

Implementing the Barents Brand Book:

A User-Friendly Social Media Guide

This guide aims to make available and explain the use of pre-designed templates for social media that adhere to the brand guidelines developed by Tank for the Barents Cooperation in November 2021. The brand book, and the associated files, are mainly meant for media professionals. However, in order to keep style consistency, it is important to make sure the content we produce as non-professionals in the IBS office and beyond as consistent with this as possible, while keeping in mind the limits of both our time and digital capabilities. To this end, the following guide is meant to be as simple, cross-system available, backwards / forwards compatible, and flexible as possible. It is recommended to use the Brand Book in combination with this document. Your starting point will be the **Social Media Guide** file pack <M:\IBS\BEAC Profile handbook 2021\Social Media Guide>. All assets referred to in this guide (Barents logos, chairmanship logos, backgrounds, photos) are located in this folder, and have been converted to a user-friendly format (i.e, png files instead of adobe illustrator files).

Contents

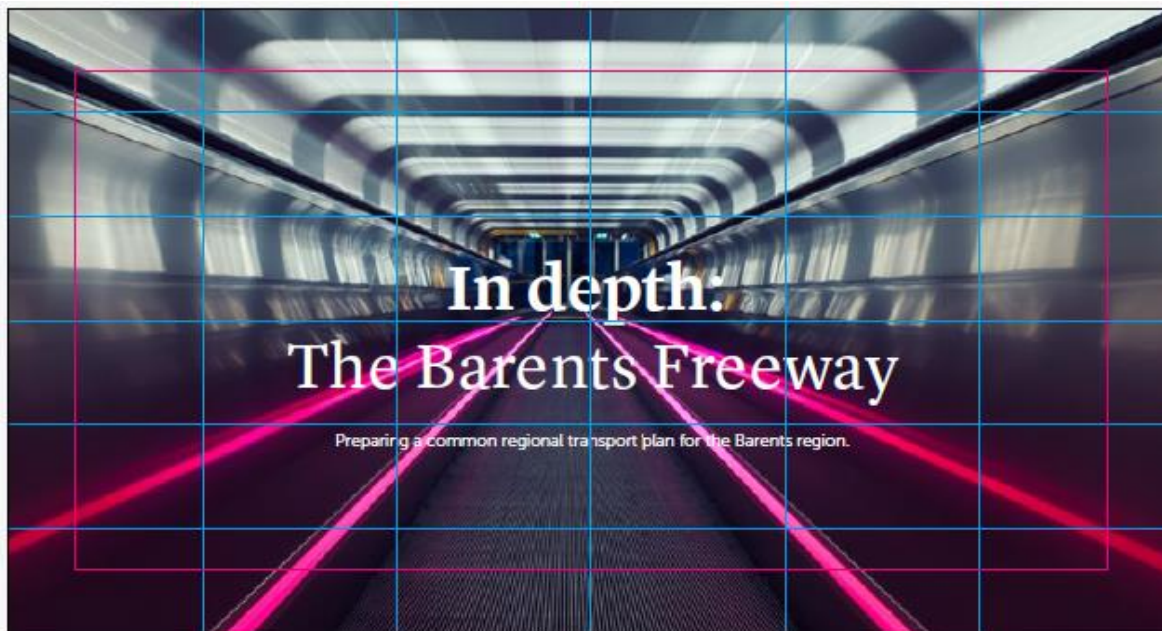
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Font

Instead of Museo Sans (for professional material, requires license), we will use **Arial (in bold)** as a header font (main emphasis, size 36), Arial as a subtitle font (for emphasis, but less than main titles, size 17.5 to 15.5), and Georgia as a supporting font. Georgia is easier to read than Arial in large and dense text, but Arial is also possible to use. Georgia can also be used as a main font with Arial as a supporting font, for instance in more thematic content as shown below. Text should be in dark blue instead of black (RGB: 0, 59, 104), size 11.5, with 1.5 spacing and justified. This is easy to set for a whole document by highlighting a section of properly formatted text home > styles > right click (i.e heading 1) and then update (heading 1) to match selection.

