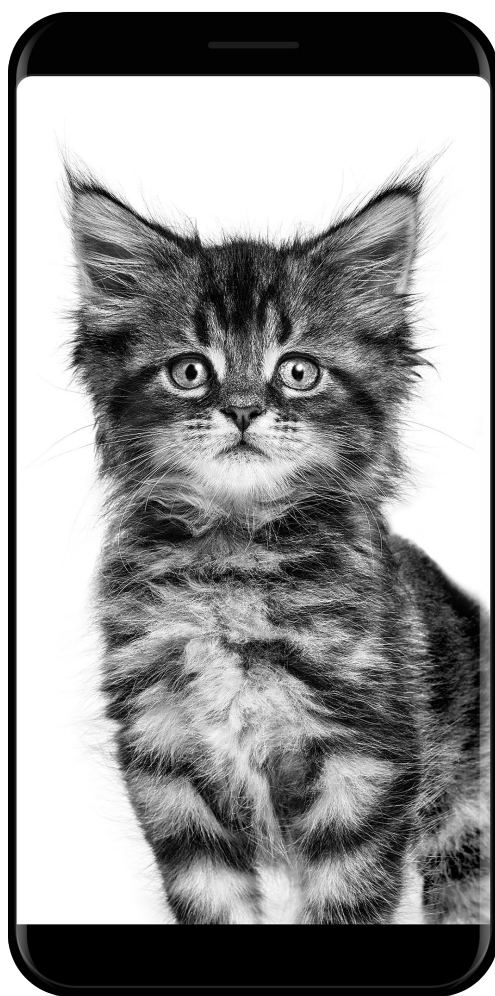




Social Visual Guidebook

MARCH 2018



INCREDIBLE IN EVERY DETAIL

SOCIAL GUIDELINES

1. Our role on social
2. Social assets toolkit
3. Logo usage
4. Typography
5. Architecture of a social post
6. Imagery
7. Channels

WOW.



1. Our role on social

It takes a proud owner to care for a magnificent pet. They have pride in their pet, themselves and the care they provide. We use social to reach more pet owners and inspire them with this pride.

Our brand tone of voice is provocative, passionate and direct.

Through a diverse range of social touch-points **we provoke curiosity** among pet owners and reward them with discovery and insight at every interaction with the brand.

We evoke a sense of awe towards the magnificent cats and dogs fed by Royal Canin products, and let our passion shine through to get a simple response: “Wow”

Ultimately, **we make complex science simple**. So that we inspire more pet owners to bring out the magnificence in their pet and feel proud of what they’ve achieved.

By sticking to our brand values we create content that stands out in a world of memes and click-bait and celebrates the magnificence of cats and dogs – making our brand more **distinctive and consistent**.



2. Social assets toolkit

To create consistency on all social channels, a social asset toolkit is made available on WeShare. This toolkit contains the following items:

1. Facebook profile picture, cover image & cover videos
2. Facebook engagement & link post
3. YouTube profile picture & cover image
4. Instagram profile picture
5. Twitter profile picture & cover image

For all items you can find ready to implement jpeg/png assets, as well as PSD templates to create local adaptations.

Next to the above assets, the toolkit also contains an image filter and repost template for user generated content.

Before you use these assets, please familiarize yourself with the social visual guidelines in this document.



3. Logo usage

Nearly 90% of social traffic comes from mobile. To ensure visibility on any device, and given the responsive nature of social media, we recommend using on the crown in creative.

Using the crown in creative allows flexible placement, depending on the nature of your execution, and works well when in context with the Royal Canin brand name. On social channels the brand name is always close by (channel name). This is important to ensure the crown and the Royal Canin brand name are associated.

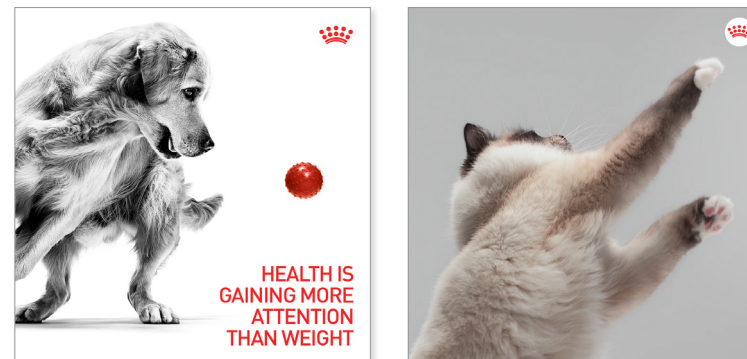
The full word-mark can be used in large wide-format media like cover images.

We distinguish three types of logo use:

1. Crown on a white or light background.
2. Crown on photography or darker background.
3. Logo/crown in video

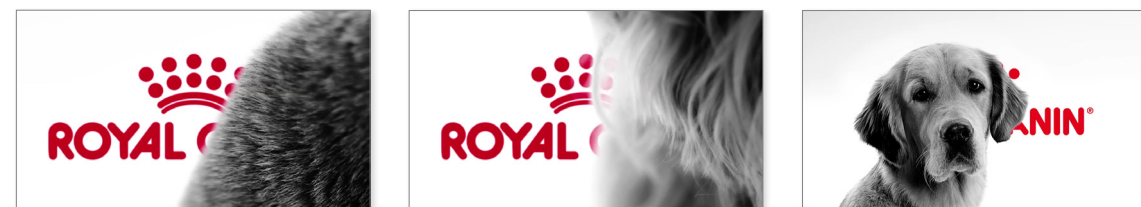
Crown on a light or dark background

Because the crown should always be on a white or light background, make the white circle visible when this is not the case.



