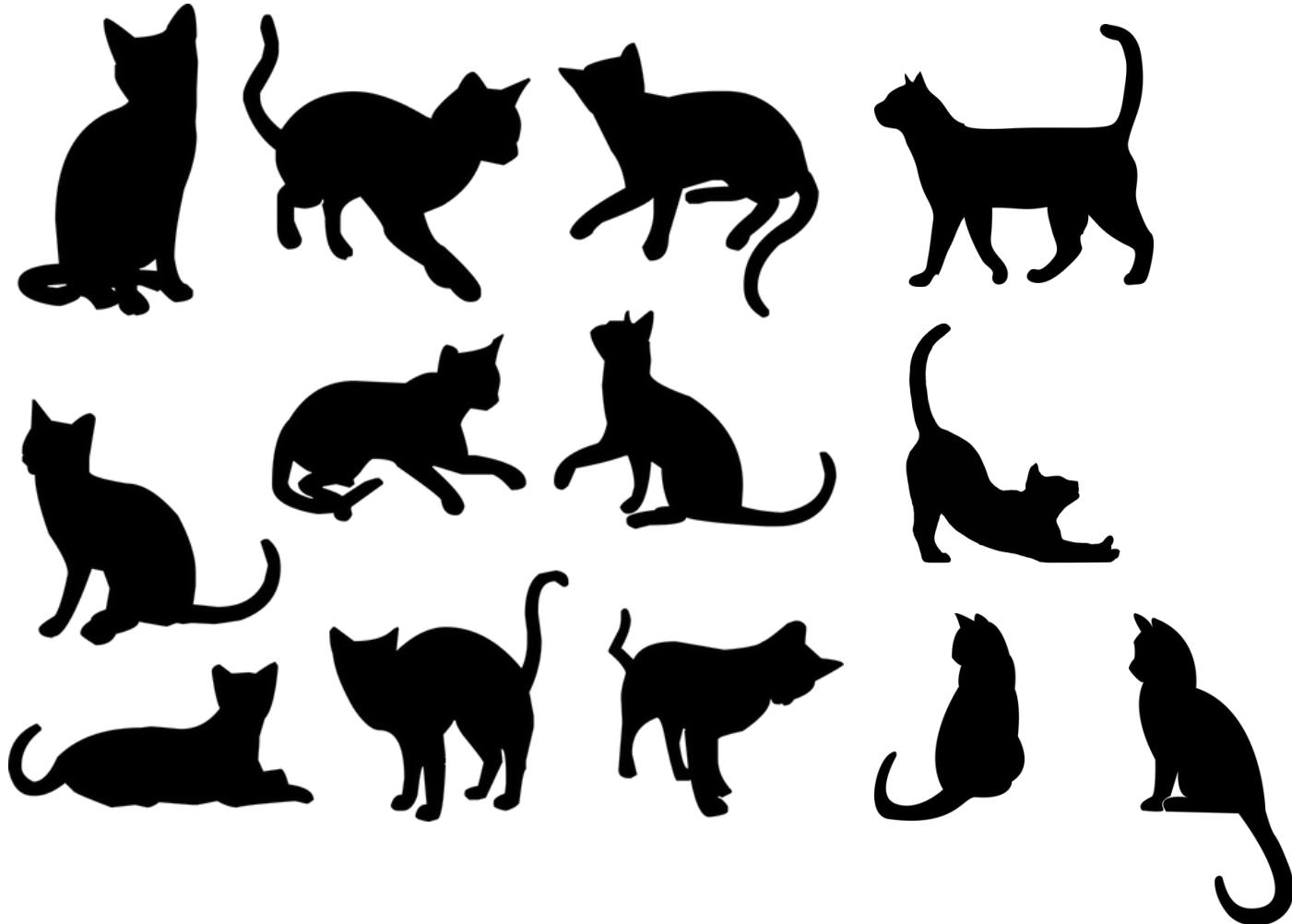
Woo **COMMERCE**

 shopware®

 PrestaShop

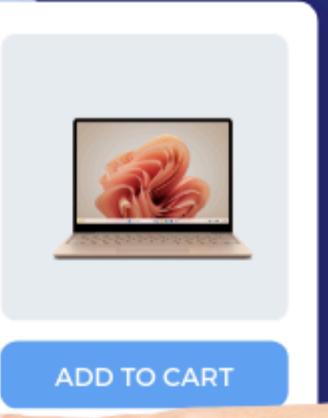
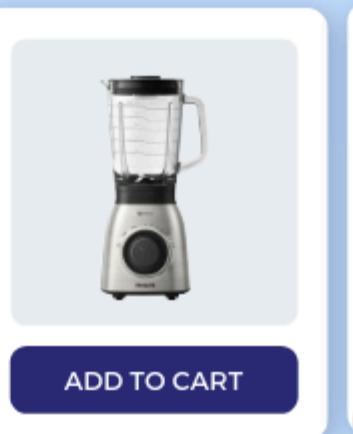
