



SOCIAL MEDIA GUIDE

2018 AUG

STYLE

&FUN
&EMOTIONALLY
CONNECTIVE
&UN-CONVENTIONAL

SOCIAL MEDIA GUIDE

STYLE

Overall, the style of communication for social media channels can be described as;

Fun and Innovative, always aiming for emotional connection.



NAMING

INSTAGRAM

gigaaa_de
gigaaa_tr

FACEBOOK

/gigaaaDE
/gigaaaTR

YOUTUBE

/gigaaa_de
/gigaaa_tr

TWITTER

gigaaa_de
gigaaa_dev *

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NAME FORMATTING

All social media channels share the same format when it comes to naming

Country specific instagram pages must be named in this format : **gigaaa_de**

Country specific facebook pages must be named in this format: **gigaaaDE**

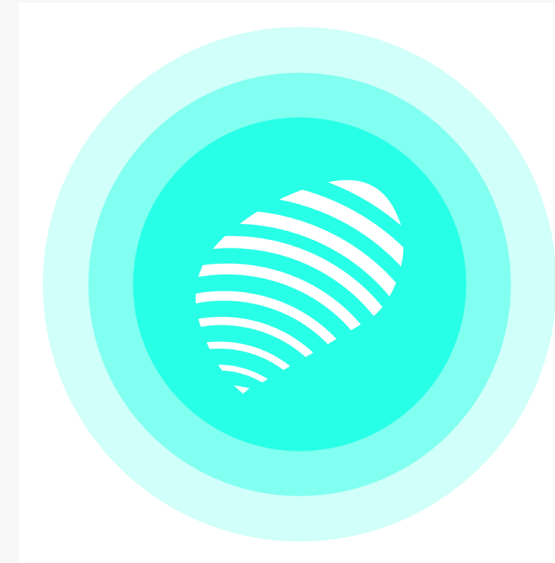
Country specific youtube pages must be named in this format : **gigaaa_de**

Country specific twitter pages must be named in this format : **gigaaa_de**

* **gigaaa_dev** account is dedicated for gigaaa development community, named exceptionally



PROFILE & BANNERS



Template Name: gigaaa_profile_sq

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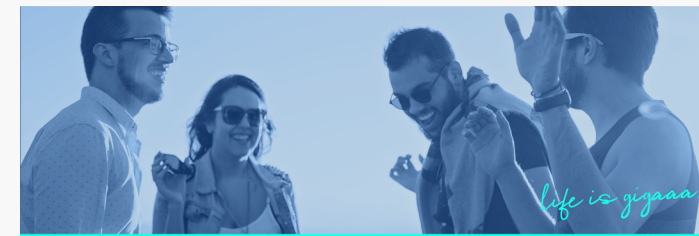
PROFILE IMAGES

All social media channels share the same image - emblem logo- when it comes to profile image to keep it corporate and recognizable





Template Name: gigaaa_banner_tw



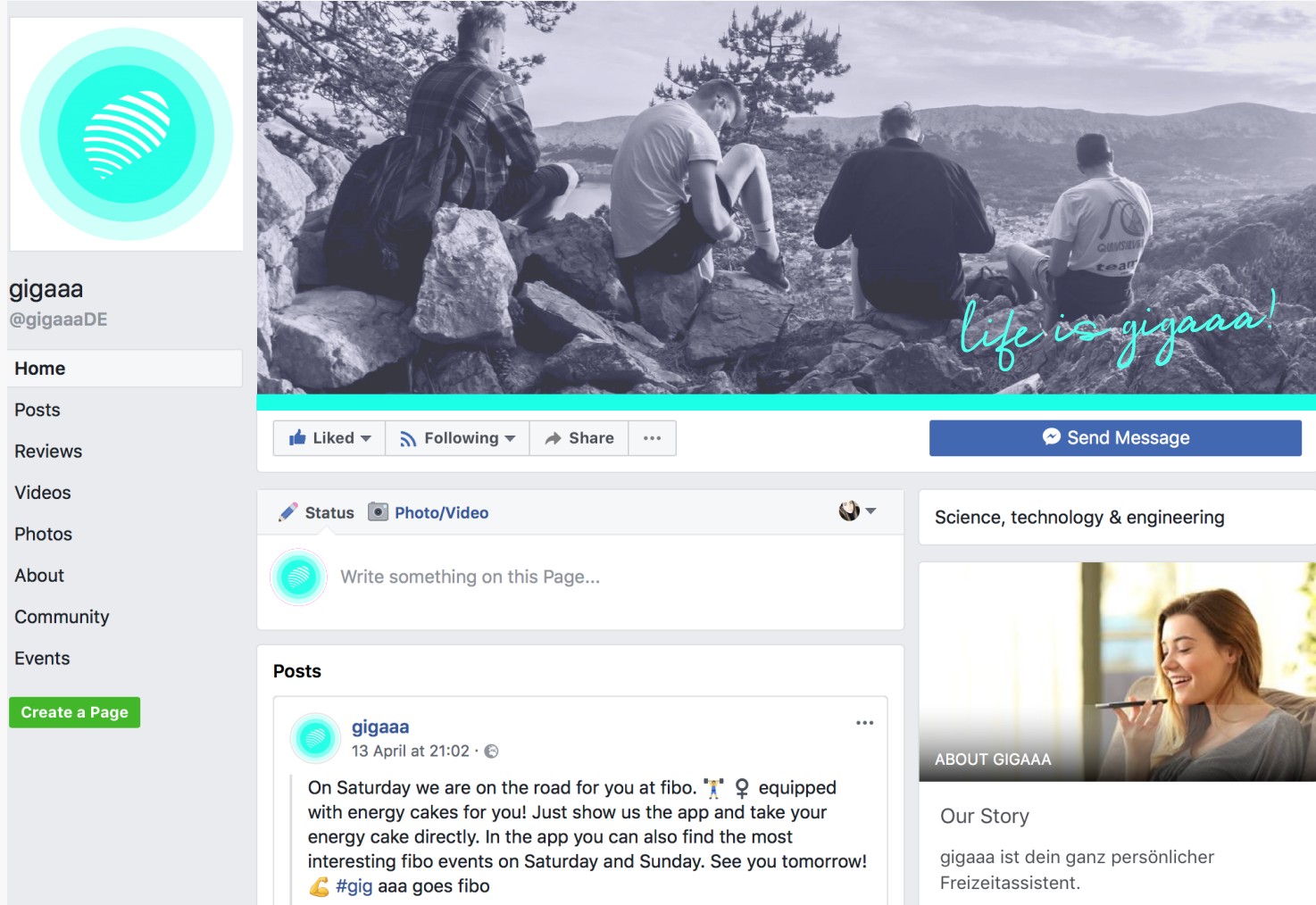
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BANNER FOR TWITTER

Banner shares the same filtering with posts, the image used can be specific to the country division's choice of style but still meet overall gigaaa identity

banner color and filter should be preferably gray





The image shows a screenshot of a Facebook profile for 'gigaaa' (@gigaaaDE). The profile picture is a circular logo with a teal background and a white stylized wave pattern. The cover photo is a black and white image of four people sitting on rocks overlooking a lake, with the text 'life is gigaaa!' overlaid in a teal script font. The page includes a navigation menu on the left with options like Home, Posts, Reviews, Videos, Photos, About, Community, and Events. The main content area shows a post from 'gigaaa' dated 13 April at 21:02, with the text: 'On Saturday we are on the road for you at fibo. 🧑🏻‍🦯 ♀ equipped with energy cakes for you! Just show us the app and take your energy cake directly. In the app you can also find the most interesting fibo events on Saturday and Sunday. See you tomorrow! 🍪 #gigaaa goes fibo'. There is also a section for 'ABOUT GIGAAA' with the text 'Our Story' and 'gigaaa ist dein ganz persönlicher Freizeitassistent.'

