



Social Media

Style guide & examples

2022

Two months

Progress check

1. New brand elements

Refer to the revised brand guidelines and begin to use the latest logos, typography and color.

2. Background coloring

We'd like to hold back on the use of Beam Navy and have our feeds be 60% white mist and 40% Beam Blue.

3. Illustrations

There's more room for some spot illustrations.

4. Stock photography

We've added a small library of new stock photos with models, devices, environments, etc. Overall, models in the same pose should be limited to one social.

5. Headlines

All headlines should be sentence-case unless referring to a Beam product or blog title.

6. IG stories

Refrain from adding body copy within IG stories. Exceptions are active links to blogs, registrations, or small notes directing the viewer to visit the initial post.

Brand refresh

Quick guide

New logo



New type

Lato Black

This is Fira Sans,
use it wisely.

eyebrow: Lato Black
size: 40% of headline

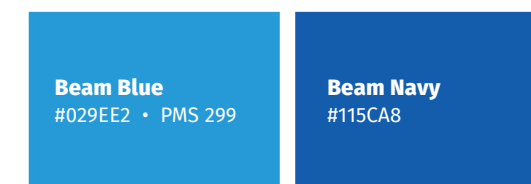
headline: Fira Sans Black
line height: 110% of
font size

Use Lato Regular for body copy. Don't forget to increase the line height.
Body copy should always appear in Charcoal unless creating a callout.

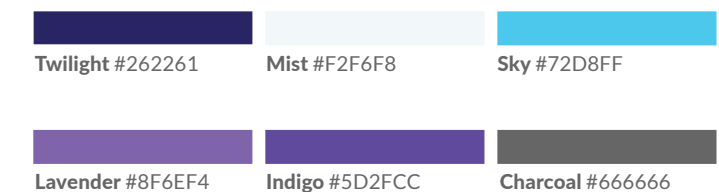
body:
size: ~25% of headline
line height: 130-150% of font size

New colors

Primary color palette



Secondary color palette



Social media

Introduction

The social media examples shown are the best visuals that represent the Beam brand. They include our illustration style, use of color, typography, and logo placement. Sending a clean, consistent brand message is imperative to the long term success of the company. We're all responsible for protecting and maintaining our brand.

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Details and specs

Layout Design

Each social prompt has one design theme and is carried throughout all four platforms. The design should be stylized and adjusted to fit each layout.

Half Circles

A popular layout style within the Beam socials is the use of a half circle. This can be used to divide the layout and separate text from image/illustration.

Logo Placement

Every social is to feature the Beam logo. When spacing is limited, use the cropped logo without the “Smart Dental” tagline (most often the case). If the layout does not have the space, resort to the Beam icon.

Social Dimensions

Instagram: 1080 x 1080

Linkedn: 1104 x 736

Facebook: 1200 x630

Twitter: 1024 x 512

Half Circles

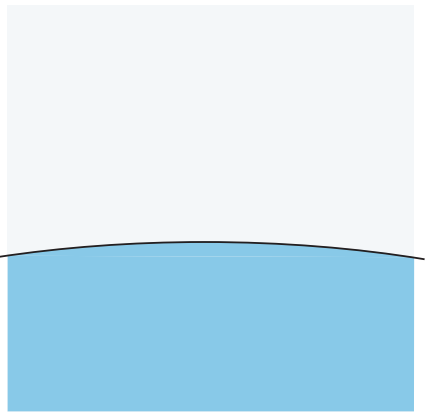
A popular layout style within the Beam socials is the use of a half circle. This can be used to divide the layout and separate text from image/illustration.

The formula for calculating the circle:

Height x 6 or Width x 6 in the measurement of pixels.

