

BE Social

FIT WITHIN SOCIAL IDENTITY GUIDELINES
for Public Pages

fit Within

Contents

3	BRAND MARK	11	QUOTATIONS
4	FONTS	12	PHOTOGRAPHY
5	COLOR	14	ICONS & ILLUSTRATIONS
6	THE LINE	15	THE FEED
8	BOX-WITHIN-A-BOX	16	PLATFORM LIMITATIONS
9	MULTI-SLIDE POSTS	17	DON'TS
10	TYPE-ONLY POSTS	19	CONTACT

Logo Format 1 (primary)

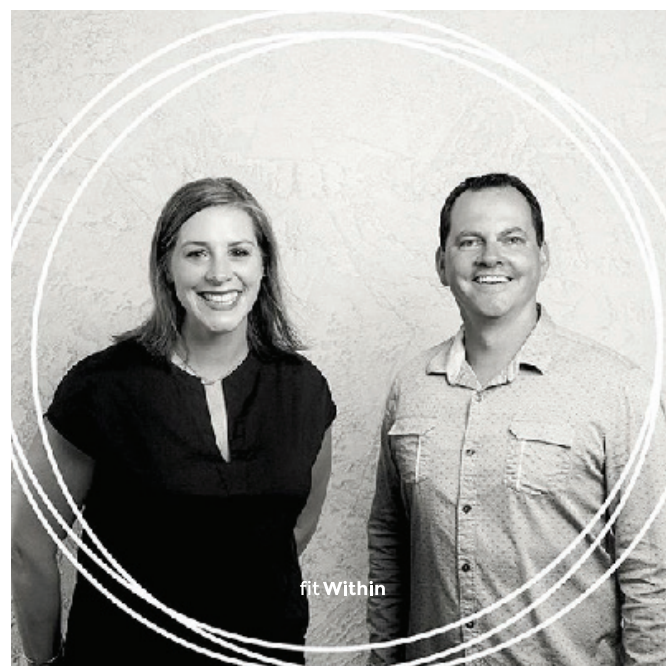
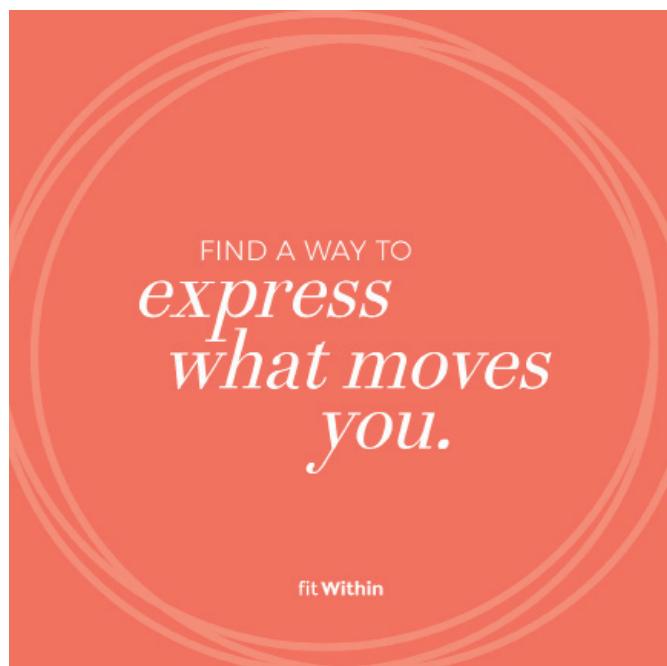


Transparent logo 30%+
(use your judgment)



Logo can move
left and right

Logo Format 2 (secondary)



BE Fit Within

Brand it, stamp it

Every social post should have the Fit Within Brand Mark. Please keep in mind that posts should not look like ads, so the branding should always be secondary to the message.

Color

- Reverse (white) logo is to be used primarily in social
- 1-color gray (RGB 62/62/62) may be used on very light backgrounds
- Opacity can range from 30% to 100%, depending on the image or color behind the logo; must be legible but not distracting

Format 1 (primary)

- Full logo, small
- Position:
 - On a 432px square format should be 50px high, 25px up from the bottom edge (scale proportionately)
 - Centered when possible, but can move across this plane horizontally; leave 25px on margins

Format 2 (secondary)

- Separated, rings large and type small
- Position:
 - Enlarged rings should break all four edges
 - Type should be 50px wide, 55px up from bottom edge and centered

Multi-slide posts

- If Format 1 is used on the first slide, continue to use it on all slides
- If Format 2 is used on the first slide, continue to use the circles only on subsequent slides (drop the Fit Within text)

Fonts & Styles

Montserrat

Light

- ALL CAPS
- ALL CAPS WITH TRACKING
- Sentence case
- *Sentence case italic (attributions)*

Medium

- ALL CAPS
- ALL CAPS WITH TRACKING
- Sentence case

Extra Bold

- **Sparingly, for emphasis**

Theano Didot

Regular

Regular, 16% Skewed

Dear Joe Casual

- Set tracking at -25, then kern manually as needed

BE On Brand with Font Usage

Use only these approved fonts for social.

Primary use

Most social posts will have only a headline, quote or phrase

- Use Montserrat, or
- Use a combination of Montserrat and Theano Didot

Emphasis

- Use Theano Didot to highlight one or a few important words, or
- Use Montserrat in Medium or Extra Bold

Tracking

- Use 100-150 for Montserrat, all caps only
- Theano Didot may tightened up to -25

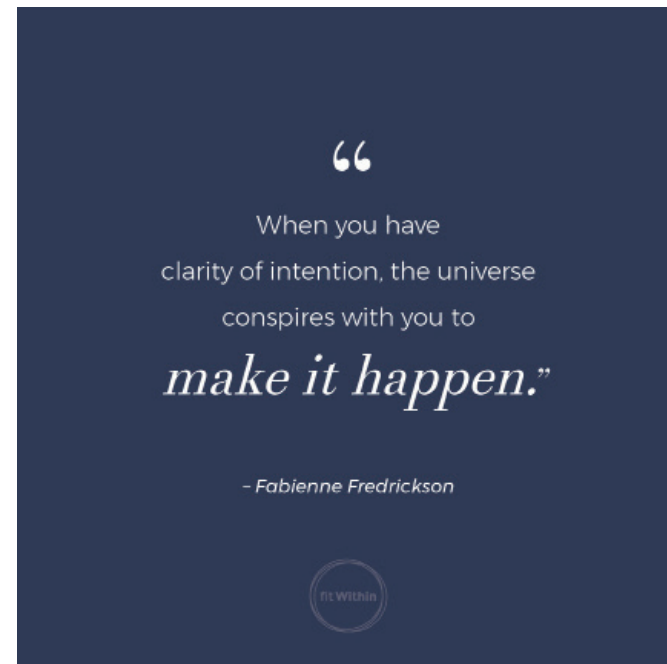
Bullets or longer copy

- Use Montserrat for bullet points or long quotes/phrases

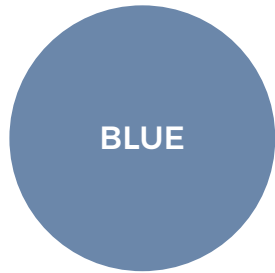
Handwriting

- Dear Joe Casual should be used to convey handwriting only

Examples

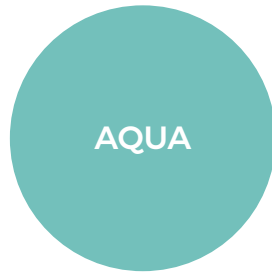


Primary



BLUE

CMYK: 63.42.18.0
 RGB: 107.135.171
 HEX: 6b87aa



AQUA

CMYK: 53.6.30.0
 RGB: 118.192.186
 HEX: 76bfba



NAVY

CMYK: 85.75.42.34
 RGB: 49.59.86
 HEX: 313b55



CHARCOAL

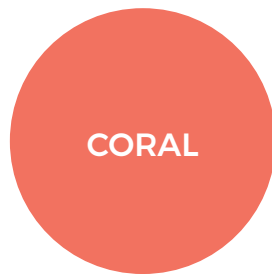
CMYK: 68.61.60.49
 RGB: 62.62.62
 HEX: 3d3d3d