Logo/crown in video

In campaign video assets, the logo is integrated in the opening shot of the video and ends in the full word mark, ensuring maximum visibility. For animation guidelines of the full word mark see brand guidelines.



When using a locally created video, we recommend following the same practice. If the video format does not allow, please use the crown as an overlay, following the same guidelines as for still images.

3. Logo usage

Due to the varying dimensions and responsiveness of social media posts, the sizing and placement of the crown is always relative in order to achieve consistency.

1. Sizing

The maximum width of the crown must be 1/12th of the width of the artboard. A single dot from this crown forms the basic size unit (x).

2 & 3. White space around the crown

In order to give the logo the required space in all conditions include a 'margin circle' around it. This circle is always 1x.

4. Placement

Use the circle elements of the crown to define placement. This is always 3x. The preferred logo placement is in the upper right corner of the image. However, depending on the nature of the image, you may choose another corner. In order of priority:

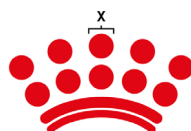
1. Top right
2. Lower right
3. Lower left



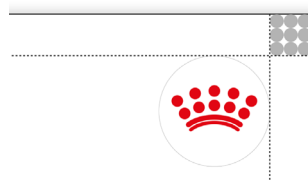
1. Sizing



2. White space



3. Basic size unit (x)

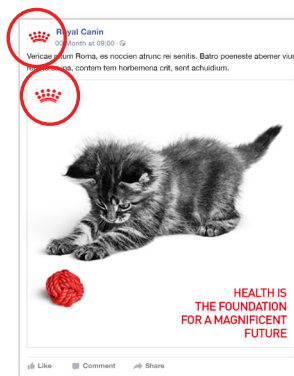
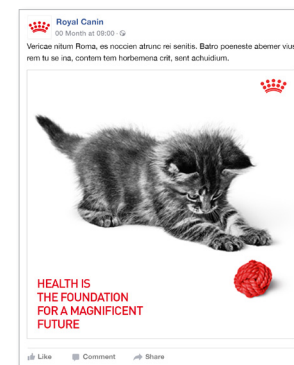


4. Placement

5. The crown and copy

For legal reasons the crown cannot be directly linked with the 'Health is' line. When placing a copy line in a social post consider the following:

- Respect the white space needed by the image.
- Make sure the copy is no more than 20% of the visual area.
- The crown should never be placed in the top left corner of a post image, to avoid 'doubling' the logo'.
- The copy should be placed in an opposite corner to the crown.



4. Typography

Using typography

When creating assets, for both global campaign and local market initiatives, use the official Royal Canin typefaces. For legibility we recommend the DIN Pro.

http://developer.royalcanin.com/ui_assets/brand_identity/typography.html

To create consistency, please restrict type placement to the top right corner. If this is not possible due to image or composition factors, please consider one of the other positions.

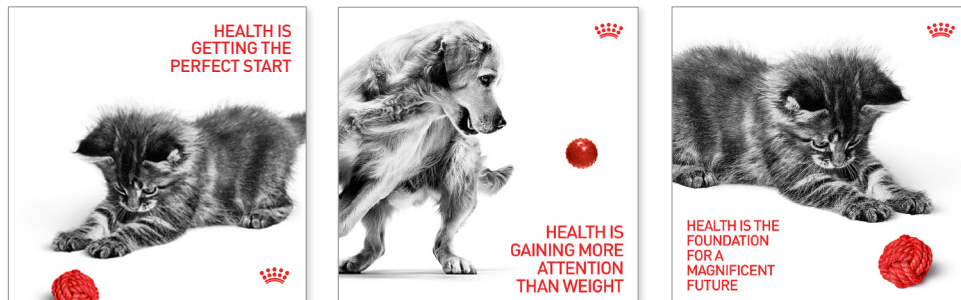
When placed on the right, all copy and logos are right-aligned. When placed on the left, all copy and logos are left-aligned.

Do

- Key headlines that refer to “health is” brand platform or to global campaigns should be kept in red at all times
- Use grey as secondary color only for other images
- Scale the font size according to the number of words you need
- Keep the area your message covers to 20% of the entire area

Don't

- Place the crown/copy on the top left side due to the logo doubling effect as described on the previous page



