BRANDING

STICK TO BRAND
## COLOURS

ADHEAR TO BRAND
FONTS

PROXIMA NOVA CONDENSED
PROXIMA NOVA (SANS SERIF)

KEEP IT CONSISTENT BETWEEN
PAID & ORGANIC CONTENT

Keeping the brand image consistent between organic content and paid content is important for two reasons. Reson 1: it's important to make your brand recognizable. Sticking to brand colours, fonts, and mnemonic devices helps your audience quickly identify your brand when scrolling through their feed. Reason 2, the more your ad looks like an ad, the less likely it is someone will click on it. If your paid ad looks like your organic content, people will be more likely to engage with it.
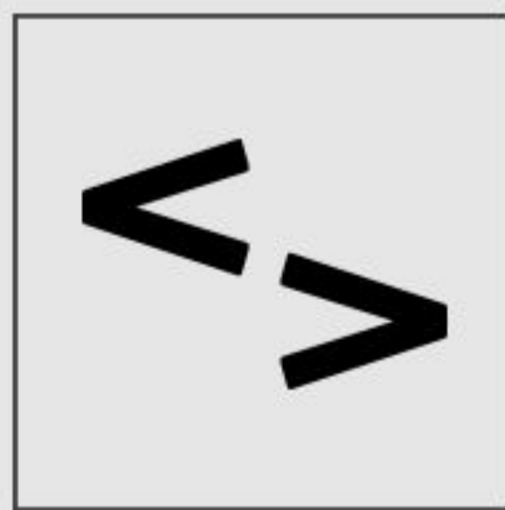
INCLUDE
MNEMONIC DEVICES

These can include but are not limited to a spokesperson, a character, an iconic product, an animated logo, a graphic, or a jingle.
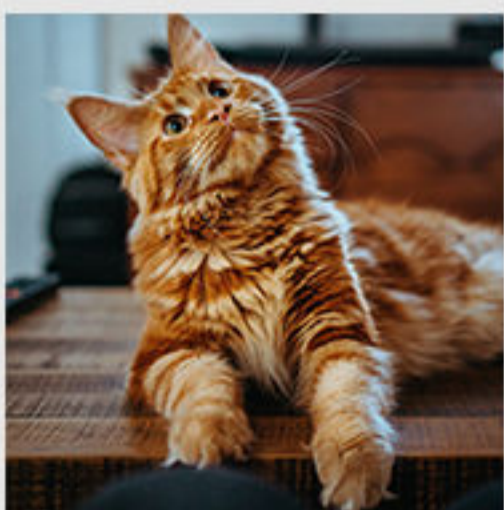
SPOKESPERSON

Example:
if your brand is pet food, your spokesperson may be a distinctive cat.

GRAPHIC

Example:
the <imajery> angle brackets, a reduced part of the logo.

PRODUCT

Example:
an iconic product that everyone associates with your brand.

LOGO

Example:
your logo can be overlaid in an image or incorporated in a way that is more organic

IMAGE SELECTION

USE HIGH-QUALITY
EYE-CATCHING IMAGES

AVOID STOCK IMAGES &
PLAIN BACKGROUNDS

USE LIFESTYLE IMAGES, PEOPLE
USING THE PRODUCT

COLOURS SHOULD COMPLEMENT
BRAND COLOURS

Reinforce the brand image and help your branded elements stand out with colours that are complementary.

INCLUDE A DIVERSE
SET OF PEOPLE

Including people of diverse genders, races, and ethnicities-makes your ads more relatable.

MAKE SURE IMAGES
ARE RELEVANT

Only feature a product that is in stock. If the ad is for a sale, make sure the products being featured are part of that sale.

