

ED-2



Professionaliseren & Profileren

ED-2
2023-2024

Periode 4 Les 04

- **Jouw styleguide voor Social Media**



1

ED-2

Focus periode 4: **Profilering**

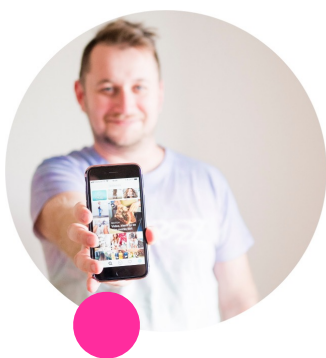
Dit gaan we doen:

- CV maken/verbeteren
- LinkedIn profiel aanmaken en vullen
- Theorie contentmarketing | Jij als ontwerper jezelf promoten
- **Style sheet social media | Professioneel Instagram kanaal aanmaken**
- Professionele promotieberichten maken



2

ED-2



Dit gaan we vandaag doen

- Wat is een style guide voor social media?
- Diverse voorbeelden bekijken
- Uitleg style guide template voor jouw online profilering



3

ED-2



Style guide voor een website en social media

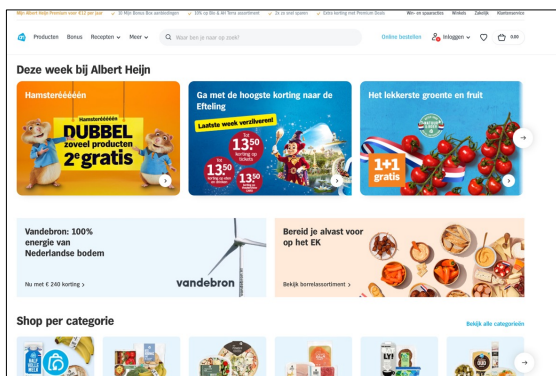
In de style guide leggen we **belangrijke keuzes** vast voor elementen die gebruikt worden op de website of social media. Denk aan lettertypes, buttons, gebruik van fotografie en bijvoorbeeld de opmaak van formulieren.

In de style guide worden de **huisregels** vastgelegd en beschreven /getoond welke **vereisten** er zijn op het gebied van opmaak



4

Een voorbeeld

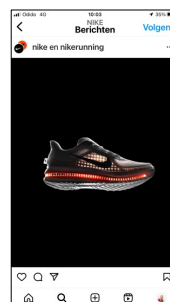
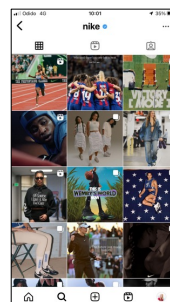
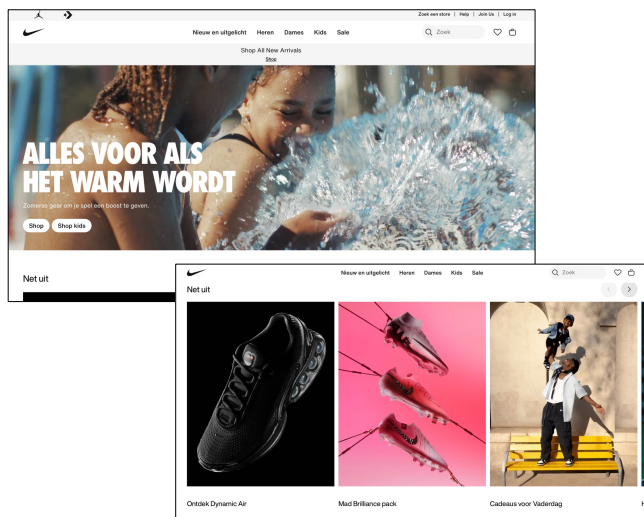


ED-2



5

Een voorbeeld



ED-2

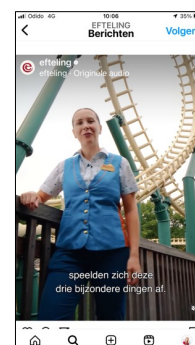
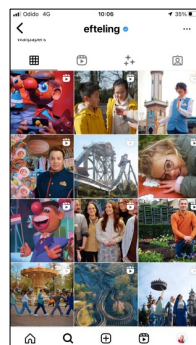


