

SOCIAL MEDIA GUIDE 2016



Team Beachbody Coach

2016 Social Media Brand Guidelines

Here are Brand Guidelines for all social media communications for the TBB Coach Network. The various options for Facebook cover photos and social postcards, include the following iterations:

- Quotes- no logo
- Quotes w/ logo
- Quotes w/2 logos
- Image only
- Image w/ logo
- Image w/ 2 logos
- Multiple images
- Multiple images w/ logo
- Multiple images w/ 2 logos

NOTE: Variations or usage that differ from this style guide aren't recommended. To maintain the integrity of the TBB brand, it's essential to be consistent across all platforms. Of course, these are mainly guidelines, so feel free to modify as needed.

If you have any requests, or special usage questions, please contact Toby Hernandez at 1 (310) 883-9337 or thernandez@beachbody.com.

**FOR INTERNAL ACCESS, SOCIAL MEDIA BRAND ASSETS
ARE LOCATED AT:**

Katana/DropBox/TBB Coach Social Media

ALL POSTCARDS ARE PSD FILES, IN RGB COLOR MODE.

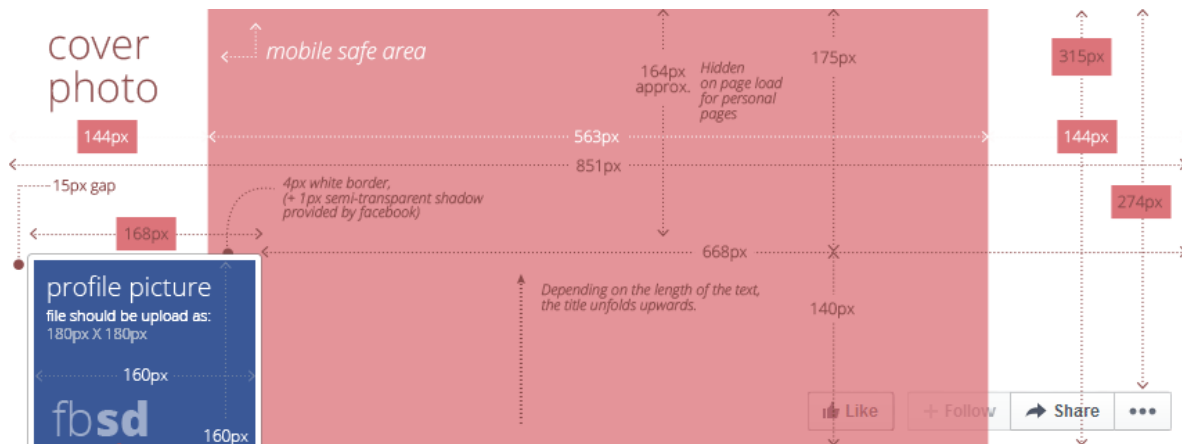
LOGOS ARE IN TWO VERSIONS: BLACK VECTOR, RGB COLOR MODE AND COLOR TRANSPARENT PNG.
SELECT THE VERSION CLOSEST TO YOUR FINAL USAGE.

**IF YOU ARE UNABLE TO DIRECTLY ACCESS THESE ASSETS,
PLEASE SUBMIT AN IMAGE REQUEST TO:**

Toby Hernandez at 1 (310) 883-9337 or thernandez@beachbody.com

This is the primary Social Media layout for Facebook image dimensions. **The current correct asset dimensions are as follows:**

- Facebook Cover Photo dimensions: 851 x 315 px (72dpi), mobile safe area 563px, centered
- Facebook Profile Image dimensions: 180 x 180 px (72dpi)
- Facebook Shared Image dimensions: 1200 x 630 px (72dpi)



Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

851 x 315

180 x 180

1200 x 630

1200 x 627

1200 x 717

Cover Photo: 851 x 315 px

Image Guidelines

- Appear on page at 851 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Shared Link: 1200 x 627

