



# Social Media Style Guide

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**Revised 2021**

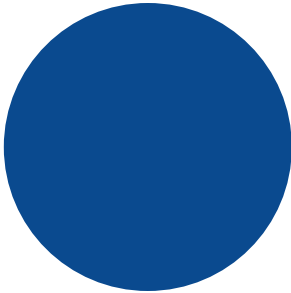
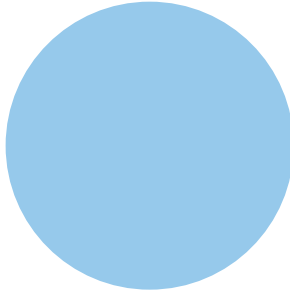
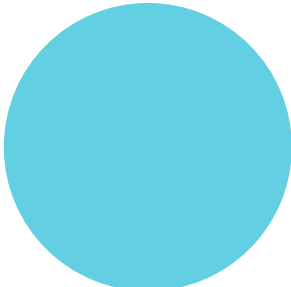
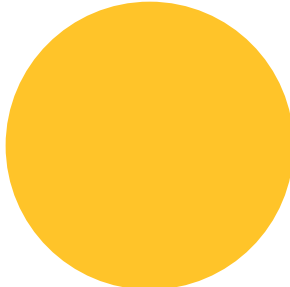
Version 1.0

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## 1.01 | Primary Color Palette

We have adopted a strict color palette using the colors below. This gives the brand a unique look and feel that enables Brink's to be distinguished instantly.

These colors are never to be used as tints or shades. Only use the colors shown below in the exact mixes (Pantone, CMYK or RGB) depending on medium.

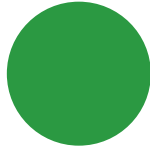
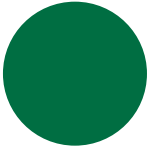

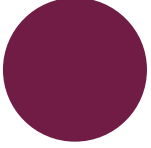
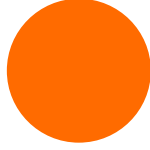
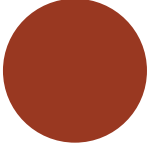
	<b>Primary Blue</b> Pantone: 286 CMYK: 100, 75, 0, 0 RGB: 10, 74, 142 HEX #: 0A4A8E		<b>Sky Blue</b> Pantone: 291 CMYK: 38, 8, 8, 1 RGB: 151, 202, 235 HEX #: 97CAEB
	<b>Bright Blue</b> Pantone: 310 CMYK: 54, 0, 11, 0 RGB: 100, 207, 227 HEX #: 64CFE3		<b>Gold</b> Pantone: 123 CMYK: 0, 23, 91, 0 RGB: 255, 197, 40 HEX #: FFC528

## 1.02 | Secondary Color Palette

Upon approval of Marketing, an extended set of accent colors may be used for certain design applications, such as graphics and presentations.

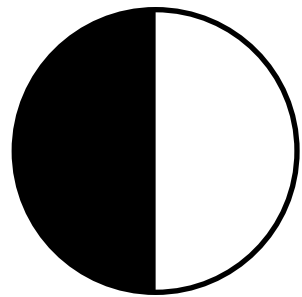
Secondary colors should be used sparingly, and only in minimal amounts.

\*Note: Coral should not be used in copy or design related to financial matters as shades of red tend to have negative connotations in finance.

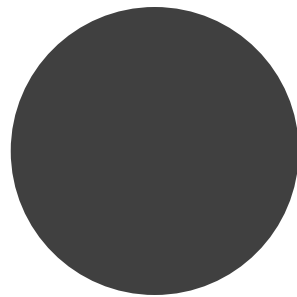
	<b>Green</b> Pantone: 7739 CMYK: 81, 15, 100, 2 RGB: 44, 153, 66 HEX #: 2C9942		<b>Dark Green</b> Pantone: 7733 CMYK: 92, 31, 89, 22 RGB: 0, 110, 67 HEX #: 006E43
	<b>Coral</b> Pantone: 1925 CMYK: 3, 100, 62, 0 RGB: 231, 0, 76 HEX #: E7004C		<b>Plum</b> Pantone: 222 CMYK: 45, 96, 47, 35 RGB: 111, 29, 70 HEX #: 6f1d46
	<b>Orange</b> Pantone: 1505 CMYK: 0, 71, 100, 0 RGB: 255, 107, 0 HEX #: FF6B00		<b>Green</b> Pantone: 174 CMYK: 27, 87, 100, 23 RGB: 153, 57, 33 HEX #: 993921

## 1.03 | Neutral Color Palette

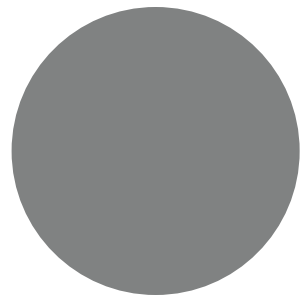
Neutral color palette should be used in tandem with primary and secondary colors in text or black and white elements.



**Black/White**  
Black: 000000  
White: FFFFFFFF



**Text Gray**  
CMYK: 68, 61, 60, 47  
RGB: 64, 64, 64  
HEX #: 404040



**Primary Gray**  
Pantone: Cool Gray 7  
CMYK: 20, 13, 12, 40  
RGB: 128, 131, 131  
HEX #: 808383



**Light Gray**  
Pantone: Cool Gray 1  
CMYK: 4, 2, 4, 8  
RGB: 227, 230, 232  
HEX #: E3E6E8

## 2.01 | Primary Typeface: Nunito Sans

The primary typeface for the Brink's brand is **Nunito Sans**.

The Nunito typeface is a modern typeface with well balanced proportions. Its design is familiar, yet fresh with an approachable warmth. It works to convey the human-to-human and forward thinking aspects of the Brink's brand.

# Nunito Sans

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t  
u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ©

### Usage

Nunito Sans is the primary typeface and should be used whenever possible.

