



Social Media Design Elements Style Guide

July 2021 GSVG Section 2.8

Contents

Overview	2.8.1	Sizes	2.8.25
1. Channels	2.8.2	Text Box	2.8.26
Channels	2.8.3	Borders	2.8.27
Images	2.8.4	Light Rays	2.8.28
Instagram Stories	2.8.6	Symbol	2.8.29
Instagram Reels	2.8.8	Typography	2.8.30
YouTube Slates and Symbols	2.8.9	Imagery	2.8.31
YouTube Thumbnails	2.8.10	Citations	2.8.32
Picture Quotes	2.8.11	Samples	2.8.33
Vemes	2.8.12	4. Video Guidelines	2.8.34
Carousels	2.8.13	Video Dimensions and Formats	2.8.35
2. Covers and Avatars	2.8.14	End Slates	2.8.36
Images	2.8.15	5. Caption/titles Guidelines	2.8.37
Wordmarks	2.8.16	Name, Title and Caption Treatments	2.8.38
Facebook Cover Template	2.8.17	6. GVSG / Simplified Symbol Guidelines	2.8.39
Twitter Cover Template	2.8.18	Usage	2.8.40
YouTube Cover Template	2.8.19	Clear Space	2.8.41
Avatar Color	2.8.20	Samples	2.8.42
Avatar Circle Template	2.8.21	7. Advertising	2.8.43
Avatar Square Template	2.8.22	Advertising on Facebook	2.8.44
3. Picture Quote Design Guidelines	2.8.23	Advertising on Instagram	2.8.45
Design Toolkit	2.8.24		

Overview

The Church's presence on social media is a front door for the gospel message to the world. Messages should reflect that we believe in Jesus Christ, that we love and care for all of God's children, and that God has a plan that connects families to each other and to Him.

For information about the guiding principles and strategy for Church social media, see the Social Media Guidelines SharePoint site.

<https://office365lds.sharepoint.com/sites/churchsocialmedia>

SECTION 1

Channels

Channels

Facebook

Facebook is one of the largest social networking sites on the Internet. Users create a profile page and then connect it with the profile pages of their friends and family. They can share status updates, event invites, photos, videos, notes, and links to other websites.

Instagram

Instagram is a fun, fast, and simple way to share your life through photos and short videos. Take a picture, add a filter if you'd like, and instantly share it for all your Instagram followers to see.

Twitter

Twitter is a social networking and microblogging website. It allows users to "tweet," or broadcast, brief messages on their profile page. Users are able to connect with others by subscribing or receiving these short updates by becoming a "follower" of a desired Twitter account.

YouTube

YouTube is a video-sharing site created for uploading and sharing videos. These videos can be viewed worldwide by accessing YouTube.com.

The Social World

Social Media platforms are constantly changing. They often change the specifications for their features. They also add new features frequently. The rules presented in this guide are current at the time of its publication. Please contact your social specialist if you need clarification on using new features not covered by this guide or on existing features whose guidelines have changed. Also, work closely with your social specialist when creating ads. Restrictions placed on advertising assets created for social media may require special exceptions.

The Purpose of Guidelines

Consistent application of the guidelines in this book will make church social media content more recognizable as coming from the Savior and from His church. It also insures the church can better protect its content legally.



Images

Some still photos, paintings and illustrations require a symbol when they are posted to social channels.

These images will be coded with a "0" when you see them in Telescope, or Titan. The "0" code means the image and all of its copyright is owned by the church. For example, photos taken by church employees are owned by the church. When posting photos taken by one of the full time church photographers, place a symbol in the lower right corner of the photo. It should be 48 pixels from both the right edge and bottom edge of the photo. The symbol should be 74x109 pixels in size. Use the black symbol on light backgrounds and the white symbol on dark backgrounds. You can reduce the contrast of the symbol by adjusting its transparency up to 50 percent. Many of the paintings you see in Telescope and Titan were purchased by the church. These paintings should also have a symbol placed in the lower right corner.

Often when the church contracts with an outside photographer or artist to use their work, the photographer or artist will retain ownership of their work. The church has purchased the right to publish the photo or painting but has not purchased the photo or painting itself. These images will be coded with a 4 or a 9 in Telescope and Titan. For these photos and paintings we do not use a symbol.

Instagram Mobile



Facebook Mobile



This photo was taken by Cody Bell who is a church employee. It is owned by the church and is coded 0. A simplified symbol in the lower right corner is required.

Images

Images and paintings coded with a 1 in Telescope or Titan are restricted in how they are used. Usually the restriction is for use in one specific project. You must contact the artist or photographer to get permission for use in Social Channels. Images coded with a 1 should not have a symbol.

Typically when posting a member profile photo, you will not use the symbol. Or when using a painting or illustration for which you have received an email permission, you will not use a symbol. In both these cases, the church has permission to publish but does not own the photo or artwork.

If you have questions about whether you should be placing a symbol on a photo or painting, reach out to your designer, PSS or the VIO for assistance.



This painting by Simon Dewey is coded 4. Because it is not owned by the church, it should not have a symbol.

When posting a member profile you should not use the simplified symbol.

Instagram Stories

Instagram Stories is a feature of Instagram that allows you to post vertical photos or up to 15-second videos which appear at the top of Instagram feeds. Content on this feature expires after 24 hours but can be saved as a "highlight" that remains on an account's bio page. Because Stories are 15 seconds or less, they do not require an end slate.

Fonts

Zoram and McKay are the two preferred fonts for use in Stories campaigns.

Zoram and McKay are based on the fonts Open Sans and Baskerville. Church licensing policy prohibits the downloading of Church created fonts to a phone, so please use Open Sans and Baskerville for your Stories. They can be downloaded using these links:

<https://fonts.google.com/specimen/Libre+Baskerville?query=baskervil>

<https://fonts.google.com/specimen/Open+Sans?query=open+sans>

<https://fonts.google.com/specimen/Open+Sans+Condensed?query=open+sans>

Some Stories campaigns have objectives or tones which are better supported by fonts other than Zoram or McKay. A designer can help you select a font that has good readability and supports your campaign objectives. The 9 in-app Instagram fonts shown on this page are approved for use.

If you want to use a font other than Zoram, McKay or one of the in-app Instagram fonts, you must first submit it to the fonts group at fONTS@CHURCHOFJESUSCHRIST.ORG. They will examine the license agreement and let you know if you are legally approved to use the font. The font then must be submitted to the VIO to ensure it conforms to the GSVG standards. The fonts group and the VIO can let you know before you start work on your Stories campaign, whether or not your font will be approved.

If you are using an outside vendor to create your stories campaign, please ensure the fonts they are using are properly licensed and VIO approved.

In-app Instagram fonts are approved for use

Classic

Strong

ROUNDED

Traditional

MODERN

Script

Typewriter

Comic Sans

Magazine

Instagram Stories

Color

Use only Global Visual Style Guide colors, and stick to the same color throughout multi-screen stories and events to provide continuity. You may use another color palette if you have an approved Style Guide.

Match GSVG colors as closely as possible. You can match GVSG colors exactly by importing their corresponding Hex values but it is not required. Hex values can be found on page 74 of the Global Visual Style Guide.

https://www.churchofjesuschrist.org/bc/content/ldsorg/style/GVSG_Complete.pdf?lang=eng

Stickers

Use the Instagram app, or outside apps to create stickers to accent stories, provide bullet points, and create text boxes when needed to improve readability, or to support the desired tone of your Instagram Stories.

Consider the nature of your content before using stickers, filters, or other graphic devices. They can help convey a lighter tone which is appropriate for your audience and strategy, but may conflict with the desired tone of more reverent content.

Instagram Desktop



Instagram Mobile

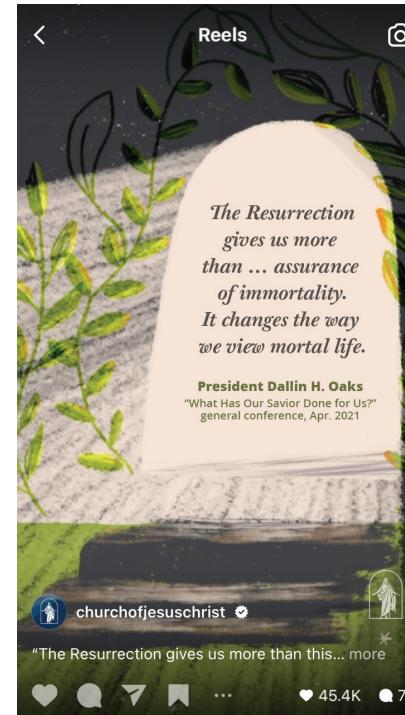


Instagram Reels

Instagram Reels allows users to record up to 30-second clips with audio, text, special effects, and stickers. They appear at the top of Instagram feeds.