Template Name: gigaaa_banner_fb



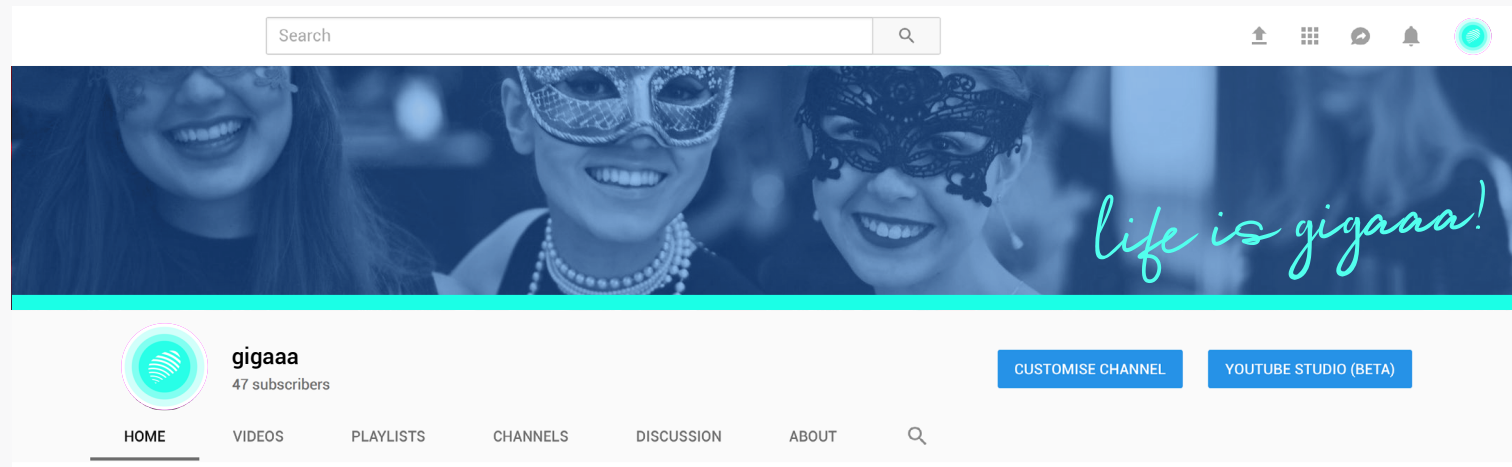
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BANNER FOR FACEBOOK

Banner shares the same filtering with posts, the image used can be specific to the country division's choice of style but still meet overall gigaaa identity

banner color and filter should be preferably gray





Template Name: gigaaa_banner_yt



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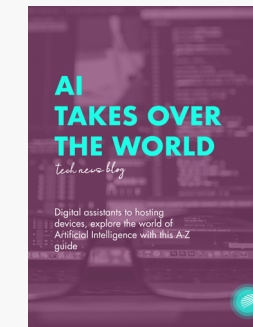
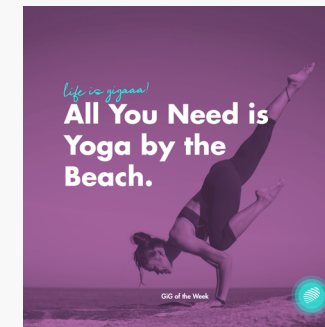
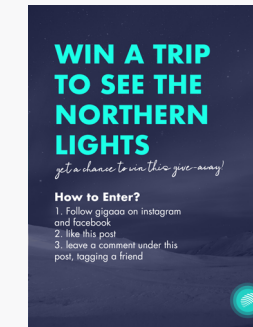
YOUTUBE CHANNEL ART

Channel Art shares the same filtering with posts, the image used can be specific to the country division's choice of style but still meet overall gigaaa identity

banner color and filter should be preferably gray



POSTS



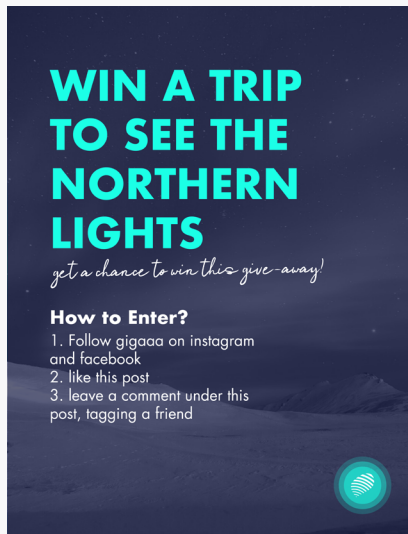
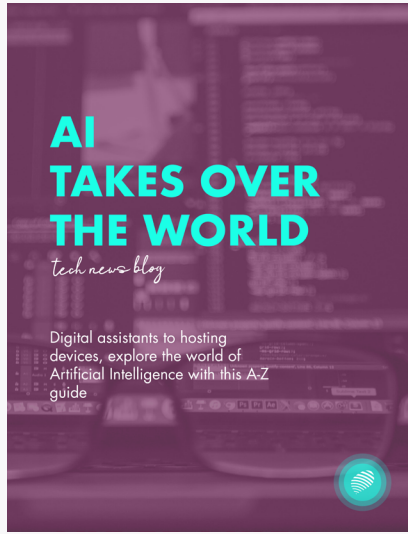
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POST STRUCTURES

Visual structure of the all social media pages must be %55 Graphics/ Infographics, %45 Photos to balance the overall gallery look, avoiding unemotional/overly structured graphical build-up
Photos must be in warm tone range and look alive

Also, must avoid unnecessary text traffic on visuals

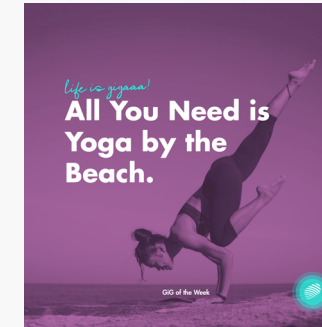
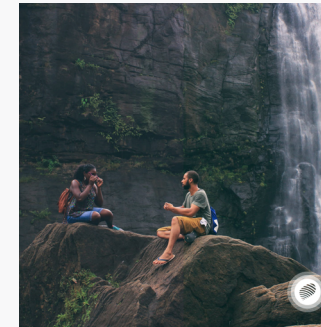




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STRUCTURE FACEBOOK

Facebook posts can have slightly more text compared to Instagram posts but still, the overall post should not be overbored with unnecessary text



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STRUCTURE TWITTER

Twitter does not limit its user to a certain post size, therefore it is possible to use the layout of instagram also for twitter since it is less text and more visual



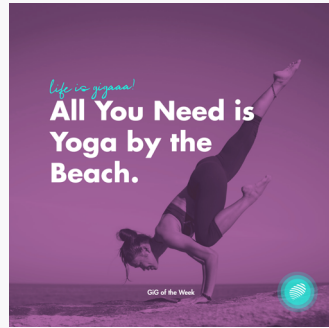
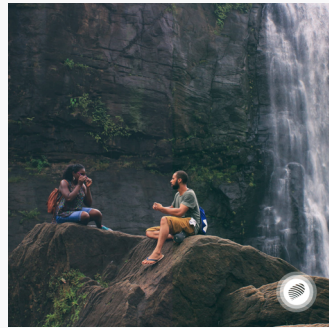