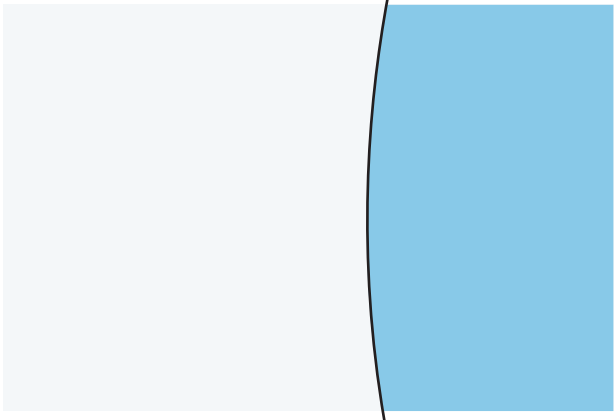
See examples throughout this style guide for a better understanding of how to use the half circle.

IG Post 1080 x 1080



1080 x 6 = 6480 (circle circumference)

LinkedIn Post 1104 x 736



736 x 6 = 4416 (circle circumference)

Products and tech

Product

Beam products are shown often to promote perks, the Beam shop, and showcase our unique insurance. Brushes, brush heads, and paste should be presented in a clean manner, taking priority of the layout hierarchy.

Tech

When presenting the app or a new landing page; laptops, phones, and desktop monitors should be up-to-date devices. The Beam circle can be placed as an anchor to fill space and accompany the device (see examples 3, 4, and 9).