The Stories guidelines for fonts, color palette, and stickers also apply to Reels. Reels are repeating videos and so do not need an end slate. If Reels are shared to Instagram Stories, they will disappear in 24 hours.

Instagram Mobile



Instagram Mobile



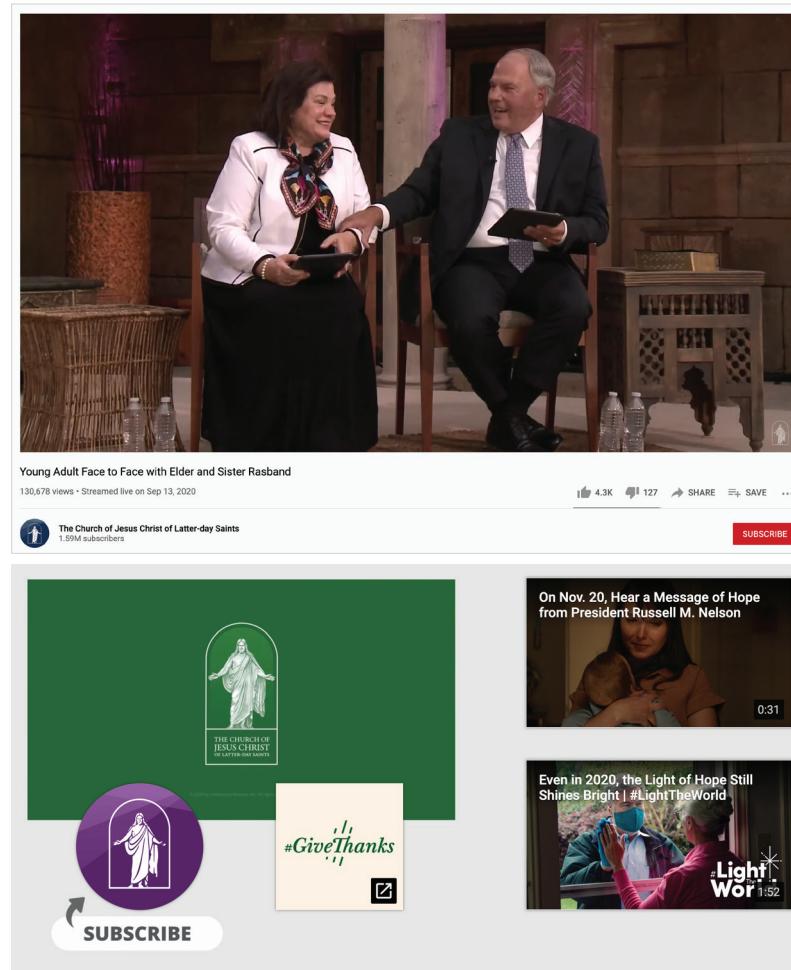
YouTube End Slates and Symbols

YouTube is a video sharing platform where users can upload their own videos, or like, share, and comment on videos. Verified accounts have the ability to upload videos up to 12 hours in length.

The simplified symbol appears in the lower right corner of all YouTube videos as part of the template provided by YouTube.

YouTube videos should have an animated Symbol end slate with an accompanying Sound Mark.

In addition, there is an end slate template available from YouTube which allows you to add both a subscribe button and a URL button. The Symbol end slate still plays within the YouTube end slate template. It is minimized and slides to the upper left corner. The subscribe and URL buttons appear below it.



YouTube Thumbnails

YouTube thumbnails allow users to see a quick photo preview of your video while browsing. The thumbnail is one of the key factors in helping your video to stand out and get more views.

Zoram is the approved font for thumbnail titles. Thumbnail title design should be consistent for a video series or campaign.

Fonts other than Zoram may be used for special campaigns or video collections if they have been pre-approved for use by the VIO or as part of an approved Style Guide. Consult with your designer and the VIO when determining font usage other than Zoram for thumbnail title design.

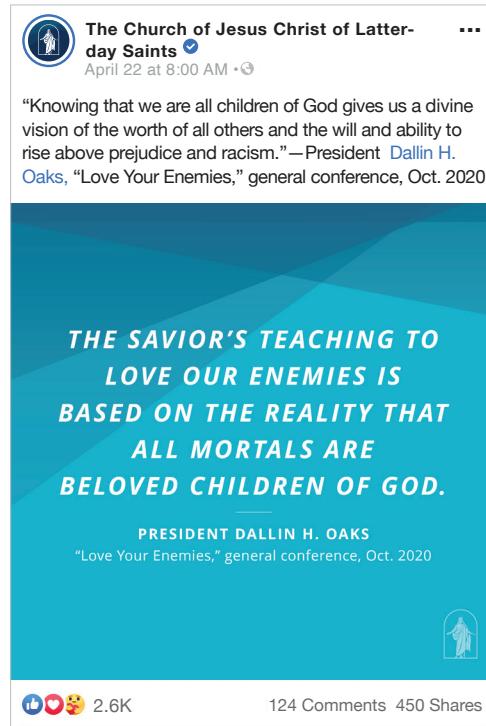


Picture Quotes

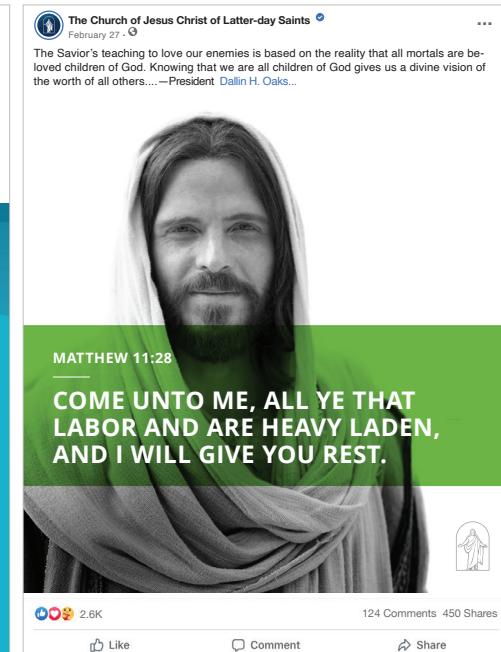
Picture Quotes (also called memes) must follow social media guidelines.

A simplified symbol is required on all Picture Quotes. Place the symbol in the lower right corner. See the Picture Quote section in this guide for exact size and placement of the Symbol.

Facebook Mobile



Facebook Desktop

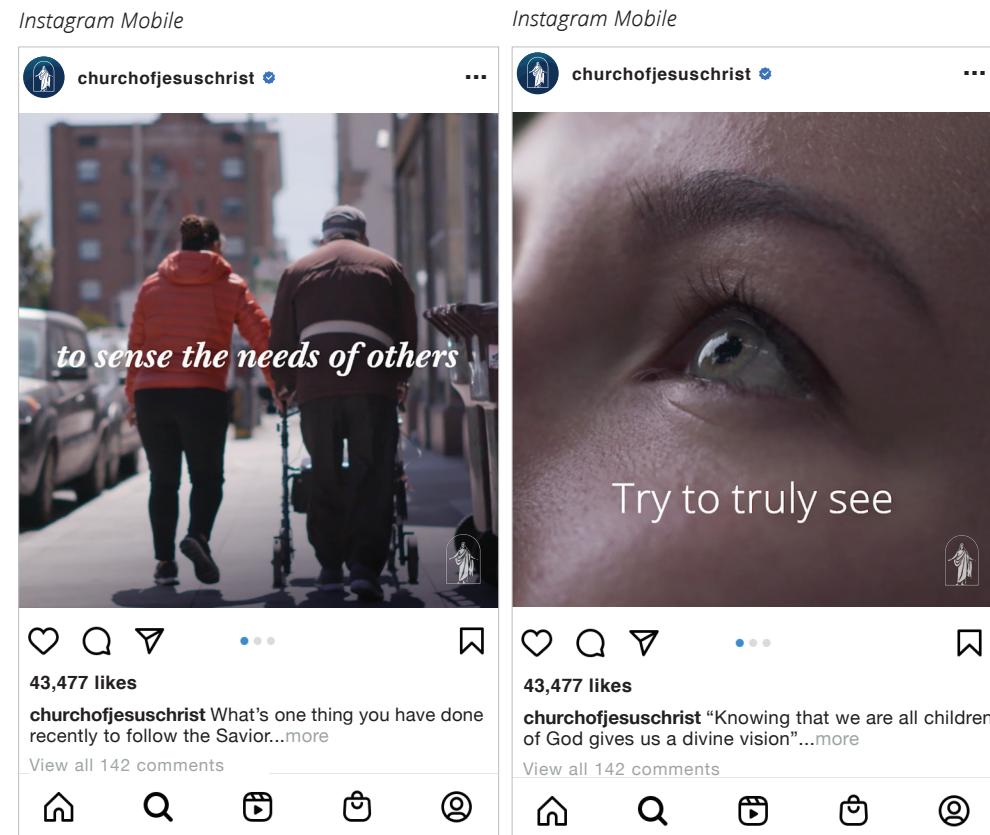


Vemes

Videography should be authentic and follow GVSG guidelines. Use only Zoram and McKay fonts. Use reverent effects and music.