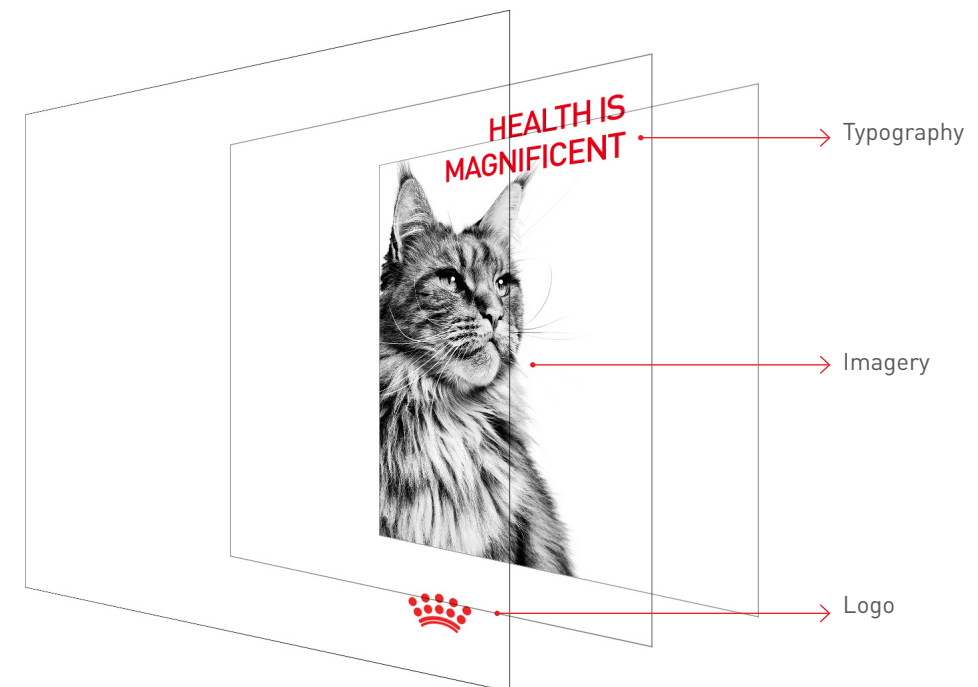
5. Architecture of a social post

The architecture of Royal Canin on social media

The visual identity of Royal Canin on social media channels is built up of the same elements as traditional channels. It is important to not appear overly commercial or corporate, so the elements must support a more flexible approach that allows for emotion, playfulness and aesthetic appeal.

Templates

You can find various pre-made templates in the social assets toolkit.

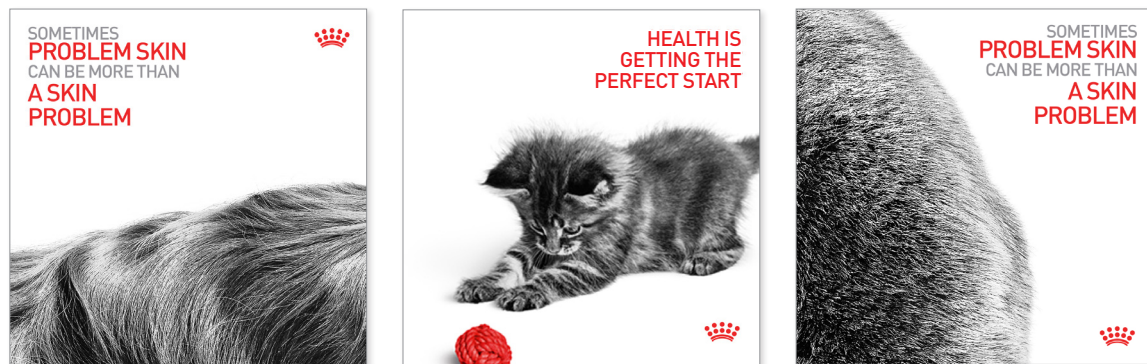


6. Imagery

Using black & white campaign imagery

When extending a global campaign in social media, use only the high-contrast imagery created for campaign use.

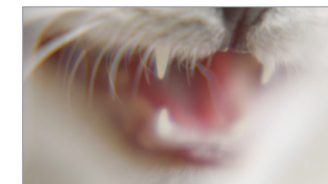
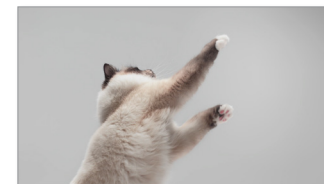
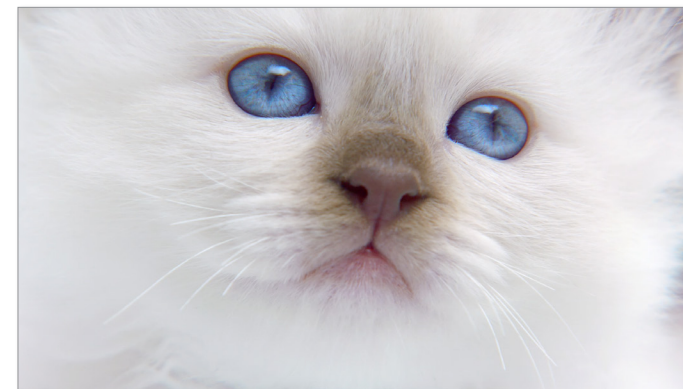
Use crops and reframing to create interest and engaging stories that support and extend the campaign messaging.



Colour imagery

Color images should only be used when communicating educational messaging, or details of a specific subject or in-situation communications such as talking about the blue eyes of the Ragdoll cat or an indoor cat video or reposting user generated content, for example. Even in color, we are looking for the utmost quality definition to convey our premium positioning to give 'the wow' feeling.

Avoid using stock photography as much as possible as this does not help build distinctiveness for the brand.



6. Imagery

Colour imagery

When choosing color photography or video it is important to also use a style that matches the intrigue of our black and white treatment. Backgrounds should be neutral and light, and cropping should celebrate the pets magnificence.