### Acquisition and Installation

For questions about acquiring the proper font files or installation and use, contact Marketing.

## 2.02 | Styles

Nunito Sans is available in multiple weights, all of which are appropriate to use in Social Media images.

Extra Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Extra Light Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i>
Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Light Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i>
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i>
Semi Bold	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</b>
Semi Bold Italic	<b><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i></b>
Bold	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</b>
Bold Italic	<b><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i></b>
Extra Bold	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</b>
Extra Bold Italic	<b><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i></b>
Black	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</b>
Black Italic	<b><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i></b>

### Additional Guidelines

- Do not use drop shadows
- Contrast between text and background should be natural
- Light and Extra light styles should only be used in larger font sizes (over 20pt)

## 2.03 | General Purpose

Due to the technical challenges that come with using a custom-installed font, a secondary font is available when Nunito Sans cannot be accessed. The general purpose font is Arial, which is part of the default font installation for almost every device. Arial is the closest representation to Nunito Sans of the widely installed default fonts.

# Arial

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t  
u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ©

### Usage

Arial should be used in social media images anytime Nunito Sans is not available.

### Acquisition and Installation

For questions about acquiring the proper font files or installation and use, contact Marketing.

## 2.04 | Styles

Arial is available in multiple weights. The following are appropriate to use in Social Media images.

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i>
Bold	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</b>
Bold Italic	<b><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &amp; ?</i></b>

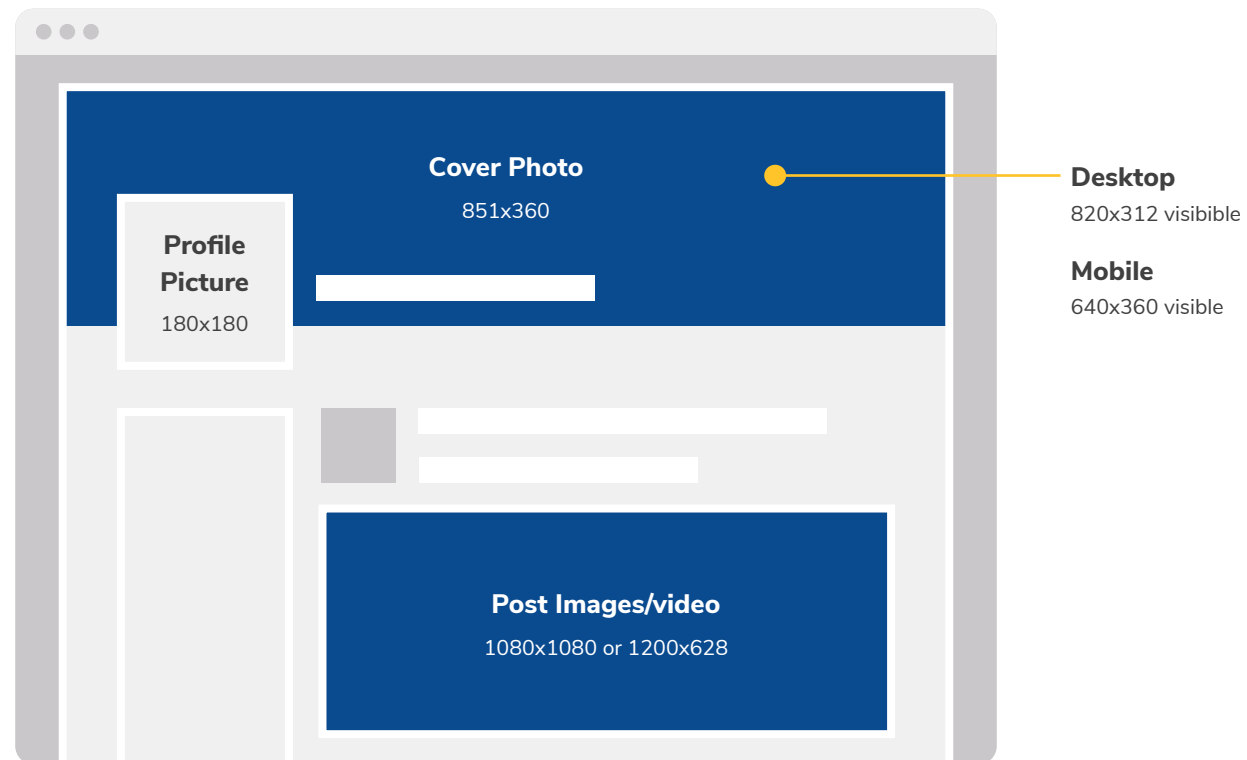
### Other Families

Other Arial families should not be used (i.e. Arial Black, Arial Narrow), as it cannot be guaranteed that they will be installed by default.

