

Social Media Style Guide

The social media style guide is our go-to source for how the Sister District brand appears on social media. Please note this guide is intended strictly for social and is not comprehensive of our full brand standards.

VOICE STANDARDS

Be accurate, truthful, and polite. Focus on core issue areas including activity in state legislatures, updates and news about past and current Sister District candidates, state-governed issues such as voter suppression, gerrymandering, healthcare policy, gun reform, and environmental policy. Avoid messaging around federal races or states that are not Sister District targets, except where there is a meaningful fit. Never employ invective or ad hominem attacks.

And, never, ever forget: *always use spell check!*

SIZES

as of 2/2020

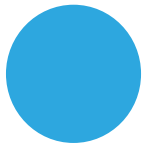
1080 x 1080 px
Instagram

1080 x 1920 px
Instagram Stories

1200 x 630 px
Facebook

1024 x 512 px
Twitter

PRIMARY PALETTE



#28a8e0



#2a3d90



#90298d

FIELD ACTIVITIES ICONS



Canvassing



Phonebanking



Textbanking



Postcarding

STATE ICONS



Minnesota



Texas



North
Carolina



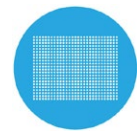
Pennsylvania



Michigan



Arizona



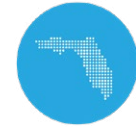
Colorado



Georgia



Wisconsin



Florida

TYPOGRAPHIC STYLE

These fonts are open source and available for download at fonts.google.com

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890!@#%&^*()

Lato Black

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890!@#%&^*()

Lora