A Simplified Symbol is required on all Vemes. Place the Symbol in the lower right corner of your Veme.

Vemes should last 15 seconds or less. End slates are not needed for Vemes.



Carousels

A carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. Up to 10 images or videos can be added and shared as a single post on the feed.

Much like a regular post, a carousel can be published in square, landscape, and portrait formats.

Keep in mind that all posts must be uniform. Whatever shape you choose for the first slide will apply to the rest of the frames.

Carousel sizes:

Landscape: 1080 x 566 pixels

Portrait: 1080 x 1350 pixels

Square: 1080 x 1080 pixels

Aspect ratio: landscape (1.91:1), square (1:1), vertical (4:5)

Max image size is 30MB per image/card.

Video carousel specs:

Length: 3 to 60 seconds

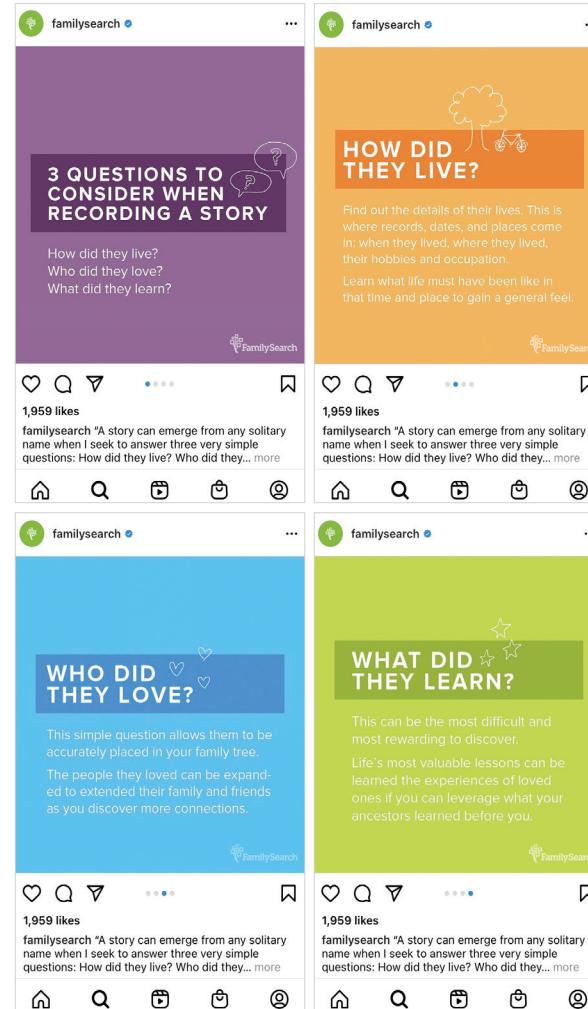
Recommended formats include .MP4 and .MOV

Aspect ratios: landscape (1.91:1), square (1:1), vertical (4:5)

Max video size is 4GB per video/card

Include a simplified symbol, or sponsoring department logo, on each card of the carousel. The symbol/logo should be placed in the lower right corner.

If the final card in the carousel is a video lasting longer than 20 seconds, use a still end slate as an identifier instead of the Symbol. If your video lasts longer than 2 minutes use an animated end slate with a soundmark.





SECTION 2

Covers and Profile Pictures

Cover Images and Profile Pictures

Cover images should align with the key attributes of the Global Visual Style Guide (GVSG):

Welcoming
Empathetic
Global
Straightforward
Authentic and honest
Positive

Humble
Motivating

Use a single image, not a montage of images for covers. Illustrations are acceptable as well.

Use only IP approved images.

The image must include the light graphic on the left for Facebook and YouTube. The Light graphic appears on the right for Twitter. (See cover templates on pages 12-14) All four elements of the light graphic must be used. Exception: When a logo lockup is included on a social media page, the

light graphic is not used (see Deseret Industries Facebook page).

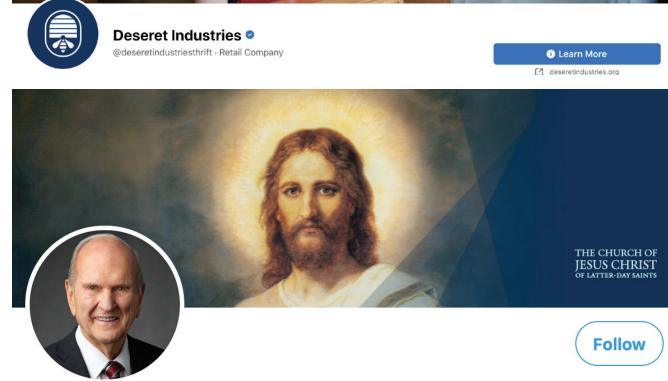
An approved profile picture must be displayed with the image. The profile picture must follow the profile picture Guidelines. (See pages 40-41) The approved profile picture for the church's main accounts is the white simplified symbol on a GVSG blue 40 background.

Individual social media accounts use an official portrait as the profile picture.

Choose cover photos and profile pictures that complement each other—for example, color vs. black and white can be a nice pairing.

The approved cover image for the First Presidency and Quorum of the Twelve is the Heinrich Hofman painting of the Savior shown to the right.

Be aware that photos are cropped to different sizes depending on the social media platform. Photos may also be cropped depending on the user's screen size.



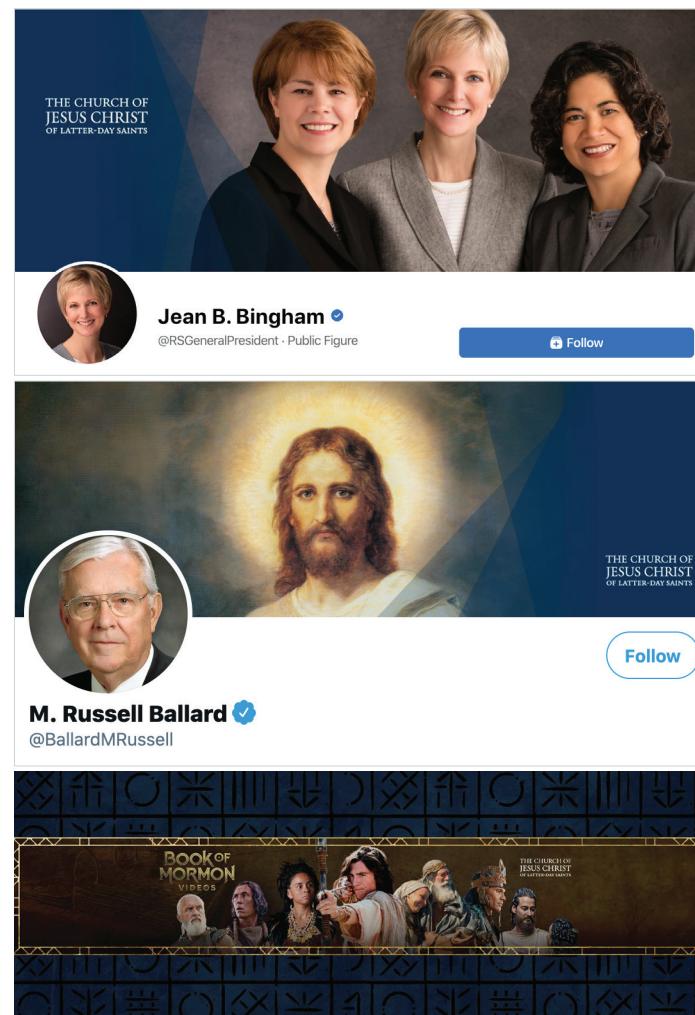
Covers and Wordmarks

For Facebook and YouTube, the Church Wordmark should appear on the left, overlapping the light rays. For Twitter, the Wordmark should appear on the right.