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STRUCTURE INSTAGRAM

Instagram is a platform focusing on visuals, therefore text use should be minimal

Instagram story is focused on sharing instant moments, logo use and structure is only necessary when there is a post repeat or other posts that requires graphics (like give-aways)



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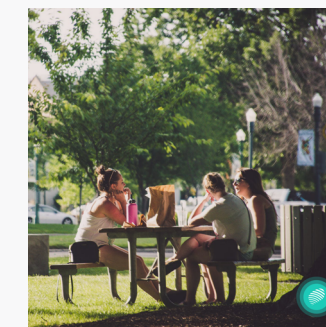
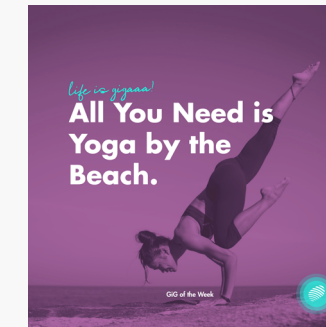
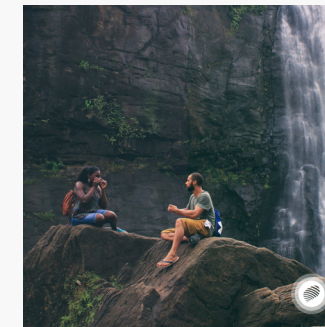
STRUCTURE YOUTUBE

Youtube thumbnails are essential for attracting the viewers

Thumbnails must be catchy, same style as other social media channels and text must kept short



MARGINS & LAYOUT



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MARGINS AND LAYOUT

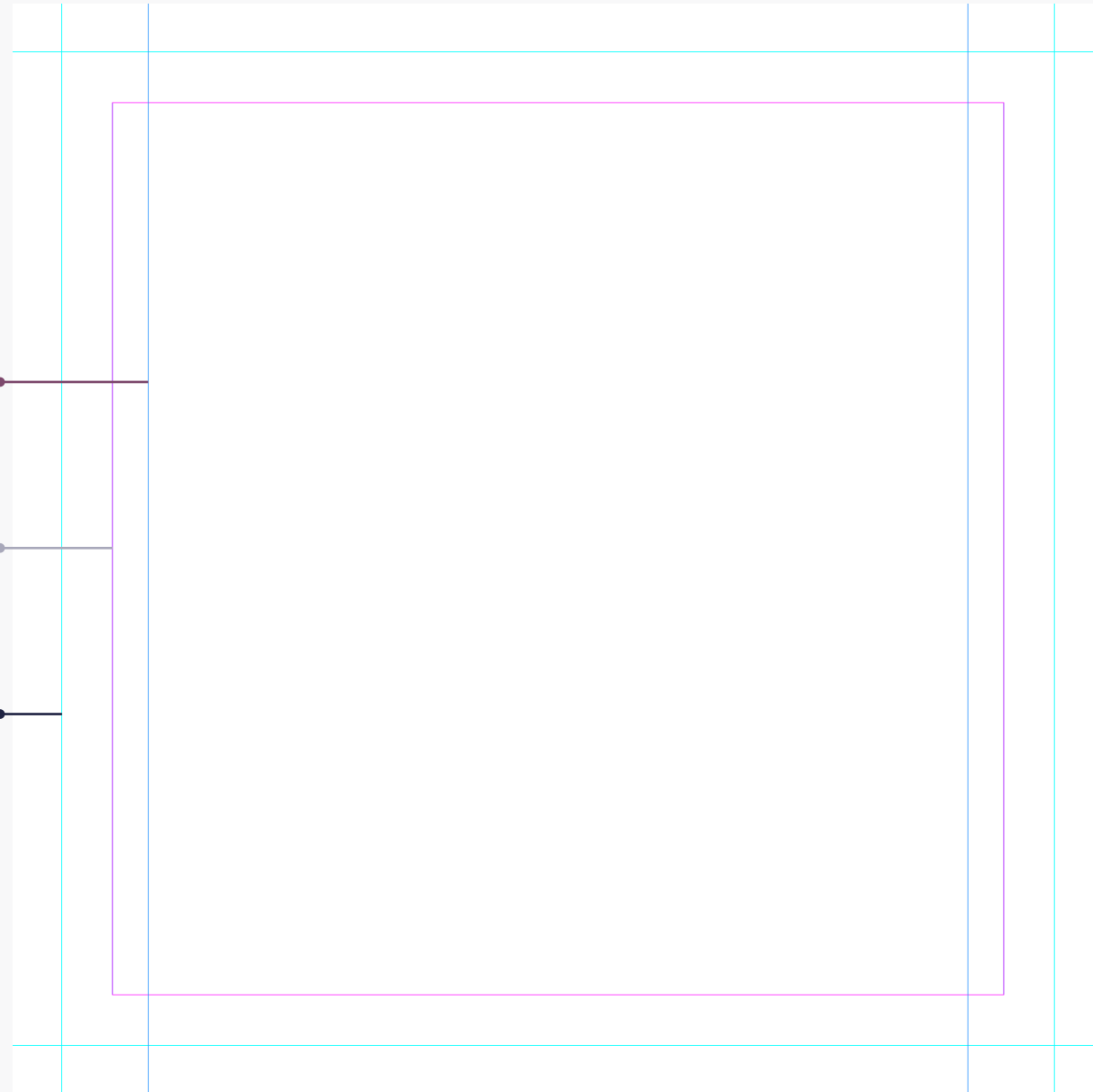
Margins and layouts are essential to keep the same image between country divisions

Margins should be respected and must not be too different from the original layout