Image Guidelines

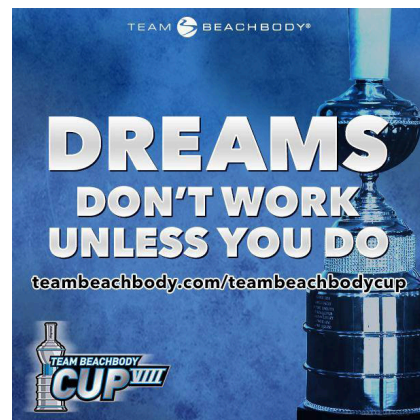
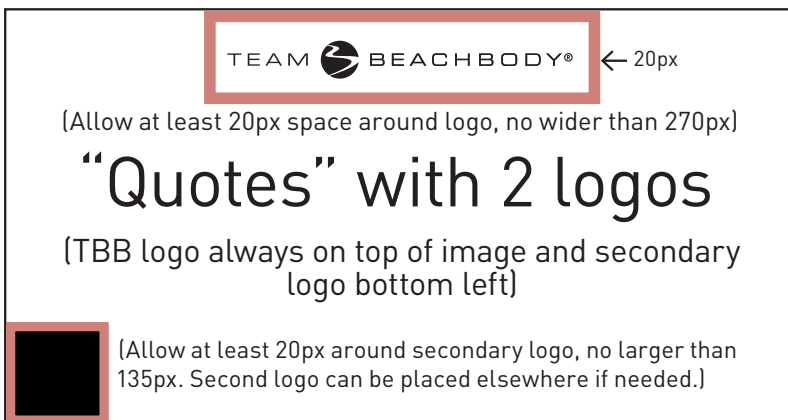
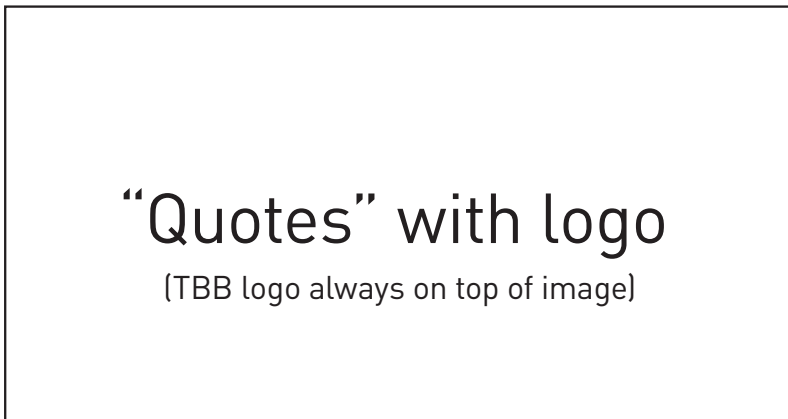
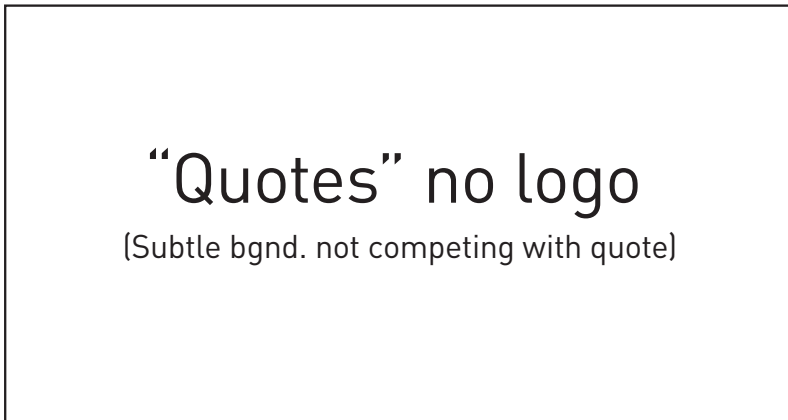
- Recommended upload size of 1200 x 627
- Square Photo: Min 154 x 154 in feed
- Square Photo: Min 116 x 116 on page
- Rectangular Photo: Min 470 x 246 in feed
- Rectangular Photo: Min 484 x 252 on page

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

Facebook Postcard #1: Inspirational Quotes

These social postcards should have a subtle background that doesn't compete with the copy, and should not use more than 2 fonts.

