



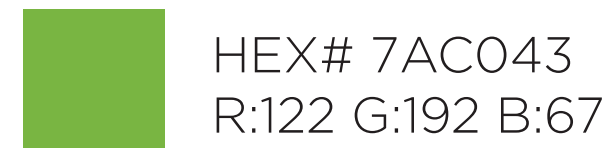
SOCIAL MEDIA BRAND STYLE GUIDE

STYLE GUIDE INSTRUCTIONS

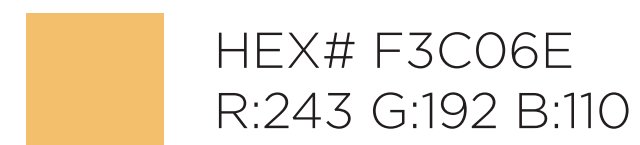
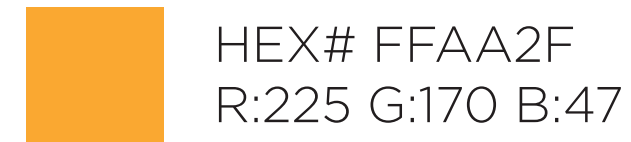
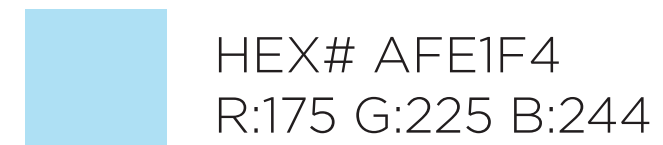
This social style guide has been developed to bring insight to the brand look and feel for the Slow the Flow campaign. Its goal is to create a consistent brand tone across all channels from all partners and stakeholders who produce and publish Slow the Flow content. Photographs shown are not to be republished, they are only to provide guidance for look and feel.

PRIMARY & SECONDARY BRANDING COLORS

PRIMARY



SECONDARY



LOGO USAGE

STANDARD USE



REVERSED



BRAND TONE & VOICE

COLLABORATIVE - Conserving water is a group effort. It can't be done without pooling our resources. When sprinkling tips and tactics, we write from a second-person point of view to you, the audience. When we write about ourselves, we use first-person, always using the pronoun "we."

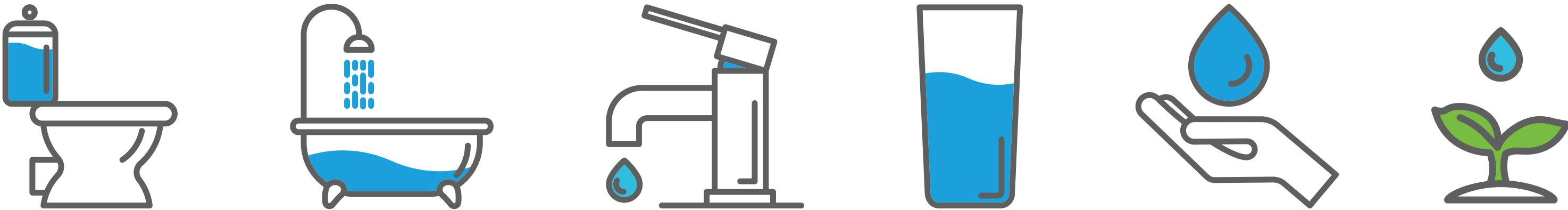
CONVERSATIONAL - We strip away jargon and simplify multi-syllabic technical terms into the language of everyday people. We're never icy or speak above someone's head. We sound more like we're lounging on the boat rather than the boardroom. We'll often contract words like let's, we've and that's to sound more casual and approachable.

ENTHUSIASTIC - We're passionate about our cause, inspiring others to row with us. However, classy and cool about it. We never rain down judgment or try to drown those that haven't become our friends yet.

SPARKLING - In the right context, we can be amusing, entertaining... even bubbly. It's much easier to make a splash about behavior change when people are smiling.