Text Margin
136 px from the left
136 px from the right

Layout Margin
100 px from all the sides

Logo Margin
50 px from all the sides



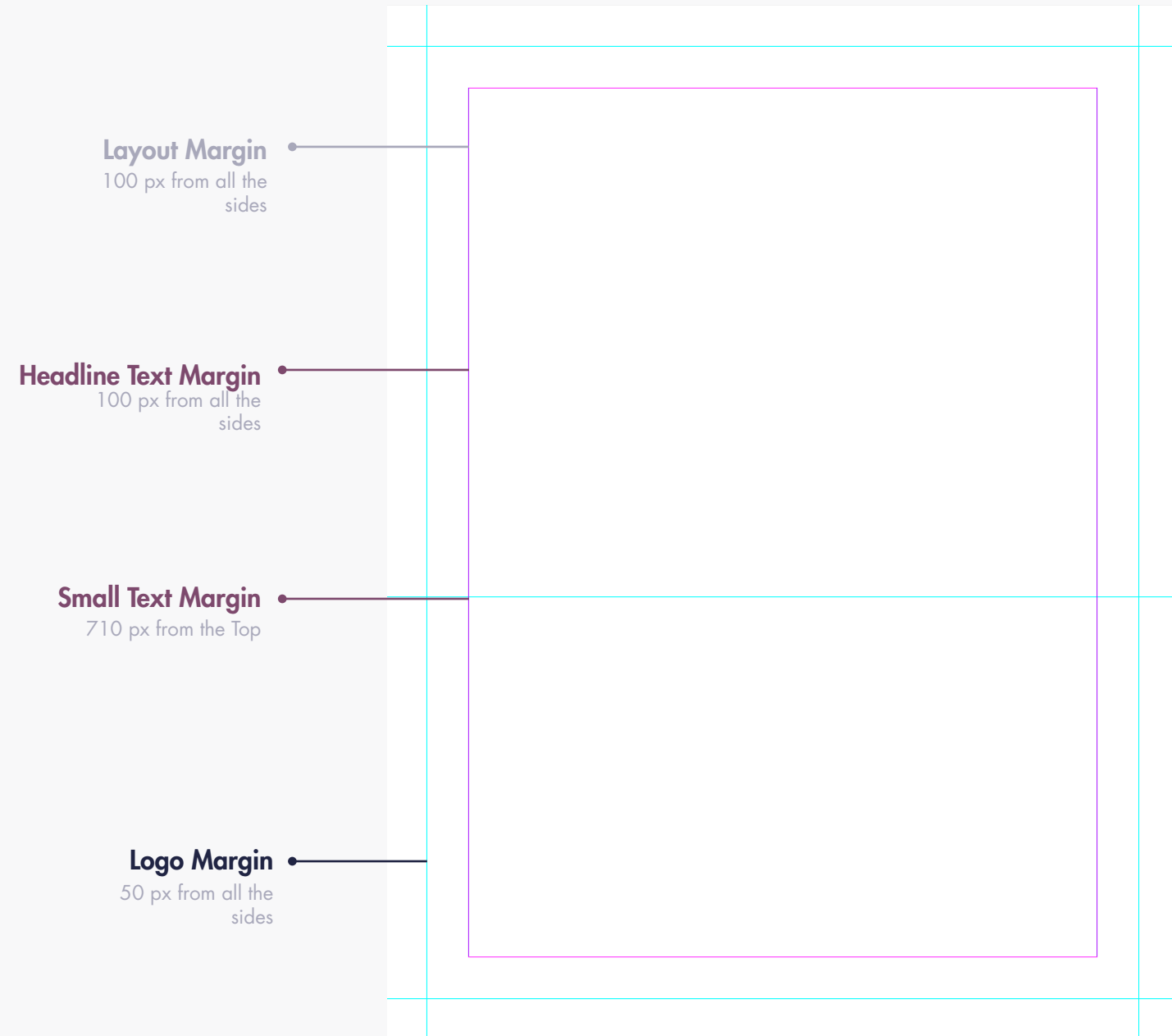
Template Name: gigaaa_post_instagram



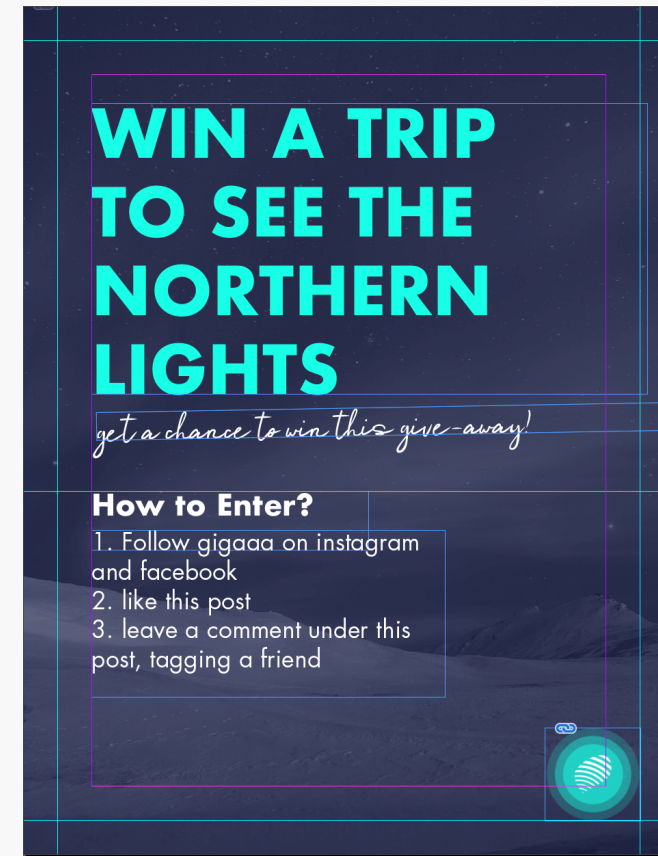
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LAYOUT FOR INSTAGRAM POST

- **Text Margin:** Defines the Maximum Space that can be used for the main text. Main text must be centered, small text goes under.
- **Layout Margin:** Defines the Maximum Space that can be used for all the elements. Nothing except logo can exceed this space.
- **Logo Margin:** Defines the space which will be used to align the logo and other branding elements (emblem logo/finger print logo...)



Template Name: gigaaa_post_fbvertical

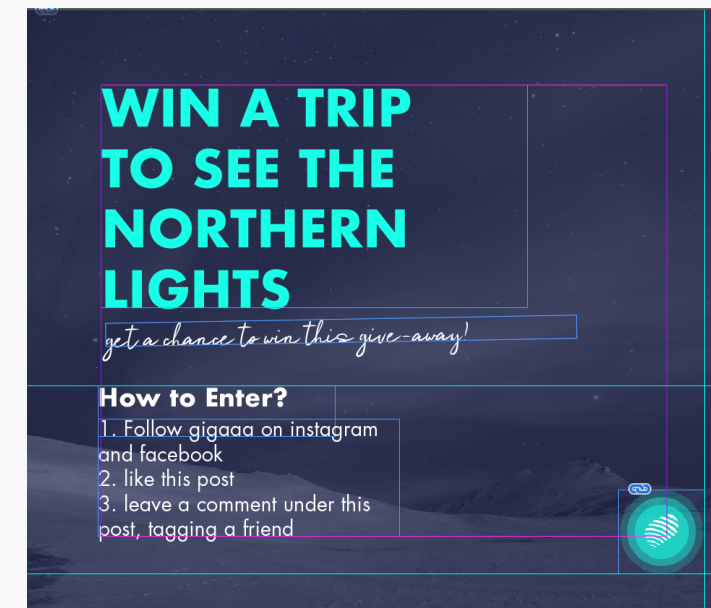
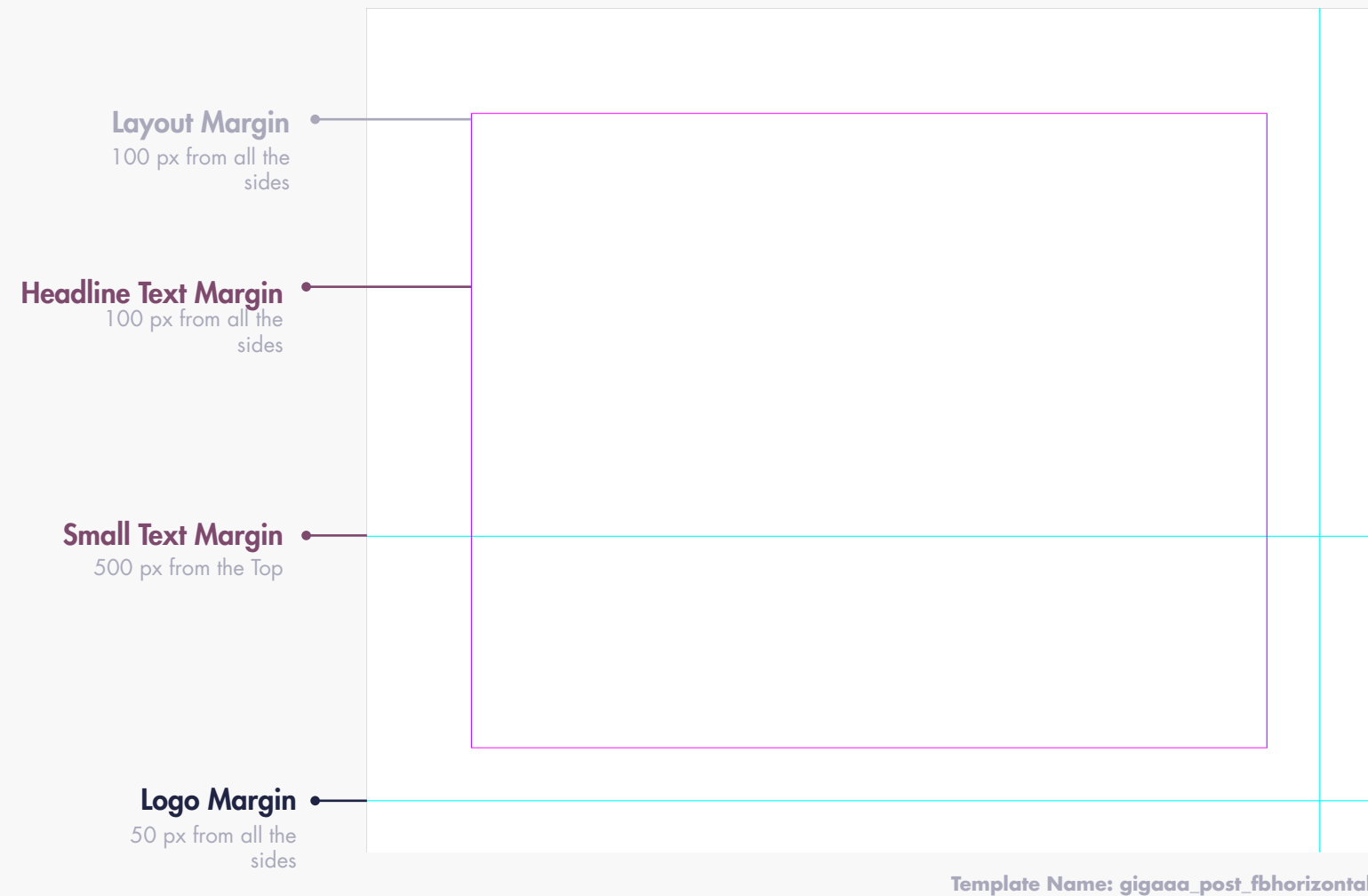


