



Power Admins

BRAND GUIDELINES
AUGUST 2021

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Overview



What is PAG?

OVERVIEW

PAG stands for Power Admin Group. There are five regional Facebook groups where Power Admins (aka Padmins) get the latest product news from Facebook, test new features and support one another.

Power Admins are Facebook Group admins of active, supportive communities. They are interested in sharing their own experiences from being community leaders, and enjoy connecting with and learning from other admins to grow together. They want to be the first to try new Facebook tools for group admins, and can probably recite their group rules by memory.

Hello Design has worked with Facebook's PAG team since 2017. We enhance their strategy and provide them with tools to create polished content.

FACEBOOK



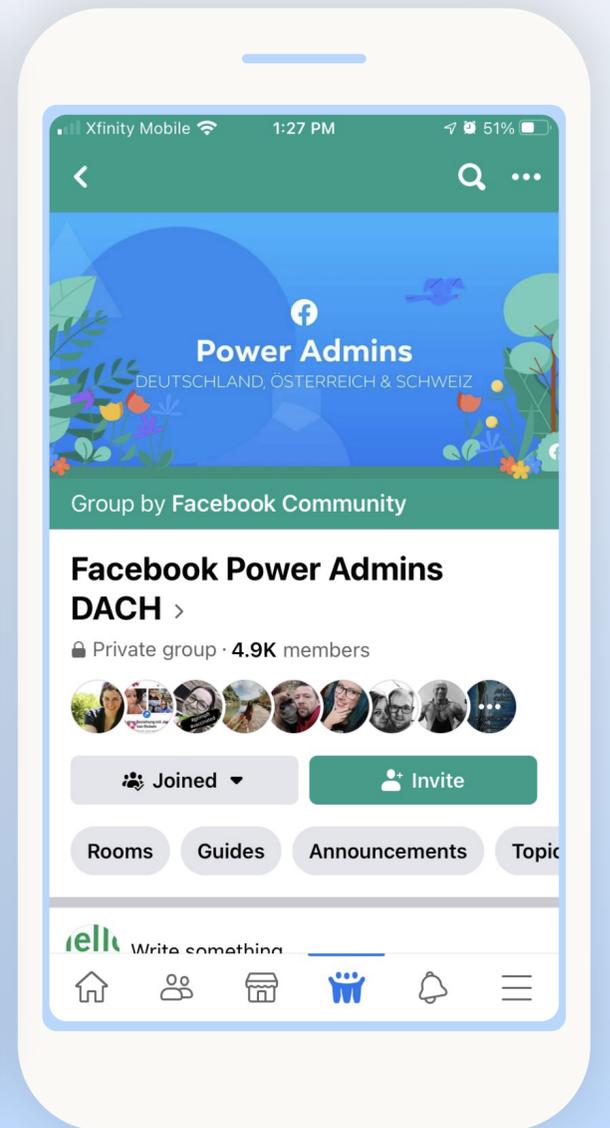
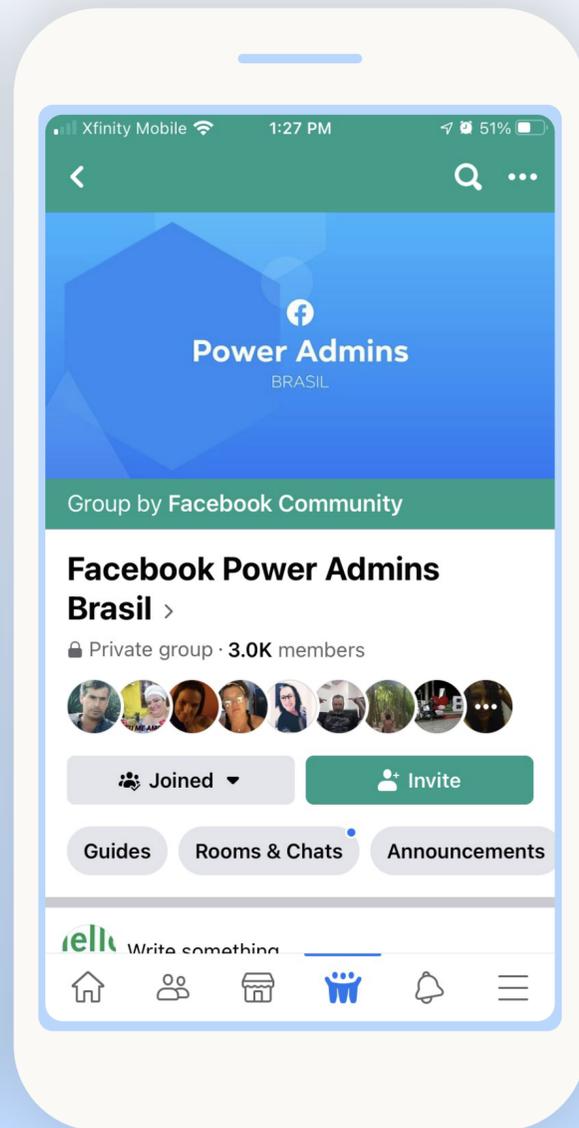
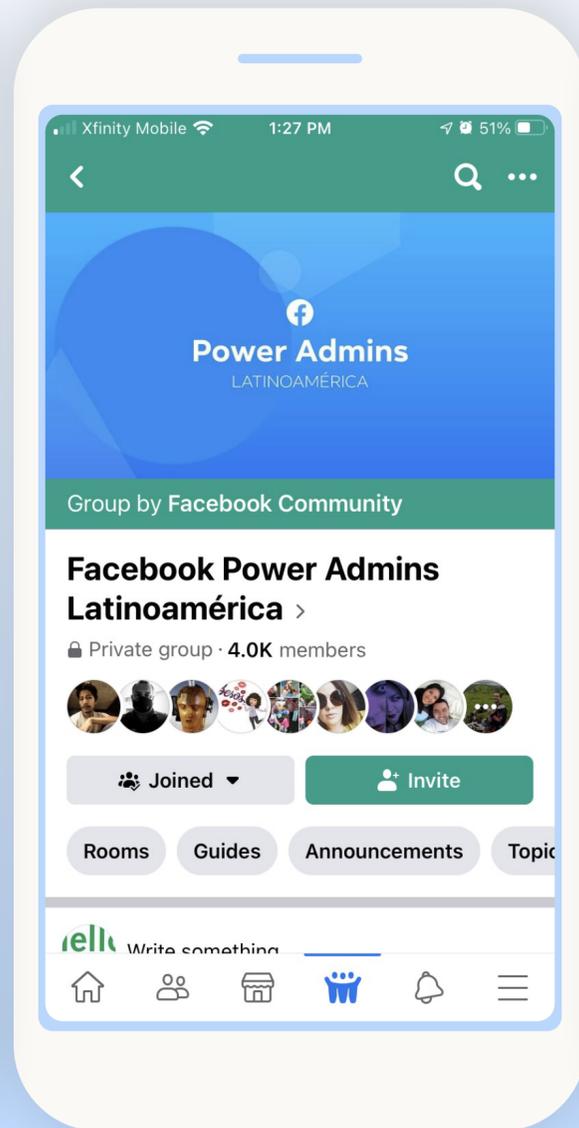
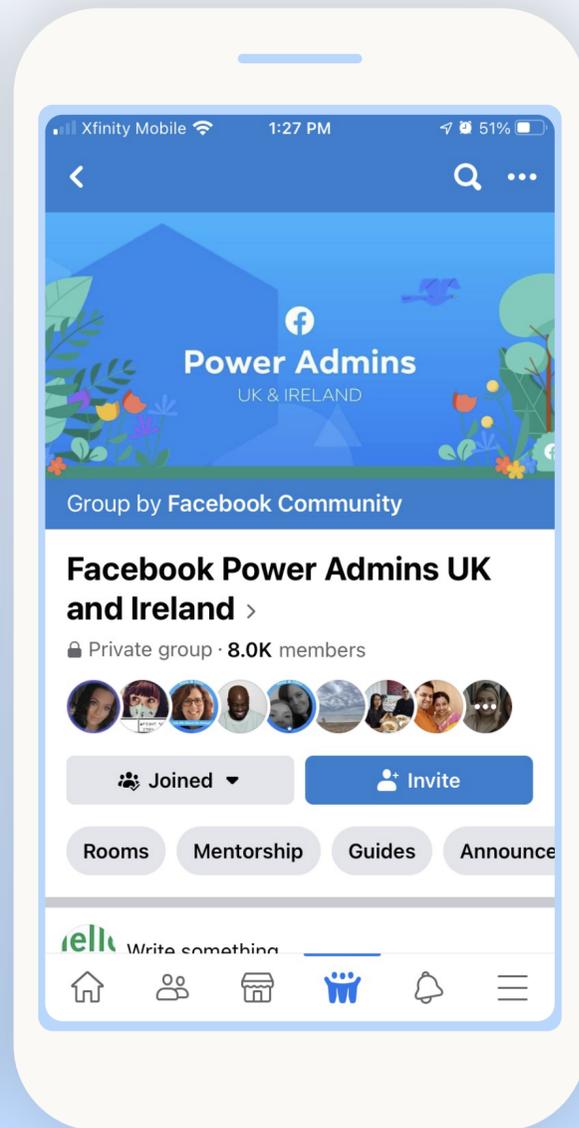
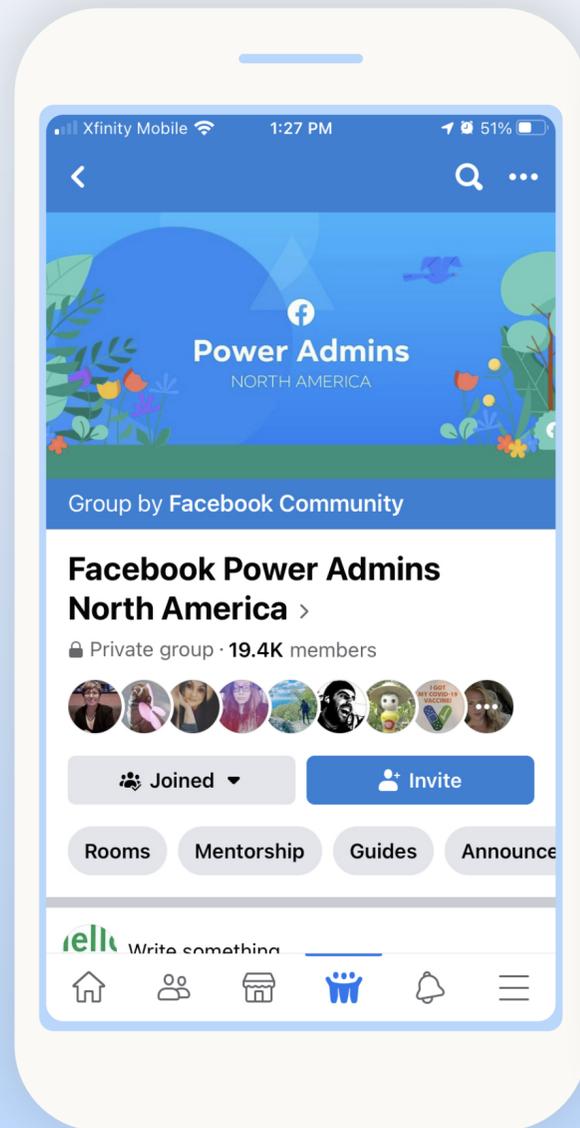
Groups