Secondary



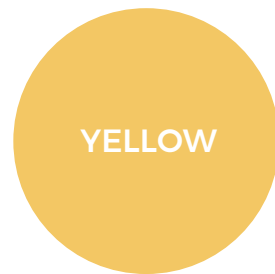
GRAY

CMYK: 8.7.7.0
 RGB: 232.229.229
 HEX: e8e5e5



CORAL

CMYK: 0.69.60.0
 RGB: 243.115.96
 HEX: f27260



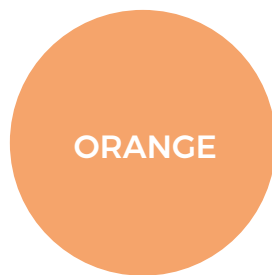
YELLOW

CMYK: 4.21.70.0
 RGB: 243.199.102
 HEX: f3c766



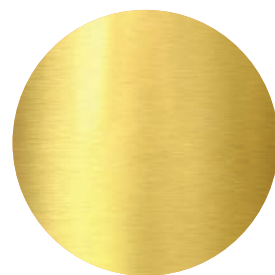
PEACH

CMYK: 1.14.16.0
 RGB: 249.221.205
 HEX: faddcd



ORANGE

CMYK: 1.42.62.0
 RGB: 244.164.108
 HEX: f4a46c



FitWithinGold.jpg

BE Conscious of Color

Vary the color choices so that the same color isn't used for successive days. Be mindful of the palette when choosing imagery.

Primary Colors

These should be used most often. They can be used as floods, accents to an image or within illustrations.

Note: The following color indicators are used for the 3 Fit Within pillars: Personal = Blue; Relationships = Aqua; Professional = Yellow

Secondary Colors

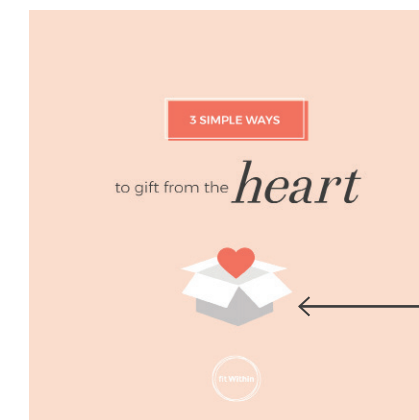
These should be used less often. They can be used as floods, accents to an image or within illustrations.

Emphasis

- Use Theano Didot to highlight one or a few important words, or
- Use Montserrat in Medium or Extra Bold

Charcoal

Fit Within never uses straight black (100% K or any other build). Only use the charcoal build shown.

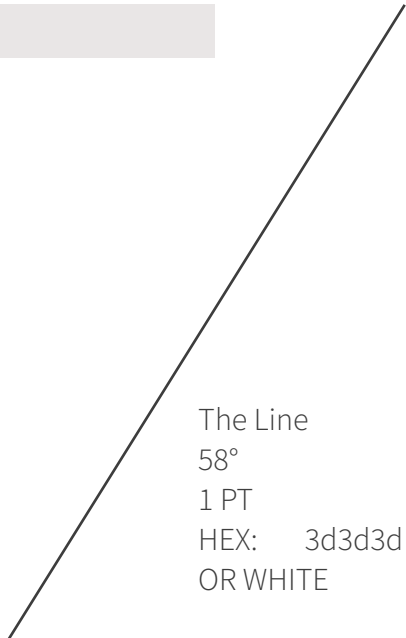


Special case

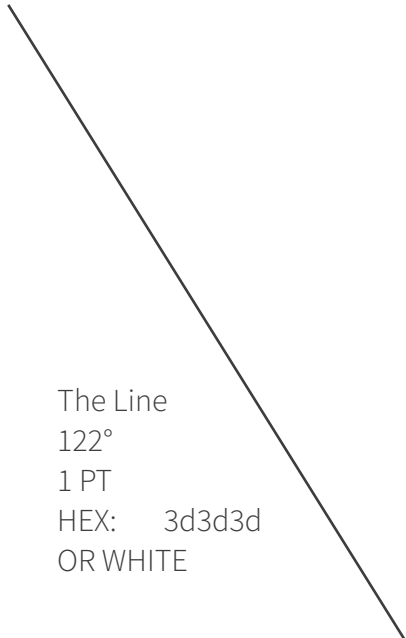
Occasionally, an additional color may be needed as part of an illustration to show depth or distinguish a shape. In this case, use a tint of a brand color.