01. Brush



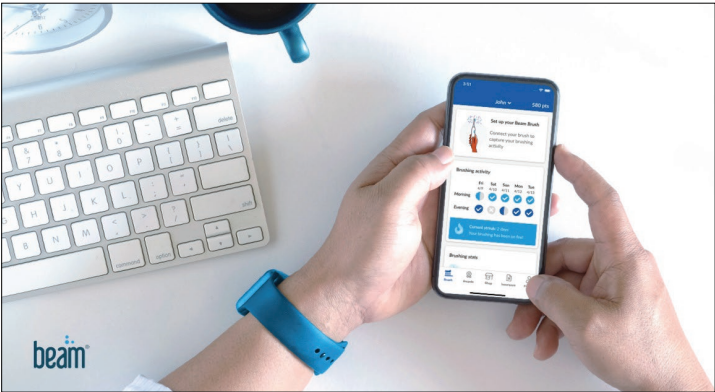
02. Beam app



03. Beam app



04. Beam app



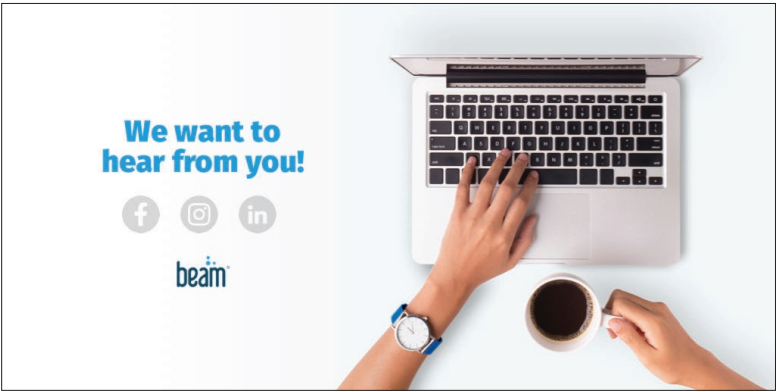
05. Beam app, brushing score



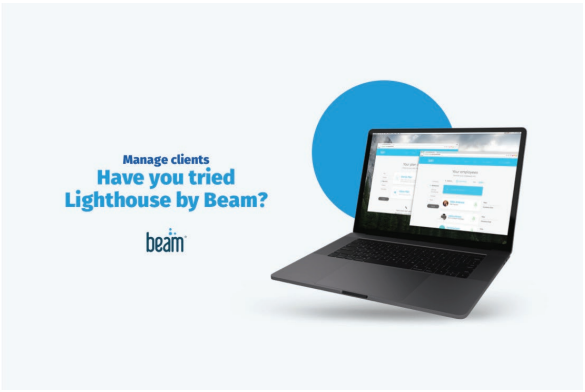
06. Beam app



07. Self enrollment + plans



08. Social outreach



09. Lighthouse



10. Perks

Insta carousels

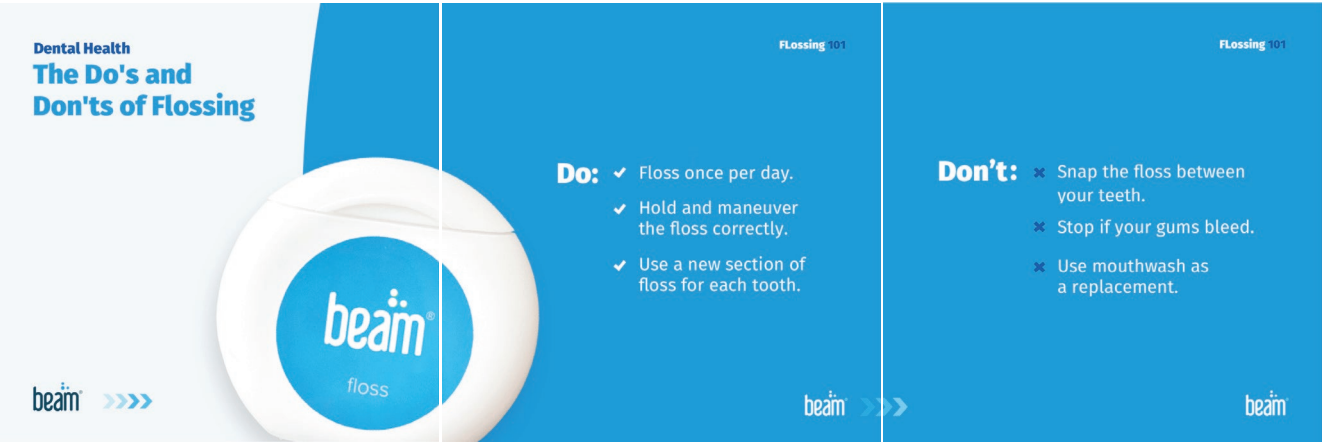
Instagram carousels have shown positive numbers in user engagement and should used when promoting detail content. The most often use of the carousel has been showcasing blogs or articles – with the intention to lead the view to the article in full and Beam website.



01.



02.



03.



04.

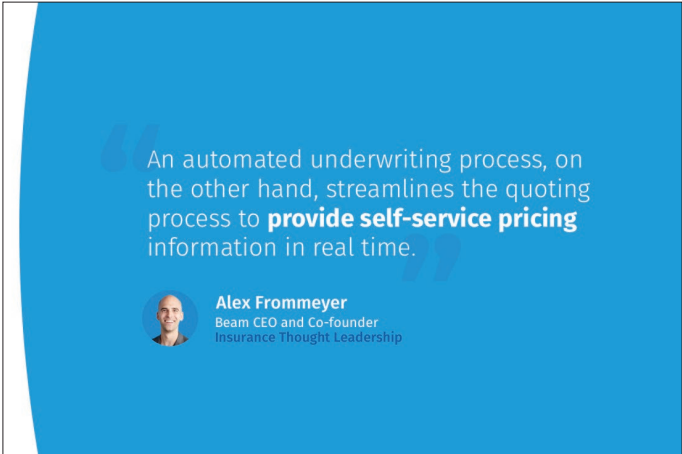
Quotes and typography

Quotes and reviews should be condensed to as few words as possible. Please take the creative liberty to remove unnecessary sentences or phrases to highlight the message. Quote marks are to be expanded and placed behind the quote in a low opacity.

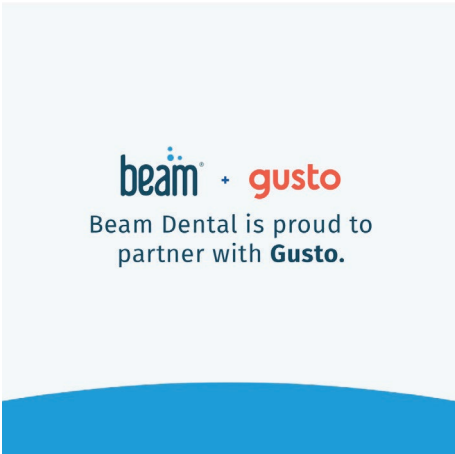
Partnerships and blog titles should be accompanied by the iconography system or adjoining partner logo. Stock photography can also be shown for visual aid when a blog title is too vague.