Power Admins

Regional Groups

OVERVIEW



2021 Strategy



Strategy Overview

2021 STRATEGY

Mission

Empower a diverse set of top community creators to cultivate their best communities on Facebook.

Editorial Strategy

Educate community leaders on how to get the most out of our community products and tools.

Recognize Power Admins in their “love languages,” so that they feel acknowledgement, respect from Facebook, and that their voices are heard

Unlock Resources for Power Admins that help them save precious resources while up-leveling their community leadership

Post Type Breakdown

2021 STRATEGY

Series

Recurring series in each region. Hello makes templates that match the more generic PAG styling so that they can be reused over and over again.

Cultural Moments

Specific moments that are relevant to highlight or celebrate within the PAG regions. These may be holidays, movements, or seasonal happenings. There are three tiers of cultural moments, and each has a different post strategy.

Tier 1 - Tentpoles

Larger initiatives that are run by Facebook or Groups. These are longer campaigns (3-5 posts) that often have their own branding. PAG will use a mix of FB/Groups' templates and Hello's templates.

Examples: Pride, Olympics, Black History Month

Tier 2 - Moments

Celebrations that warrant 2 or more posts, but don't have large-scale programming from Facebook. PAG sets the strategy and Hello creates the design language.

Examples: Valentine's Day, Halloween, April Fools

Tier 3 - Social Days

Lighter moments or social days that are nice to celebrate/call attention to but only need 1 post. Hello presents strategy options to the PAG team once a month and also provides design and copy.

