

# TYPOGRAPHY

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All fonts should be legible and appropriate for what you are communicating.

✘ WRONG

—SOCIAL—  
CUSTOMER  
★ Service ★

✔ RIGHT

SOCIAL  
CUSTOMER SERVICE

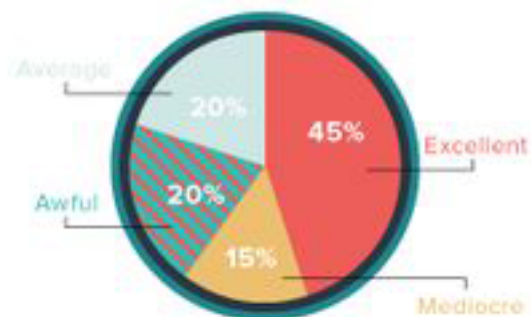
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# COLOR

Use no more than five colors in a single layout. You can use different shades of a single color to distinguish



**WRONG**



**RIGHT**



# ICONOGRAPHY

Icons should be simple, easy to understand and universal. They're meant to enhance comprehension, never distract.



**WRONG**



**RIGHT**



# CALLOUTS

Use callouts sparingly to highlight only key information.



WRONG

23.1

million  
customers

discover brands  
through

SOCIAL MEDIA.

65%

of  
customers

have used social  
media for

CUSTOMER  
SUPPORT.



RIGHT

23.1  
million

customers discover  
brands through  
social media.

65%

of customers have  
used social media for  
customer service.

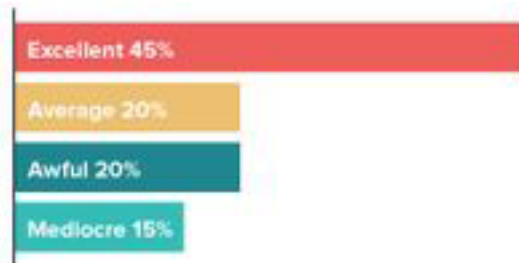
# NEGATIVE SPACE

Keep significant negative space. When too much information is in a layout, messaging becomes cluttered and incoherent.

✗ WRONG



✓ RIGHT



# ILLUSTRATION

Illustration should match tone and subject matter.  
Only include if it enhances the content.



**WRONG**

Consumers expect a  
response to a complaint  
on social within

**1 hour**



**RIGHT**

Consumers  
expect a  
response to a  
complaint on  
social within 1  
hour.



# LAYOUT

Present content in a way that guides readers through in a logical hierarchy. Aligning the elements in a layout with each other will help maintain consistency.

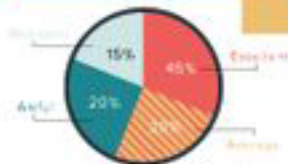


WRONG

## -SOCIAL- CUSTOMER ★Service★

Here's everything you need to know about delivering customer service through social platforms.

How would you rate customer service through social media?



75%

of consumers view companies more positively if they have a mobile customer service app.

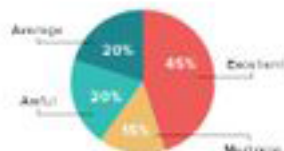


RIGHT

## SOCIAL CUSTOMER SERVICE

Here's everything you need to know about delivering customer service through social platforms.

How would you rate customer service through social media?



75%

of consumers view companies more positively if they have a mobile customer service app.



# COMPARISON

Visualize data in a way that is easy for the viewer to compare values.

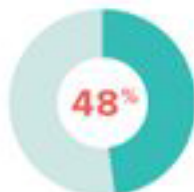


**WRONG**

What do Facebook users want from brands?



Entertainment



Discounts



Customer Service



**RIGHT**

What do Facebook users want from brands?



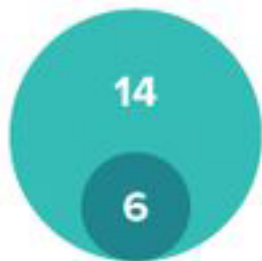


# ACCURACY

Visualizations should represent their values proportionately.  
Inaccurate representations can deceive viewers.



**WRONG**



**RIGHT**



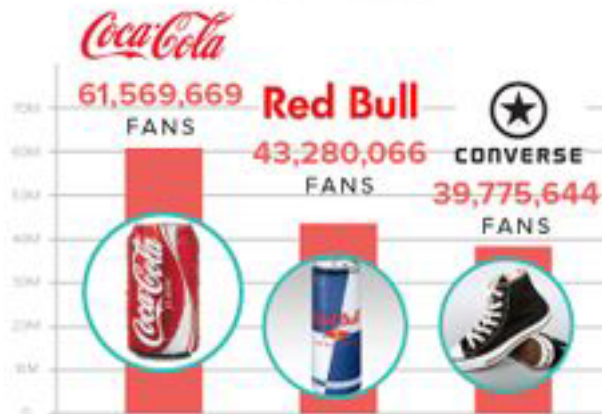
# SIMPLICITY

Avoid unnecessary design, including 3D charts, ornamental illustration or extraneous elements.



**WRONG**

Top 3 Most Popular  
Brands on Facebook



**RIGHT**

Top 3 Most Popular  
Brands on Facebook