PAY ATTENTION TO HOW THE IMAGE
LOOKS IN ALL SPECS

1200x 628

1080x 1080

1080x 1920

300x 300

960x 1200

1200x 1200

TEXT ON IMAGE

LEAVE NEGATIVE
S P A C E

20% - 40%

TEXT SHOULD BE EASY TO READ
AGAINST THE BACKGROUND

USE NEUTRAL COLOURS
LIKE BLACK OR WHITE

OR

USE BRAND COLOURS THAT
CONTRAST THE BACKGROUND

AVOID DIFFICULT TO READ
Fonts

USE MINIMAL
FONTS VARIANTS

USE CONTRASTING
FONT WEIGHTS

Play around with font weights. Use font weights to add emphases where you want to draw attention to. Example: a discount, a USP, or a CTA.
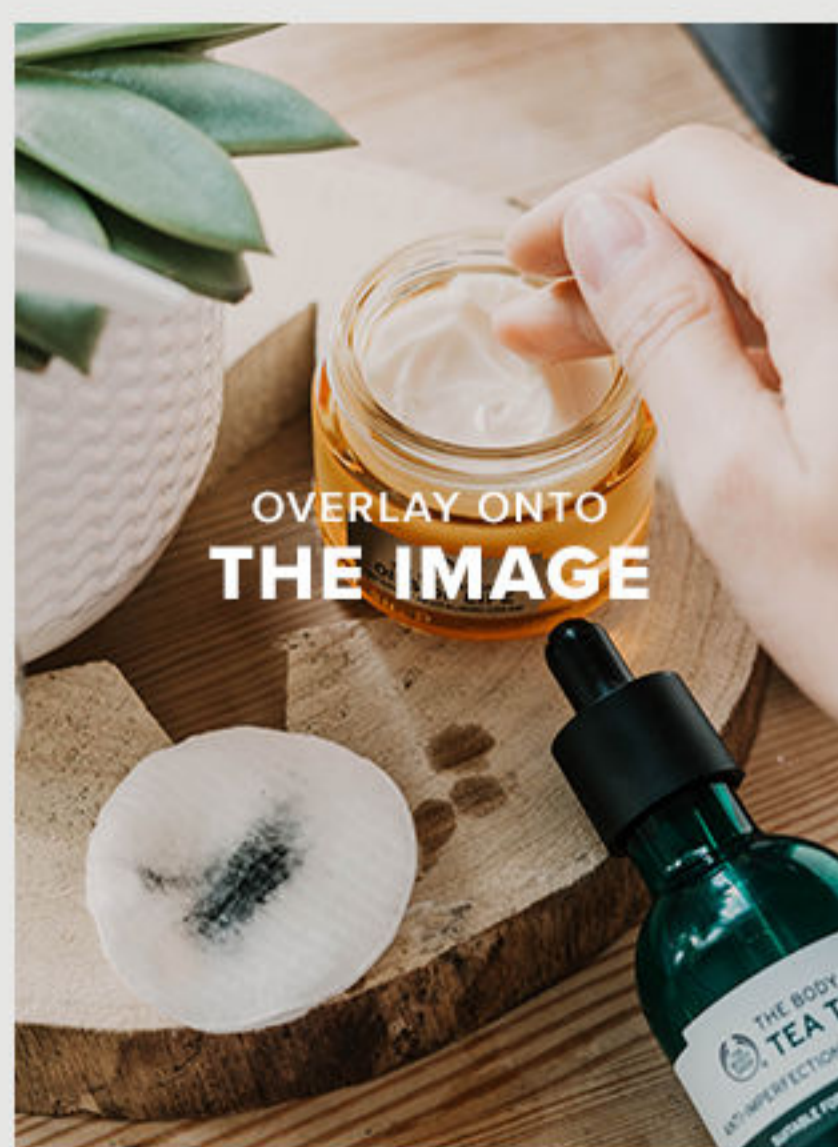
BLACK FRIDAY SALE	FOR A LIMITED TIME SHOP OUR	YOUR CRUISE AWAITS
50% OFF	EXCLUSIVE COLLECTION	**BOOK NOW**

INTEGRATE THE TEXT
INTO THE IMAGE

INCORPORATE INTO
THE SCENE

RATHER THAN

OVERLAY ONTO
THE IMAGE

A V O I D

IMPLIED INTERACTIVITY

Do not add buttons, or implied hyperlinks into images that are not clickable.