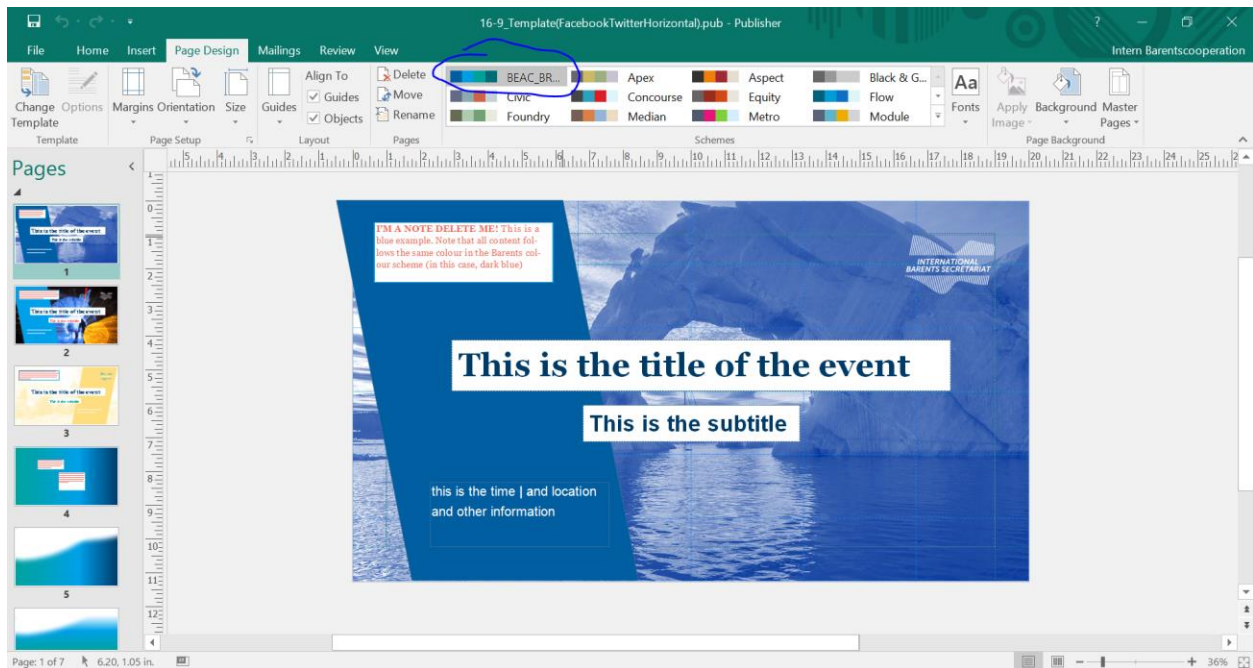
Museo Sans, if wanted, is available here