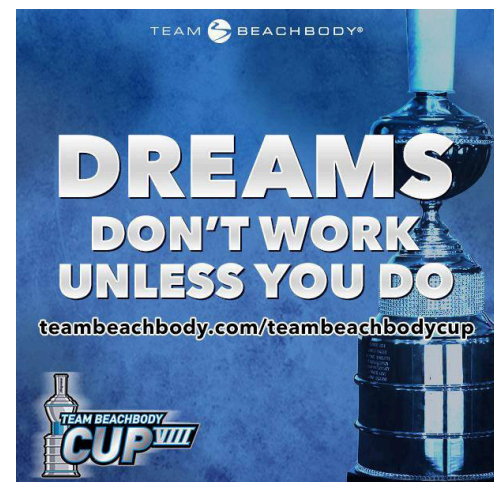
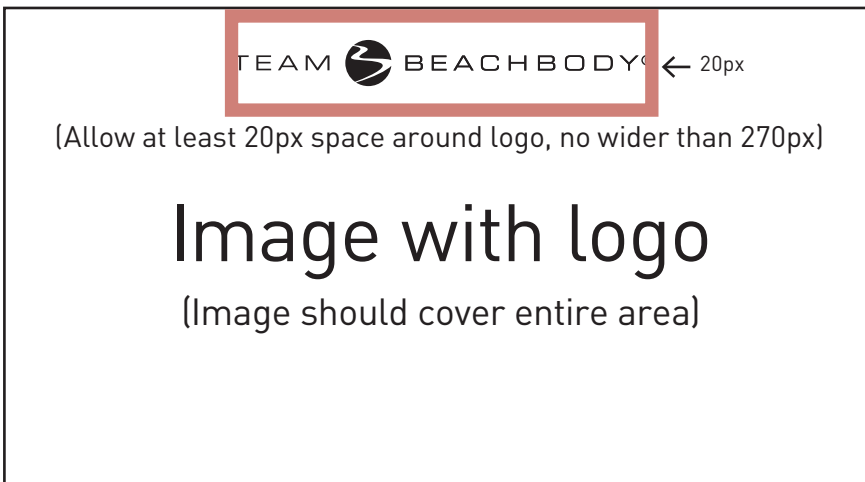
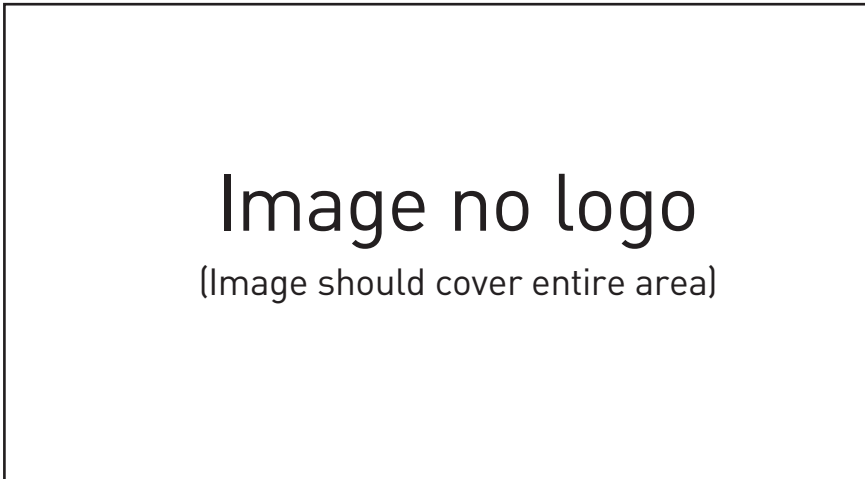
(Dimensions: 1200 x 630 px)



Facebook Postcard #2: Single Image

These social postcards should have a full image covering the entire area. If there is copy used, there should be no more than two fonts used, ideally one, and the image should not compete with the copy.

(Dimensions: 1200 x 630 px)