## 3.01 | Facebook

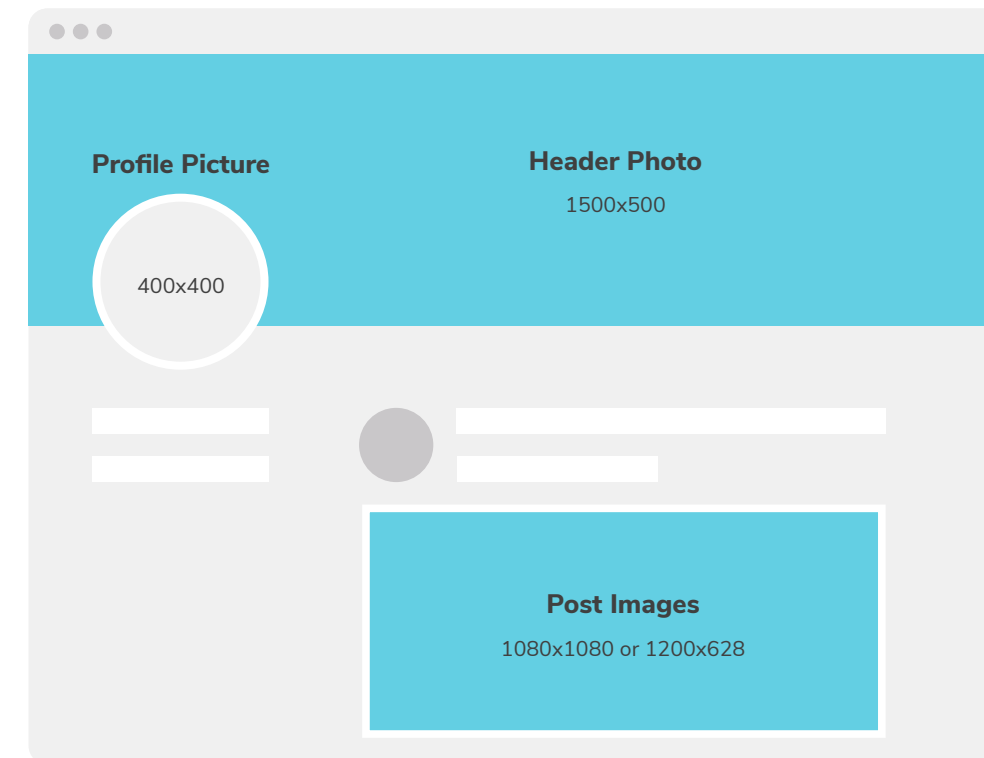
Facebook pages are made up of a variety of elements in the following sizes. Facebook post images and videos can be created in multiple sizes, but the following sizes are recommended.

\*See pages 7-12 for acceptable image use for profile picture and cover photo.



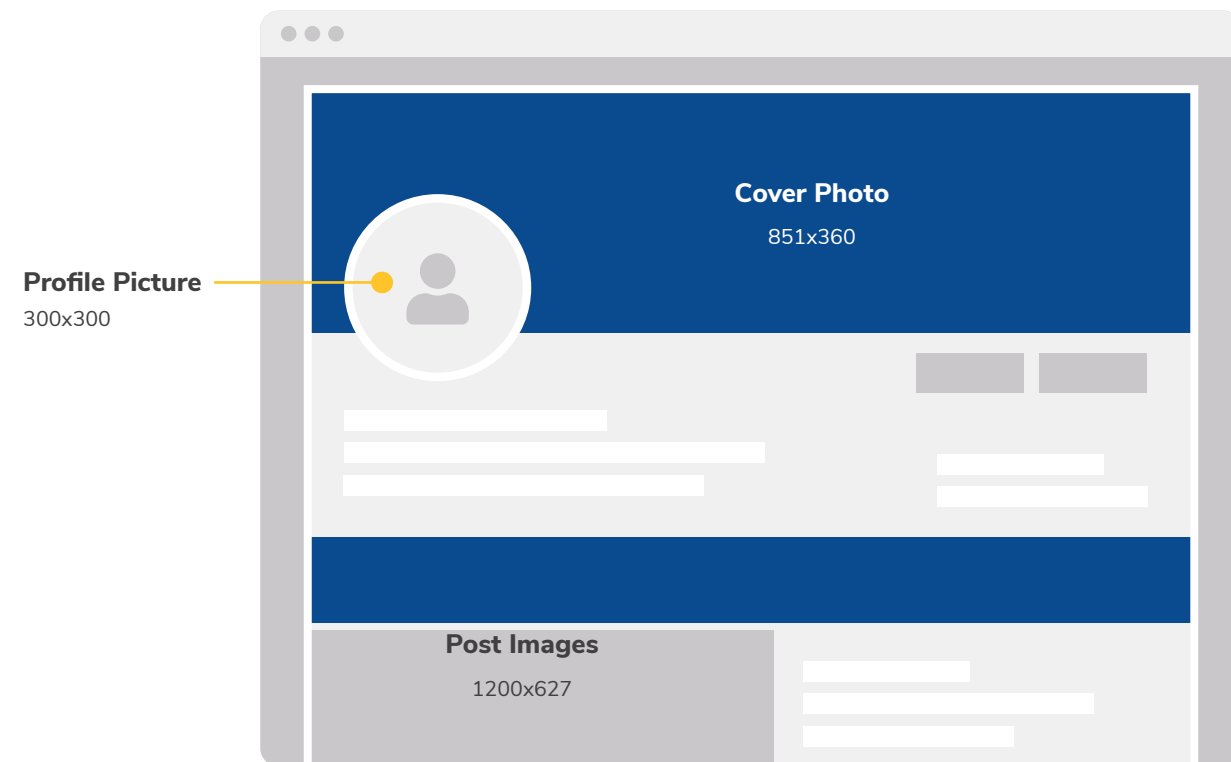
## 3.02 | Twitter

Twitter profiles are made up of a variety of elements in the following sizes. Images within Tweets can be created in multiple sizes, but the following sizes are recommended to be completely seen.



