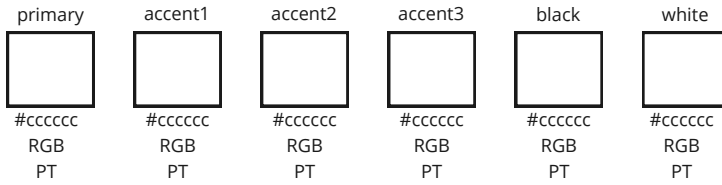


Colors: Primary, Accent
#RGB, Pantone. Show chips of them.
Any rules about use.



Logos

	White BG	Black BG	Color BG	Picture BG
Full				
Square				
16:9				
3:1				
Mark Favicon				
Sticker white				
Sticker black				

Construction

- Font, spacing, kerning, etc.
- Mark name, etc.
- SVGs attached
- Render transparent PNG

Alternative Logos

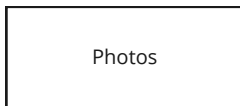
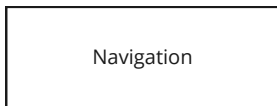
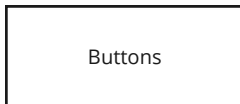
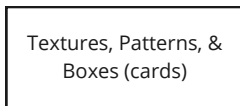
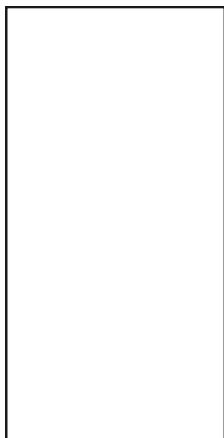
- Zeitgeist, cause support, etc.

Rules

- Never smaller than 24px

Text

h1
h2
h3
h4
h5
h6
p
a
b



primary

secondary

success

danger

warning

info

faded

inverse



#cccccc

#cccccc

#cccccc

#cccccc

#cccccc

#cccccc

#cccccc

#cccccc

RGB

RGB

RGB

RGB

RGB

RGB

RGB

RGB

PT

PT

PT

PT

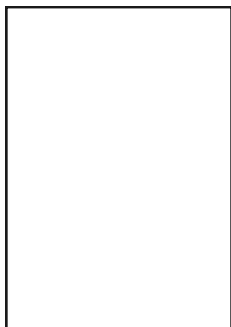
PT

PT

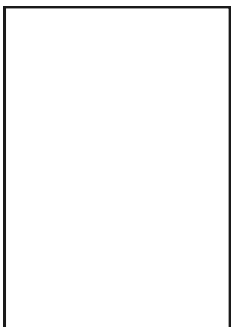
PT

PT

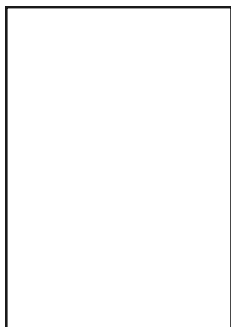
Sidebar Page



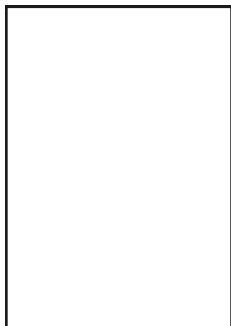
Full Width Page



Landing Page



List Page



Publishing Rules

Ensure featured image in all cases
Check Twitter card and Facebook card, general snippets and how they look when embedded
SEO Score of greater than 85

Voice

Write like this

example

Don't write like this

example

Why?

rationale

Call to Action: Only 1 call to action per post.

Full Post on 3rd party

- If magnet on site, link to
- the article with an anchor that takes them right to the magnet (full articles has this magnet).
- If not, send them to a related magnet (must make sense).
- If this doesn't work, then ask them to sign up for the newsletter.
- Ask to follow you.

Nuggets

Link to linkshare with text that says more stuff here

Direct Links

Link to Article

Network Rules

Twitter

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

Reddit

If content is list, repost image (16:9) and write copy around it
Post Twitter Thread link if thread
Post full articles where appropriate and then engage.

Linkedin

If content is list, repost image (16:9) and write copy around it
Post Twitter Thread link if thread
Post full articles where appropriate and then engage.

Instagram

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

TikTok

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

Facebook

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

Snapchat

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

Youtube

Format all images 16:9
1 to 2 hashtags per post max
Never use CAPS LOCK

Examples

Twitter

Example

Reddit

Example

Linkedin

Example

Instagram

Example

TikTok

Example

Facebook

Example

Snapchat

Example

Youtube

Example