← This gray is a tint of Fit Within Black

Primary

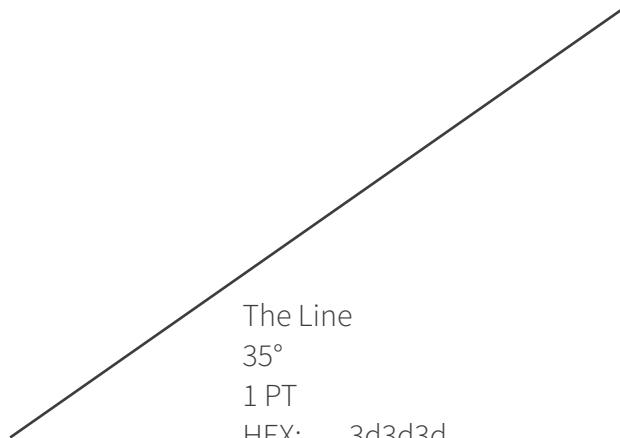


The Line
58°
1 PT
HEX: 3d3d3d
OR WHITE

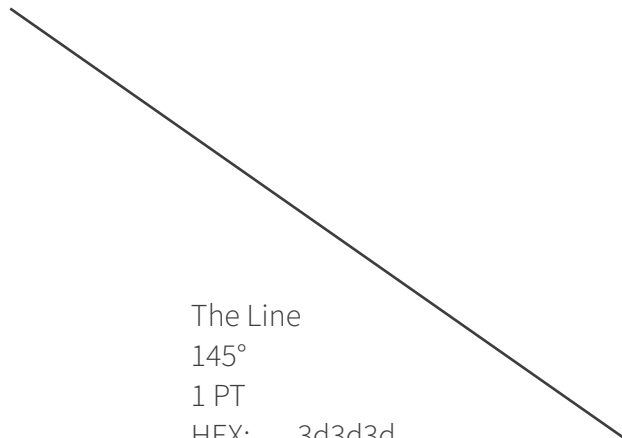


The Line
122°
1 PT
HEX: 3d3d3d
OR WHITE

Secondary



The Line
35°
1 PT
HEX: 3d3d3d
OR WHITE



The Line
145°
1 PT
HEX: 3d3d3d
OR WHITE

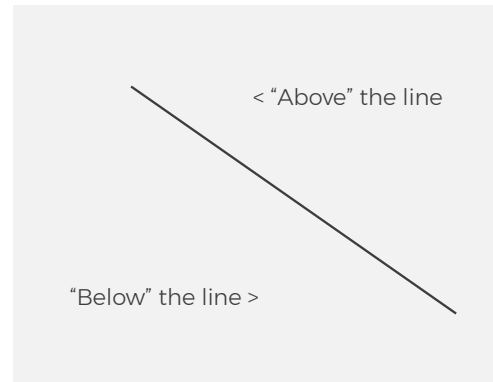
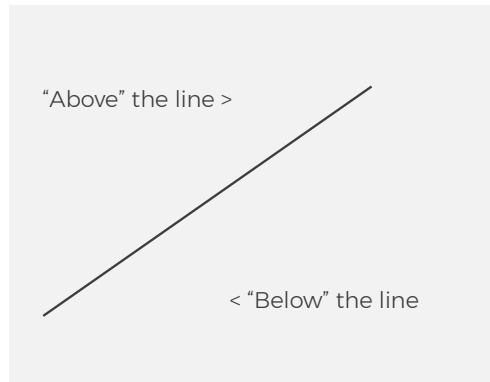
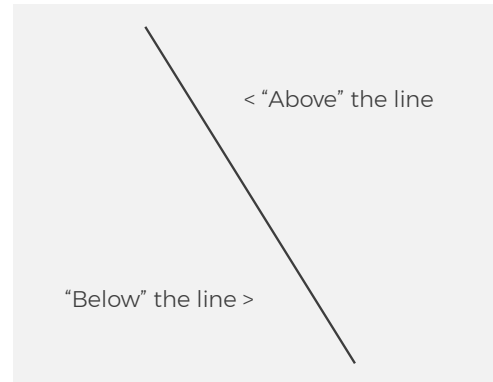
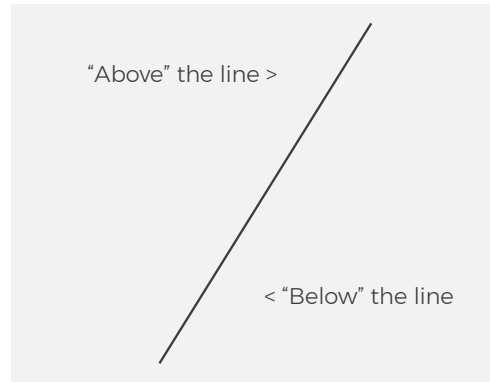
BE Conscious of The Line

The Line is a symbolic embodiment of what it means to “Live Above the Line”. It is an important design element of the brand and should be used within these guidelines.

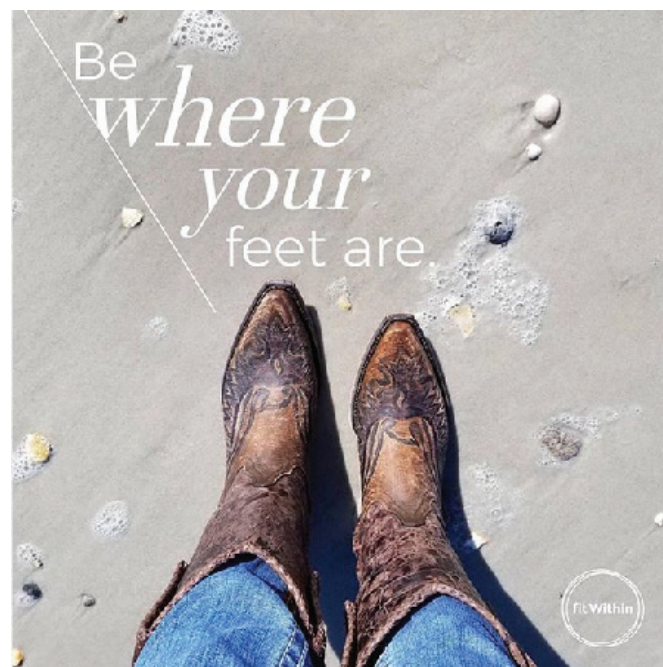
Use of The Line

- Only use the angles represented here
- The Line should be 1pt stroke
- The Line should be white or black only
- When designing type using The Line, type should not fall “below” The Line
- The Line may break the edge of the creative. It is encouraged.

See Page 7 for best practices.



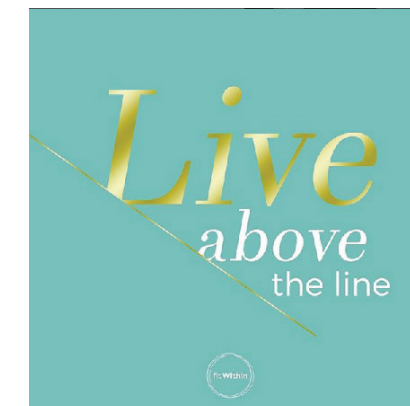
Examples



BE Conscious of The Line

Best practices

- Keep all designed type "above" the line
- Crop first or last letter to add interest (Theano Didot only)
- Best for short statements or recurring themed posts (ex. Be Where Your Feet Are)

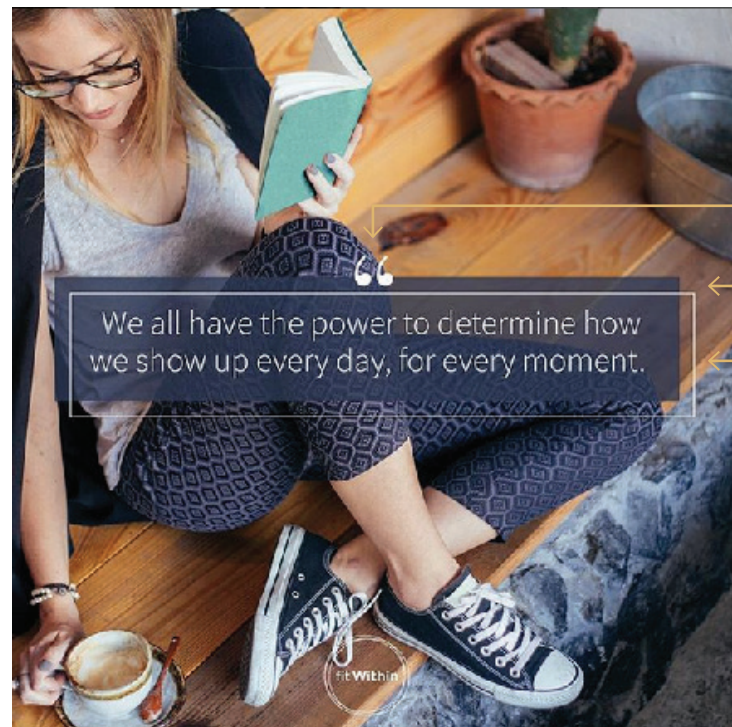


- Use the "Live above the line" lockup when appropriate

Special case

Designed type is only allowed "below" The Line when using the "Above/Below The Line" lock-up.