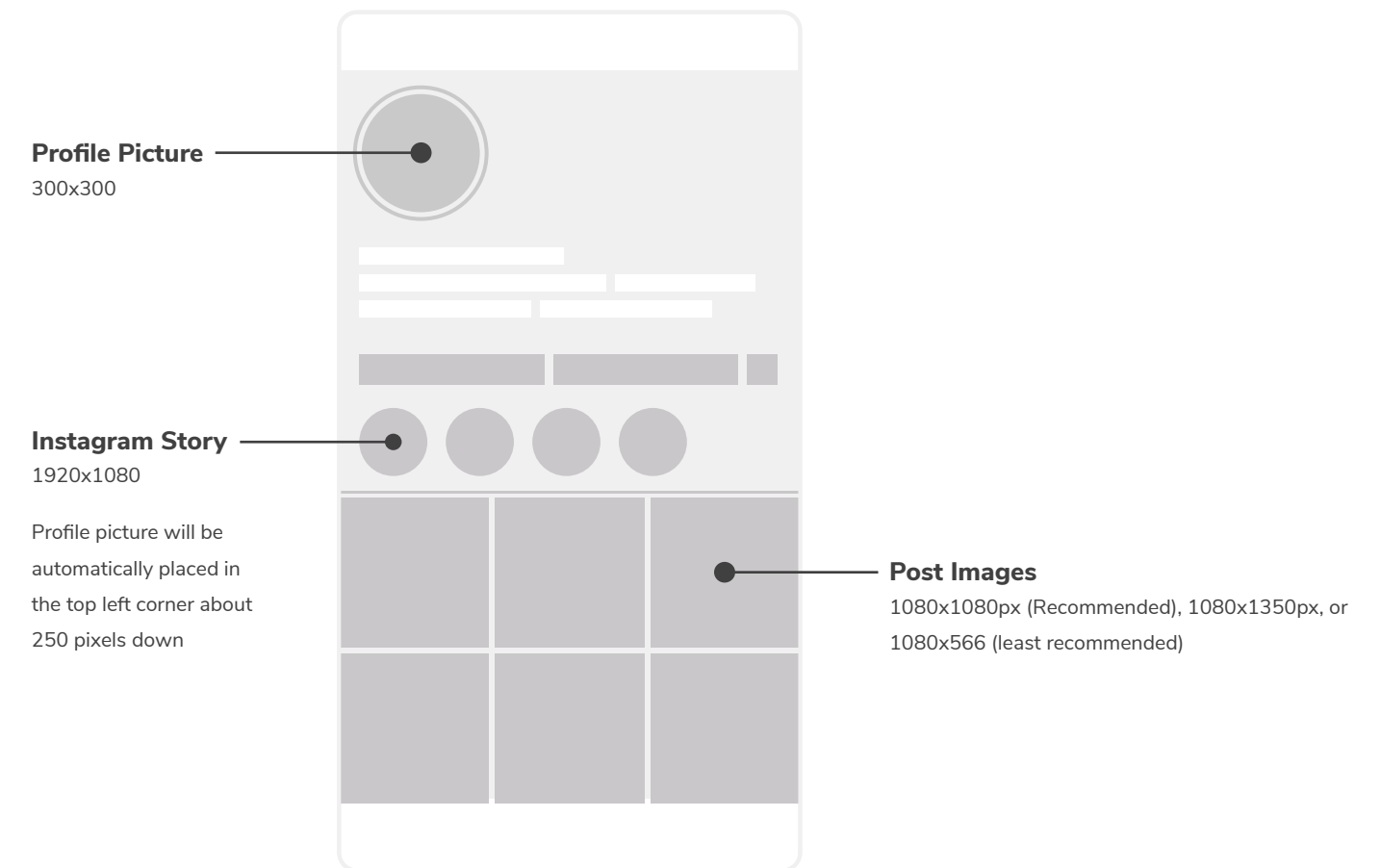
## 3.03 | LinkedIn

LinkedIn business pages are made up of a variety of elements in the following sizes. LinkedIn post images and videos can be created in multiple sizes, but the following size is recommended to avoid improper feed cutoff.



## 3.04 | Instagram

Instagram pages are made up of a variety of elements in the following sizes. Instagram posts can be created in multiple formats, but it's recommended to utilize one of the listed sizes to ensure the highest quality image is shown.





## 3.05 | General Guidelines

Social media is inherently all about imagery, so photography and illustrations are extremely important. However, they must be used correctly.

Photography should complement or follow the same ideals as the larger brand. Images should include characteristics like:

- Natural light and depth of field
- Clear space and sense of air
- When a model's face is used, best practice should be to use natural, or candid imagery - not overly staged
- Black and white photography should be simple, high-contrast, and follow the same composition principles as color
- When using images that aren't original, ensure all copyrights and releases are obtained and forwarded to Global Marketing

### Acceptable Use



### Unacceptable Use

This photo is unacceptable as it has high contrast, is staged, and copyrights were not released.



## 3.06 | Good Characteristics for Images with Models

- Clean, well-lit, realistic and diverse workplaces
- When using images of models with text overlaid, do not cover the model's face with text
- Focused on their work (not looking at camera)
- Any images with models must have consent from the models, employees or subjects

### Acceptable Use



### Unacceptable Use

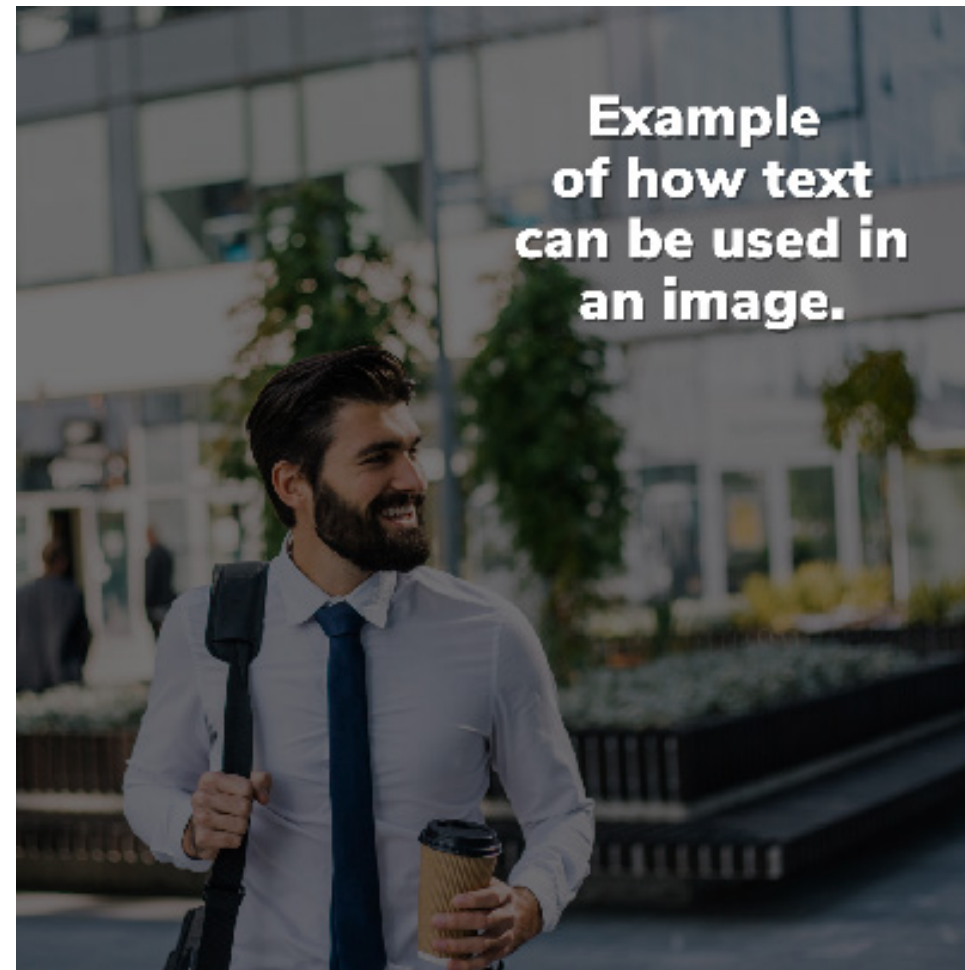
This photo is unacceptable as it is staged with models looking at the camera.



