

**Pereira
O'Dell** SF
NY



Belonging Begins With Us
Toolkit Social Assets Overview

CO-BRANDED ASSET GUIDELINES

Partner Logo Usage

- Use 1 color (Black or White) versions of logos only
- BBWU Logo on bottom left
- Ad Council, AIC, Partner logo located on bottom right as shown—in that order
- All logos should be the same height as Ad Council logo with variable widths allowed.



RESIZES & PARTNER TOOLKIT ASSETS

Campaign Graphics for Facebook and Instagram



1080x1080



1080x1080

Campaign Graphics for Twitter



16:9



16:9

Facebook Cover Photo



820x312

Twitter Cover Photo

WE ALL KNOW WHAT IT'S LIKE TO FEEL
LEFT OUT.
WE CAN CHANGE THAT.

1500x500

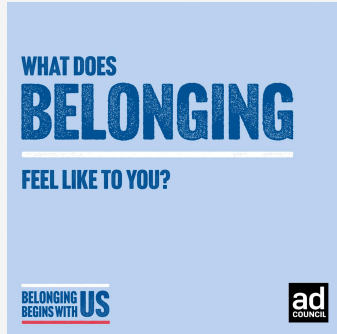
Customizable Frame



“Belonging Conversation Prompts” - Facebook and Instagram



1280x1280



1280x1280



1280x1280



1280x1280



1280x1280

“Belonging Conversation Prompts” - Twitter



16:9



16:9



16:9



16:9



16:9

Customizable BBWU Logo Badge for Partner Websites/Social Channels



16:9



1280x1280

Evergreen BBWU Logo Badge for Partner Websites & Social Channels



16:9



1280x1280

BBWU Social Profile Picture



400x400

Stories Resizes

Vertical Social Posts



“Belonging Conversation Prompts” - Stories

HOW CAN YOU
SHOW OTHERS THEY'RE
WELCOME
IN YOUR COMMUNITY?

BELONGING BEGINS WITH **US**

ad
COUNCIL

WHAT DOES
BELONGING
FEEL LIKE TO YOU?

BELONGING BEGINS WITH **US**

ad
COUNCIL

HOW HAVE YOU MADE
SOMEONE FEEL LIKE THEY
BELONG?

BELONGING BEGINS WITH **US**

ad
COUNCIL

WHEN'S THE LAST TIME
SOMEONE MADE YOU FEEL
WELCOME?

BELONGING BEGINS WITH **US**

ad
COUNCIL

HOW WOULD YOU
WELCOME
SOMEONE TO THE NEIGHBORHOOD?

BELONGING BEGINS WITH **US**

ad
COUNCIL

Evergreen BBWU Logo Badge for Partner Websites/Social Channels



BBWU Logo Badge - Stories