Opening quote

80% transparency

1pt, white line

BE Mindful of the Box-Within-a-Box

The Box-Within-A Box is another option used to pair type with images. It is useful:

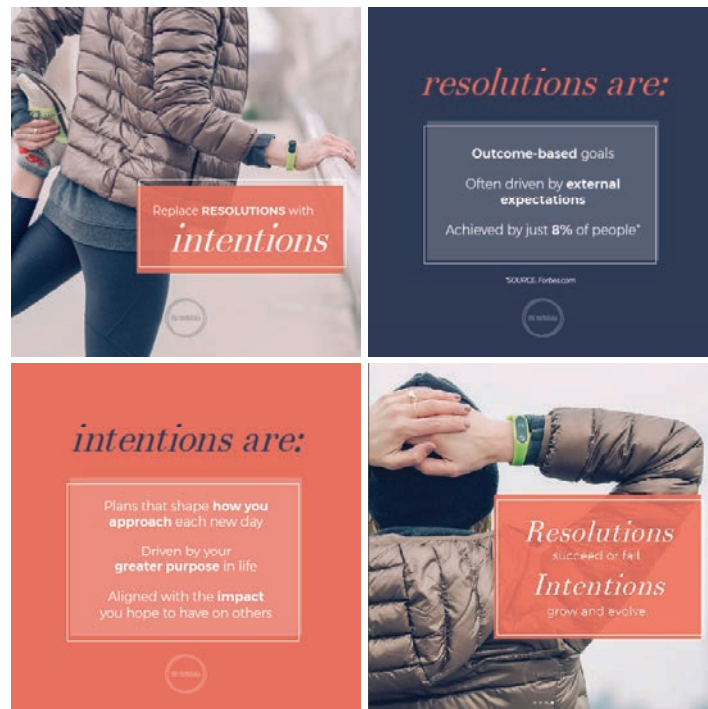
- When the image is rather busy
- When the message or quote is rather long
- To bring in brand colors
- To tie together multi-slide posts
- When calling out steps in a progression (multi-slide posts)

Use of the Box-Within-A-Box

- Solid box should be 80 – 90% transparent
- Outer box should be offset (direction and amount can vary slightly from post to post and slide to slide)
- Outer box should be 1pt and either white or Fit Within black
- Opening quotes can be incorporated and should be white or black as well

Examples





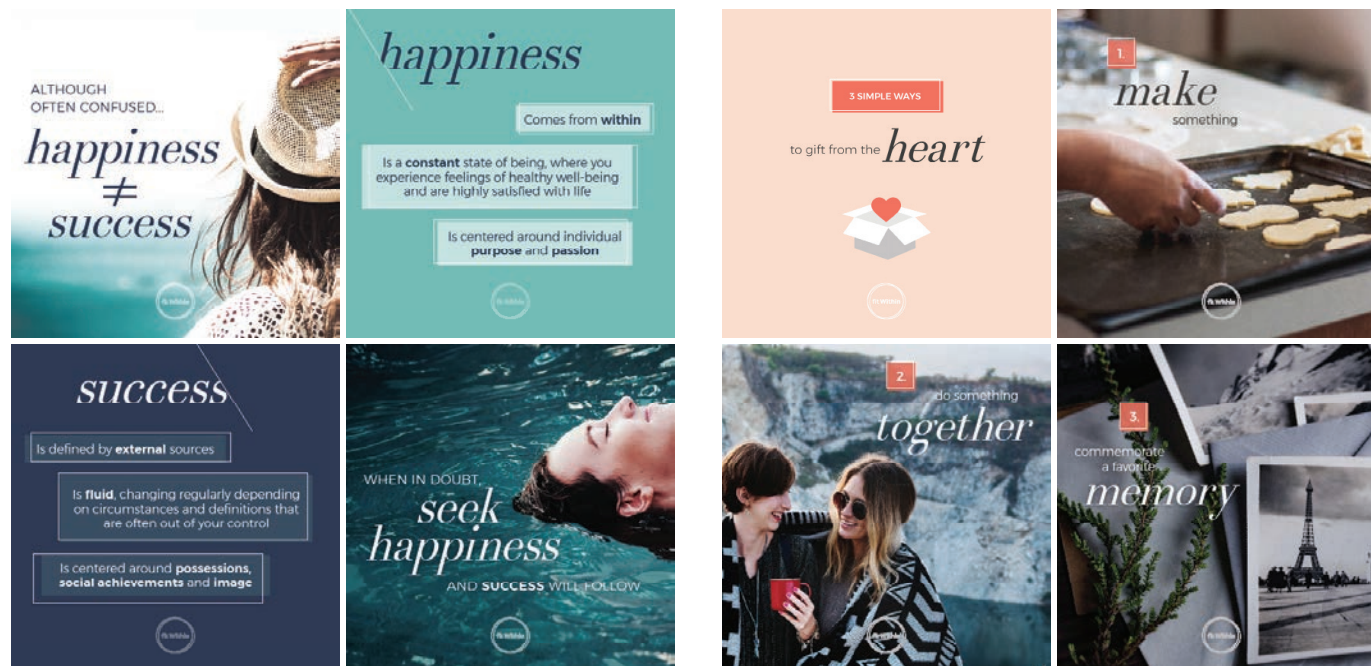
BE Mindful of Multi-slide Posts

Multi-slide or carousel posts help us go deeper with our message. By breaking it up into small parts, we're able to create a digestible progression of information for quick-scrolling social users.

Best practices

- Use a limited amount of brand colors
- Always lead with an image or illustration to draw viewer in
- If the content is long, lead with an image and end with a related image; long content goes on color-flood slides
- When using images, be conscious of color, light and mood — they should feel cohesive
- Utilize the Box-Within-a-Box element to help tie the post together and/or further break up information

Examples



Examples



BE Creative

with Type-Only Posts

Not every post needs to have an image. Type-only posts add variety to the feed. There are several options for type-only posts within the guidelines. Solid color backgrounds are preferred and type can be set within the font guidelines outlined pg 4. Additional elements may be use to add interest:

The Line

- The Line should break the edge
- Refer to additional guidelines on page 6 & 7

Box

- 1pt white or charcoal box around the text
- A Box-Within-a-Box (see page 8)

Quotation marks

- May be separate from text
- Direct and attributed quotes must also include closing quotes
- Inspirational words do not need quotation marks
- See page 11 for quote specifications

Branding

- Format 1 and Format 2 are both acceptable (see page 3)



Testimonial



Just BE Perfectly Quoted

Fit Within uses two types of quotes, outlined below.

Direct quotes (from non-Fit Within participants)

Someone definitely said this.

- Opening quotes can be used as a design element
- Must have closing quotes as well as an attribution line
- Design is flexible, but do not use the format outlines for direct quotes from participants (left)

Testimonial

A participant of a Fit Within program said this.