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LAYOUT FOR FACEBOOK POST

- **Layout Margin:** Defines the Maximum Space that can be used for all the elements. Nothing except logo can exceed this space
- **Headline Text Margin:** Defines the Maximum Space that can be used for the big text-headlines
Cannot be placed under the small text margin
Left Alignment should be used
- **Small Text Margin:** Defines the Maximum Space that can be used for the body-small text
Should be used for explanations, text
Left Alignment should be used
- **Logo Margin:** Defines the space which will be used to align the logo and other branding elements (emblem logo/finger print logo...)

LAYOUT FOR FACEBOOK POST 2



- **Layout Margin:** Defines the Maximum Space that can be used for all the elements. Nothing except logo can exceed this space

- **Headline Text Margin:** Defines the Maximum Space that can be used for the big text-headlines
Cannot be placed under the small text margin
Left Alignment should be used

- **Small Text Margin:** Defines the Maximum Space that can be used for the body-small text
Should be used for explanations, text
Left Alignment should be used

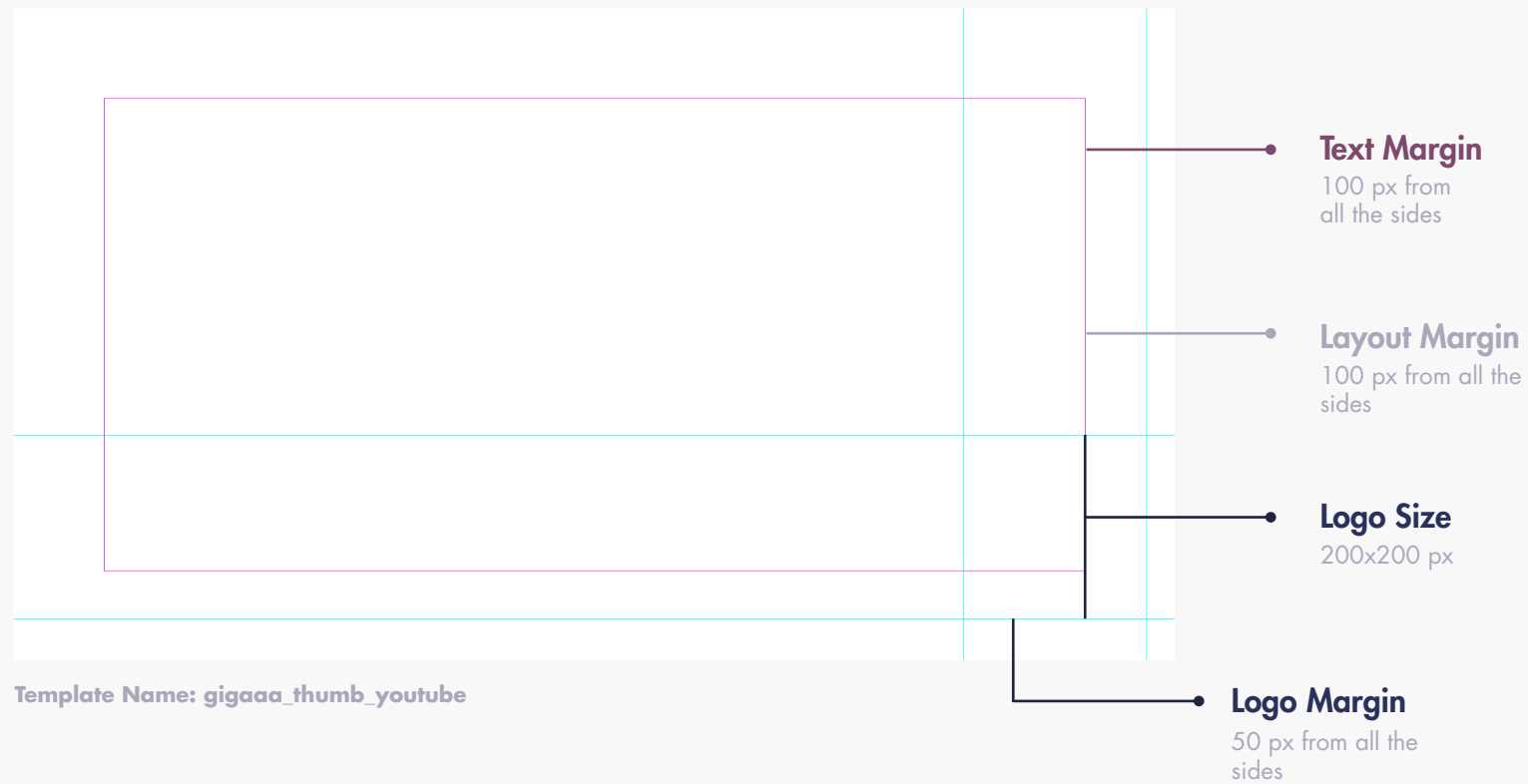
- **Logo Margin:** Defines the space which will be used to align the logo and other branding elements (emblem logo/finger print logo...)