Follow the Wordmark placement guidelines in the Global Visual Style Guide. Ensure that the Wordmark is surrounded by adequate clear space.

If other text is required on the cover image, it should appear underneath the wordmark. Please do not include building hours, addresses, or other minor information on the cover image.

For specific campaigns, initiatives, or products, the cover photo template can be modified to accommodate specific needs. If an exception is required, it will need to be reviewed by a member of the Standards Team and then submitted to the VIO for final review and approval before posting. See the Book of Mormon YouTube Cover below as an example of a cover exception.



Facebook Cover Template

Use the template below to help you place cover photos, text, and avatars correctly on a Facebook cover.



Text and wordmark safe area dimensions:

Mobile: 640 x 360

Desktop: 820 x 312

The quality of a cover can be adjusted by increasing the PPI of the cover when it is saved. You can increase the PPI of the cover from 72 to 300. Increased PPI will also make the cover file size larger and can effect the load time of the page.

Getting Started

Cover photo and avatar templates are available in the Cover Photos collection in Titan. If you need access to these templates, please work with your resource manager.

Church-owned photos that align with the GVSG can be found in the Telescope and Titan repositories. In addition, the LDS Photography site contains examples of GVSG-aligned photos. This site also provides Work Order numbers to help in Telescope and Titan searches.

Your creative director can help you find the best cover photo options for your page.

Twitter Cover Template

Use the template below to help you place cover photos, text, and avatars correctly on a Twitter cover.

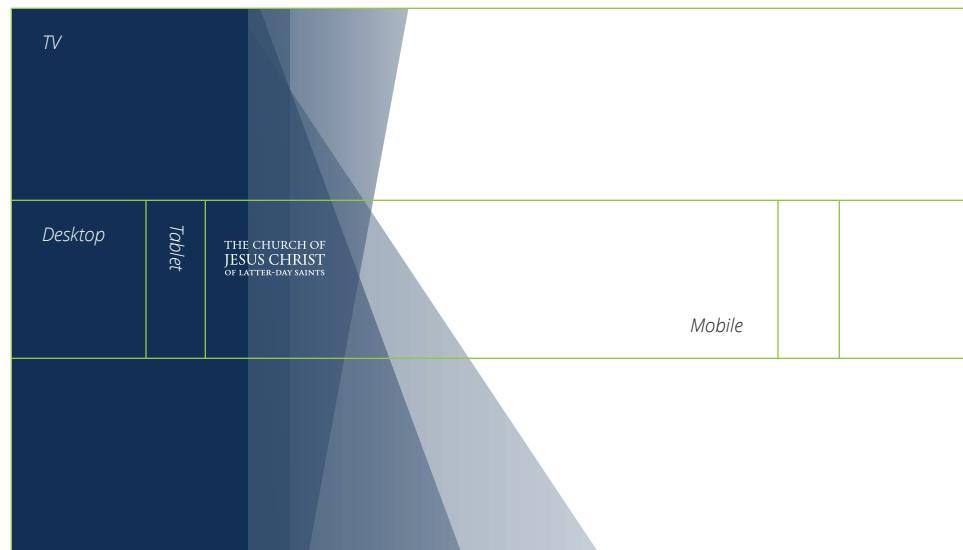


Text and logo safe area dimensions:
1500 x 500

The quality of a cover can be adjusted by increasing the PPI of the cover when it is saved. You can increase the PPI of the cover from 72 to 300. Increased PPI will also make the cover file size larger and can effect the load time of the page.

YouTube Cover Template

Use the template below to help you place cover photos, text, and avatars correctly on a YouTube cover.



Text and logo safe area dimensions:

Desktop and mobile minimum: 1546 x 423

Tablet: 1855 x 423

Desktop maximum: 2560 x 423

TV: 2560 x 1440

The quality of a cover can be adjusted by increasing the PPI of the cover when it is saved. You can increase the PPI of the cover from 72 to 300. Increased PPI will also make the cover file size larger and can effect the load time of the page.

Profile Pictures

Cover photos must include an approved profile picture. Follow these guidelines.

Profile pictures must use one of the approved color combinations shown:



Profile Pictures

Picture profile text is always white.

Picture profiles may be used with or without an icon. If an icon is used, it must be approved.

Picture profiles may be circles or squares. They are used as indicated on the following social media sites:

Facebook: Circle

Facebook Ads: Circle

Instagram: Circle

Pinterest: Circle

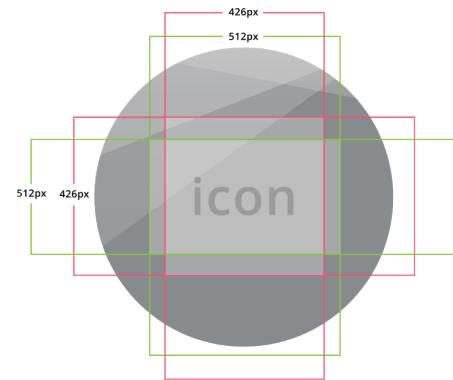
Twitter: Circle

YouTube: Circle

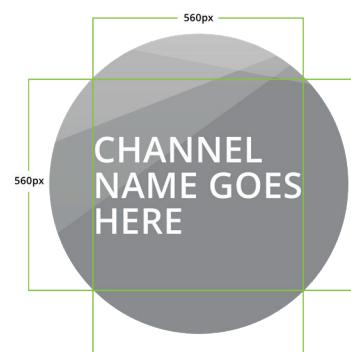
Follow these guidelines for placing text and icons on Picture profiles:



Circle with simplified symbol



Circle with icon only



Circle with channel name only

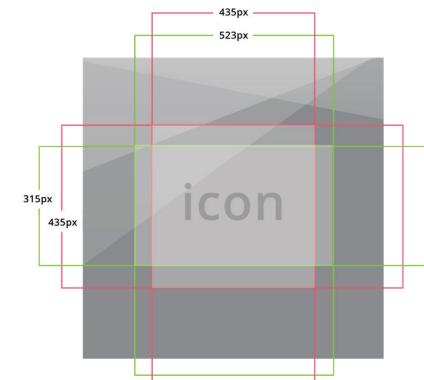
Profile Pictures

Profile picture text is always white.

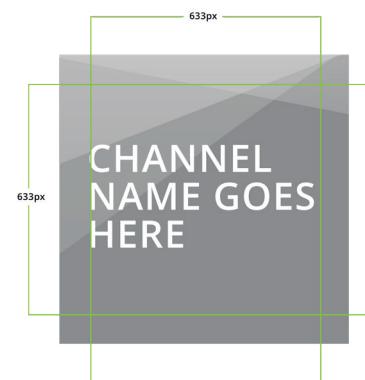
Profile pictures may be used with or without an icon. If an icon is used, it must be approved. Follow these guidelines for placing text and icons on profile picture:



Square with simplified symbol



Square with icon only



Square with channel name only

SECTION 3

Picture Quotes/Memes

Design Tool Kit

The Design Toolkit provides the following elements to build picture quotes (also called memes) aligned with the Global Visual Style Guide. Please use all required elements as described and consider using at least

one optional element. The Design Toolkit offers more flexibility to designers while providing the consistency needed for official Church content in social channels.



Box Size:
OPTIONAL
The standard picture quote size is 1080x1080. Picture quotes can also be vertical or horizontal. (see the following page) Check the specifications for different social media sites to find out which ratios are best.



Text Box:
REQUIRED
The text box can take many shapes and sizes, from simply framing the text to filling the entire picture quote.



Text Box Borders:
OPTIONAL
The text box borders can add color and texture to the design and are an excellent way to give your design a special touch. However, they are not a required element. You may omit the border from your picture quote entirely if you want a more simplified look.



Light Graphic:
OPTIONAL
The light graphic is an important element in the *Global Visual Style Guide*. Used correctly, it can give the design light and recognizability as an official Church communication.



Symbol:
REQUIRED
Every picture quote should have an element to identify it as an official Church communication. Use a simplified symbol or department logo to identify your picture quote.