PUNCTUATION - Always end social posts with correct punctuation. Skip using oxford commas. Use exclamation points and all-caps only for severe drought warnings or rare, exciting news.

DUOTONE ICON STYLE 1



Use splashes of blue, green, and white outlined in dark gray.

VECTOR LANDSCAPE BACKGROUND

SIMPLE SOLID OR OUTLINE ICON STYLE 2



In vector landscapes that feature the Slow the Flow branding designers may explore using various types of skylines nodding to Utah scenery.

BRAND FONTS

RIFT SOFT BOLD (BE MINDFUL OF KERNING W, O, T, A & V)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

RIFT SOFT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DROID SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

DROID SANS REGULAR

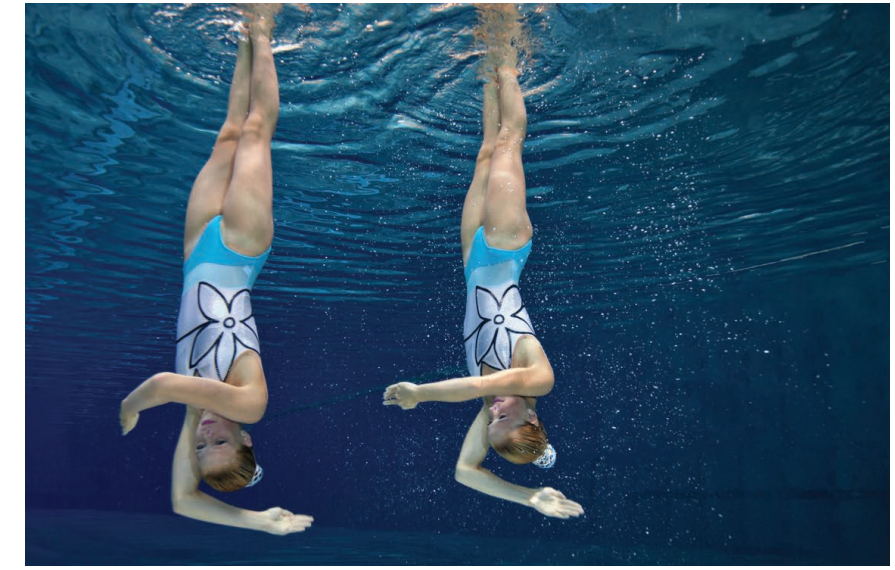
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

HASHTAG

Include in social media post copy whenever possible. Use other hashtags at your discretion.

#SLOWTHEFLOW

LIFESTYLE PHOTOGRAPHY



UTAH OUTDOOR PHOTOGRAPHY

Landscape and water photography needs to be specific to Utah.



BODY OF WATER/OBJECT PHOTOGRAPHY

Tight shots of objects, water, etc. can be used for background images for text.



WATER USAGE PHOTOGRAPHY

Water usage photography with fixtures and people that lean to an aspirational lifestyle.



EVENT PHOTOGRAPHY

A mixture of candid shots with more narrow depth of field and wide shots capturing the scope of the event.