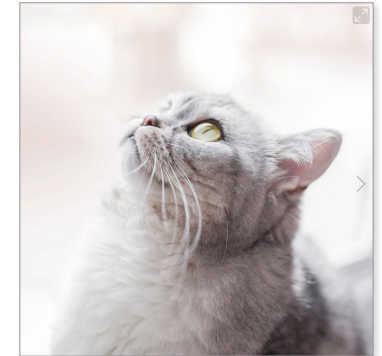
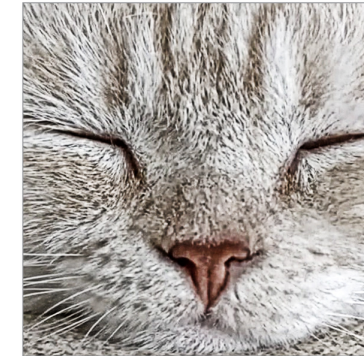
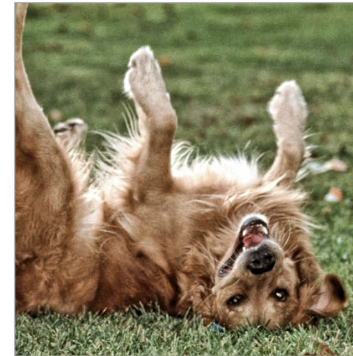
Things to avoid:

- 'Snapshot' imagery that doesn't portray animal as hero
- Portraying the pet as 'belonging to a human'
- Humanising the animal

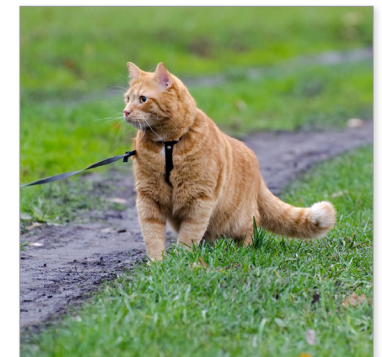
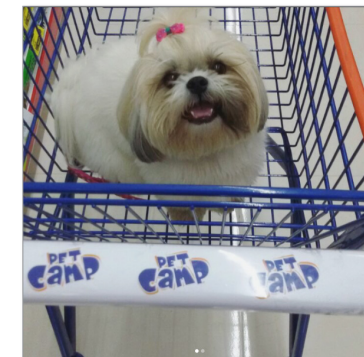
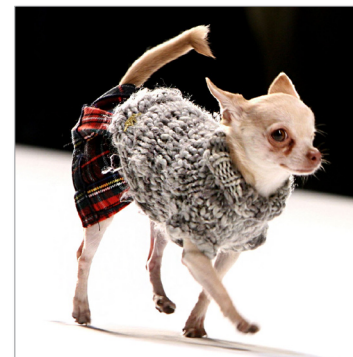
Examples of colour imagery you may need to incorporate into your social work are: event images, local activations and images submitted by fans and followers.

Reminder: Ensure that all IP rights over the images belong to Royal Canin or that we're authorised to use them.

To help you create consistency we have created a Royal Canin image filter template to enhance your colour imagery and make it compliant. This can be found in the social assets toolkit.



Use colour imagery from your events or local activations to celebrate the animal's magnificence and independence.



Avoid portraying the animal as property or humanising it.

6. Imagery

Integrating user-generated imagery

Integrating user-generated imagery into your social channels creates a slightly different playing field.

This gives you the opportunity to create stories around the pet-owner relationship and lets them showcase their pride.

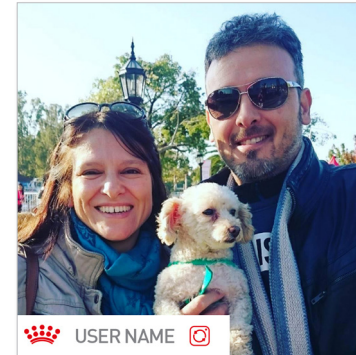
Avoid images that show humanisation or are demeaning to the animal's character.

If you want to use user generated content on your social channels (regram/ repost/ retweet), please follow these steps:

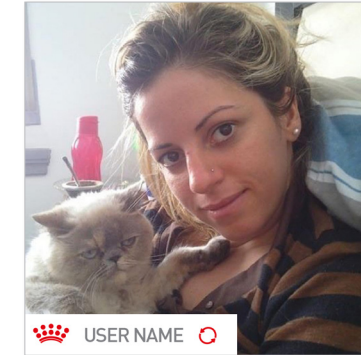
- Always ask the user for permission (in a comment or personal message / DM). You can use this standard text when asking for permission on public content feeds: "Hi [name], great shot! We'd love to repost. Let us know if you approve by using #yesroyalcanin in your comment."
- Use an image file as high res as possible
- Give credit by tagging /@mentioning the user / account in your post
- Always follow Mars Global Digital & Social Media Standards.

We have created a set of assets to help you create consistency in your regram-, retweet- and repost-based activations. This can be found in the social assets toolkit.

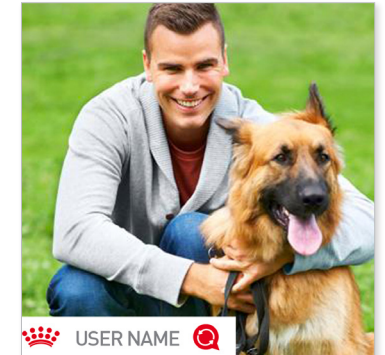
Instagram



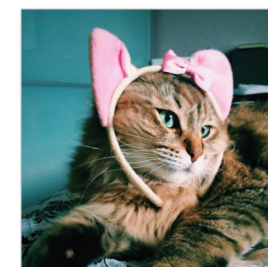
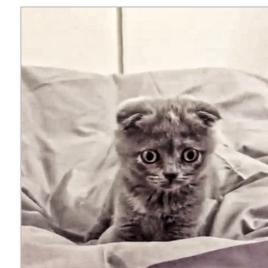
Facebook



Twitter



In user-generated imagery, curate the image selection to reflect Royal Canin's values.



7. Channel 1 Facebook

About

Always include a link to the Mars global policies in the about section on your Facebook page:

<http://www.mars.com/global/policies/legal/ld-english>

This is mandatory for all markets in order to be GDPR compliant.