- Opening quotes can be used as a design element
- Must have closing quotes as well as an attribution line
- Only use the layout indicated for direct quotes from participants

Inspirational words

Someone probably said them (or you should say them to yourself!) but they are not attributed. No quotes are needed for these types of sentiments.

Quotes as a design element

- When pulled out from the text, quotes should be set in Theano Didot (not skewed)
- On a 432 x 432 square, quotes should be 24px x 20px

Primary Image Use



We're Stock and that's OK

We post a lot. We need access to a lot of beautiful images, and lucky for us, they are out there. For free. There are some key things we should look for when choosing images for Fit Within:

Authenticity

- Un-posed, candid, natural
- Lived-in environments, not staged

Subject

- Reflective of target market: mostly female, diverse, approx. aged 28 - 50
- Always include a human element or human touch
- Pets only when they represent a human characteristic or emotion
- Real moments of: reflection, relaxing, working, having fun, spending time with loved ones

Color

- Natural light, no studio lighting
- Complementary to the brand colors
- Slightly toned down (not too bright)

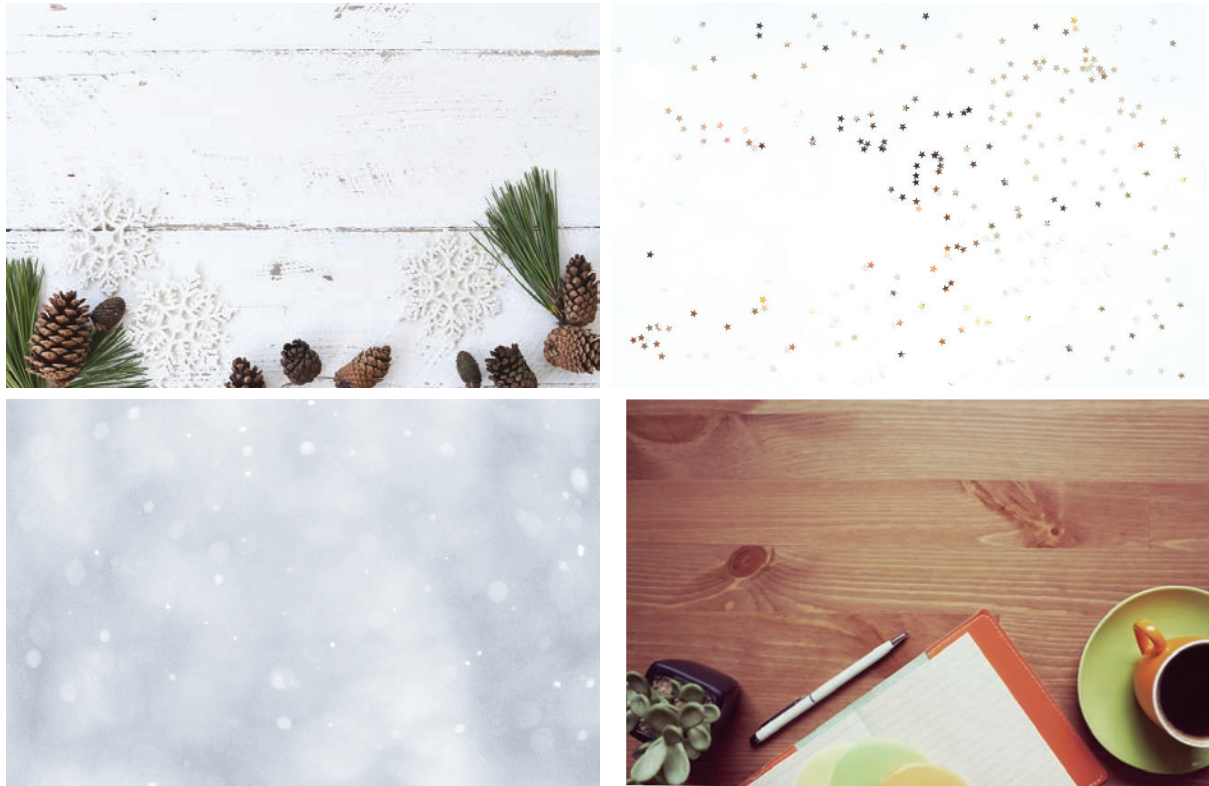
Seasonality

- Be aware of the time of year
- Refer to quarterly, in-depth stock image guidelines

Resources

- <https://kaboompics.com/>
- <https://picjumbo.com/>
- <https://freestocks.org/>
- <https://www.pexels.com/>
- <https://burst.shopify.com/>
- <https://unsplash.com/>
- <https://stocksnap.io/>
- <http://finda.photo/>

Secondary Image Use



We're Stock and that's OK

This category of images is secondary.