<M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Fonts>

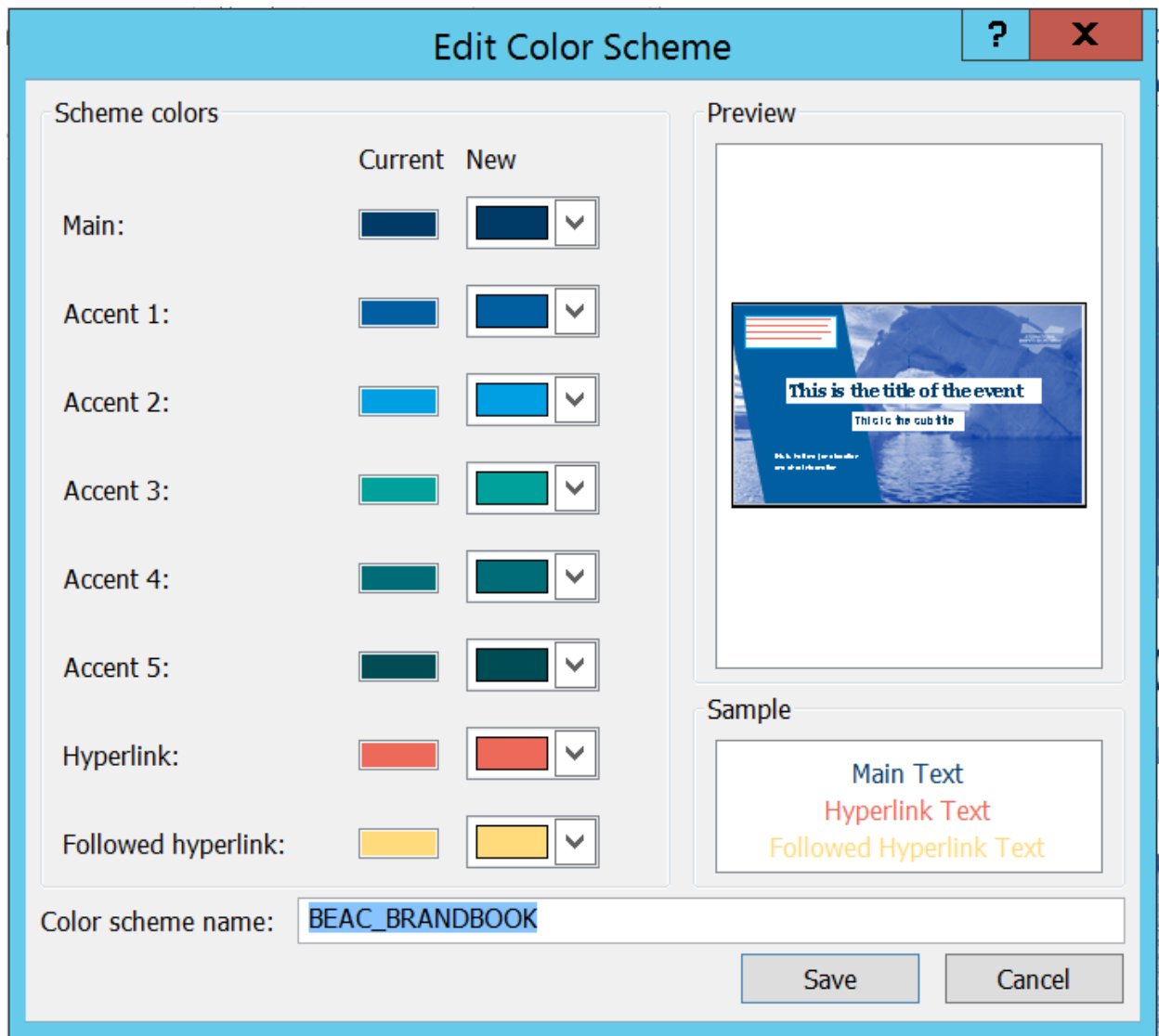


Colour Scheme

Tank has developed a Barents-specific colour scheme of 8 colours (+ black and white as accent colours). It is important to use these colours to maintain identity. These colours combine nicely, so there is lots of flexibility when using them! For ease of use, any document you open in the Social Media Guide will already be using this colour scheme:



If you are creating a new document not based off of the templates provided here, it is simple to create a pre-saved colour scheme from the colours provided in the brand book in any Microsoft office document. Creating a color scheme and saving it instead of manually changing the colour of text or shapes will save you time in the long run!



Images and Backgrounds

The Brand Book emphasises the use of photos. High quality, powerful images that can be used without copyright concern have been downloaded from the 2017, 2019, and 2020 **Discover Barents** competition, and made into a **Photo Bank** according to the following themes:

- Landscapes (powerful nature photos)
- Biodiversity (close-up nature photos, and animals)
- Action
- Global Warming

- Culture
- Youth
- Transport and Logistics

<M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Social Media Photo Bank>

This should make it easy to select appropriate, high quality images for use on reports, event headers, etc, according to the message you wish to communicate. Feel free to add to this **Photo Bank**, and remember to credit year and photographer when used in communication materials.