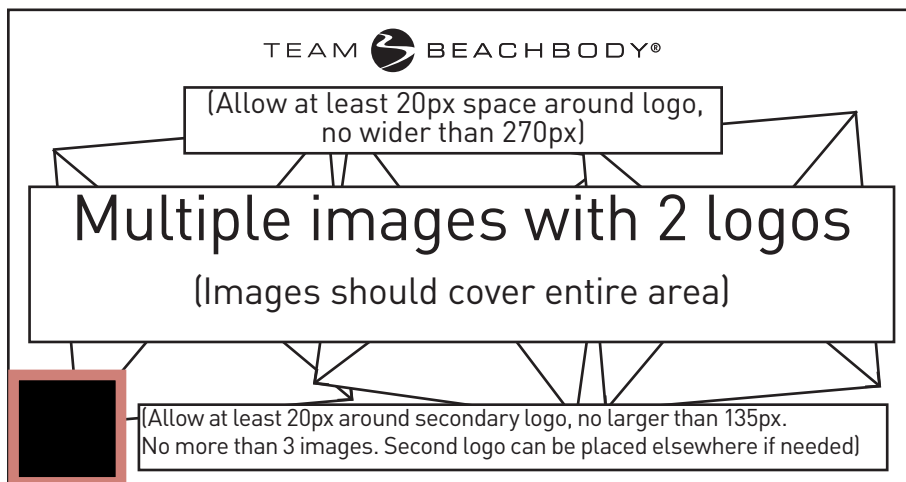
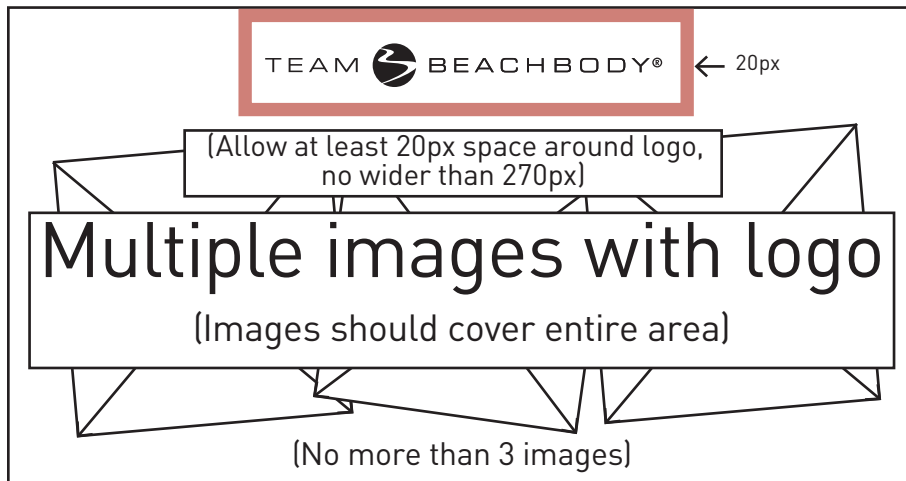
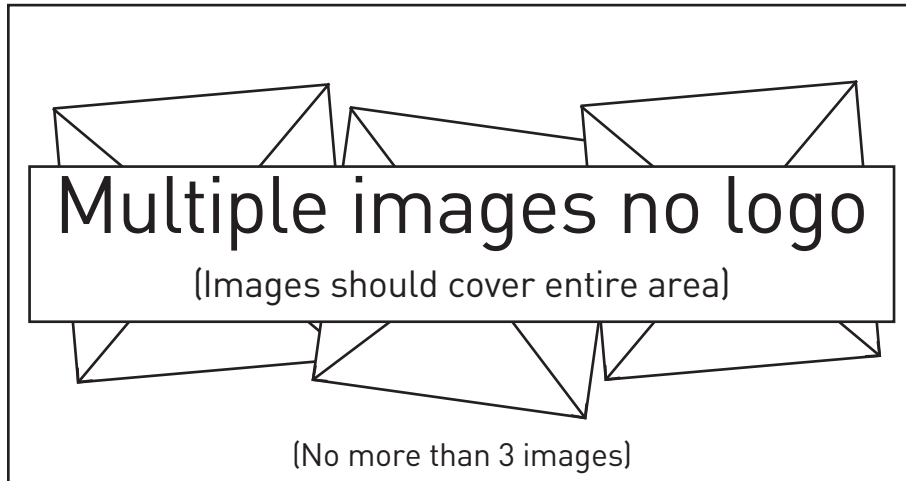


↑
20px

Facebook Postcard #3: Multiple Images

These social postcards should use no more than 3 images and 2 fonts. Ideally use only one font. Background should be subtle and not compete with featured images. Below is an example using 3 images. Image sizes and logo placement can vary, when appropriate.

