SOCIAL MEDIA GUIDELINES

1. Legibility
   - Make sure your text is very easy to read.
   - Use highly contrasting colors.
   - Choose a font that matches the tone of your message.

   From this
   
   To this.

2. Visual Hierarchy
   The most important point should be largest, then the next point should be the second largest, and so on. People might not get your main message otherwise.

   Brenda’s Birthday Bash!

   Wednesday, April 24
   Jacksonville Beach
   Bring your shorts, flipflops and an attitude for fun!
SOCIAL MEDIA GUIDELINES

3 Colors
Colors evoke certain moods so be sure you are picking colors that convey the mood you want to convey.

A POP of bright color can be appropriate to highlight and draw interest to the design.

Basic Color Psychology

<table>
<thead>
<tr>
<th>Red</th>
<th>Pink</th>
<th>Purple</th>
<th>Black</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambition</td>
<td>Sensitive</td>
<td>Fantasy</td>
<td>Strength</td>
<td>Growth</td>
</tr>
<tr>
<td>Energy</td>
<td>Love</td>
<td>Creativity</td>
<td>Accuracy</td>
<td>Positivity</td>
</tr>
<tr>
<td>Confidence</td>
<td>Care</td>
<td>Distinguished</td>
<td>Professional</td>
<td>Stable</td>
</tr>
</tbody>
</table>

Orange  
Freedom  
Warmth  
Motivation

Blue
Perspective  
Calmness  
Open

Yellow
Optimism  
Energetic  
Fun

Grey
Balance  
Timeless  
Practical

Navy
Responsible  
Integrity  
Trust

4 Branding
Create a coherent brand throughout your social media by using the same logos, colors, typefaces across all designs.