Profile picture

Do

- Test your image on multiple devices, on a test page, before publishing it on your page. Facebook has the tendency to compress large images, making them blurry. As your profile picture is displayed next to every post, it has to be perfect
- To help you create consistency we have created a standard profile picture for Facebook that can be found in the social assets toolkit

Don't

- Change your profile picture after it's been set. Always ask the global social team for permission before making any changes



Profile picture
Bigger than 180x180 px
Always in 1:1 aspect ratio



7. Channel 1 Facebook

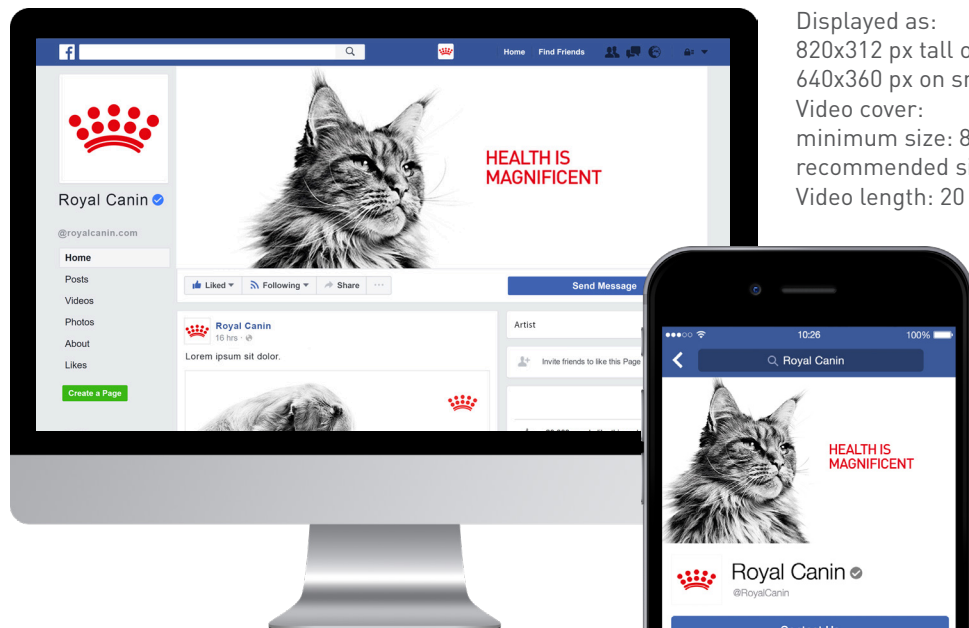
Do

- Design for mobile. Almost 90% of Facebook traffic is on mobile, so optimise for their device
- Test your designs on multiple devices, on a test page, before publishing it on your page
- For maximum impact you may use a cover video. This should be created only from our black and white hero campaign films. A generic cover video can be found in the social assets toolkit.
- Use the Facebook template to design your channel art, which can be found in the social assets toolkit

Don't

- Rely too much on your cover photo. Just 2% of monthly reach comes from direct page views. The rest is achieved through individual posts.

Cover photo: 851x315 px
sRGB JPG format is preferred.
Less than 100kb file size.
Displayed as:
820x312 px tall on desktop,
640x360 px on smartphones
Video cover:
minimum size: 820x312 px,
recommended size: 820x462 px
Video length: 20 - 90 seconds

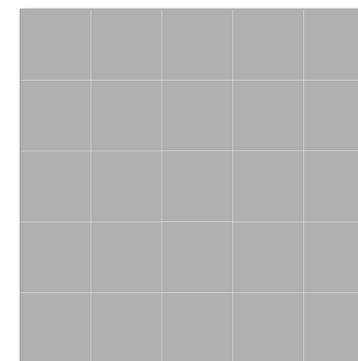


The architecture of a Facebook post

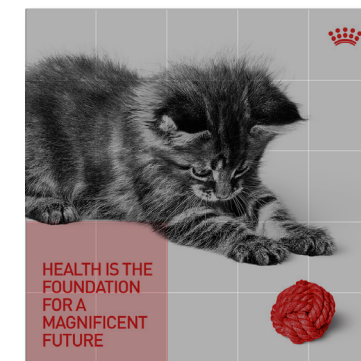
A Facebook post can contain a maximum of 20% text.
More text leads to reach throttling.

This is measured using a grid of 5x5 blocks:
text can only occupy 5 of these blocks.

Note that only 5 blocks may contain any text -
text may not overlap into another block.



Grid 5x5



Correct:
copy falls within 5 blocks



Incorrect:
copy falls within 6 blocks.
Do not put the crown on
the top left.
The crown cannot be directly
linked with the 'Health is' line.

7. Channel 1 Facebook

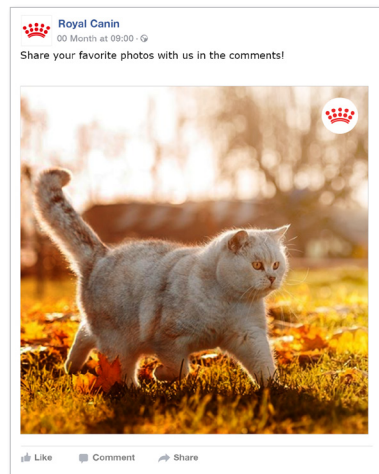
Engagement post

Do

- Use when your goal is engagement (likes, comments & shares) on the post
- Use the square format. This is displayed best in mobile feeds
- Download the correctly sized profile picture from the social assets toolkit