6



Een voorbeeld

ED-2

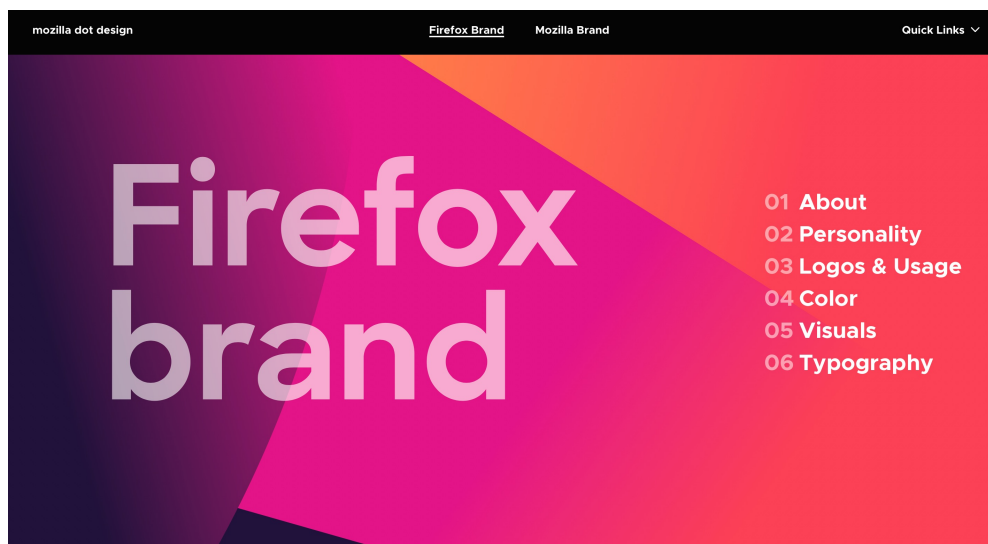


7



Voorbeeld brand guide Firefox

ED-2



<https://mozilla.design/firefox/>



8

ED-2

Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

Introduction

Our style guide

The Mediacollege Amsterdam Style Guide aims to create a shared visual brand identity that reflects the core essence of our college. This document should be used as a high-level guide for all Mediacollege Amsterdam visual executions.

Please note: This Style Guide is a living document and is continuously evolving.

Section 1
Brand Strategy

“Learn the rules like a pro, so you can break them like an artist.”

Pablo Picasso

3

ED-2

Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

Logo in Colour

The Mediacollege Amsterdam logo is available in two orientations, horizontal (logotype to the right of the MA icons) and stacked (logotype beneath MA icons). Use the stacked logo whenever the layout is centered, for example when the logo is presented in the middle of the screen on a YouTube video.

Use the horizontal orientation logo whenever the logo is aligned to the left on a design area, like on a left aligned booklet. The coloured logo should only appear on white or black backgrounds, like demonstrated on this page. The logo type 'Mediacollege Amsterdam' uses the pink brand color.

Logo in Black and White

The Mediacollege Amsterdam logo is available in black and white versions if color is not an option (both stacked and horizontal orientation) or if the logo is being placed on an image or background other than black or white. The black and white version of this logo may be used only on backgrounds or photographs that allow for proper readability. Use the stacked logo whenever the layout is centered, for example when the logo is presented in the middle of the screen on a YouTube video. Use the horizontal orientation logo whenever the logo is aligned to the left on a design area, like on a left aligned booklet.

Frame do's and don'ts: Logo

The idea of a frame for DentsuAchtung is something that is integrated into all aspects of the brand system. We encourage the idea of a frame for all content that is placed on a frame or placed back in various the corners of the subject. The words will not make images, it's a design element with color contrast.

Visual Elements

18

ED-2

Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

Brand Colours


Mediacollege Amsterdam has 3 core brand colours; white, black and pink. No other colour may be used when reproducing the logo, icons or graphics. Mediacollege Amsterdam has a long history with the color pink. Pink should be used in meaningful ways throughout the design to act as an identifying colour of the college, however, it should not become overwhelming on communication materials, or take up too much of the design material. Pink and black should be used more sparingly as background colours, no more than 20% of communications as background colours.

<p>White 60% Brand Prominence</p> <div style="background-color: white; height: 150px; width: 100%;"></div> <p>#FFFFFF</p>	<p>Pink 20% Brand Prominence</p> <div style="background-color: #FF00FF; height: 150px; width: 100%;"></div> <p>#FF00FF</p>	<p>Black 20% Brand Prominence</p> <div style="background-color: black; height: 150px; width: 100%;"></div> <p>#000000</p>
---	--	---



Parsons SPOT
Reproduce Size C
CM: 1000 x 140

23



11

ED-2

Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

Typography

Aeonik is the primary brand typeface. Medium > titles and subtitles. Regular > body copy

Sangbleu Kingdom is our secondary brand typeface. To create attention to quotes / titles of significance.