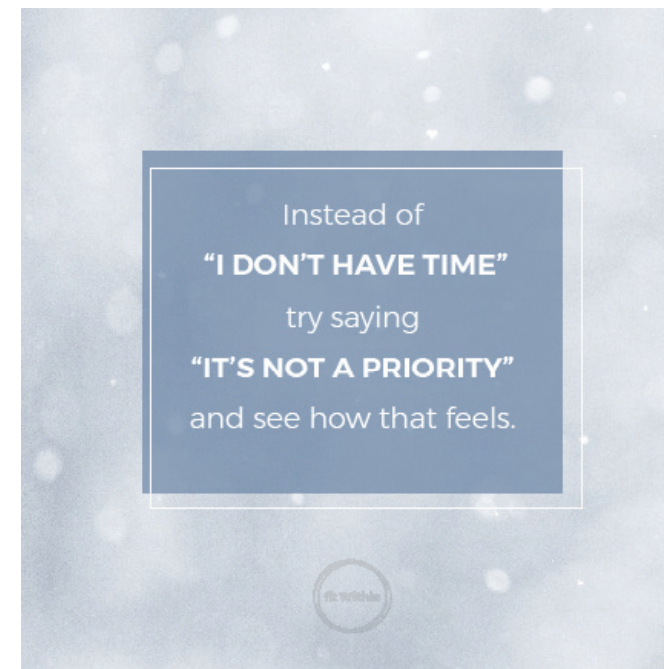
Top-down images

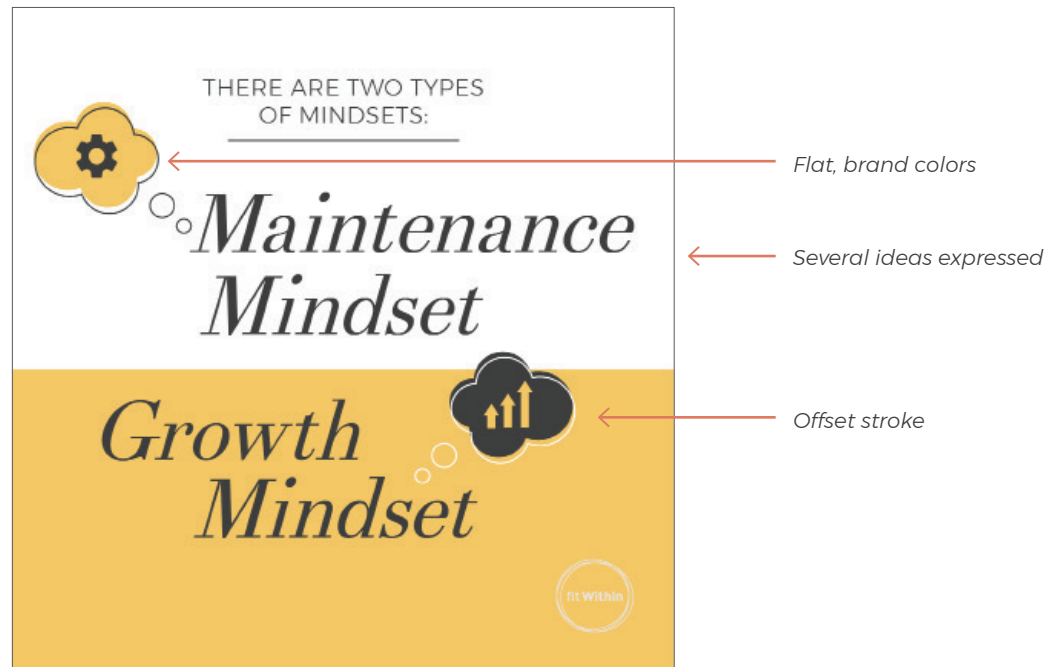
- Used for specific themed posts. Ex. Be Where Your Feet Are, Holiday Hall Pass

Abstract/textural

- Can be used as background for text-only posts
- Should be photography, not graphic pattern

Examples



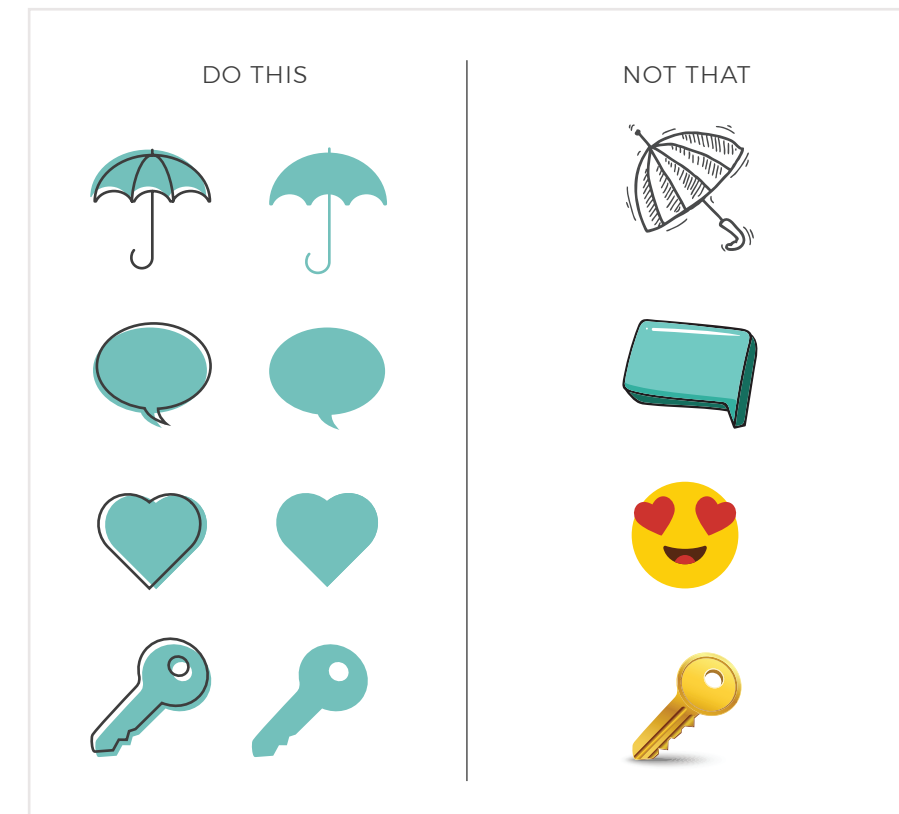
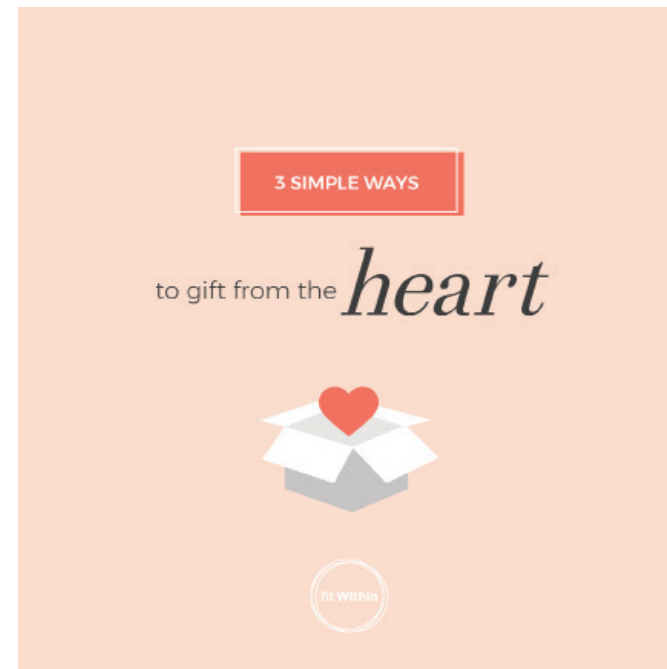