Don't

- Use a URL in the post copy.
If your goal is to drive traffic, use a link post (see next page)
- Use too much text in your image.
The more text, the higher the advertising costs



1000x1000 px
1:1 aspect ratio
Text: 90 characters (longer posts may be truncated on small screens)

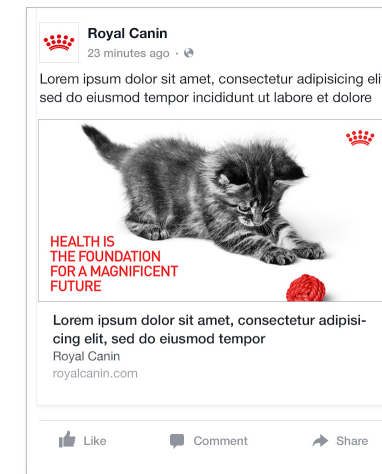
Link post

Do

- Use when your goal is traffic (external website clicks) on the post.
Embed the image in the metadata of the page you're linking to, as it's not possible to change it manually anymore

Don't

- Use a URL in the post copy.
If your goal is to drive traffic to pages you own, use a link post
- Use too much text in your image.
The more text, the higher the advertising costs



Visual: 1200x628 px
Aspect ratio: 1.91:1
Headline: 25 characters
Link description: 30 characters
Text: 90 characters (longer posts may be truncated on small screens)

More info: <https://www.facebook.com/business/ads-guide/image/facebook-feed/post-engagement>

More info: <https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic>



7. Channel 1 Facebook

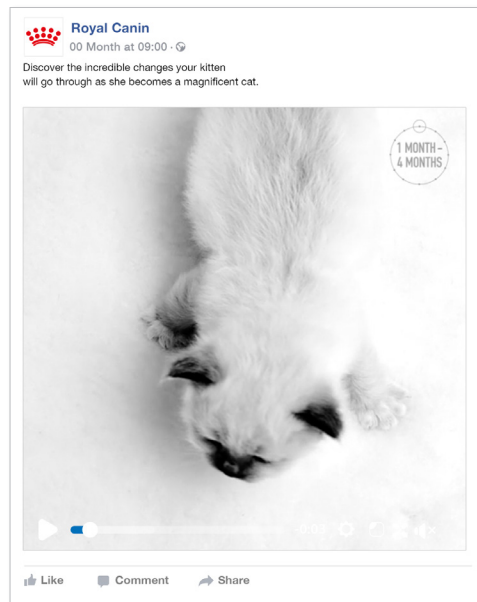
Video post

Do

- Square format video
- Think about sound-off and auto play
- Grab attention in the first three seconds
- Edit for keeping interest
- Use subtitles when there is spoken text
- Use the link video option to drive traffic
- Use approved animated logo. See brand guidelines

Don't

- Use video without sound. Opt for stock music if there's no audio available



Video: 1080x1080 px, aspect ratio: 1:1
Length: 120 minutes max
Compression: H.264, square pixel
Text: 90 characters (longer posts may be truncated on small screens)

More info: <https://www.facebook.com/business/ads-guide/video/facebook-feed/video-views>

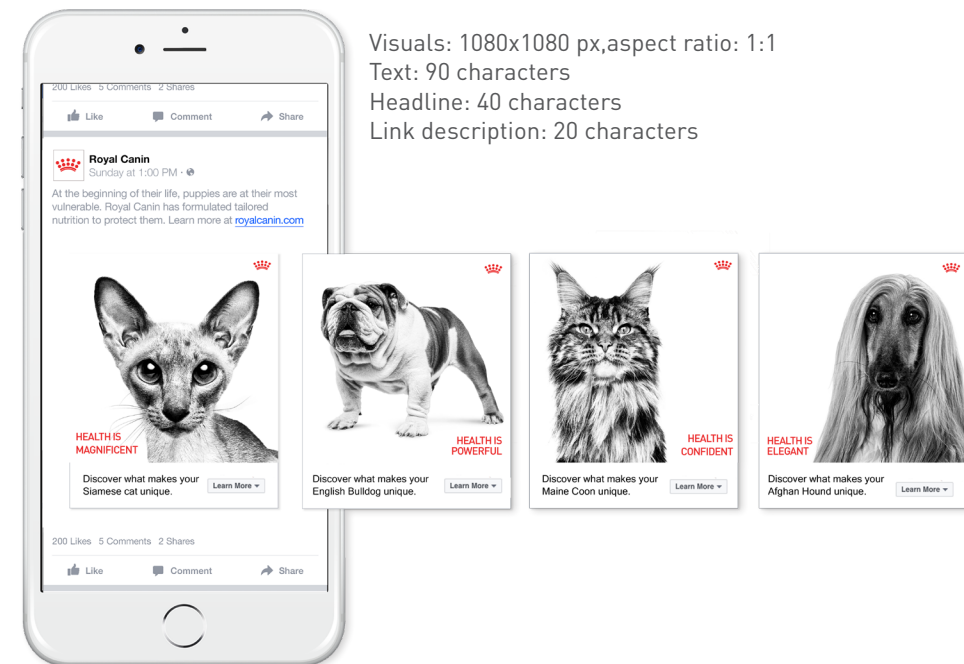
Facebook carousel

Do

- Use when your goal is to drive traffic
- Customize the headline and link description to fit your goals and each image
- Include a clear call to action **for each image**
- Tell a story through the various images

Don't

- Use the same URL for each image, that's what the link post is for
- Use too much text in your images
- Use the headlines for text



Visuals: 1080x1080 px, aspect ratio: 1:1
Text: 90 characters
Headline: 40 characters
Link description: 20 characters

More info: <https://www.facebook.com/business/ads-guide/carousel>

7. Channel 2 YouTube

About

Always include a link to the Mars global policies in the about section on your YouTube page:

<http://www.mars.com/global/policies/legal/ld-english>

This is mandatory for all markets in order to be GDPR compliant.