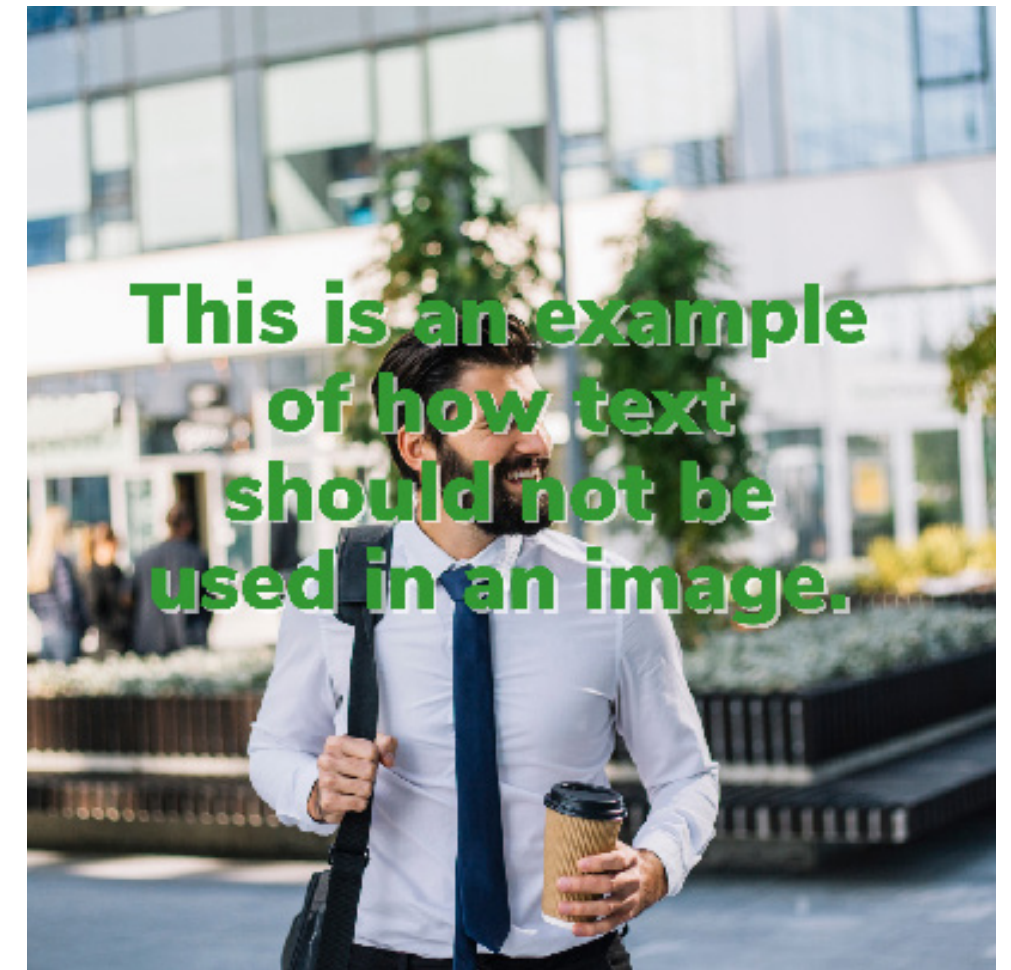
## 3.07 | Color Overlays

- Any image with text should use a color overlay to increase contrast.
- Text over images should always be white. A solid black image overlay with opacity set to at least 50% will increase readability.
- Black gradient overlays are also acceptable when using text over an image.
- Solid color overlays from the primary color palette may be used with 100% opacity and the “Multiply” blending mode over a black and white base image.

### Acceptable Use



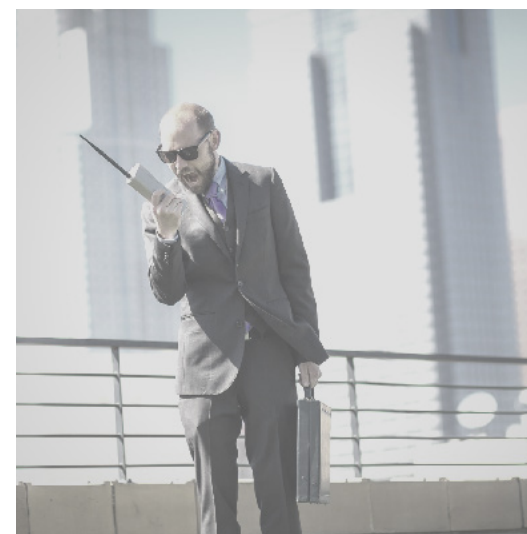
### Unacceptable Use



## 3.08 | Things to Avoid

- Metaphorical objects, caricatures and petty exaggerations (i.e. man in ski mask holding bag of money)
- Poor color and over-saturated tones
- Outdated clothing, technology or environments and insincere or staged poses
- Claustrophobic environments
- People cropped onto a white background
- Clichés and simplistic metaphors (i.e. puzzle pieces, handshakes, padlock sitting on top of stack of cash)

### Unacceptable Use



## 3.09 | Text within an image

While there is no character limitation for text within an image, it's best practice to not have much more than one sentence within an actual image.