<p>Primary Typeface</p> <p>Aeonik Medium (Functional Headlines and Subheaders) Aeonik Regular (Body Copy)</p>	<p>Secondary Typeface</p> <p>Sangbleu Kingdom Medium (Display Headlines) Sangbleu Kingdom Regular (Quotes)</p>
--	---

AaBbCc

1234:??@

AaBbCc

1234:??@



12



Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

ED-2

Introduction to our design elements

Please note, these pages are only introducing our design elements. For more information on each design element and their use, see their respective guide sections.

- Section 2

Visual Elements

<p>Frame of Greatness and imagery We use this in two ways in design to frame student work or images, which heightens their significance.</p> 	<p>Repetition of MA and our MA Variations We repeat our nickname MA in designs to encourage the use of the nickname with playful variations that express our diversity and openness as a college.</p> 	<p>Symbols and Pattern Our symbols additions and brand pattern are visual elements that may be used in communications to add a more spirited feel to branded materials.</p> 
--	--	--



13



Brand guide Mediacollege Amsterdam

Gemaakt door DentsuAchtung

ED-2



	<p>Learn the rules like a pro, so you can break them like an artist.</p> <p>Pablo Picasso</p>	
<p>MA Mixtape #009</p> <p>Mixtape by students</p>		<p>Creativity is a wild mind & a disciplined eye.</p> <p>Dorothy Parker</p>
		



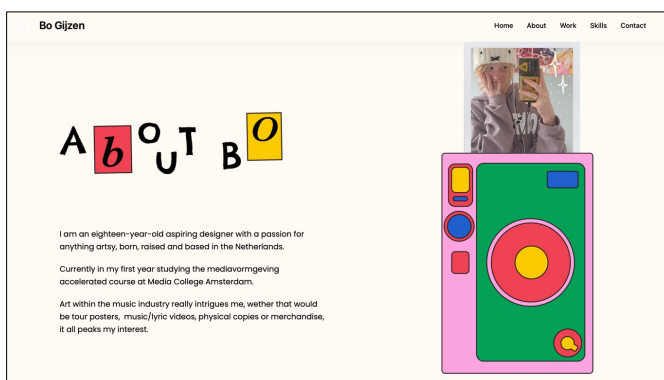
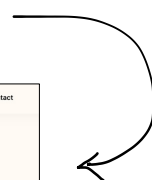
14

7



Jouw style guide voor Social Media

Jouw design van je ontwikkelportfolio is de basis

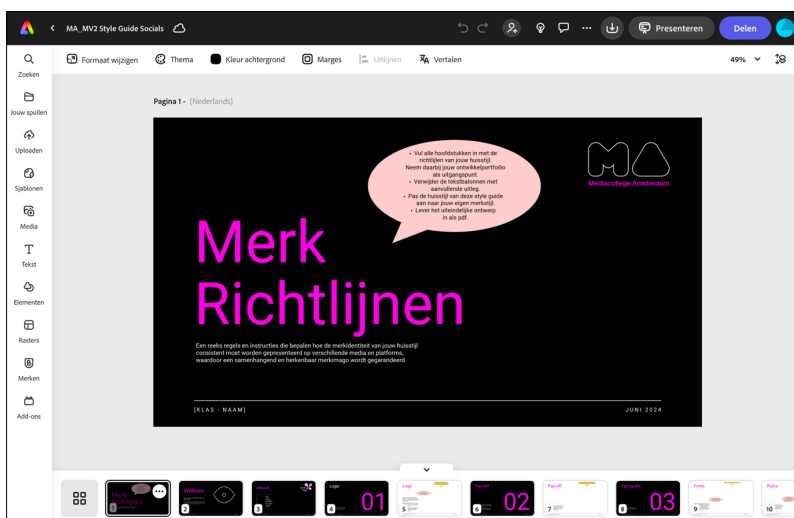


15



Jouw style guide voor Social Media

Template in Adobe Express



16

ED-2

Jouw style guide voor Social Media
Template in Adobe Express



17


Het is een dynamisch document dus je blijft hem
steeds aanvullen en aanpassen

ED-2

Volgende les: template zoveel mogelijk ingevuld

Volgende les: apart Insta account aangemaakt

Speciaal aangemaakt om jezelf als ontwerper online te profileren



18