Typography:
OPTIONAL
Typography is essential in the design of a picture quote. Although Zoram and McKay are the recommended fonts, the Design Toolkit allows flexibility in using other typefaces. See page 25 for guidelines in using other fonts. For FamilySearch and Deseret Industries picture quotes, use the associated brand fonts found in their respective style guides.



Imagery:
OPTIONAL
Imagery can add emotion and recognition to picture quote. In the Design Toolkit, imagery can include photography, illustration, texture, or patterns.



Color:
REQUIRED
Use color appropriately to give recognition, energy, meaning, and emotion to picture quotes. When you see this icon, it means any color from the **GVSG** color palette may be used.

For FamilySearch and Deseret Industries picture quotes, use the associated brand colors found in their respective style guides.

OPTIONAL

Box Size

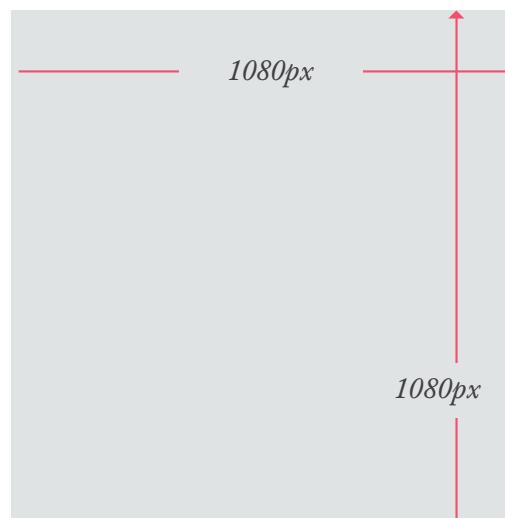
A picture quote can be one of three sizes.

Square 1080 x 1080 pixels

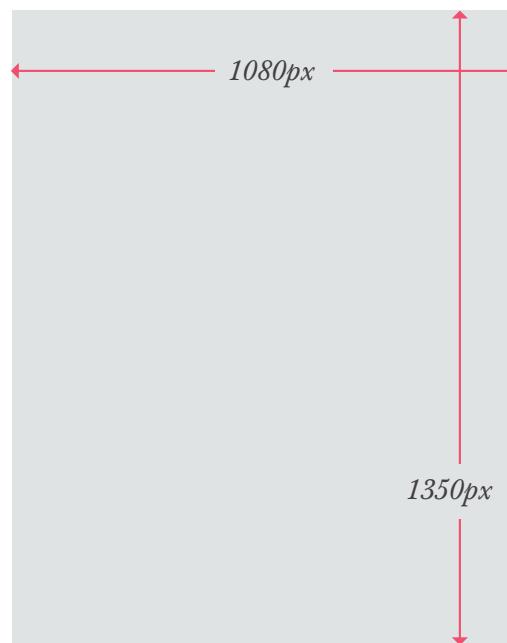
Portrait 1080 x 1350 pixels

Landscape 1080 x 864 pixels

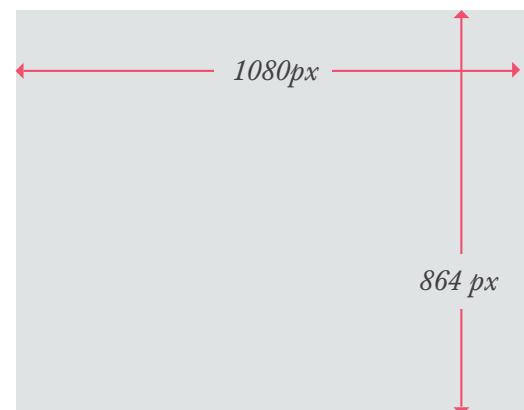
Square



Portrait



Landscape



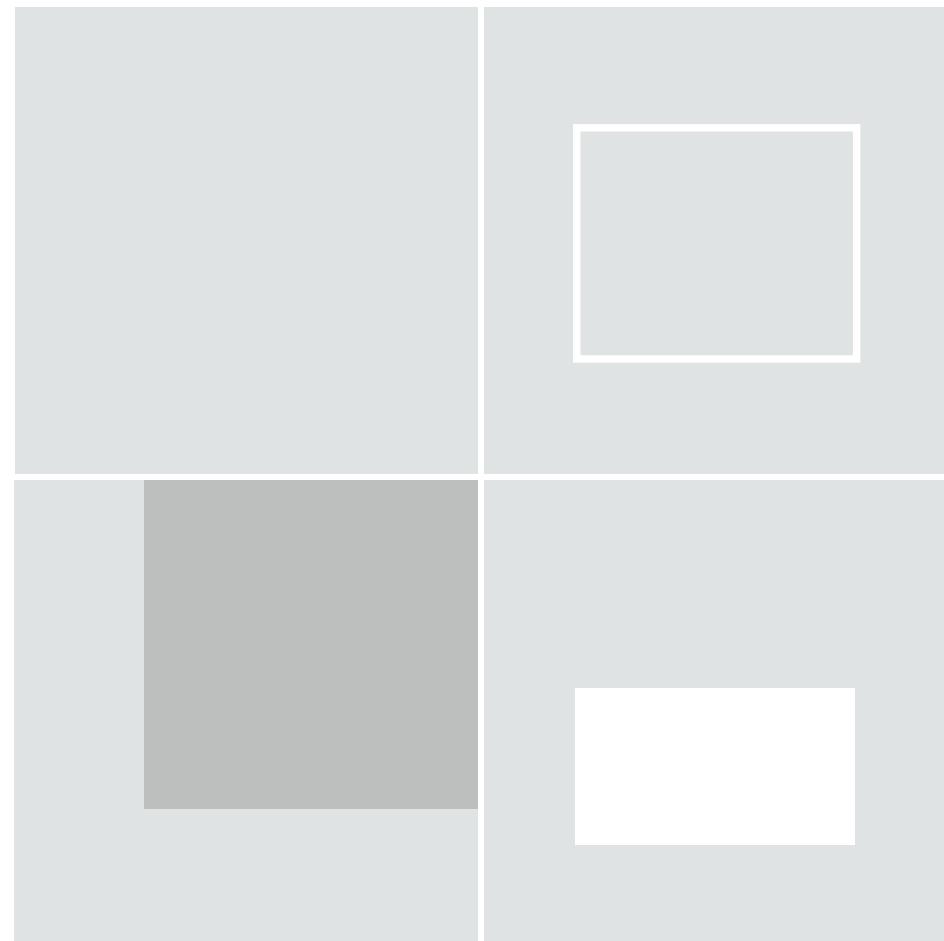
REQUIRED

Text Box



A text box can be any size or positioned in any place on the artboard.

Note that a text box that fills the entire artboard is also acceptable (see upper left).

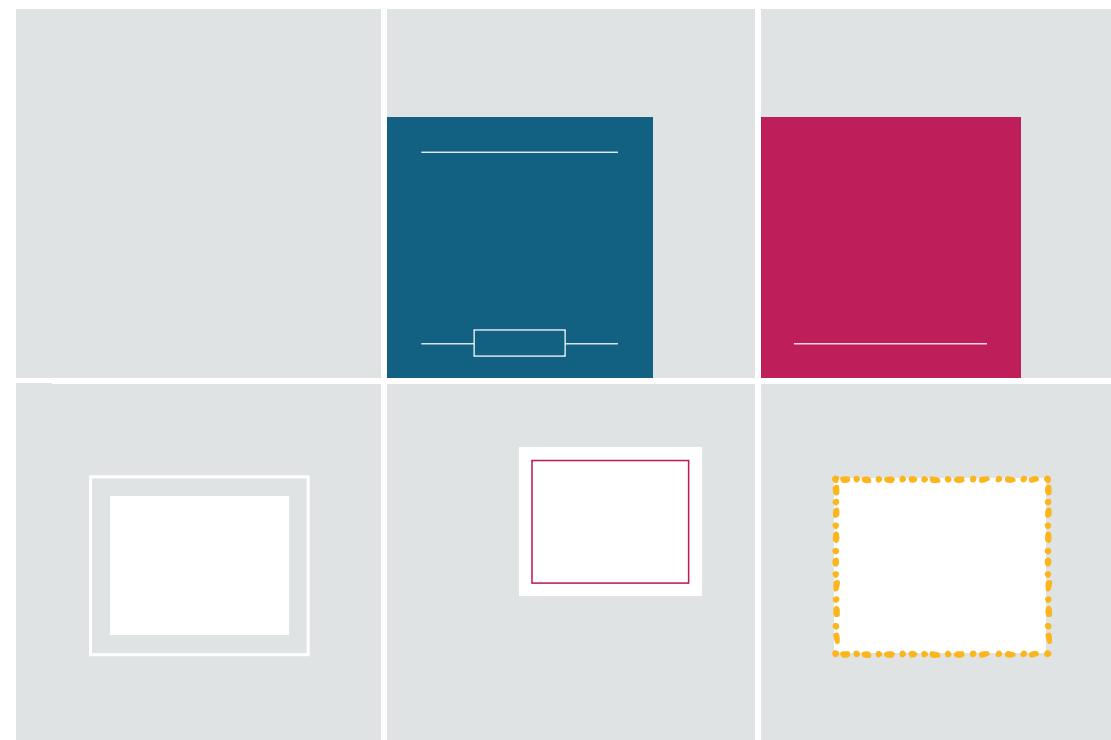


OPTIONAL

Text Box Borders



Borders may be used as an additional visual element with the text box element. They may start at the edge of the text box or be offset inside or out. They may be solid or decorative, full or partial. Or, you can omit the border from the picture quote all together.