The Brand Book also suggests the use of gradients. These can be used when photos are not available (for instance, a very specific topic) or not suitable. This is good for instance for more formal communication materials. Gradients in PNG format are available:

<M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Gradient Files>

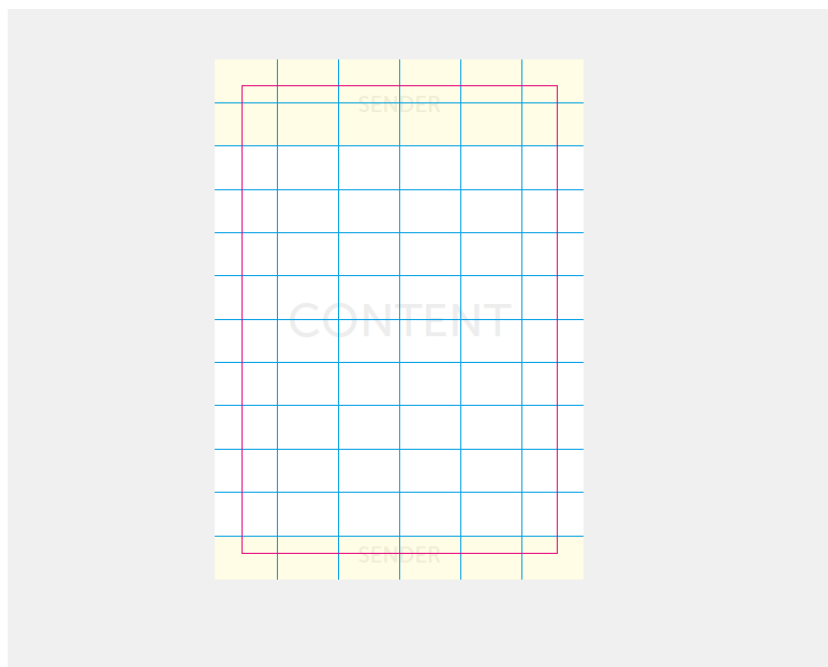
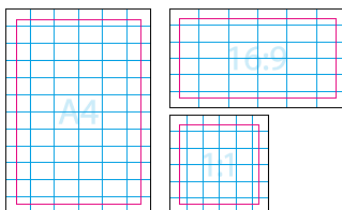
Templates

The Brand Book suggests the use of grids with pre-defined placeholders, to keep the layout of content the same from document to document.

2.1 Layout

Flexibility and versatility is key

A 12/6 or 6/6 grid with pre-defined placeholders constitute a solid and recognisable foundation for applying content. This easy-to-use design principle should form the basis for material across all media and formats.