GRAPHIC TREATMENT EXAMPLES

HEADLINES AND STATS IN PRACTICE

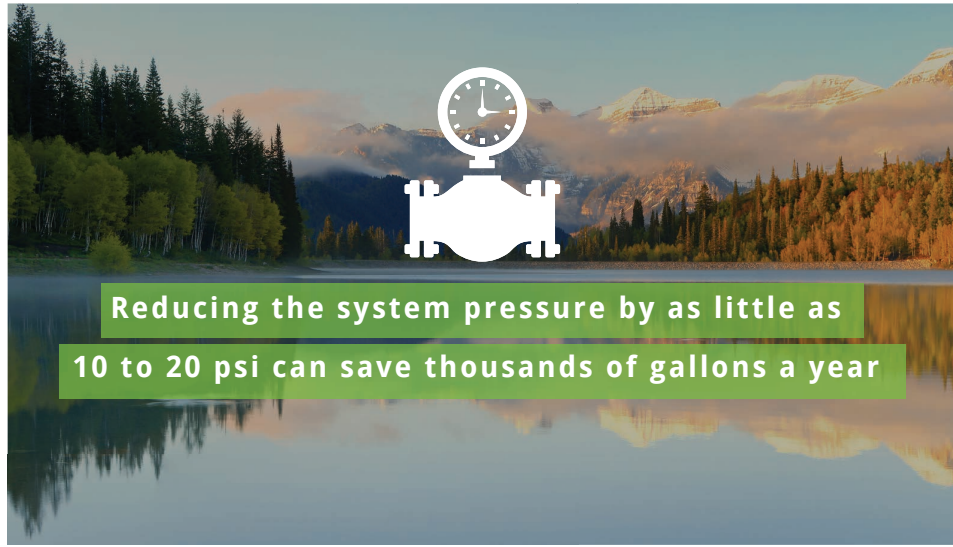


Headlines can be designed with the variety of treatments utilizing Rift Soft in all-caps. Droid Sans can be used as a secondary font to accompany vector images and icons.

ICONS IN PRACTICE



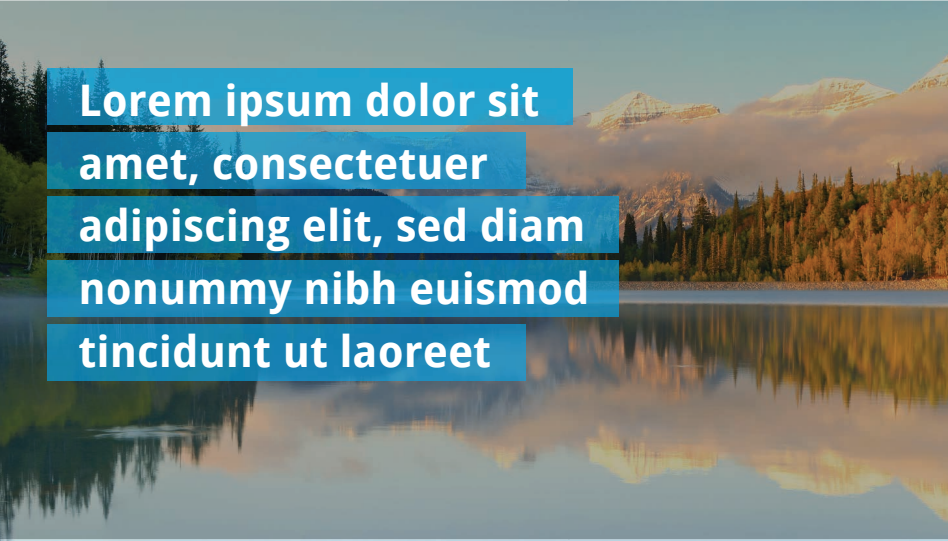
The more complex icons can be designed on a solid light blue or gray background. These should always be done in a minimalistic, instructional design style.



The flat icons should be used when overlaying on photos or more complex background imagery.