OPTIONAL

Light Graphic

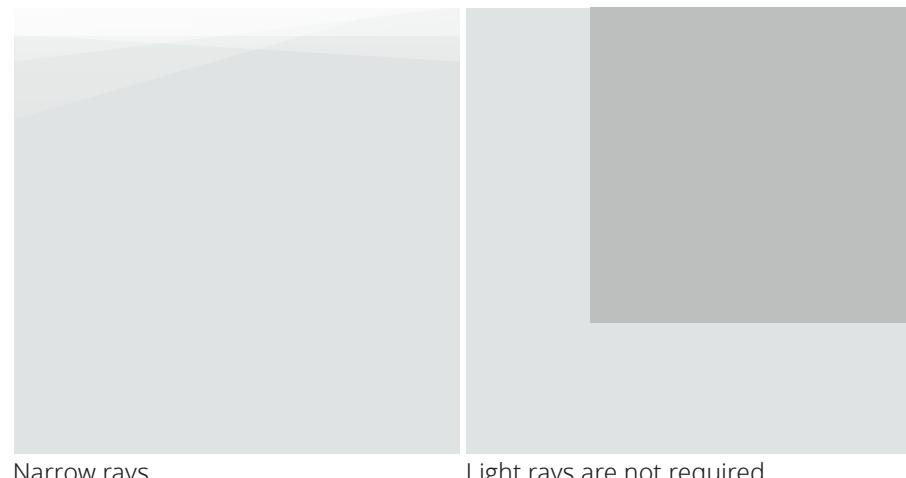


The light graphic should be used to convey the concept of light, consistent with the *Global Visual Style Guide*. Rays may be attached to an edge of the artboard or text box. They may be oriented at the designer's discretion. While the white rays will be the most common, designers may select any color from the *GVSG* color palette appropriate to the design that complements the imagery used. Opacity may be adjusted at the designer's discretion, but should not distract or make the content hard to read. Standard or narrow ray assemblies may be used.



Standard rays

Rays inside text box



Narrow rays

Light rays are not required

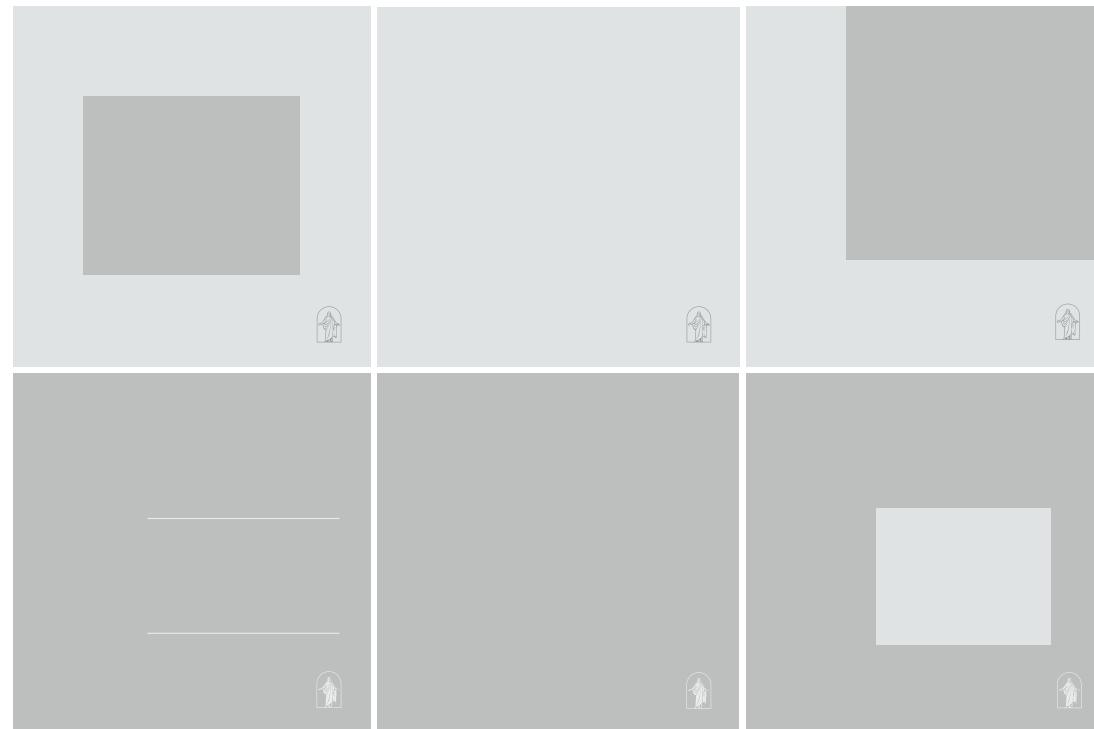
REQUIRED

Symbol

Always include an identifying simplified symbol on picture quotes.

The symbol must be placed in the lower right corner of the picture quote. It should be 48 pixels from both the right edge and bottom edge of the box. The symbol should be 74x109 pixels in size. Use the black symbol on light backgrounds and the white symbol on dark backgrounds.

Adjust the transparency of the symbols to fit background so as to minimize contrast.



OPTIONAL

Typography



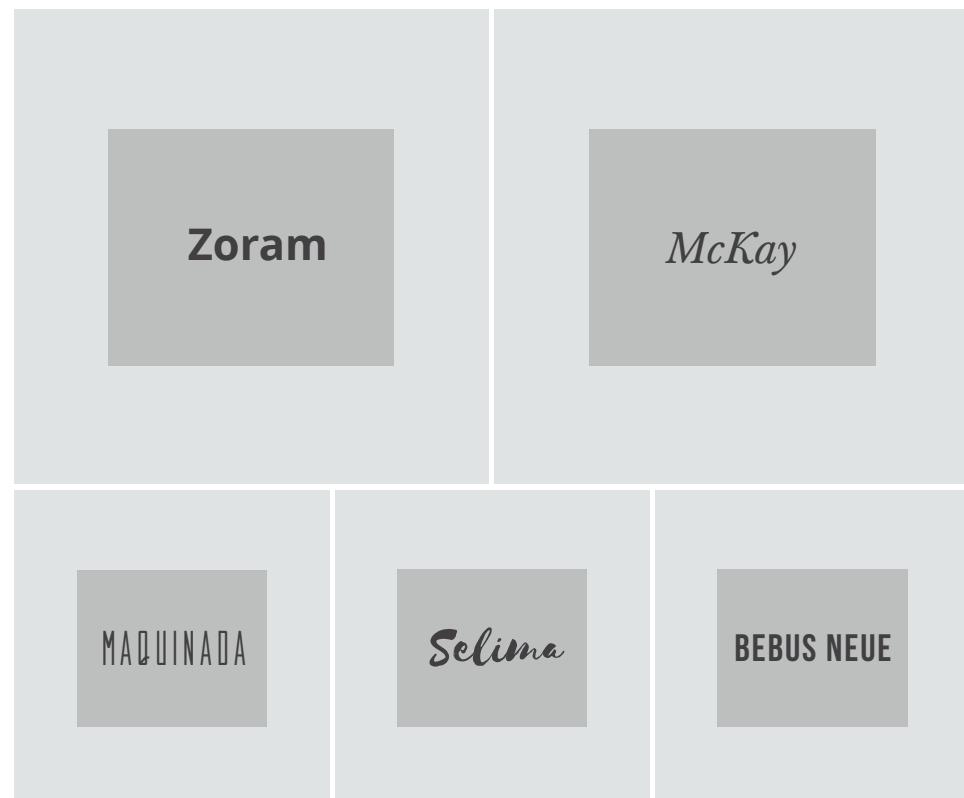
Typography is an essential part of the Church's identity. It helps create consistency across Church products. McKay and Zoram are the approved typefaces for Church products. Using them will help make your picture quotes more recognizable as coming from the church.

