

Brand Guidelines



Decolonizing Our Bookshelves

These guidelines are meant to be a tool for creating DOB branded communications and have been distilled into sections that represent the categories of communications that the DOB team would use on a daily basis to maintain consistency throughout all branded collaterals.

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Introduction
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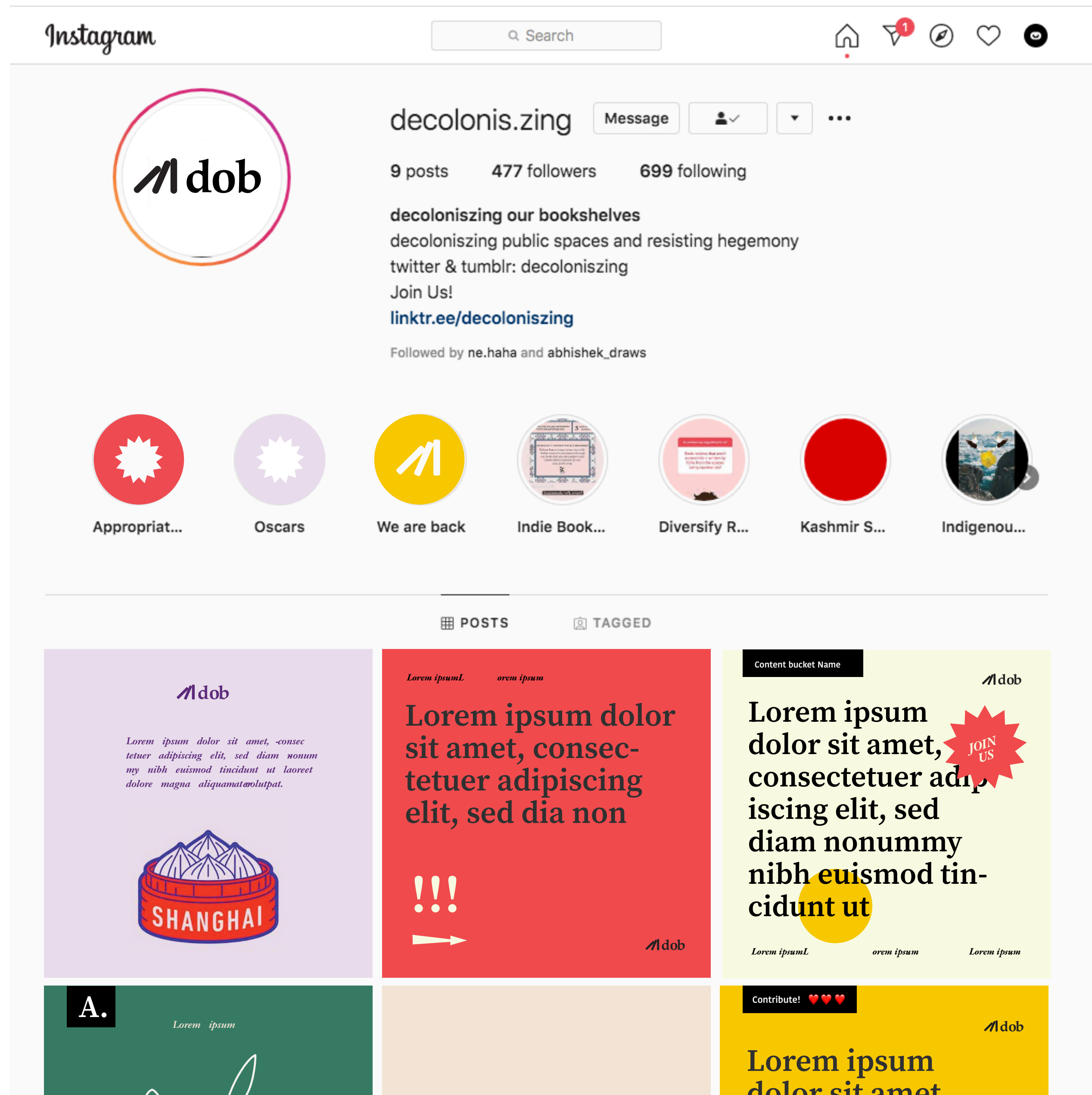
pg

Social Media Strategy



Instagram grid

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Post Cover Templates

1080x1080px 300dpi

Sub text
Secondary Font Name
Secondary Font Size

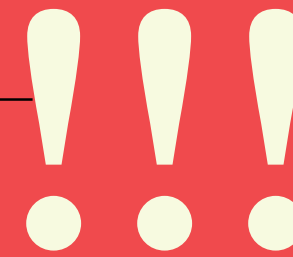
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clearspace
on all sides

Title text
Font Name
Font Size

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Brand Assets



Brand Assets



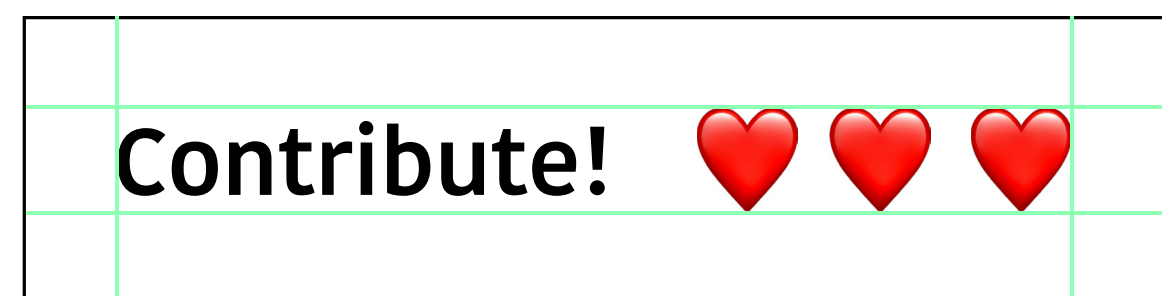
Logo
Width in px



The cover post for instagram, based on the content can be a mix between Illustration or Type-focused. Icons and forms are to be used from the brand assets

Post Cover Templates

CTA BOXES



The colour blocks, sticking to the edges of the layout can be used as a brand design element throughout different collaterals to emphasize certain CTA's or just simply use as a pop-up. It can be used along with relevant emojis, which are also a part of the DOB's visual communication. Make sure to use the correct clear-spaces and positioning for the colour-blocks.

CTA/POP-UP
Box



Text-heavy Slides

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