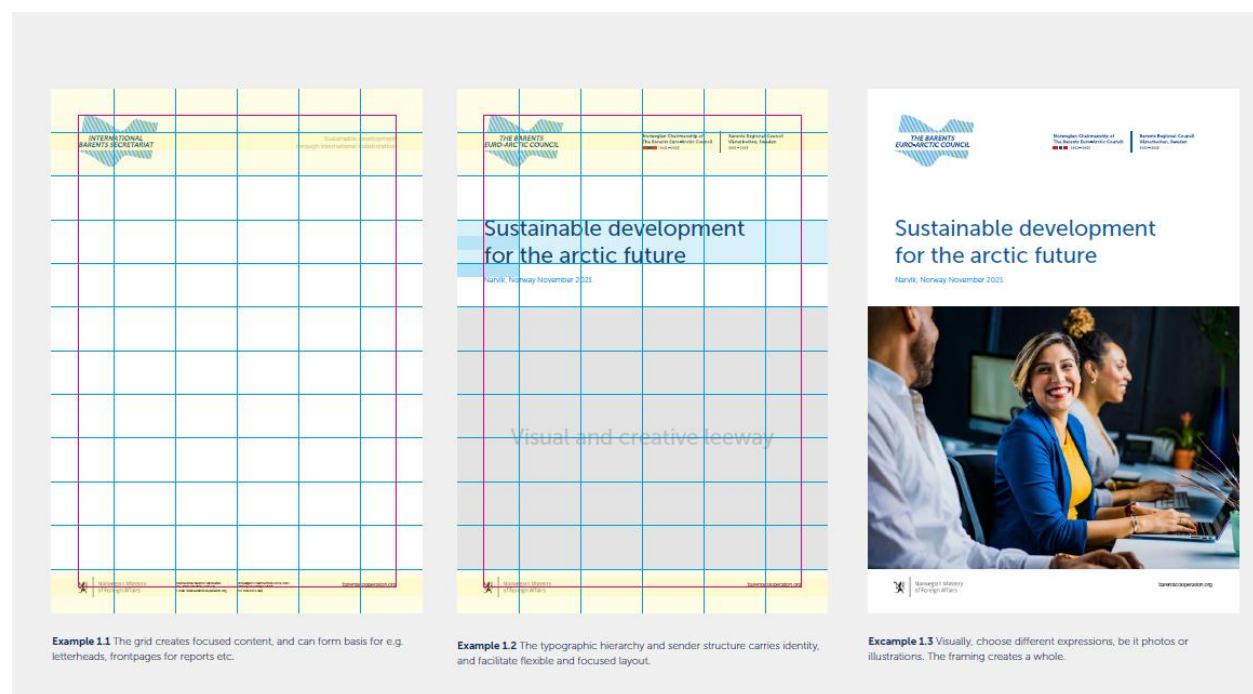
The 3 templates have been created, and can be found and used here.

<M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Templates>

Please make sure to save a separate copy in your own folder before use! These templates are useful, because different communications will require different ratios and layouts. The purpose and use of the three different templates is explained below.

Template 1 A 4

Purpose: Reports, communications, documents

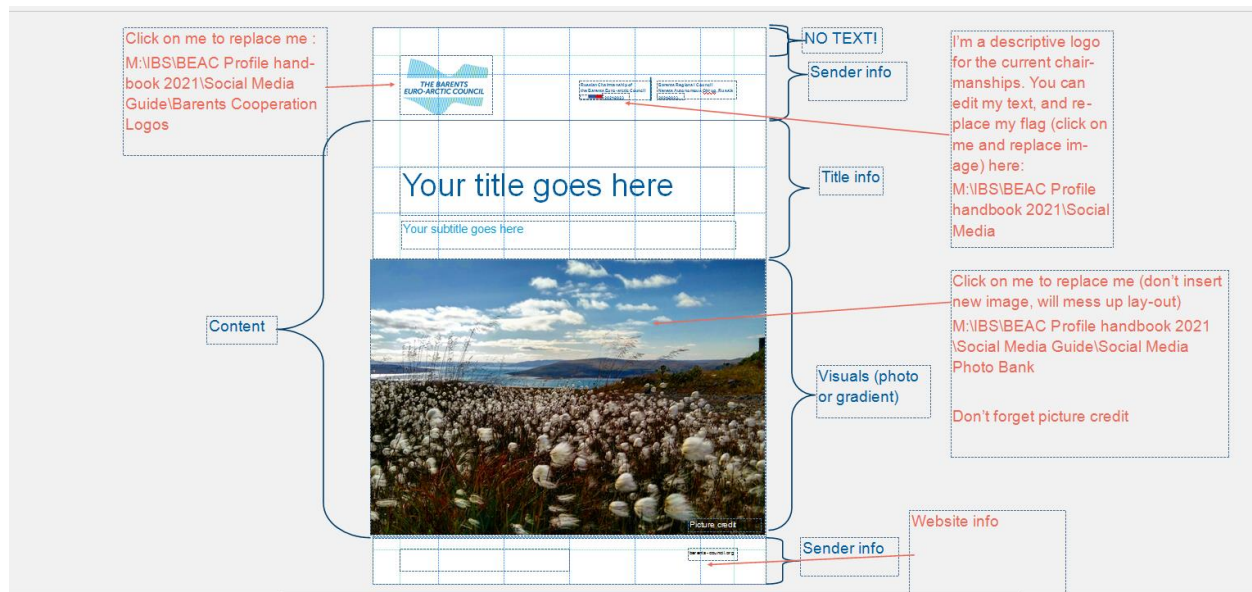


Use: Navigate to:

["M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Templates\A4_Template\(ReportCovers\).pub"](M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Templates\A4_Template(ReportCovers).pub)

Save in new location, so as to not erase or edit the template by accident. Follow the instructions to customize your own file. This template can also be used in other ways, as

suggested by the Brand Book. Don't forget to delete the additional guiding text!



When you're happy with how it looks, go to file > export > and then save it either as a PNG or PDF, whatever suits your purpose best. For instance, if making a report, you can easily add the new cover page PDF to the rest of the document.

How to insert pages into a PDF (Adobe Acrobat):

- Open the PDF that serves as the basis of the combined file.
- **Choose Tools > Organize Pages.** The Organize Pages toolset is displayed in the secondary toolbar.
- In the secondary toolbar, choose **Insert > From File.**
- Alternatively, you can right-click a page and select **Insert Pages** to get the insert options.
- Select the PDF you want to insert and click **Open.**
- In the Insert Pages dialog box, specify where to insert the document (before or after the first or last page, or a designated page). Click **OK.**
- To leave the original PDF intact as a separate file, choose **Save As**, and type a new name for the merged PDF.

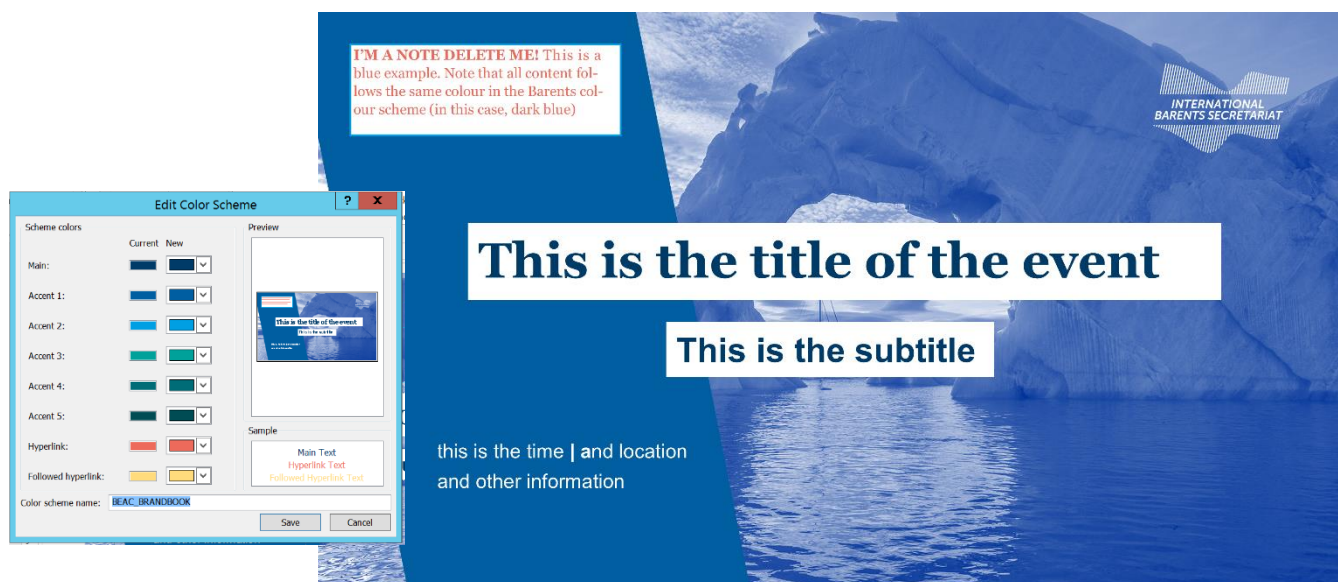
You can also add an existing file to an opened PDF. Drag the file icon directly into the Page Thumbnails panel in the navigation pane.