03. CEO Quote



02. CEO Quote



03. Partnership



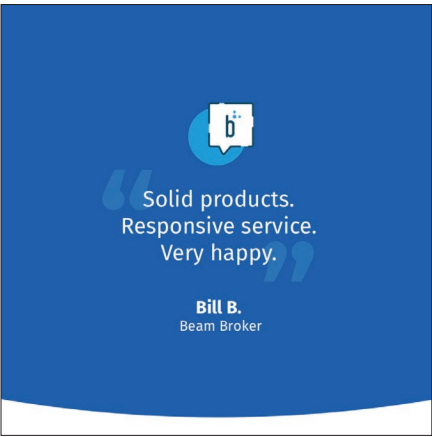
04. Blog



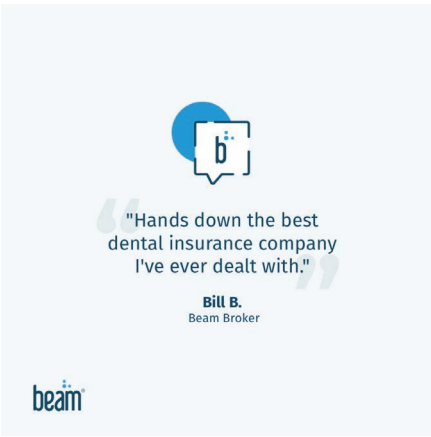
05. Partnership



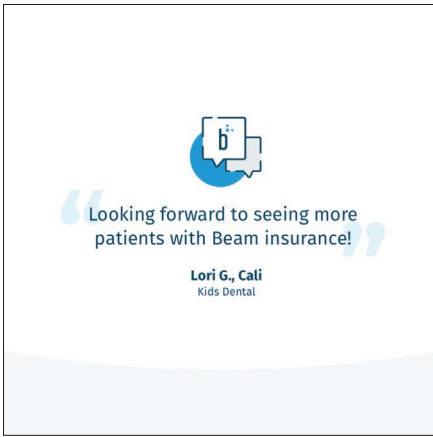
06. Blog



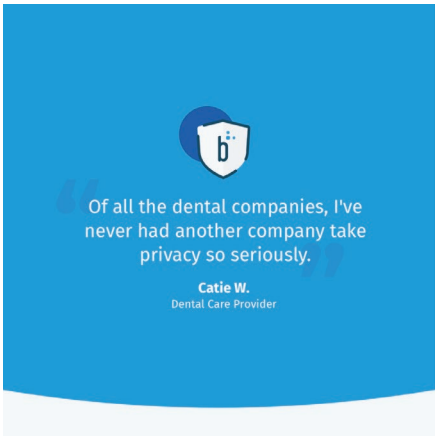
07. Review



08. Review



09. Review

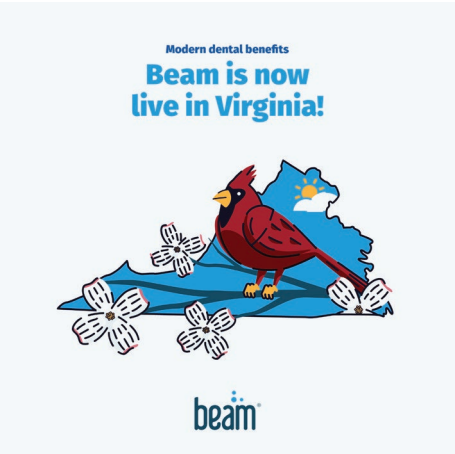


10. Review

Illustrations

Social illustrations are used to highlight holidays, insurance promotions, and blogs. Referencing the illustration guide, we aim for the level of spot illustration. The use of brand colors is preferred, but the pallet can be expanded when needed. Please reference the Illustration style guide for more details.