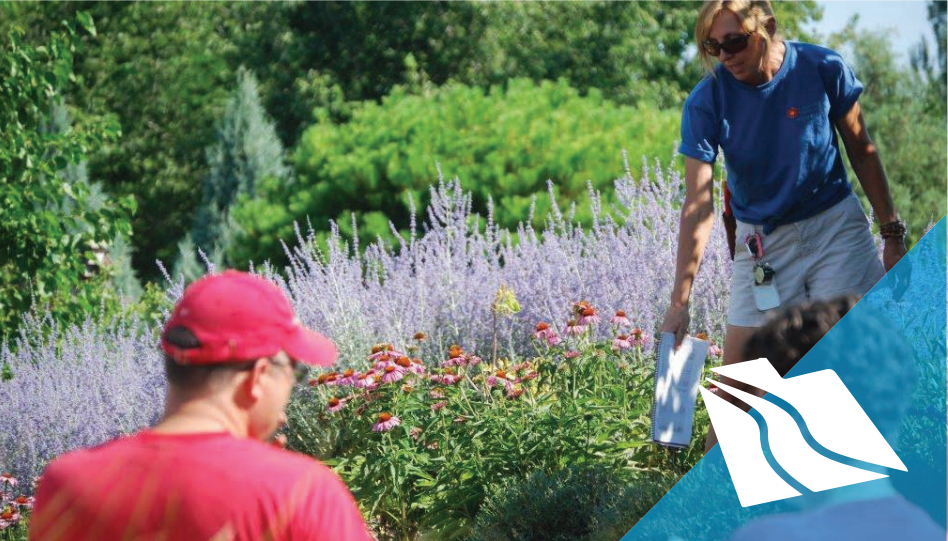
GRAPHIC TREATMENT EXAMPLES

QUOTES



Quotes should always feature Droid Sans with blue overlays behind each line. The quotations graphic with attributed name can also be used but it is not necessary.

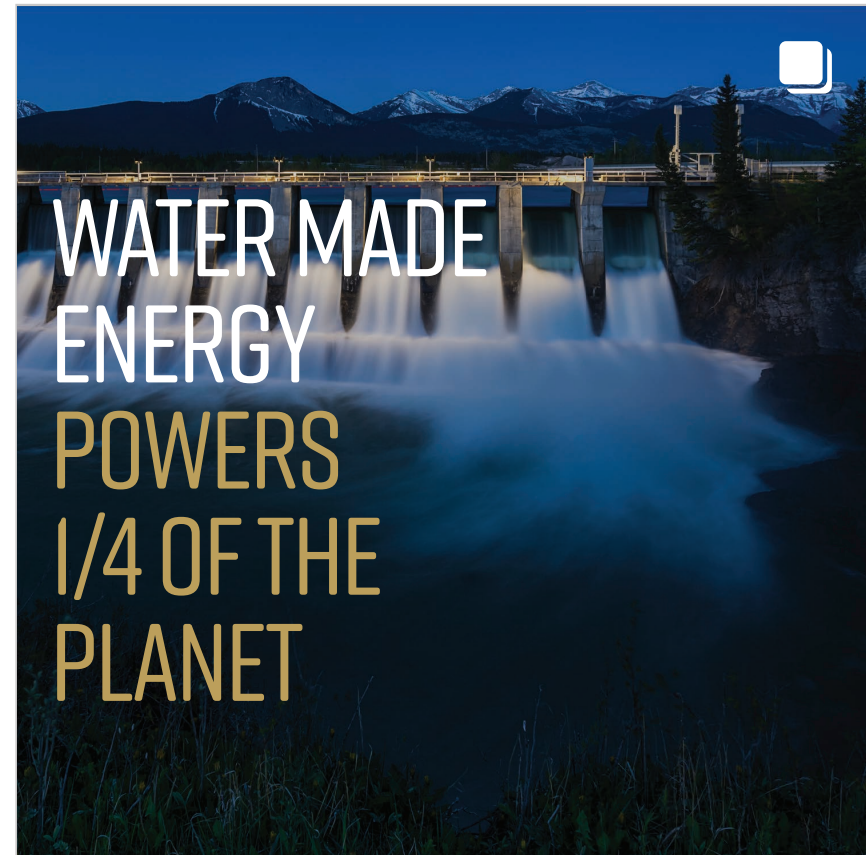
GRAPHIC SNIPE CALL OUTS



Snipes can be used in the lower corners of images to call out partner logos, magazines or significant locations. Always do reversed white on blue overlay.