Profile picture

Do

- Take into account that YouTube rounds off your image
- Use enough white-space
- Download the correctly sized profile picture from the social assets toolkit

Don't

- Change your profile picture after it's been set
- Always ask the global social team for permission before making any changes

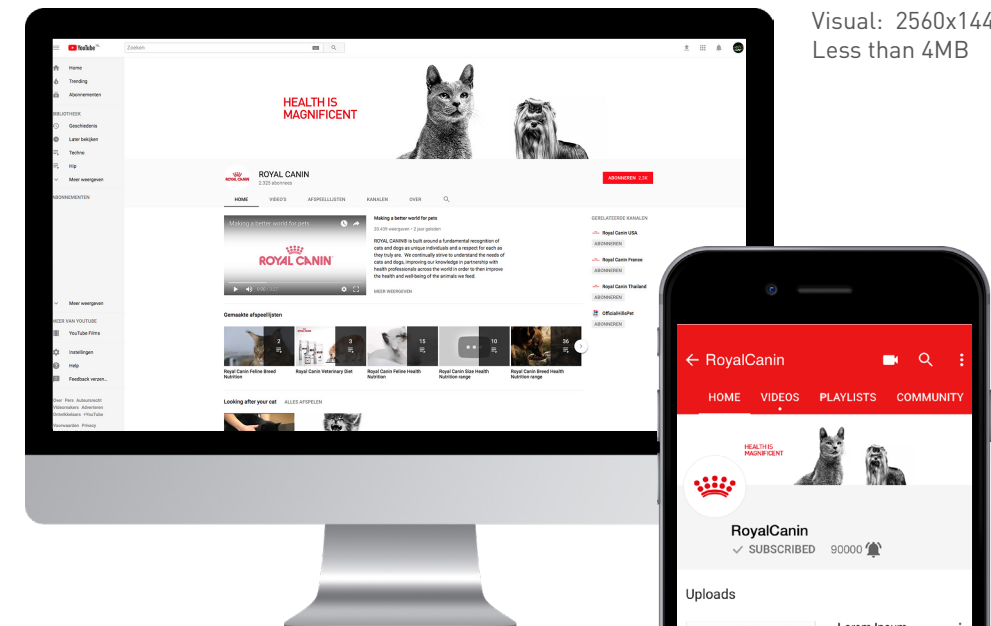
Channel art

Do

- Use the YouTube template to design your channel art, which can be found in the social assets toolkit
- Take the safe area into account for different devices



Channel Icon: 800x800 px
Square or round image that renders at 98x98 px



Visual: 2560x1440 px
Less than 4MB

More info: <https://support.google.com/youtube/answer/2972003?co=GENIE.Platform%3DDesktop&hl=en>

7. Channel 3 Instagram

Important note!

Only use Instagram when you are already maximizing the potential of Facebook and YouTube.

If your local Instagram account currently has less than 5000 followers, you will be requested to terminate the account.

About

Always include a link to the Mars global policies in the bio of your page:

<http://www.mars.com/global/policies/legal/ld-english>

This is mandatory for all markets in order to be GDPR compliant.

Profile picture

Do

- Use enough white space on your profile pic to make sure it's not cut off by Instagram
- Download the correctly sized profile picture from the social assets toolkit

Don't

- Change your profile picture after it's been set
- Always ask the global social team for permission before making any changes
- Do not use Instagram filters for your images. Our images should always be retouched according official treatment guidelines.



Profile picture: 110x110 px
Displayed round on profile

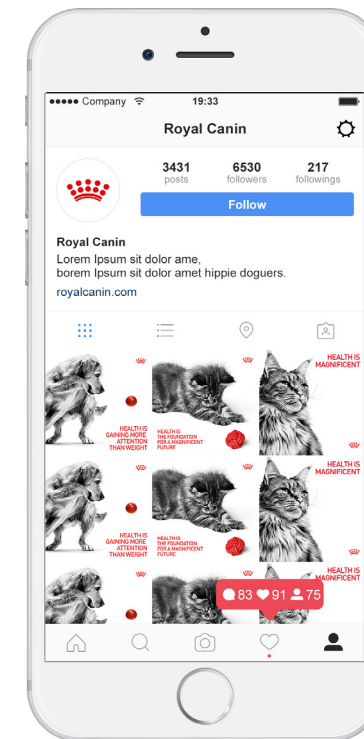
Engagement post

Do

- Use when your goal is engagement (likes & comments) on the post
- Use the square format. This is displayed best in mobile feeds
- Use a strong focal point: Avoid using imagery that is a busy or complex composition

Don't

- Use overly branded images. Instagram is more of a visually artistic platform
- Use too much text in your image
- Instagram recommends no text at all



Visual: 1000x1000 px
1:1 aspect ratio
Caption: Text only,
125 characters recommended

More info: <https://www.facebook.com/business/ads-guide/video/instagram-feed/post-engagement>