When placing the illustration within the social layout, they can be placed to the left or right with room for the title/copy on the adjacent side.



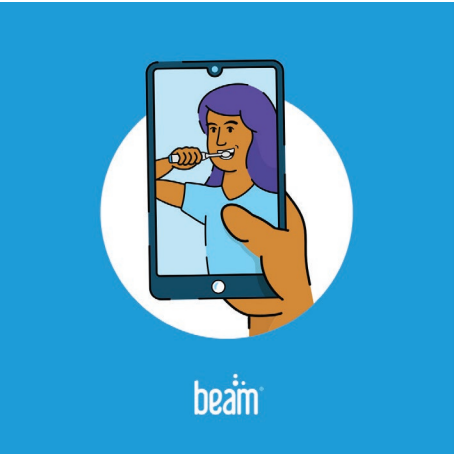
01. Live state update



02. Digital insurance card



03. No waiting period blog



04. Selfie Day



05. Labor Day



06. Benefits promo



07. Beam shop

Lifestyle photography

When using photography, our assets come from stock photos off of Shutter-stock, Envato Elements, and Adobe Stock. Photography should be business casual and simple. To reinforce the brand and take more ownership; personalize clothing and assisting props with brand colors. This includes coffee mugs, watch bands, shirts, jackets, hats, etc.



01.



02.



03.



04.



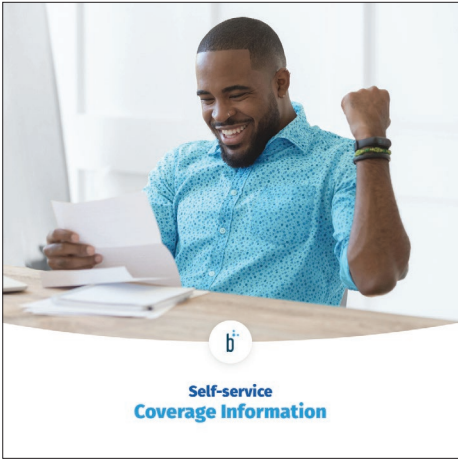
05.



06.



07.



08.

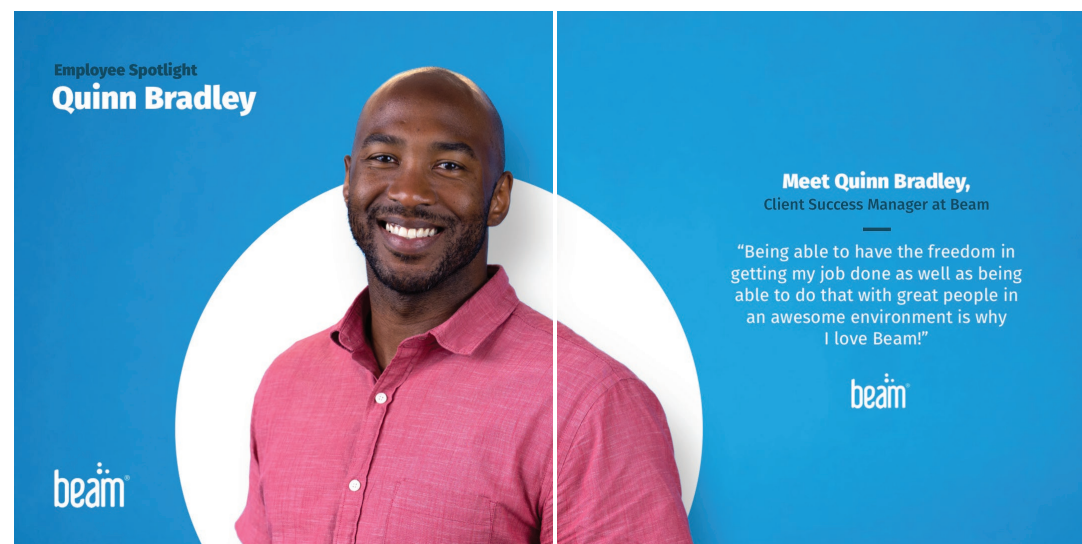


09.