GRAPHIC ELEMENTS & COLOUR

ADD A FOCUS IN
YOUR COPY

Adding a graphic element or a contrasting colour can be used to help draw attention to part of your copy like a USP or a CTA. For example:

HAVE A
HEALTHY
START TO YOUR DAY

GET
25% OFF
ALL SUMMER LONG

EXCLUSIVE COLLAB
AVAILABLE
FOR LIMITED TIME ONLY

USE OF
AN ARROW

USE OF
COLOUR

USE OF
LINES

ADD AN
ANIMATED ELEMENT

Movement is > than static. If you have to skills to add a moving element to your ad, do so! GIFs and videos typically always perform better than static images. Audiences are more likely to engage with your ad if it contains one or more moving elements.

COLOUR
ELEMENTS

Always stay on brand when it comes to colour but if the opportunity arises where you have a little freedom when it comes to colour selection, different colours can help evoke different emotions.

RED	**ORANGE**	**YELLOW**	**GREEN**	**BLUE**	**PURPLE**	**PINK**	**BROWN**
Passion	Playful	Cheer	Health	Trust	Wisdom	Sweetness	Earthiness
Excitement	Invigorating	Friendliness	Nature	Safety	Extravagance	Femininity	Security
Love	Energy	Youth	New Beginnings	Formality	Creativity	Kindness	Seriousness

KEEP IT
TRENDY & TIMELY

Nobody wants their ads to look like a 2004 banner ad. Stay up to date with not only platform best-practices but what is trendy on the platforms you're advertising on. For example *user generated content* > than flyer style graphics.

A/B TESTING

A/B testing is essential to know which design elements are more likely to get your audience to click on your ad.