If you'd like to use more than just one sentence of text, incorporate this information within the post's caption.

If content is used within an image, it won't need to be included in the post caption, and vice versa.

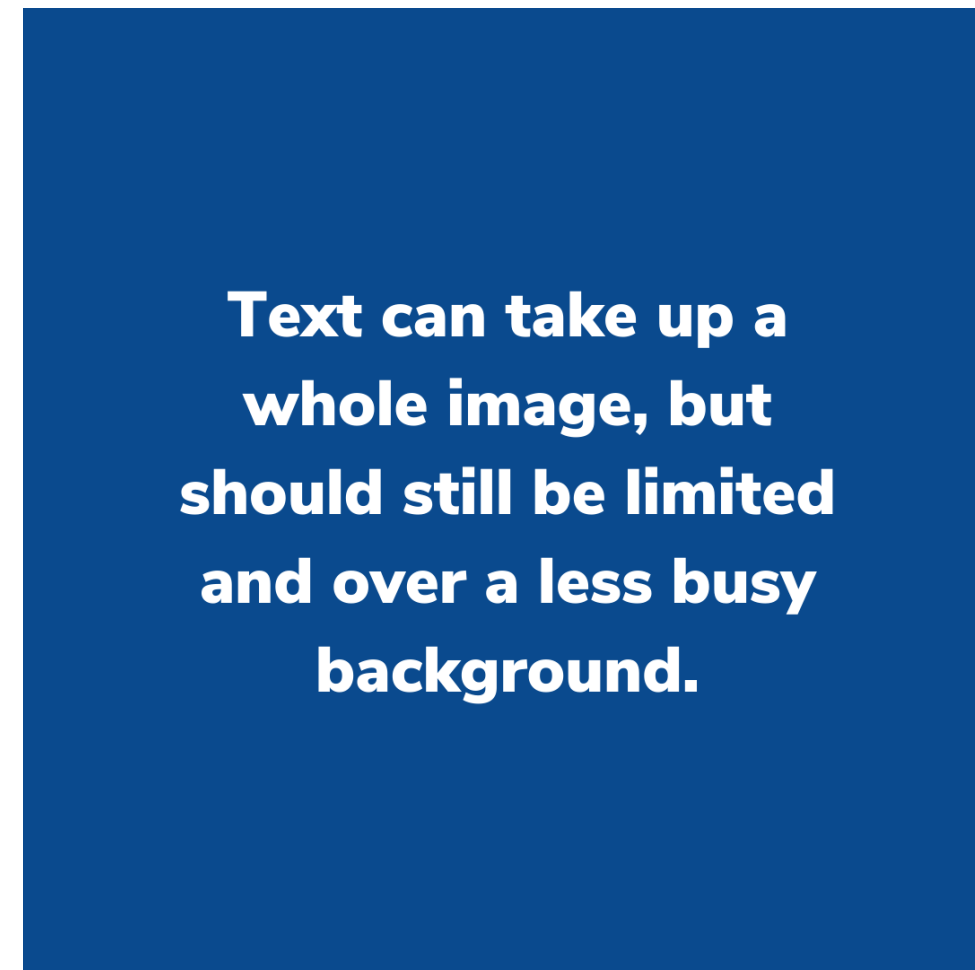
Text can take up the full image but the placement should be strategic.

If text takes up the full space, the background should be simple color or texture; no specific image.

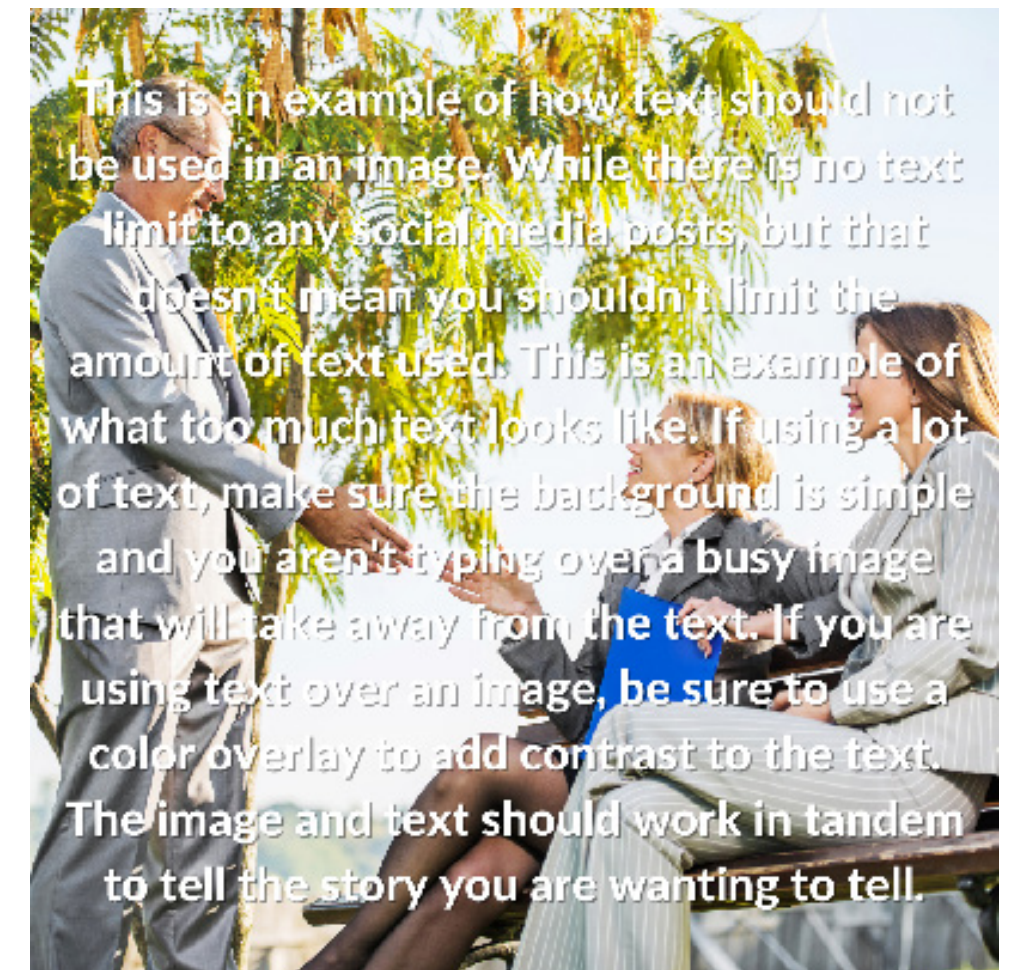
### If text is over an actual image:

- Ensure there is an overlay
- Ensure text is not covering any important feature of the image, i.e the model's face
- Ensure the image is not too busy that it distracts from the text

### Acceptable Use



### Unacceptable Use



## 3.10 | Caption Lengths and Best Practices

### Facebook

- Maximum Caption Length: 63,203 Characters
- Best Practices: 40-80 Characters
- After 477 characters, users will be required to click “More” to see the rest of the caption. If possible, get the main point across within those first 477 characters

### Twitter

- Maximum Caption Length: 280 Characters
- Best Practices: 71-100 characters

### Instagram

- Maximum Caption Length: 2,200 characters
- Best Practices: 125-150 characters
- After 125 characters, users will be required to click “More” to see the rest of the caption. If possible, get the main point across within those first 125 characters

### LinkedIn

- Maximum Caption Length: 120,000 characters
- Best Practices: 50-100 characters
- After 140 characters, users will be required to click “See More” to see the rest of the caption. If possible, get the main point across within those first 140 characters



### Sample Page



Just now ·

With the world going virtual for service transactions, why shouldn't your funds follow suit?

Running a business during COVID-19 is no easy feat, as restaurants and retailers across the United States are learning to adapt to new precautionary measures in place. Whether you're investing in masks for customers or rearranging your interior layout, your cash management strategy should work for you during these challenging times. By minimizing physical interaction, streamlining c... **See More**

## 3.11 | How to Avoid Long Captions:

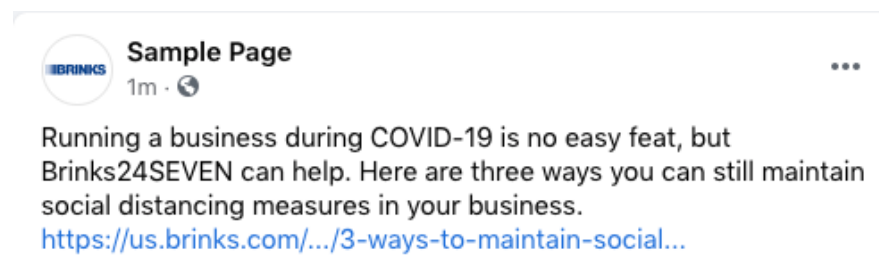
Although there are times where a paragraph may be appropriate to tell a short narrative, keeping caption lengths within best practices (see section 3.10) will encourage more engagement.

Users rarely want to read a long caption on social media. Not only is it not engaging, but it can be overwhelming for the reader.

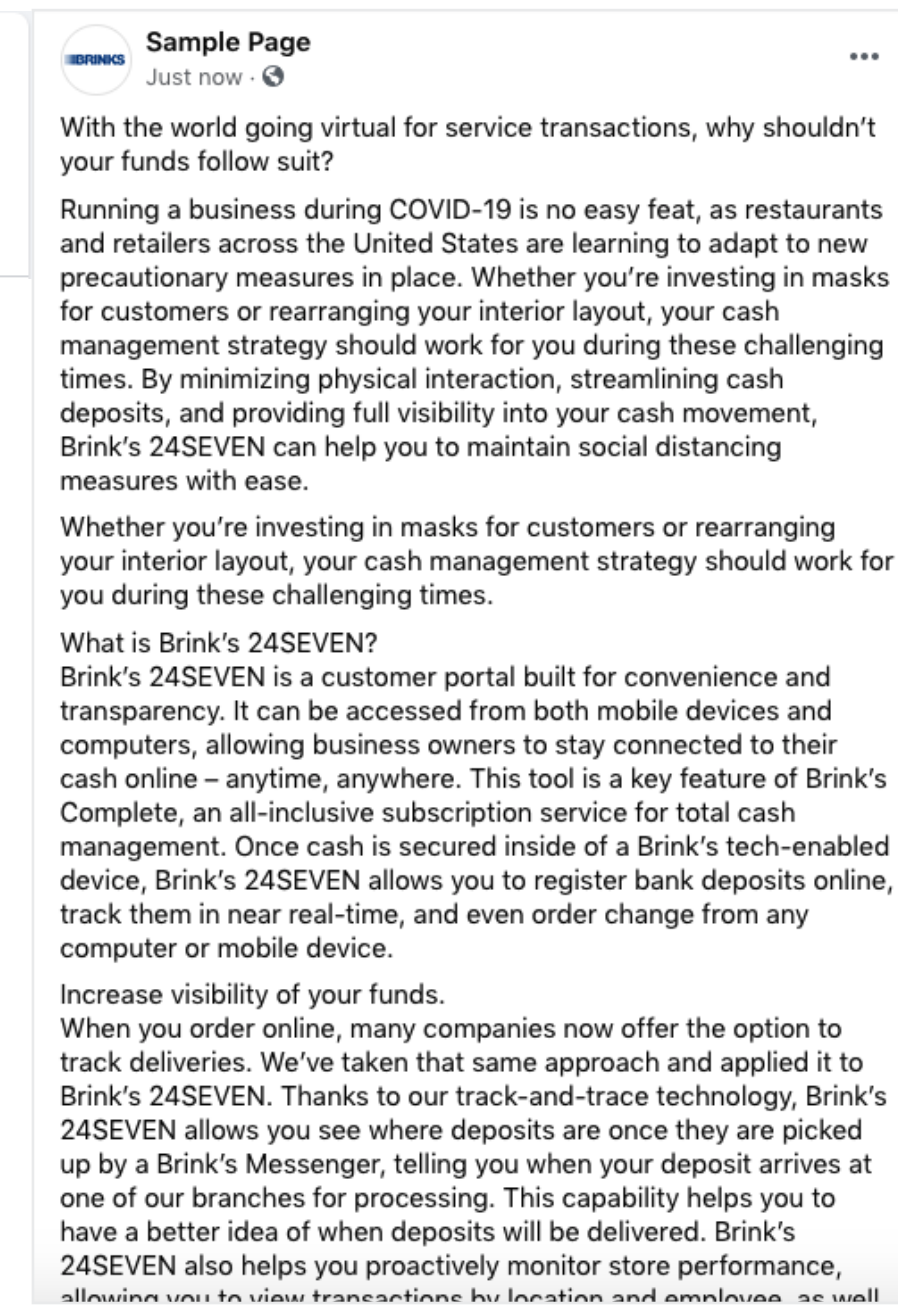
### To avoid longer than necessary captions:

1. Link to a blog post
  - Links are only clickable in Facebook, LinkedIn and Twitter - not Instagram
  - If you have access, create a blog for information spanning more than two paragraphs
  - Create a sentence caption explaining what the blog is about and why the user should read it
  - Link directly to the blog within the caption
2. Create multiple posts around the content
  - Break the information up into smaller pieces to create multiple posts around this information
3. If there's not enough content for a blog or multiple posts, try to cut out extra information or text and create a caption that gets straight to the point of the post.

What to do:



What not to do:



## 4.01 | Personality

The Brink's branded personality is something that sets the voice, tone, and writing style to provide a cohesive and consistent identity across all social media channels. This is a set of guidelines that will assist in establishing that brand personality so all markets can utilize this information while posting for the Brink's corporation. Each market may take into account their local audience and what they might want to hear content-wise, but the overall tone and voice should be the same.

## 4.02 | Voice

### Confident, but approachable

Because we've been in the cash services business for over 160 years, we have a reputable perspective. We want to share our position in a meaningful but approachable way.

This voice:

- Takes a position using facts and substantiated info
- Give viewers a reason to believe us and use us as a trusted source
- Relatable
- Conversational
- Responsive
- Bold

This voice is not:

- Defensive
- Vague
- Unfriendly
- Pompous
- Silent
- Arrogant

### Innovative, but real

We are offering real solutions for real problems using technology to improve the customer experience.

This voice:

- Gives proof points through the use of data
- Show users that we have solutions that work today and tomorrow

This voice is not:

- Uncertain
- Patronizing
- Outdated

### Trusted, but forward-thinking

Our trust is earned because of our experience, longevity, and professionalism.

This voice:

- Gives users a reason to trust us
- Uses our experience and longevity as reasons for trust

This voice is not:

- Extreme
- Inattentive
- Unreliable
- A Follower

### Simple, but comprehensive

We deliver solutions that get the job done, but in a way that is easy to use and adopt.

This Voice:

- Share complete information that is easily understood by all audiences
- Be friendly and conversational

This Voice Is Not:

- Over-complicated
- Long-winded
- Unclear
- Over simplified
- Convoluted



## 4.03 | Tone

While our brand voice should stay consistent, our tone has the ability to change depending on the content that is shown to our followers and other users around the world. The tone is the emotions we show to our audience and can imply our stance on important issues.

1. Adjust the tone based on circumstance and when it is appropriate is important to understand from a social media standpoint.

2. Tone should also be adjusted for the specific social media channel being utilized.

**Facebook** - Informative but conversational OR Professional, depending on the post type and situation

A. *\*Example\** What has Charlene brought to Brink's in the past 2 years? Teamwork and agility! She's grown so much within the role as a Messenger at Brink's that she's now a life coach helping new employees!

B. *\*Example\** Teamwork and agility are two qualities that Charlene has brought to Brink's since her start in 2019. She has grown within the role at Brink's as a Messenger. She is also a life coach helping new employees. To learn from Charlene and our other team members, join Brink's Colorado today: [link]

**Instagram** - Informative but conversational

A. *\*Example\** What has Charlene brought to Brink's in the past 2 years? Teamwork and agility! She's grown so much within the role as a Messenger at Brink's that she's now a life coach helping new employees!

**LinkedIn** - Professional

A. *\*Example\** Teamwork and agility are two qualities that Charlene has brought to Brink's since her start in 2019. She has grown within the role at Brink's as a Messenger. She is also a life coach helping new employees. To learn from Charlene and our other team members, join Brink's Colorado today: [link]

**Twitter** - Fun and quick

A. *\*Example\** Charlene has brought teamwork and agility to her role as a Messenger every day for the past 2 years! Want to learn from her? Join the Brink's #Colorado team today: [link]

3. To determine if editing the tone is necessary, consider these questions:

- Who is the audience and what is their role?
- What is the audience's situation and mindset?
- What problem(s) is the audience looking to solve?
- How is the content going to affect the audience?
- How can you maintain or improve the audience's state of mind?
- Does the content fall in line with other Brink's content?
- How much of a departure does the content take from existing posts?