



**MOUNT ST. JOSEPH**  
UNIVERSITY®

# **SOCIAL MEDIA TEMPLATE**

Style-Guide

May 2022

# Style-Guide

## Colors



**Navy**  
**#003366**  
**R0, G50, B101**



**Gold**  
**#FFCC00**  
**R255, G204, B0**



**Medium Blue**  
**#005694**  
**R0, G86, B148**

## Text Guide

When adding text to a graphic, the text should be 60 words or less. If you need to add more text, use the caption for any expanded copy.

16px is the minimum font size to put onto a graphic.

## **Suggested Fonts**

The Mount uses **REFRIGERATOR DELUXE BOLD**

Alt. Canva Fonts: Bebas Neue, Barlow

The Mount uses Gibson

Alt. Computer Fonts: Corbel

Alt. Canva Fonts: Montserrat, Noto Sans

The Mount sometimes uses a script font

Alt. Computer Fonts: Edwardian Script

Alt. Canva Fonts: Alex Brush

## **Resources for Free Graphics**

- Canva

- FreePik

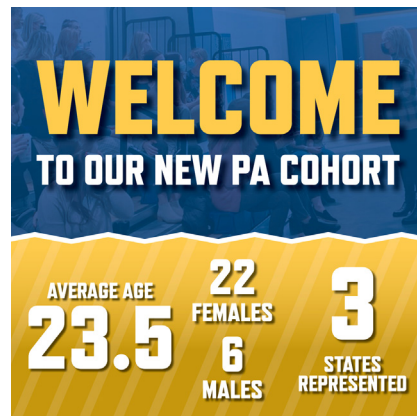
## Image & Text Templates

These templates are in a png format, which allows images to be placed behind the graphic and remain visible through the transparent parts of the graphic.

### Canva Guide:

To add an image behind an graphic in Canva, you will need to upload the image going behind the template first. Then place the template and move both images around until they fit together.

To get MSJ related photos, visit our SmugMug page.  
SmugMug photos: <https://mountphotos.smugmug.com/>  
Download Password: **MSJ2020**



## Text Templates

These templates are in a jpg format and should be used for text based graphics. Feel free to accompany the text with icons/graphics.