EXAMPLE OF A/B
TEST YOU CAN RUN

ADS
WITH TEXT

VS

ADS
WITHOUT TEXT

ADS WITH
MUSIC
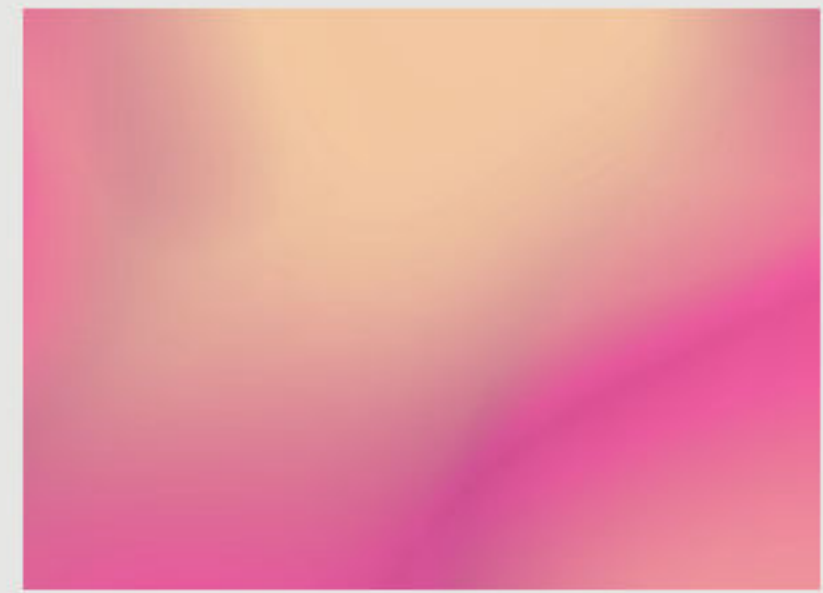

VS

ADS WITH
A VOICEOVER

GRAPHIC ELELMENT
IN COLOUR A

VS

GRAPHIC ELELMENT
IN COLOUR B

ADS THAT ARE
GIF STYLE

VS

ADS THAT ARE
VIDEOS

CLASSIC AD THAT'S
PROMOTIONAL

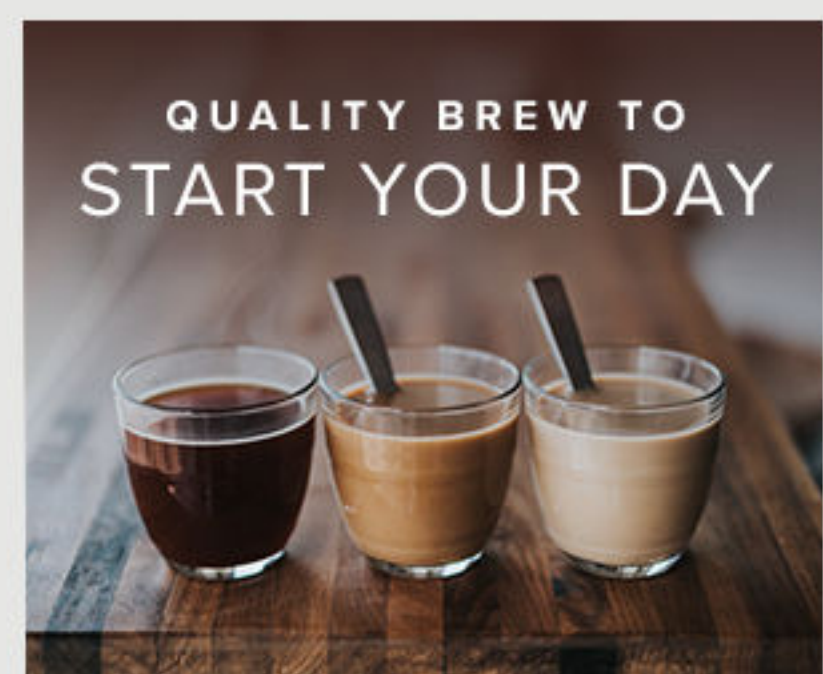
VS

LO-FI AD LIKE
USG CONTENT

AD WITH
COPY A

HOW DO YOU
TAKE YOURS?

VS

AD WITH
COPY B

QUALITY BREW TO
START YOUR DAY
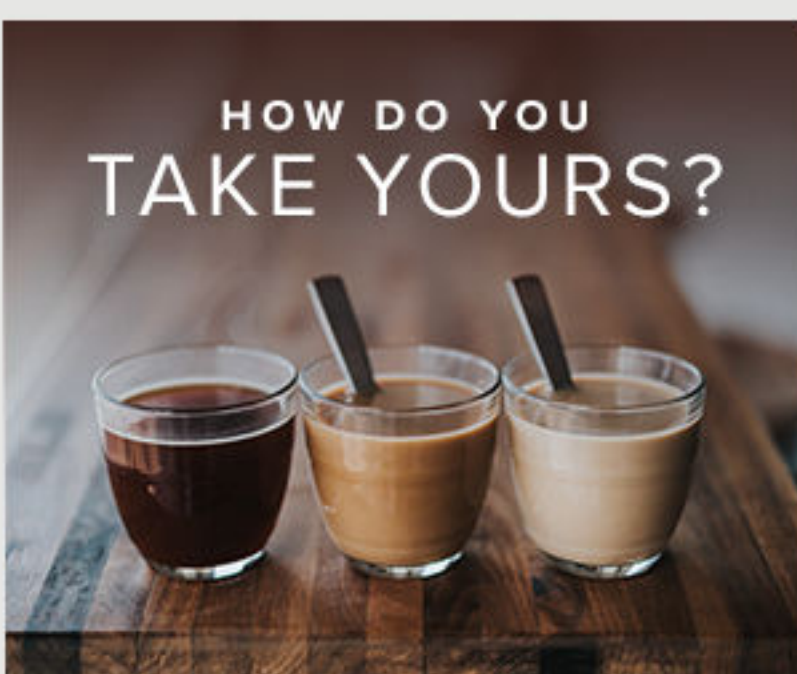
AD WITH
PRODUCT A

VS

AD WITH
PRODUCT B