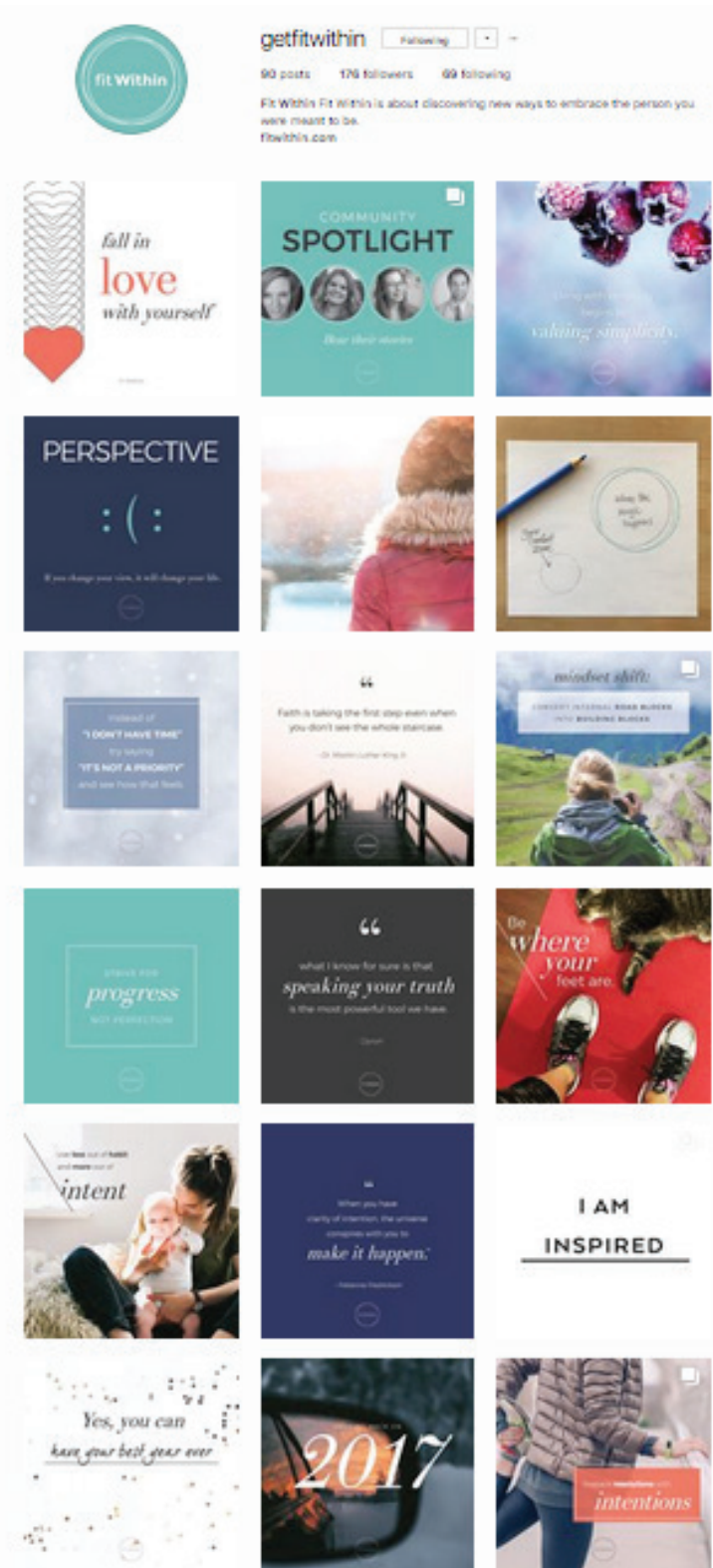
BE Iconic yet Sophisticated

Fit Within uses clean, sharp, simple icons. They use flat color and may utilize an offset stroke (similar to the Box-Within-a-Box). Icons can be used:

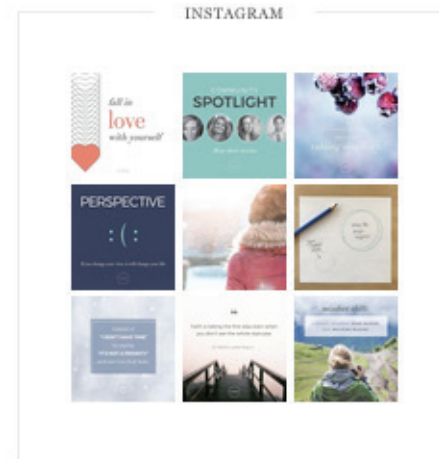
- When several ideas are being conveyed in one post
- To express an idea in a simple way
- To add variety to the way we present information (does not always need to include photography)

Icons can be created, found or modified, but follow these icon style rules for consistency:

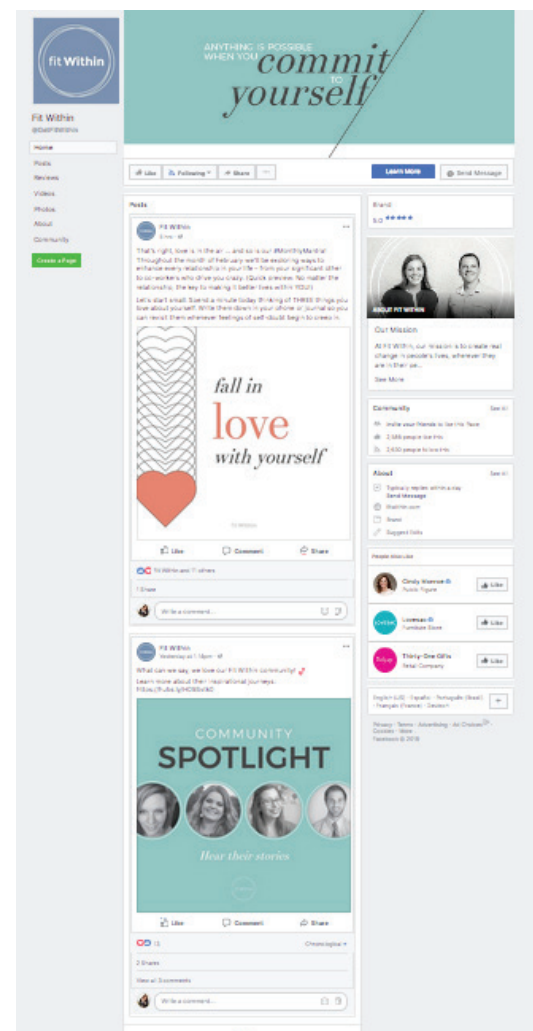




Instagram



Instagram widget on website



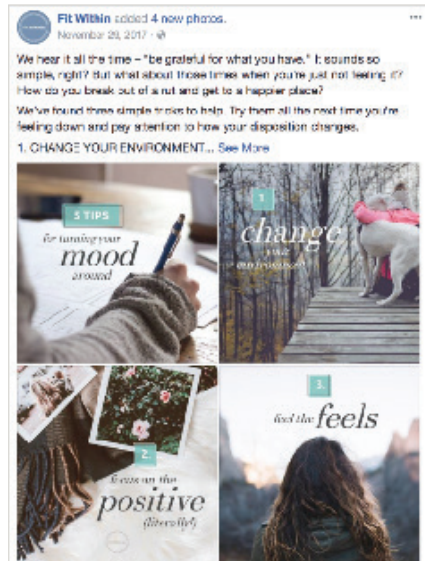
Facebook

BE Aware of the Instagram Feed

When developing the next social post, start by reviewing the Instagram feed, as it offers a nice, holistic view of the work so far. To keep the feed fresh and on-brand—as well as keep users engaged—remember the following:

- Use a variety of post types: image-heavy, text-only, multi-slide, quote/inspirational, testimonial, etc.
- When using fill colors, be sure to vary them
- Do not use filters as they can change brand colors and lend images an unrealistic look

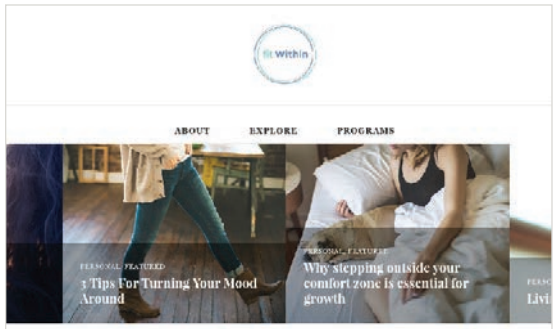
Example 1



Social post



Blog post with social post art



Front Porch hero slider



Front Porch feature image

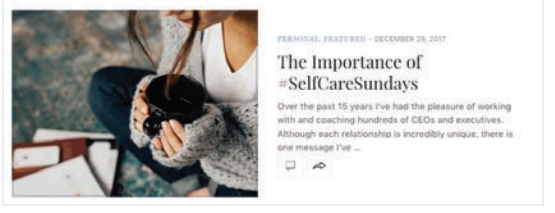


Social share from blog post

Example 2



Blog post with horizontal callout



Front porch feature image



Social share from blog post

BE Aware of Platform Limitations

Fit Within social posts are always square format and include messaging on the post graphic itself. The Fit Within Front Porch requires image-only assets as the messaging populates on top of or to the left of the image (see example). Additional assets may be needed for the website Front Porch or blog post pages.