7. Channel 3 Instagram

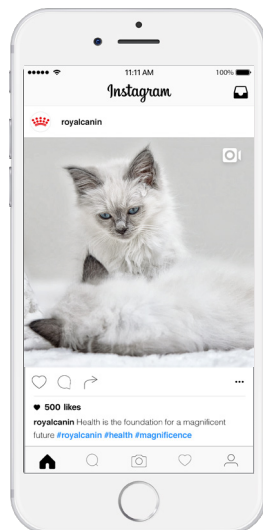
Video post

Do

- Shoot for square format
- Think sound-off and auto-play
- Grab attention in the first three seconds
- Edit for keeping interest
- Use subtitles when there is spoken text
- Use the link video option to drive traffic

Don't

- Wait with showing the brand at the end, most user don't watch the whole video
- Use video without sound. Opt for stock music if there's no audio available



Resolution: 1080x1080 px at least
Aspect ratio: 1:1
Format: MP4
Max length: 60 seconds
Max size: 4GB

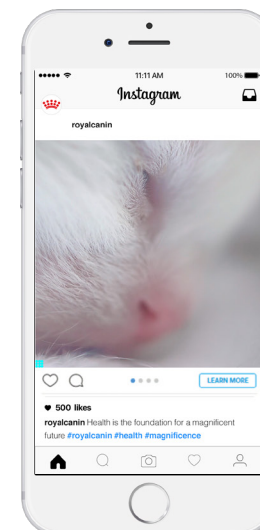
Carousel

Do

- Tell a story through the various images
- Think about sequencing
- Use a link to drive traffic with a clear CTA

Don't

- Use overly branded images.
Instagram is more of a visually artistic platform
- Use too much text in your image.
No text at all is recommended by Instagram



Visuals: 1080x1080 px
Aspect ratio: 1:1
Images/Video: 2-10 max.

More info: <https://www.facebook.com/business/ads-guide/post-engagement/instagram/?toggle0=Video>

More info: <https://www.facebook.com/business/ads-guide/carousel/facebook-feed/traffic>



7. Channel 4 Twitter

Important note!

Only use Twitter when you are already maximizing the potential of Facebook and YouTube. If your local Twitter account currently has less than 5000 followers, you will be requested to terminate the account.

About

Always include a link to the Mars global policies in the about section on your Twitter page:

<http://www.mars.com/global/policies/legal/ld-english>

This is mandatory for all markets in order to be GDPR compliant.

Profile picture

Do

- Take into account that Twitter rounds off your image
- Use enough white-space
- Download the correctly sized profile picture from the social assets toolkit

Don't

- Change your profile picture after it's been set
- Always ask the global social team for permission before making any changes



Profile picture: 400x400 px
Displayed round on profile.

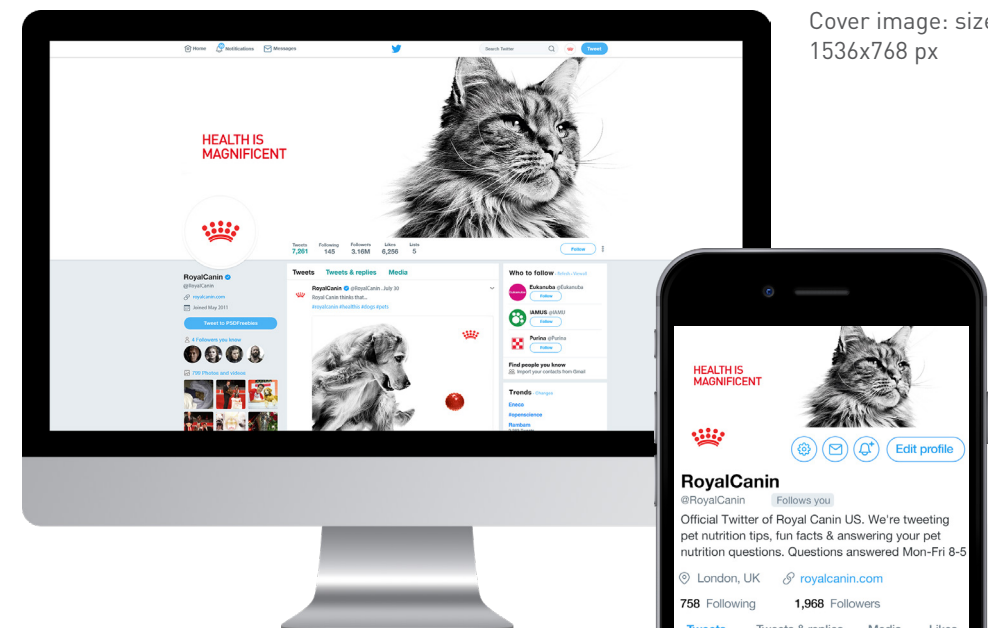
Cover image

Do

- Test your design on multiple devices, on a test page, before publishing it on your page
- Take into account that Twitter covers a small part of your visual, both at the top and bottom

Don't

- Use text or vital elements in the bottom left corner, as this is covered by your profile picture. The exact location is dependent on screen resolution and device



Cover image: size:
1536x768 px

7. Channel 4 Twitter

Visual/video tweet

Do

- Use when your goal is engagement (replies & ReTweets)
- Optimise for mobile. Square visuals get cut off if they're smaller than 600px

Don't

- Use this format to drive traffic.
The website card format is used for that



Visual: 1024x512 px max
Video: Aspect ratio 16:9

Website Card

Do

- Use when your goal is to drive traffic to an external website
- Use a clear call website title description, ideally with a call to action

Don't

- Use more than 50 characters in your website title.
Longer titles can get cut off on certain devices



Visual: 800x320 px
Website title length:
70 characters max,
50 recommended



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