(Dimensions: 1200 x 630 px)

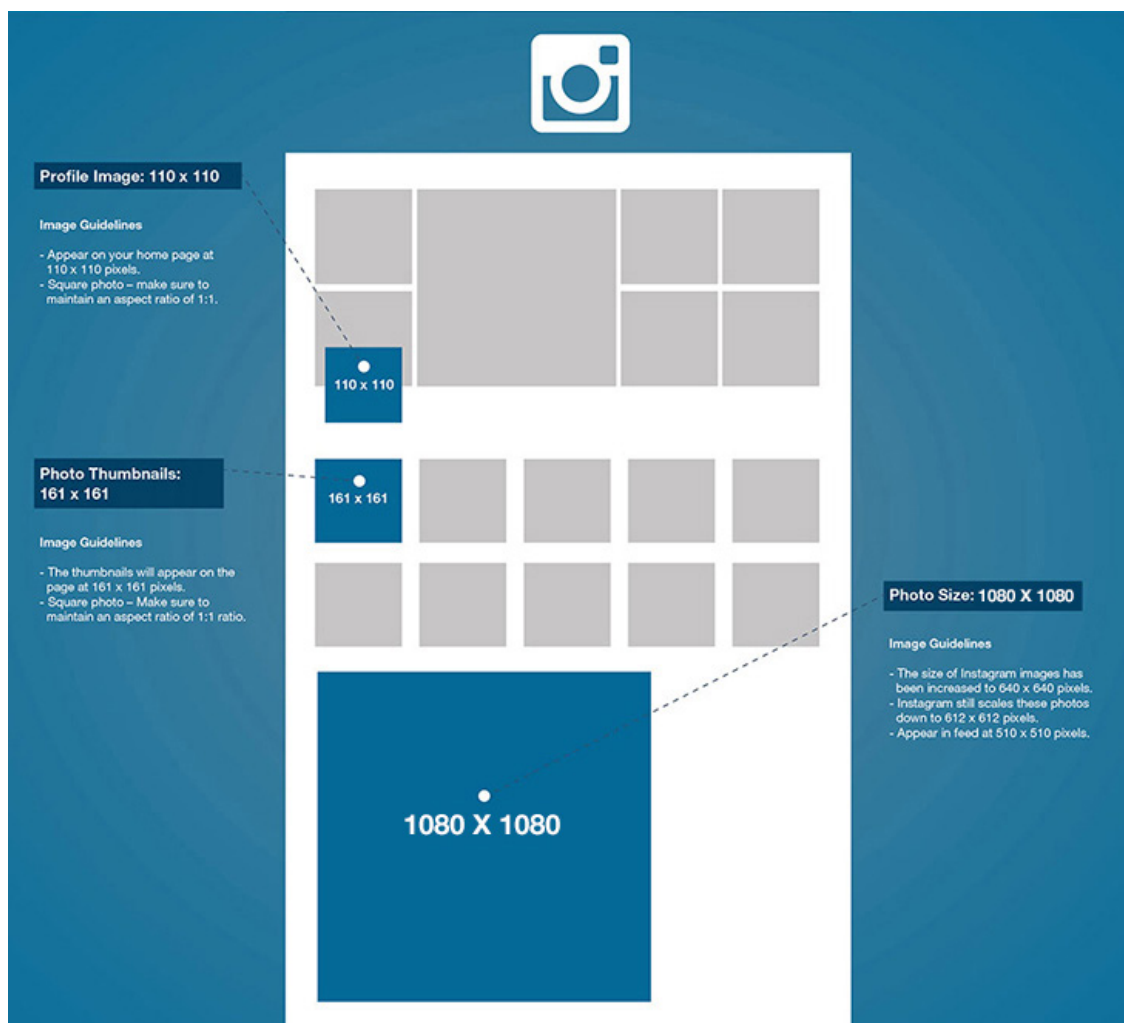


↑
20px



This is the primary Instagram layout for images. The current dimensions are as follows:

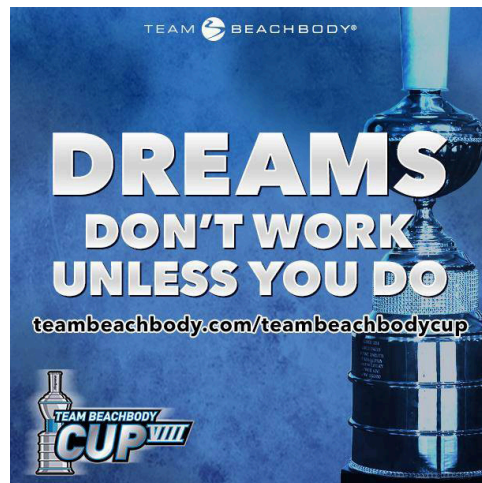
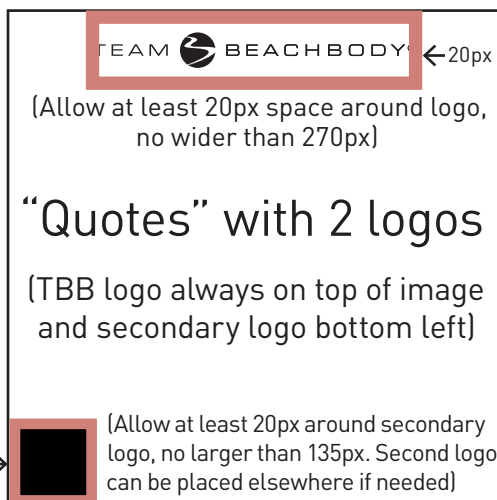
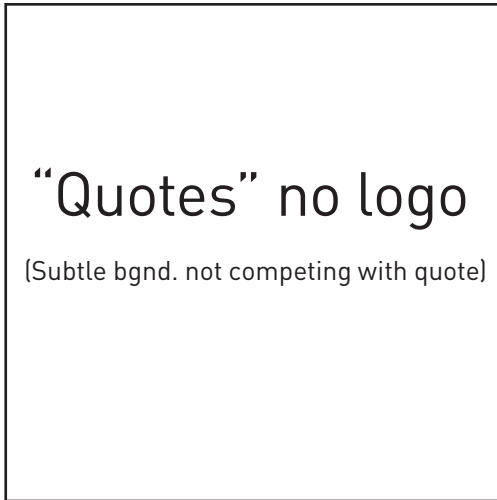
- Instagram Profile Image dimensions: 110 x 110 px (72dpi)
- Instagram Thumbnail Image dimensions: 161 x 161 px (72dpi)
- Instagram Photo dimensions: 1080 x 1080 px (72dpi)



Instagram Postcard #1: Inspirational Quotes

These social postcards should have a subtle background that doesn't compete with the copy. Please don't use more than 2 fonts.

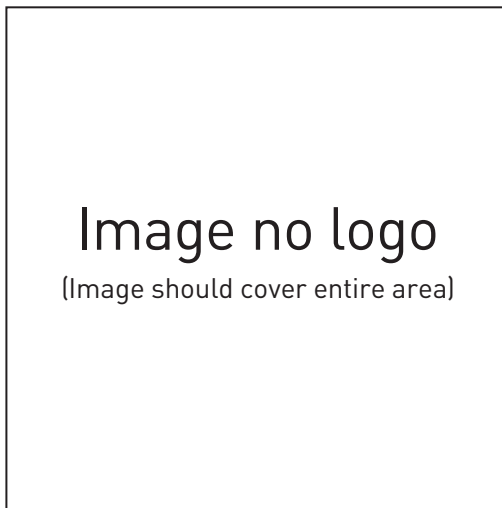
(Dimensions: 1080 x 1080 px)



Instagram Postcard #2: Single Image

These social postcards should use no more than 3 images and 2 fonts. Ideally use one font. Background should be subtle and not compete with images. Below is an example using 3 images. Image sizes and logos can vary, when appropriate.