Sizes

- Social post = 1200 x 1200
- Blog feature image = 729px x 552px (scaled to 370px x 280px)
- Blog shared to social (auto-crop of feature image) = 357 x 187
- Supplemental blog images:
 - 1200 x 1200 (social post art), scaled to 640 x 640
 - 1024 x 300 (horizontal callout), scaled to 680 x 200

Best practices

- Create an image-only (no text) for a feature image on the homepage
- Be conscious of auto-cropping, top and bottom of the image
- Social post art may be used throughout the blog post to help split up information and add interest

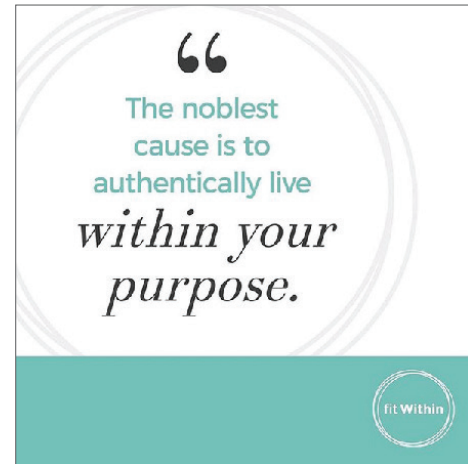
Promoting posts

When planning and designing a post to promote on social media, remember the **20% rule**. If the post contains more than 20% text, it will not be approved. This applies to single image posts and individual images with multi-image/carousel posts.

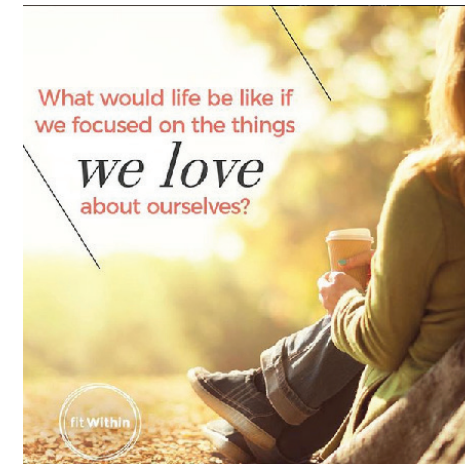
Use this tool to check the percentage of text on the image:
https://www.facebook.com/ads/tools/text_overlay

Don't

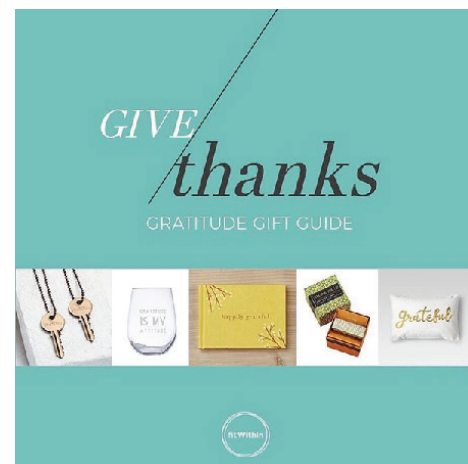
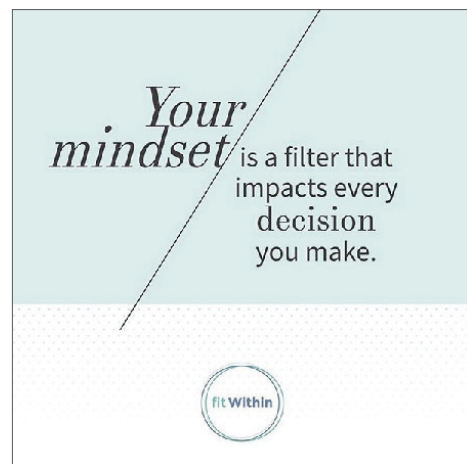
DON'T manipulate brand mark elements. DO use formats on page 3.



DON'T use double lines for social. DO use The Line guidelines outlined on pages 6 & 7.



DON'T put text below The Line. DO use The Line guidelines outlined on pages 6 & 7.

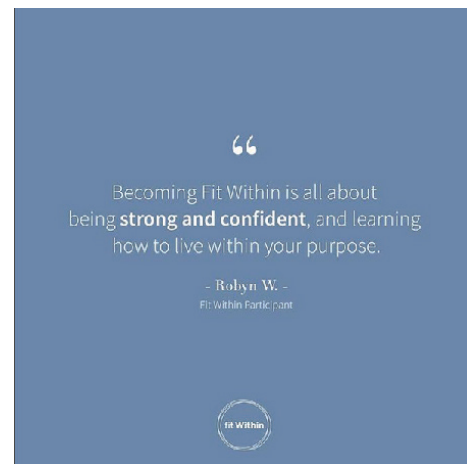


DON'T use The Line to create angled blocks of color. DO use The Line guidelines outlined on pages 6 & 7.



Don't

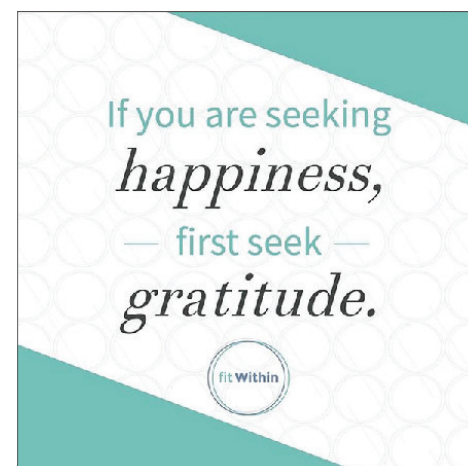
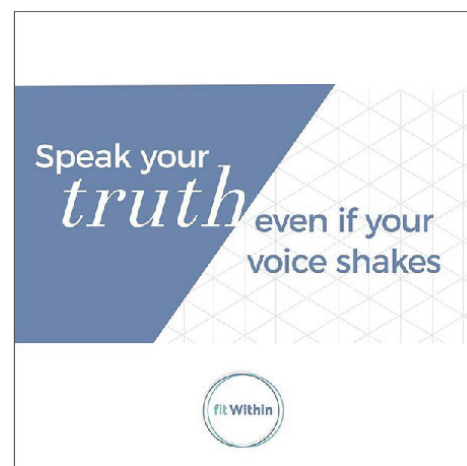
DON'T use testimonial layouts that vary from this guide. DO use quote guidelines outlined on page 11.



DON'T use photography that looks posed and/or shot in a studio. DO use photography guidelines on pages 12 & 13.



DON'T use Fit Within patterns for social. DO use solid colors and full-bleed images.



DON'T use Instagram filters or other filters when posting. Do natively adjust colors and contrast of images to tone down overly bright images and enhance flat ones.



CONTACT:

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