Some picture quote campaigns may have objectives or tones which are better supported by fonts other than Zoram or McKay. A designer can help you select a font that has good readability and supports your campaign objectives. Designers also have access to many fonts which have been approved for use in Picture Quotes by both the fonts group and the VIO. These fonts can be found in the Universal Type Client in a folder named Project - Memes.

Please give careful consideration to using fonts other than Zoram and McKay for your picture quotes. If your campaign isn't clearly made better by the use of another font, then stick with Zoram and McKay.

If you want to use a font other than Zoram, McKay or one of the Project Memes fonts, you must first submit it to the fonts group at fonts@churchofjesuschrist.org. They will examine the license agreement and let you know if you are legally approved to use the font. The font must then be submitted to the VIO to ensure it conforms to the GSVG standards. The fonts group and the VIO can let you know before you start work on your picture quotes, whether or not your font will be approved.

If you are using an outside vendor to create your picture quotes, please ensure the fonts they are using are properly licensed and will be approved by the VIO before work begins.



OPTIONAL

Images

Photography, illustrations, and other imagery, including depictions of Christ, should reinforce the theme of light. Images of people living the gospel should be honest and capture real moments.

Imagery should convey the following key attributes:

- Welcoming
- Empathetic
- Global
- Straightforward
- Authentic and honest
- Positive
- Humble
- Motivating

For a better understanding of how key attributes can be conveyed in Picture Quote imagery, please refer to section 2.6 of the Global, Visual Style Guide.



Citations

Any quoted material in post text or a picture quote should be attributed to the person who said it or wrote it. An appropriate citation will include the following:

- Full name of the speaker or writer (including initials)
- Title of authority in the Church
- Reference to the instance of general conference (month and year), Church magazine (month and year), or other source
- Title of the general conference talk or magazine article (only if the speaker spoke more than once in a particular conference or the issue of the magazine includes more than one article by the writer)

The following exception applies:

- If a quote or picture quote is posting on the social media page of the individual who is being quoted, the title of authority is not needed. In all other cases, place the title in front of their full name.

EXAMPLES

General Conference

In-line

President Russell M. Nelson, "Christ Is Risen; Faith in Him Will Move Mountains," general conference, Apr. 2021

Stacked (remove commas)

President Russell M. Nelson
"Christ Is Risen; Faith in Him Will Move Mountains"
general conference
Apr. 2021

(Please note that "general conference" is not capitalized in these examples. Designers may, however, use all caps on "GENERAL CONFERENCE" for emphasis.)

Magazines

In-line

President Russell M. Nelson, *Liahona*, Jan. 2021

Stacked (remove commas)

President Russell M. Nelson
Liahona
Jan. 2021

Scriptures

When quoting scripture in post text or picture quotes, include the scripture reference in the citation.

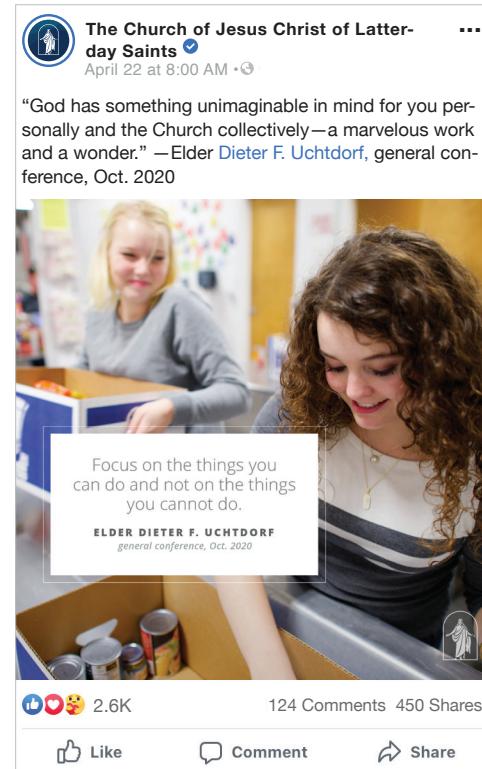
Come unto me, all ye that labour and are heavy laden, and I will give you rest.
Matthew 11:28

For more information on citations for social media, please see the digital citation guidelines document (PSD editing).

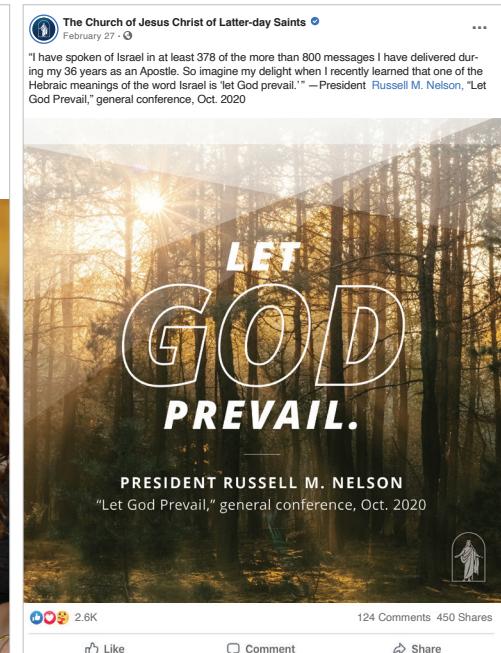
Samples

These examples show how to combine toolkit elements (see page 22) into a finished picture quote. Some or all of the elements can be used in a finished product.

Facebook Mobile



Facebook Desktop



SECTION 4

Videos

Video Sizes and Lengths

Facebook Videos

All non-looping videos over 20 seconds require an end slate.

Any aspect ratio works (vertical, horizontal, or weo without burned-in subtitles) OR auto-generate captions on Facebook (but make sure to edit captions for mistakes).

The SRT file comes from VOD.

Instagram Timeline Videos (Stories)

Instagram restricts its Stories videos to 15 seconds. So, end slates are not needed for Stories.

It is best to upload a file with burned-in subtitles (see guidelines for burned-in subtitles on pages 35).

Instagram Stories can be Square or 4:5

IGTV Videos

Publish videos on IGTV if they are over 15 seconds.

IGTV videos require an end slate. If they are from 15 seconds to 2 minutes in length, they require a 12 second animated end slate. For IGTV videos longer than 2 minutes, please use an animated end slate with a sound mark.

They must be horizontal (16x9) or vertical (9x16).

They must have a vertical thumbnail (1240 x1920).

You can create them in Photoshop and crop them to be vertical.

As you're publishing on Instagram, adjust the thumbnail so that the timeline square crop looks good.

Generally speaking, IGTV videos do not perform well on Instagram (timeline videos or photos perform best). The recommended option is to create a vertical Instagram stories promo and link to the full IGTV video in the story.

Twitter Videos

Twitter videos must be under 2:20. All videos over 15 seconds require an end slate. If they are from 15 seconds to 2 minutes in length, they require a 12 second animated end slate. For videos longer than 2 minutes, please use a 12 second animated end slate with a sound mark.

They must be Square.

It is best to use a file with burned-in subtitles.

YouTube Videos

All videos longer than 2 minutes require a 12 second animated end slate with a sound mark.

YouTube videos must be 16x9.

It is best to upload a clean (no captions) file with SRT files for multiple languages (including English).

They should include a thumbnail consistent with YouTube strategy guidelines (See page 8).

YouTube provides two end slate templates. The first has both a subscribe button as well as a URL link. The second only has the subscribe button. Both templates will incorporate the 12 second animated symbol end slate with a word mark.

Video End Slates

Please follow these guidelines for placing end slates at the end of social media videos:

A video lasting less than 20 seconds should not have an end slate.

A video lasting from 20 seconds up to 2 minutes requires a 12 second animated end slate.

A video lasting longer than 2 minutes must have a 12 second animated end slate with the soundmark.

Animated GIFs should not have an end slate.

Repeating videos should not have an end slate.