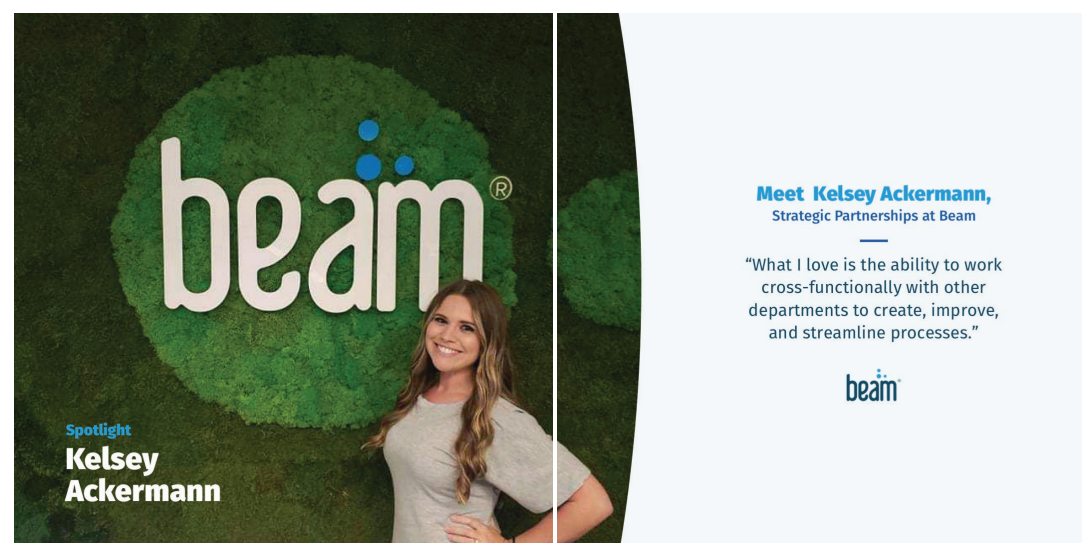
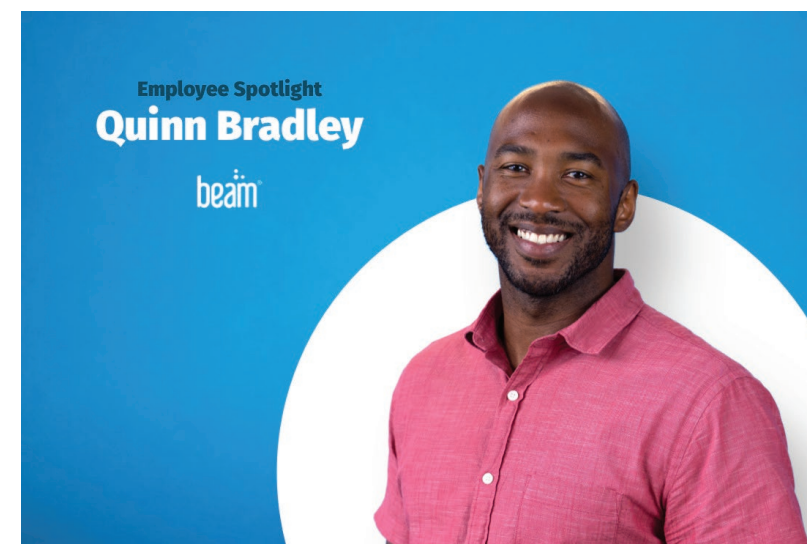
Employee spotlight

Spotlight socials are the highest viewed posts among our platforms. They showcase Beamers within the company and expand into a personalized statement. The first example shown is the standard presentation. With remote-work headshots, you will need to mask the profile and place it on the official Beam gradient.

The 2nd example shown is a more rare spotlight layout, but preferred when possible. Should the headshot or photo be taken within the Beam office space, use this layout.



01. Single headshot



02. Beam-themed shot





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