INSTAGRAM IN PRACTICE

(1080x1080, 1080x1920 for Stories)

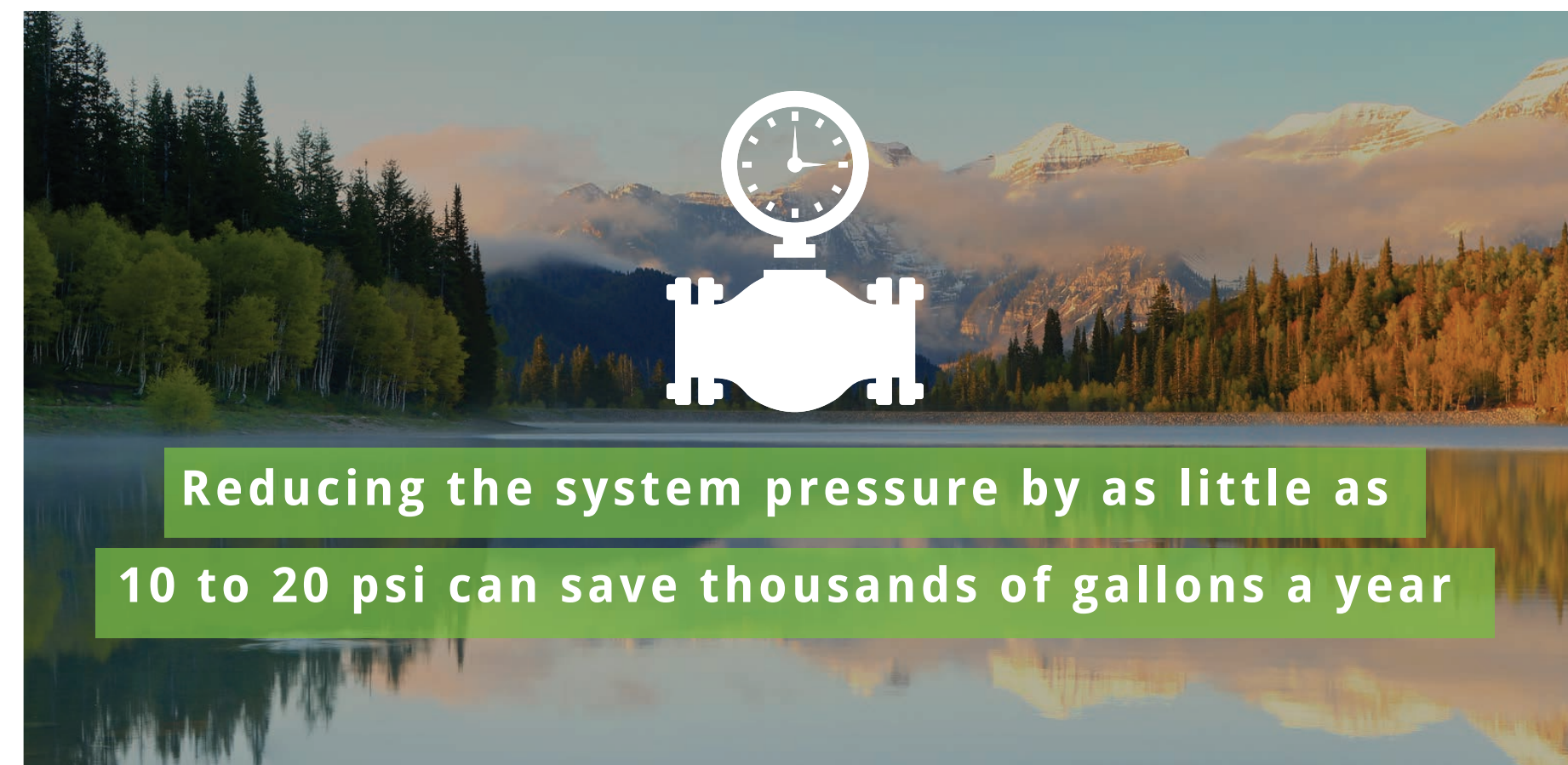


FACEBOOK IN PRACTICE

(1200x628)



TWITTER IN PRACTICE - 1024x512



SLOW
THE **FLOW**
SAVE H₂O

SLOWTHEFLOW.ORG