LAYOUT FOR YOUTUBE THUMBNAILS

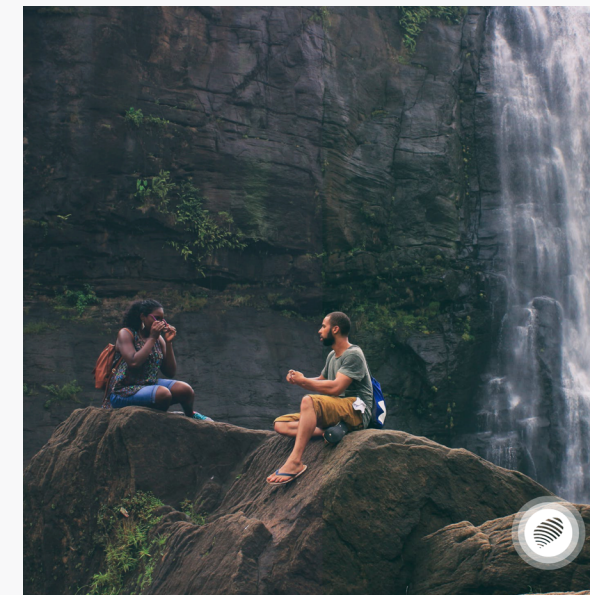
- **Text Margin:** Defines the Maximum Space that can be used for the main text. Main text must be left alignment, small text goes under either as hand-writing or normal text.

- **Layout Margin:** Defines the Maximum Space that can be used for all the elements. Nothing except logo can exceed this space.

- **Logo Margin:** Defines the space which will be used to align the logo and other branding elements (emblem logo/finger print logo...) Logo Size 200 x 200 px.



LOGO USE ON POSTS



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EMBLEM LOGO

The main preference for the logotype is the emblem logo

It can be used in gigaaa cyan or white according to the need

Must be sure of legibility of the logo (avoid crowded backgrounds around the logo)

TEXT AND TYPOGRAPHY ON POSTS



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TEXT AND TYPOGRAPHY

Text should be the dominant element of graphic/infographic type of posts

Different combinations can be made as long as there is one main text largely visible and dominant

Definitely Must avoid more than 2 lines of main text and more than 3 lines of small text



TEXT USE 1

For main text, **Futura Std Bold** must be used and the text must be centered

For small text under the main text, *Alfa*
Delta Regular can be used

To specify certain post type or hashtag, **Futura Std Heavy** (22 pt) must be used and text must be aligned to the page margin

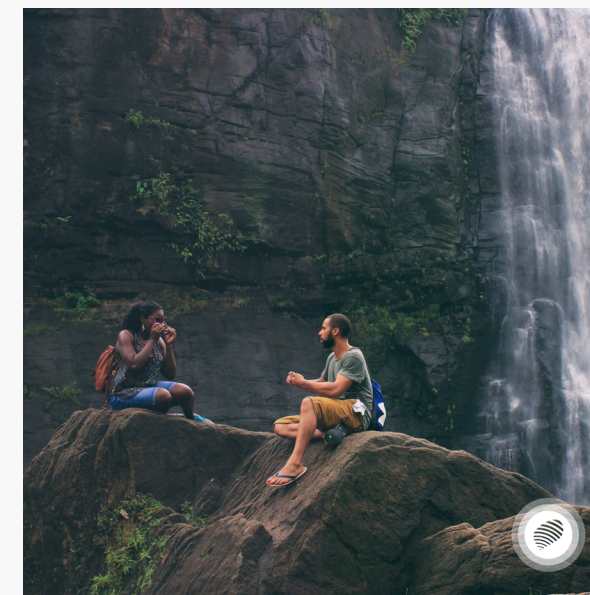


TEXT USE 2

For main text, **Futura Std Bold** must be used and the text must be centered

For small text under the main text, **Futura Std Heavy** (25 pt) can be used

FILTERS, OVERLAYS AND BACKGROUNDS



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TWO WAYS OF FILTERING

There are two types of posts and accordingly, two different ways of filtering

For graphic/infographic type of posts, there is a lot of manipulation and heavily colored filtering system

For without-text/photo type of posts, there is minimal manipulation



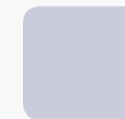
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FILTERING TYPE 1

There are two types of posts and accordingly, two different ways of filtering

For graphic/infographic type of posts, there is a lot of manipulation and heavily colored filtering system

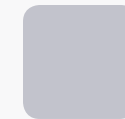
For without-text/photo type of posts, there is minimal manipulation