Template 2 16:9

Purpose: Facebook banners, event headers, landscape style photo published in feed/ stream (FB or twitter)

We make a lot of FB events, so the template has been customized for this purpose.

The idea behind this is a flexible event template based around one of the colours of the Barents colour scheme. This communicates a different message (more formal, more fun, more cultural, more environmental) depending on the colour used (i.e the dark blue is good for formal events, the green is good for environmental events). This makes the content we put out fresh and focused, while still maintaining the recognisable IBS identity.



Use: Navigate to:

"M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Templates\16-9 Template(FacebookTwitterHorizontal).pub"

Save in new location, so as to not erase or edit the template by accident.

Delete the pages you are not interested in.

Insert a picture or gradient that you are interested in centering the event header around.

M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Social Media Photo Bank

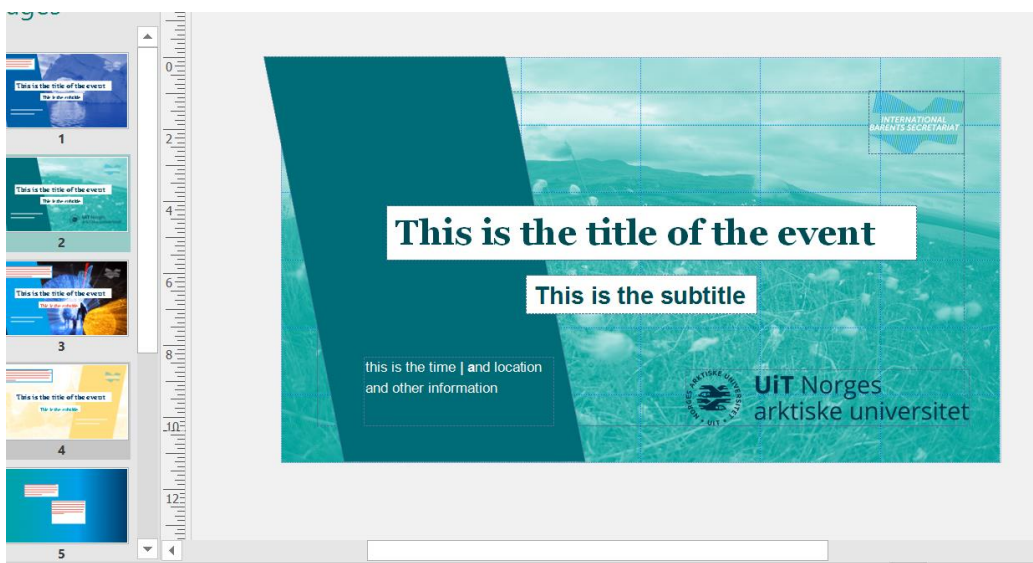


Recolour text and geometric shape to fit the chosen colour, or be creative with mixing and matching elements of the colour scheme!

You can replace the IBS logo with a different colour by right clicking it and selecting change picture, then choose a new one from <M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Barents Cooperation Logos>

Add whichever logos you need for co-hosts, but only if needed. In the **example** below, I have added UiT just to demonstrate how multiple logos can co-exist in the event header.

When you're happy, go to file > export > change file type, and then save it as a PNG or PDF, whatever suits your purpose best. Then upload to your social media platform!



All guiding lines will disappear when you save it, so you don't need to worry about it!



Template 3 1:1

Purpose: Facebook square in feed image, twitter profile

Navigate to

"M:\IBS\BEAC Profile handbook 2021\Social Media Guide\Templates\1-1 Template(FacebookTwitterSquare).pub"

Save in new location, so as to not erase or edit the template by accident.

When you're happy, go to file > export > change file type, and then save it as a PNG or PDF, whatever suits your purpose best. Then upload to your social media platform!