

Creating a Facebook post

Brand Objectives

Please remember our Brand Objectives when creating your Facebook post. *See pg 4 of our Brand Procedures.*

Sizing

The correct size for a Facebook newsfeed post is 1200 x 628px but this will not work for all photos, so a 1200px square size can also be used. See examples below.

Photographs

Photographs used should closely align with our vision and capture the essence of Playcentre. Only use vibrant photos with sharp focus. The subject's head must not be cropped. Try to include a diverse range of ages, gender and cultural background in your Facebook posts. *See pg 18 of our Brand Procedures.*



1200 x 628px example

Text on photo

Calibri Bold should be used for headings/quotes.

Position your text so it can easily be read and doesn't cover a person's head. *See pg 12 of our Brand Procedures.*

Logos

The correct **Welcome to our Village slogan** and **Playcentre logo** must be used on all Facebook posts. White or black versions are available - please use whichever shows up better on your photo. *See pg 9 of our Brand Procedures.*

Yellow panel

A yellow panel can be used to house the logos/text if they don't show up well. Your photo should take up most of the space though. Use RGB 255/212/0 or Web #ffd400 for the yellow colour. *See pg 15 of our Brand Procedures.*



1200 x 628px example



1200px square example



1200px square example



Playcentre 

“Whānau tupu ngātahi – families growing together”