Filter 1

Mode: Hard Light %25

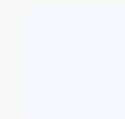
Color: ● gigaaa dark blue



Filter 2

Mode: Normal %25

Color: ● gigaaa dark blue



Filter 3

Mode: Color %100

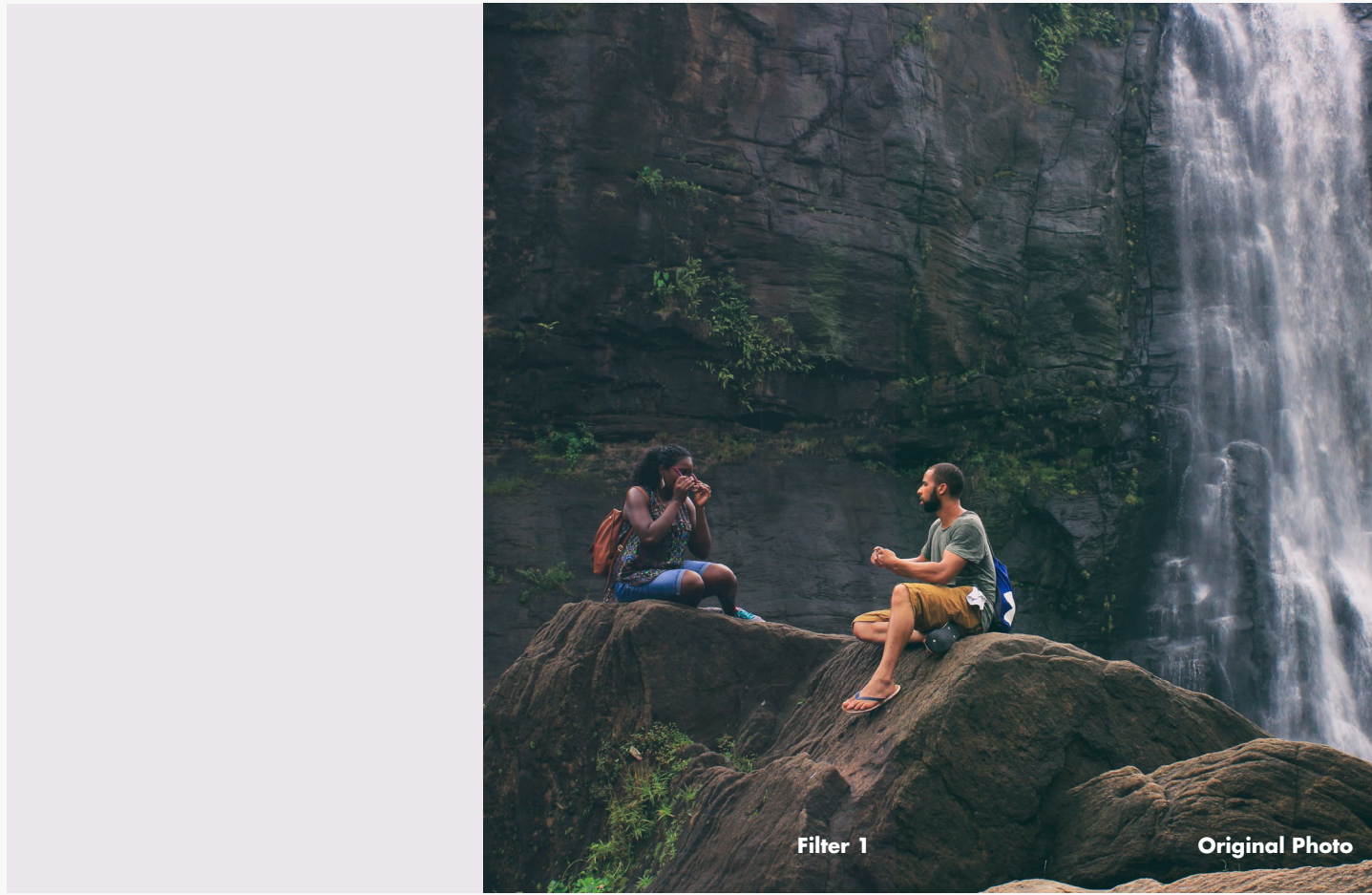
Color: ● gigaaa dark blue

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FILTERING TYPE 1

To achieve a refined look (rather than a raw look), there are 3 layers with different blending modes on this example

Although, It might be a different combinations, different blending modes and colors (since the original photo might require different manipulation), **the main principle is to keep the outcome colors as close as gigaaa colors and make sure it is dark enough to make text legible**



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FILTERING TYPE 2

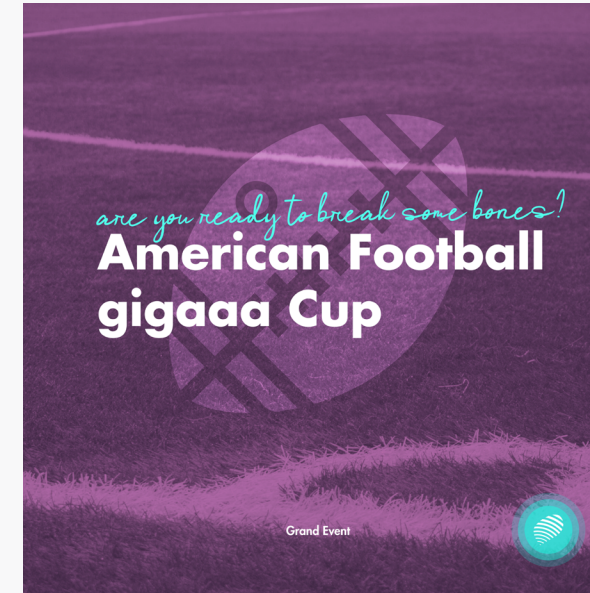
This filtering is just to show how to simply make colors slight a bit warmer

Adobe Photoshop Camera Raw Filters must be the go to application

For photos, there is no need for extreme colored filters, **main principle is to make sure colors are and vivid**

Filter 1
Mode: ■ormal %10
Color: ■igaaa burgundy

INCORPORATING GRAPHICS



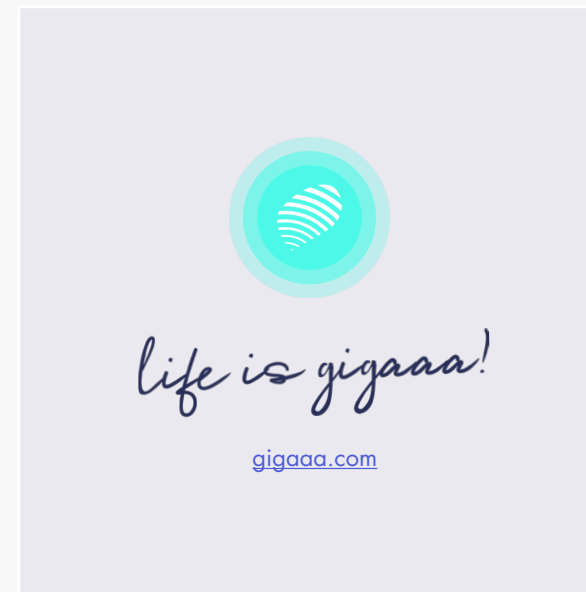
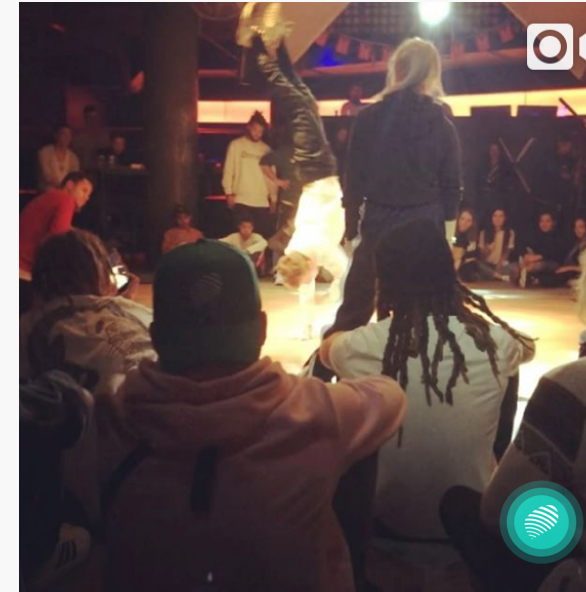
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BREAKING THE REPEAT

It is possible to incorporate some extra graphics on top of text and filtered background to break the repetitive, same type of posts dominating the page