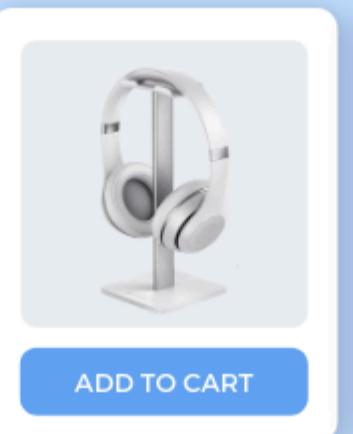
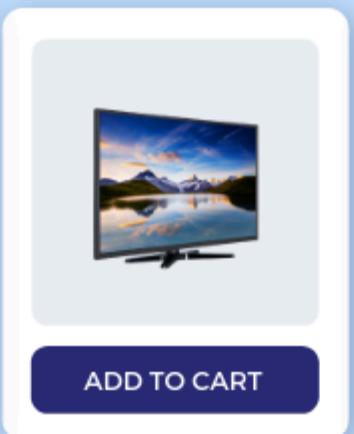
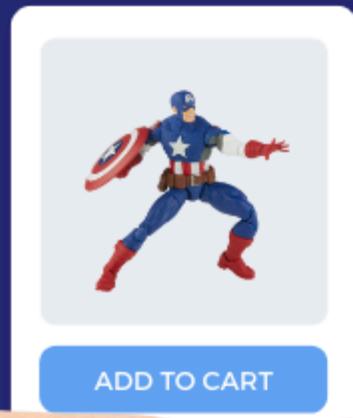
odoo

Cat Variations



For more cat variations:

<https://pixabay.com/illustrations/search/cat/?page=3>



amazon

woo
COMMERCE

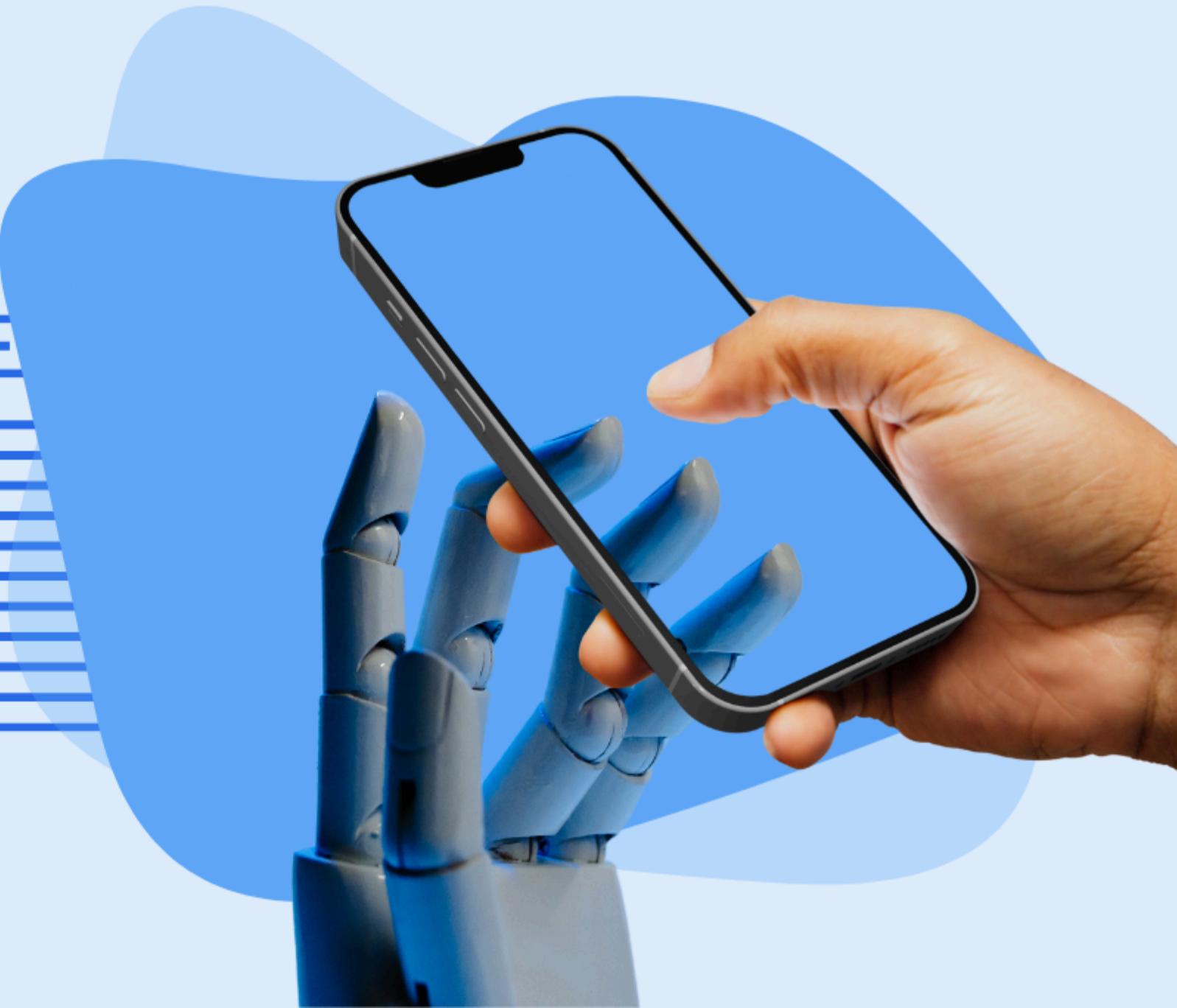
shopify

WIX

Magento

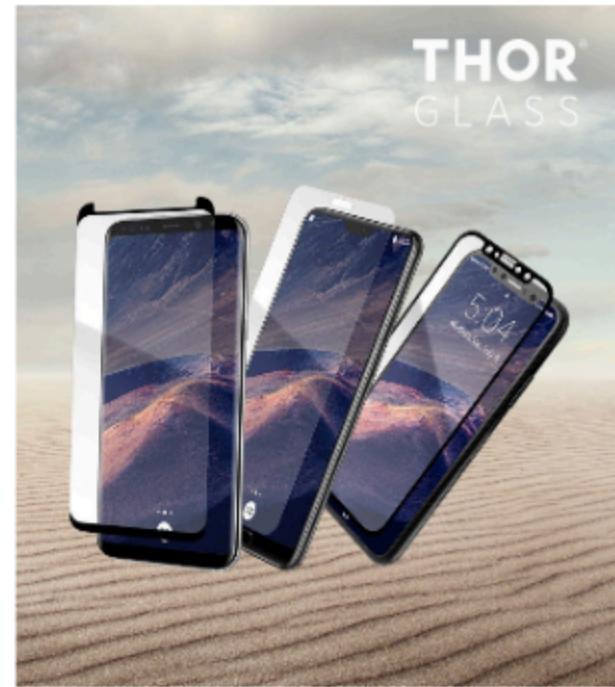
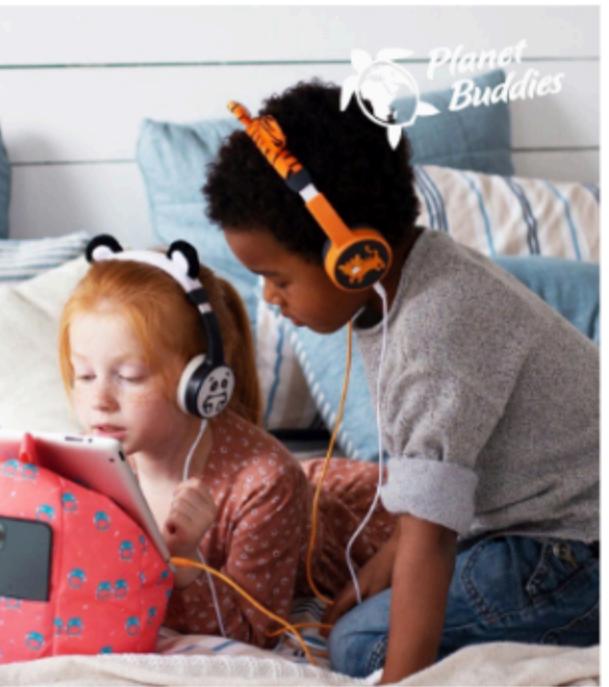
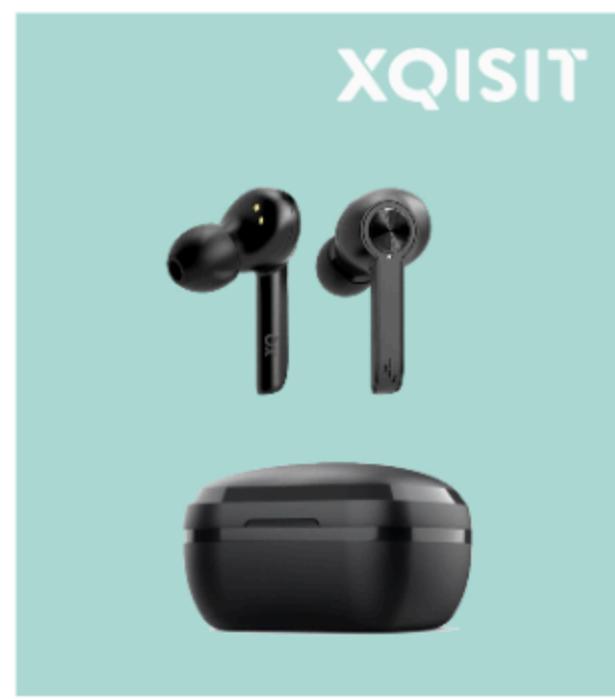
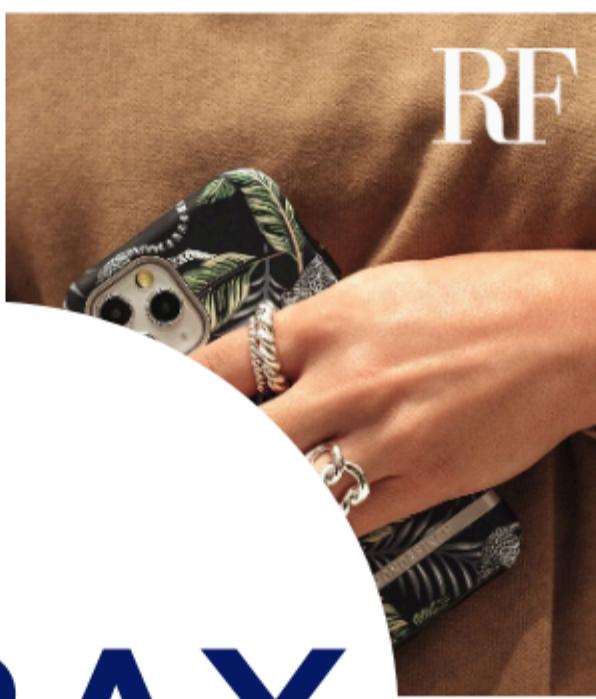
BIGCOMMERCE







The ASUS logo is centered within a white circle. The word "ASUS" is written in its signature bold, sans-serif font, with each letter having a slight shadow effect.



STRAX

The word "STRAX" is centered within a large, white, circular graphic. It is written in a bold, blue, sans-serif font.