SECTION 5

Captions and Titles

Specifications

Name Treatment

- Font: Zoram Extra Bold
- Font style: All caps / flush left
- Letterspacing: None
- Color: White
- Placement: Can vary depending on main image

Title Treatment

- Font: Zoram Regular
- Font style: Upper and lower case / flush left
- Color: White
- Placement: always tied to title / flush left

Caption Treatment:

- Font: Zoram Regular
- Font style: Upper and lower case / centered
- Letterspacing: None
- Color: White
- Placement: Lower third
- Note: Use a black blend behind the type for added readability / no shadows on type



SECTION 6

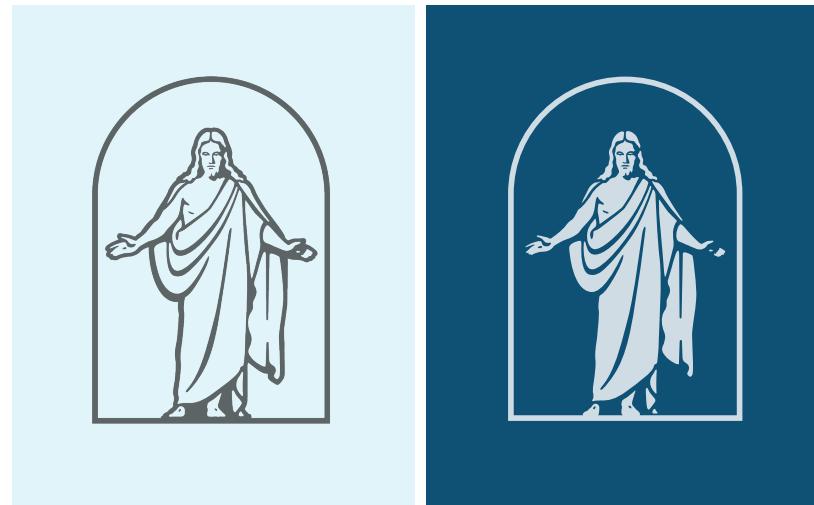
Simplified Symbol

Usage

Certain applications of the symbol use a simplified depiction of Christ and do not use the cornerstone or wordmark because of size restrictions. The simplified symbol has been approved by the VIO for social media use.

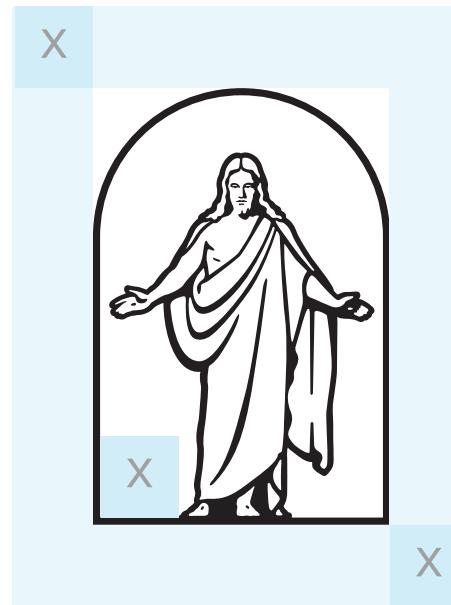
When using the simplified symbol in a digital environment, please maintain the following guidelines:

- Use a vector graphic (EPS) of the simplified symbol whenever possible.
- Be aware of how the file size affects site performance. Use good judgement when optimizing to reduce file size. Optimize the file to make the size as small as possible without affecting visual quality.
- Avoid high contrast when using the simplified symbol. When placing the black symbol on a white or light background, the opacity should be reduced to minimize contrast between the background and the symbol. The same rule holds true for placing the white symbol on a black or dark background. See examples to the right.
- The simplified symbol is a supporting element and should be used as a dignified signature representing the Lord's Church.



Clear Space

The simplified symbol must always be surrounded by a minimum amount of clear space. This maintains the symbol's visual integrity. It should never be crowded by other elements such as text, titles, symbols, illustrations, or photographs. The symbol should have a minimum amount of clear space (x) on all sides. The measurement of "x" is the horizontal distance from the left side of the archway to the foot of the Christus. Any exceptions must be approved by the VIO.



Samples

To accommodate the size restrictions typical in digital products, the simplified symbol is used in many social media icon identifiers.



SECTION 7

Advertising

Advertising on Facebook

Facebook News Feed is the constantly updating list of status updates, photos, videos and more in the middle of the Facebook home page. The News Feed includes updates and posts from friends, pages, groups and advertisers.

You can use the Facebook News Feed to show off your product, service or brand. Choose an interesting image or video of a product to encourage people to learn more about it. Or use an eye-catching carousel or collection to showcase your brand personality.

Image Specifications

File Type: JPG or PNG

Ratio: 1.91:1 to 1:1

Resolution: At least 1080 x 1080 pixels

Text Recommendations

Primary Text: 125 characters

Headline: 40 characters

Description: 30 characters

Technical Requirements

Maximum File Size: 30MB

Minimum Width: 600 pixels

Minimum Height: 600 pixels

Aspect Ratio Tolerance: 3%

Video Specifications

File Type: MP4, MOV or GIF

Ratio: 4:5

Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+

Resolution: At least 1080 x 1080 pixels

Video Captions: Optional, but recommended

Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

Primary Text: 125 characters

Headline: 40 characters

Description: 30 characters

Technical Requirements

Video Duration: 1 second to 241 minutes

Maximum File Size: 4GB

Minimum Width: 120 pixels

Minimum Height: 120 pixels



Advertising on Instagram

Instagram ads are posts or Stories that a business pays to promote to users' Instagram feeds. They can look just like regular Instagram posts, but are always identified by a "Sponsored" label. They can also include a call-to-action button to drive traffic or conversions.

Types of Instagram ads

Instagram offers several ad formats:

- Stories ads
- Photo ads
- Video ads
- Carousel ads
- Collection ads
- Explore ads
- IGTV ads

Photo ads

Photo ads allow brands to showcase products and services through compelling images.

If you're already crafting top-notch visual content, Instagram photo ads give you the platform to share it with even more people. Or, you can create new content specifically to run as a photo ad.

Stories Ads

Instagram Stories Ads are full-screen ads that appear between users' Stories.

Brands can take advantage of all Instagram Stories features, like adding face filters, video effects, and text to create fun and creative promotions.

This allows you to make Instagram Stories ads that look and feel like normal Stories—creating a seamless experience for your users. The call-to-action takes the form of a swipe-up feature at the bottom of the Story.

Video Ads

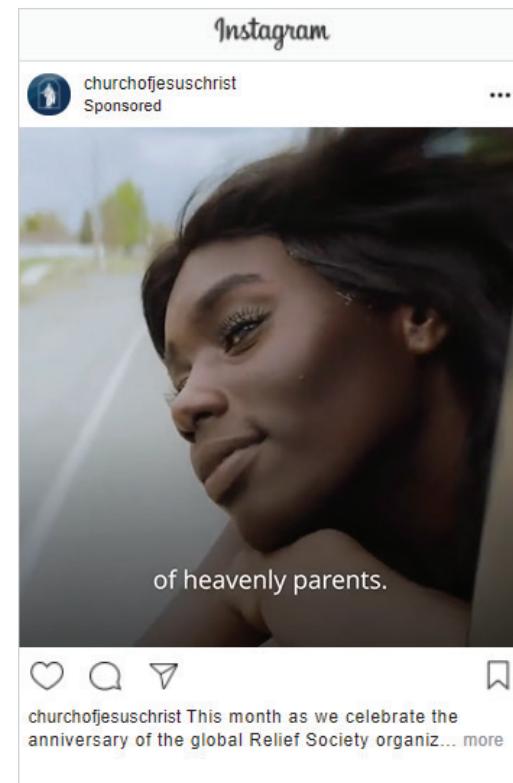
Video ads on Instagram can be up to one minute long, so they give you a chance to give users a closer look at your brand, your business, or your products. That said, shorter videos can often be more effective, especially if you include branding in the first few seconds of the ad.

Carousel Ads

Carousel ads let users swipe through a series of images or videos with a call-to-action button to connect them directly to your website.

Collection Ads

Instagram Collection ads offer a compelling ecommerce feature: Users have the option to purchase products directly from the ad. When users click on the ad, they're directed to an Instagram Instant Experience Storefront.





Social Media Design Elements Style Guide
Version 2.0 PD60008225 000

© 2021 by Intellectual Reserve, Inc.
All rights reserved. Printed in the USA.