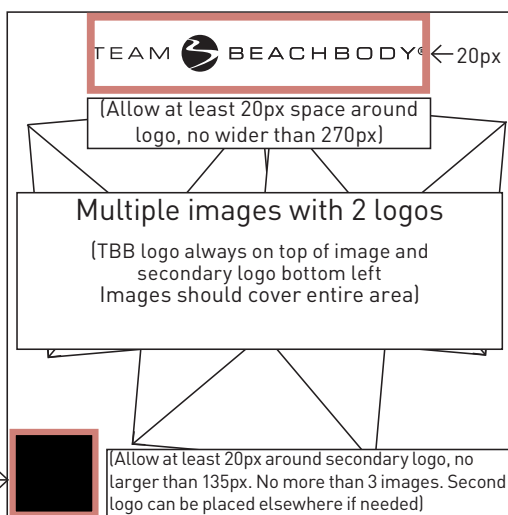
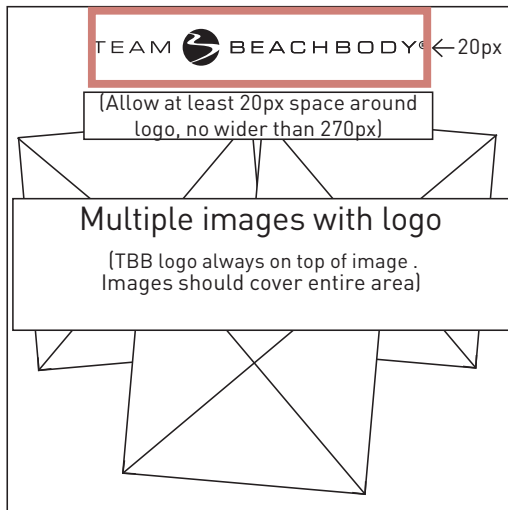
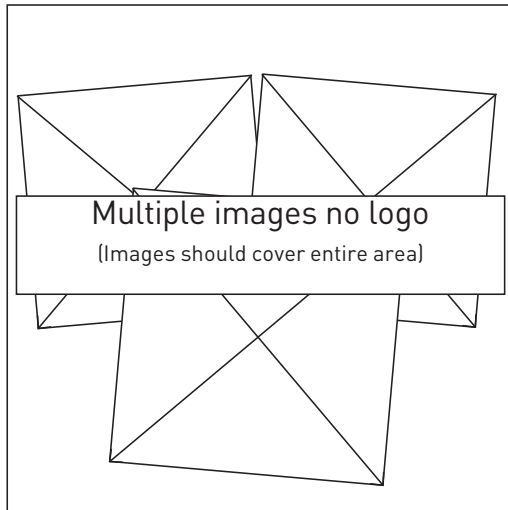
(Dimensions: 1080 x 1080 px)



Instagram Postcard #3: Multiple Images

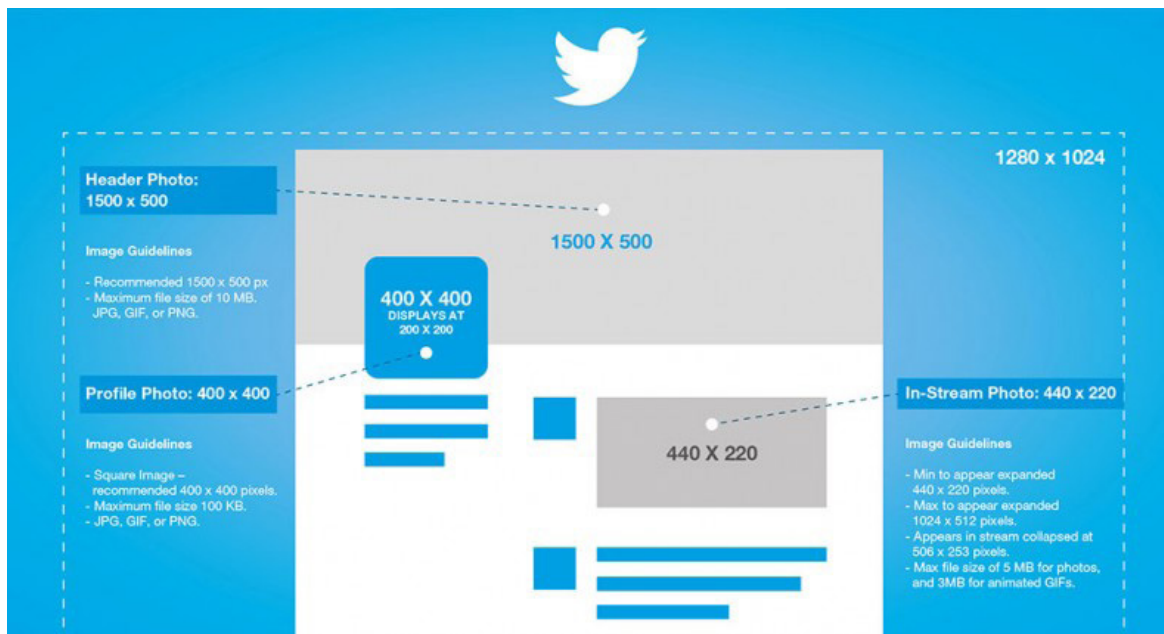
These postcards should use no more than 3 images and 2 fonts. Ideally one font. Background should be subtle and not compete with images. Below is an example using 3 images. Image sizes can vary, when appropriate.