Although, the graphics should not disobey the rules of hierarchy

VIDEOS AND BRANDING

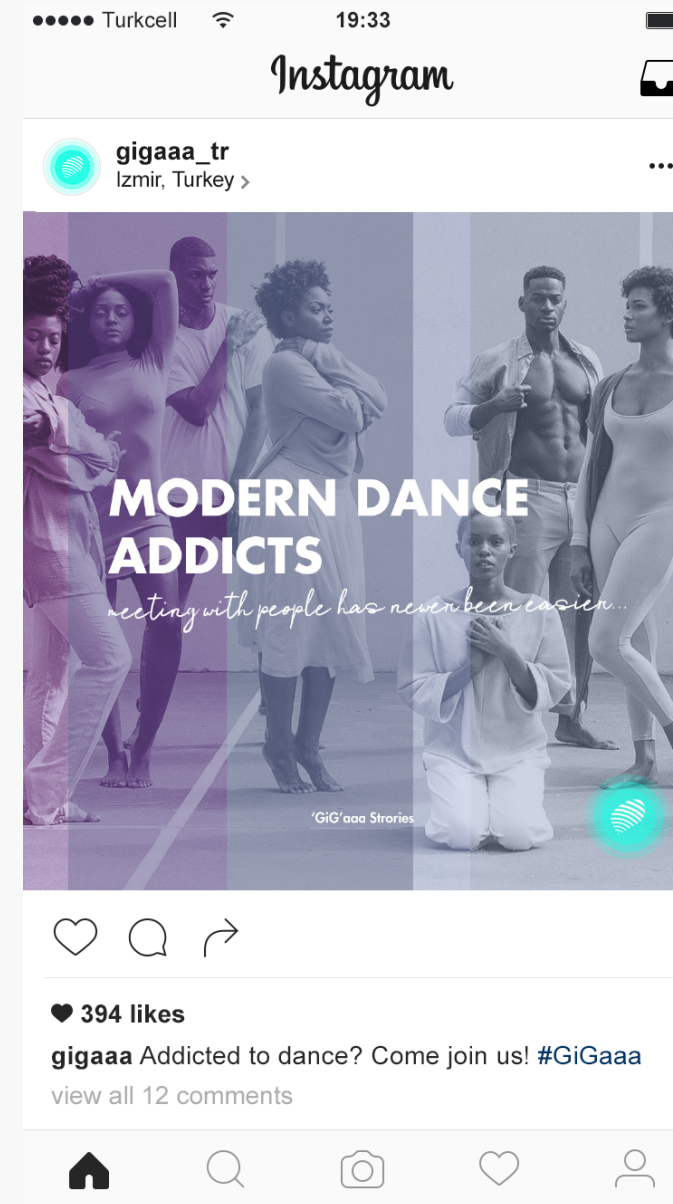


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VIDEOS & GIFS

Thumbnails of videos and gifs should include logo on the corner but gigaaa outro must not be chosen as a thumbnail since it might not represent the footage of the video

POST FORMATTING




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INSTAGRAM

Hastag use, link sharing and photo sharing is shown as an example on the left

gigaaa
Today at 19:33 · 🌐

Between late September and late March, it is dark from early afternoon until late morning. This is the best time to see the northern lights. It is easy to get to Northern Norway and around. Win a trip to see the northern lights in Norway! Details here: gigaaa.com/blog/839402 #lifeisgigaaa #giveaway
[See translation](#)



Like Comment Share

👍❤️👹 1.035

Write something... 🗨️ 📷 🎬 🔄

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FACEBOOK

Hastag use, link sharing and photo sharing is shown as an example on the left

gigaaa ✓
@gigaaa_tr

Key to a healthier life is in the nature. Discover these top 10 GiGs to enjoy outdoors! gigaaa.com/blog/23189 #lifeisgigaaa



5:11 PM · 04 Feb 17

133 RETWEETS 1,170 LIKES

🔙 🔄 ❤️ ✉️

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TWITTER

Hastag use, link sharing and photo sharing is shown as an example on the left

USE OF LANGUAGE

ABC

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FUN AND SPIRITED LANGUAGE

Airy, fun and cheerful use of language without being too informal or having typos or wrong captions

Text should still look tidy and professional and must be cleared from clichè marketing trite (like: you can't mis this deal! kind of sentences)



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HASHTAG USE

Hashtags are a big part of branding
Hashtags should not be excessive and
should always be related to the post

hashtags #gigaaa or #lifeisgigaaa must
always be present on posts



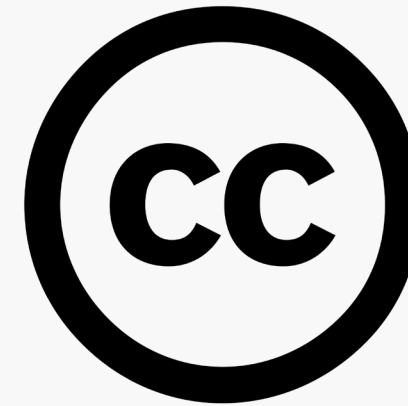
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EXCLAMATION POINT

Excessive use of exclamation point
creates a negative and unprofessional
perception on people
Exclamation point must be avoided

Also use of dot at the end of sentences
affects the perception
As a stylistic choice, dot can be used on
headlines but may not be preferred for
small text on graphics of posts

COPYRIGHT



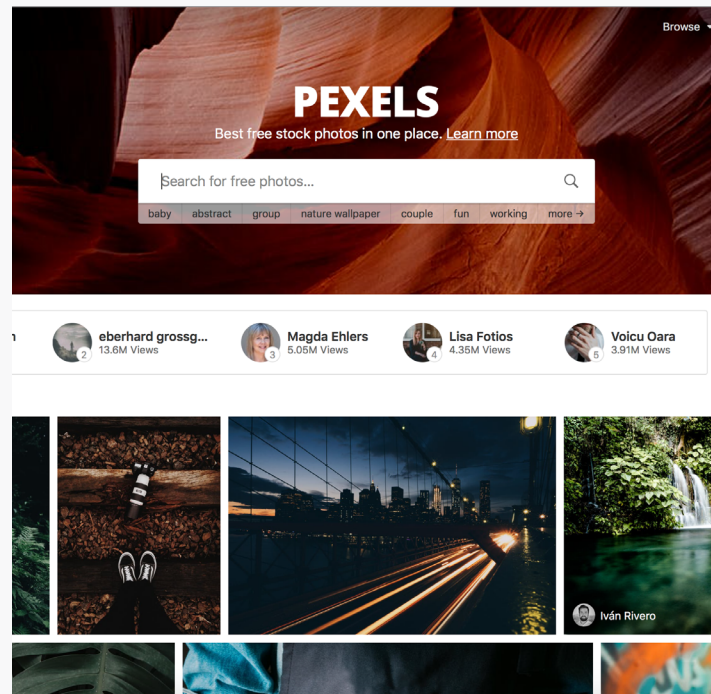
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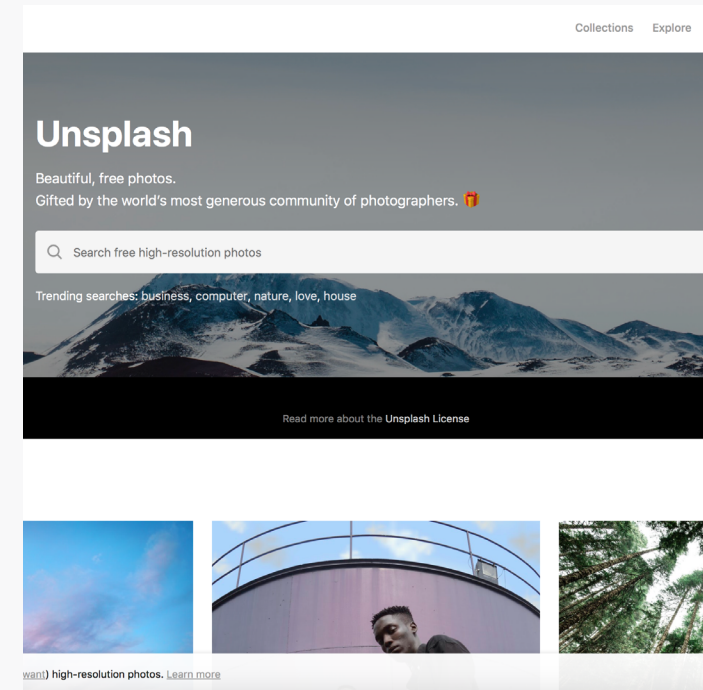


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Amazing, high resolution unique free stock photos under Creative Commons license can be found on 'pexels'

But each photo must be checked if it is possible to use commercially and if it is without Attribution

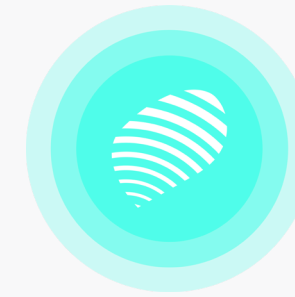


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life is gigaaa!

gigaaa.com



simay.esmek@gigaaa.net

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