(Dimensions: 1080 x 1080 px)



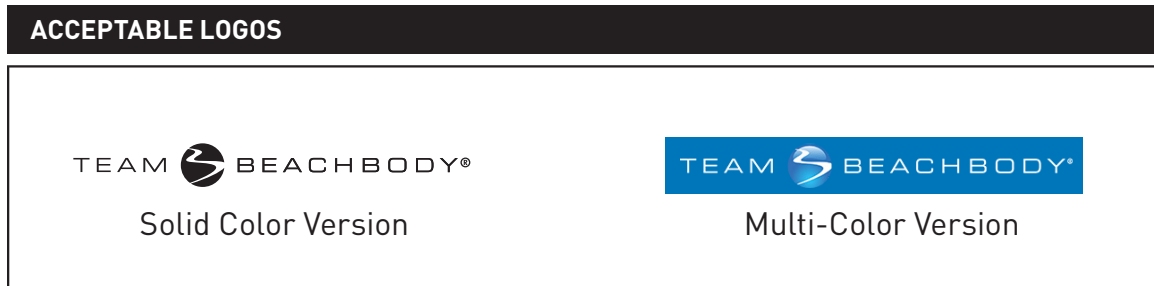
This is the primary Twitter layout for image dimensions. The correct sizes are as follows:

- Twitter Header Image dimensions: 1500 x 500 px (72dpi)
- Twitter Profile Image dimensions: 400 x 400 px (72dpi)
- Twitter In-Stream Image dimensions: 440 x 220 px (72dpi)

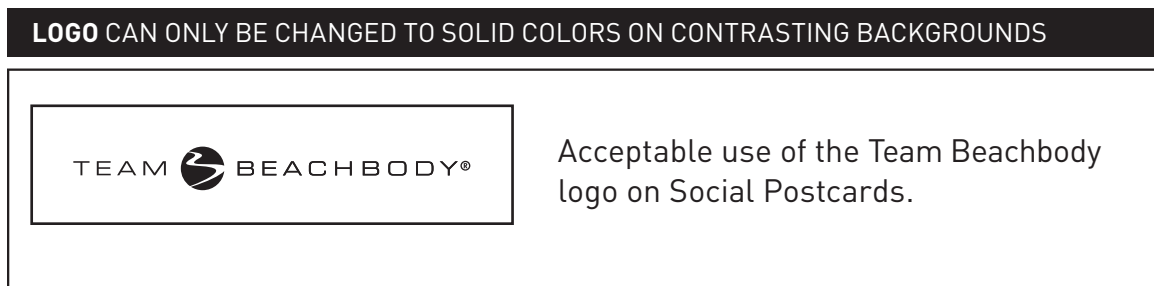


In order to keep things as efficient as possible, it is acceptable to use Facebook postcards for Twitter

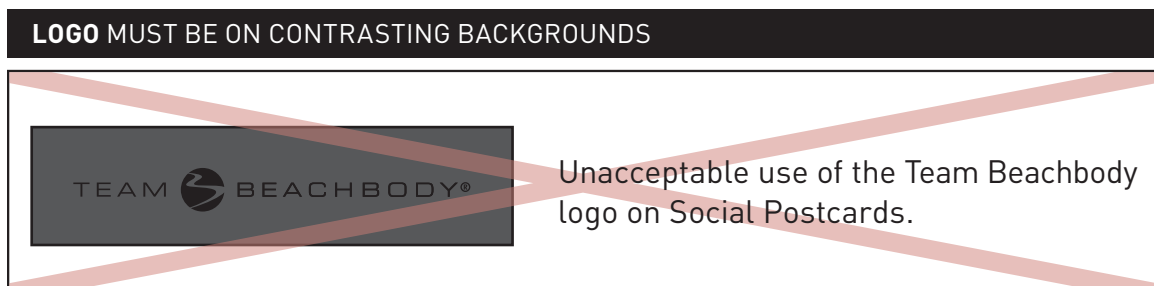
The following examples are acceptable uses of the Team Beachbody logo on Social Postcards.



The following examples are acceptable uses of the Team Beachbody logo on Social Postcards.



The following examples are unacceptable uses of the Team Beachbody logo on Social Postcards.



The following examples are acceptable uses of backgrounds and font color combinations on Social Postcards. Make sure there is enough contrast for readability.

ACCEPTABLE BACKGROUNDS



The following examples are unacceptable uses of backgrounds and font color combinations on Social Postcards.

UNACCEPTABLE BACKGROUNDS