Examples: Earth Day, World Health Day, International Cat Day

Objectives of Tier 3 Moments

2021 STRATEGY

Drive engagement in PAG

As appropriate, provide Power Admins inspiration and resources that they can use to celebrate the Tier 3 cultural moment in their groups

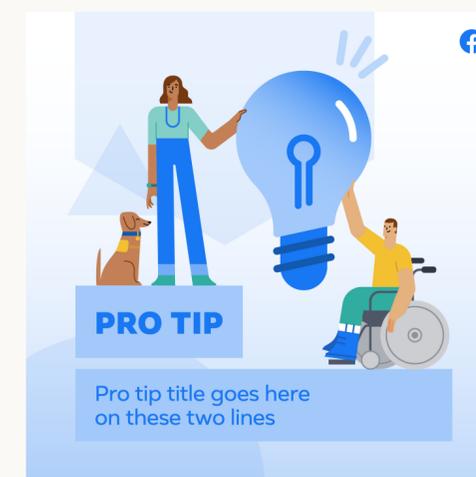
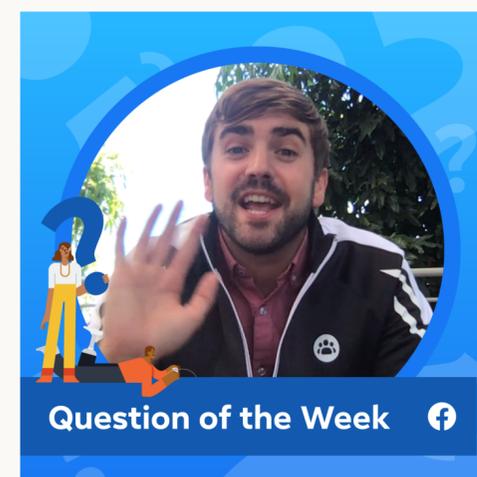
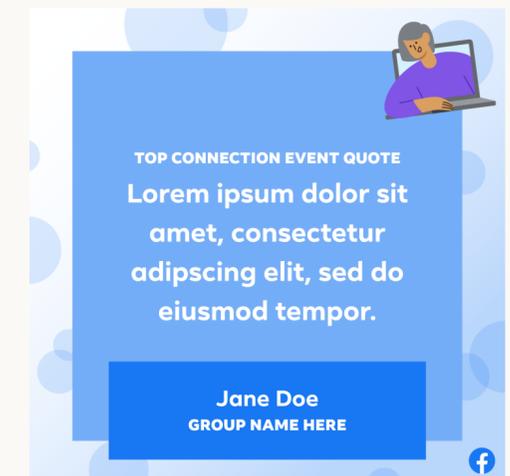
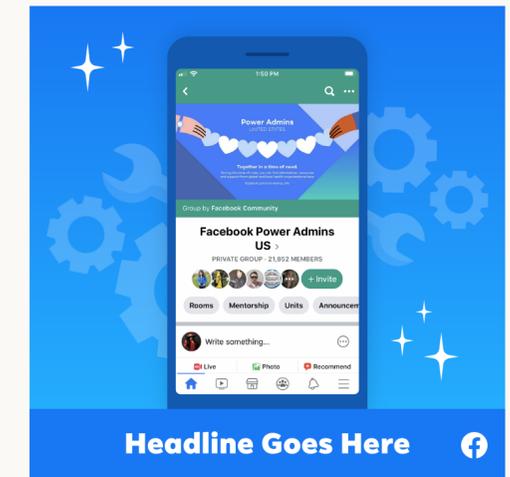
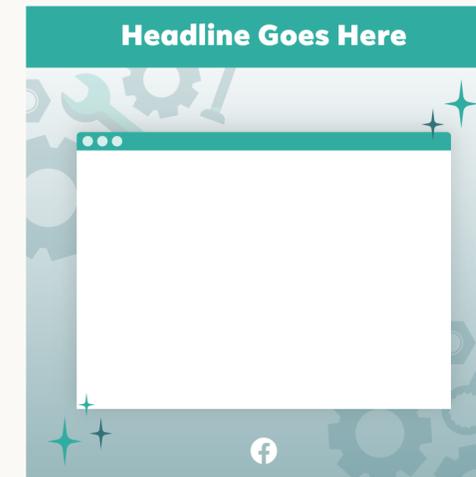
Style Differentiation

The background features several overlapping geometric shapes in various shades of blue. There is a large circle in the lower center, a hexagon to its left, and several triangles of different sizes and orientations scattered across the right and top-right areas. The overall aesthetic is clean and modern.

Series

STYLE DIFFERENTIATION

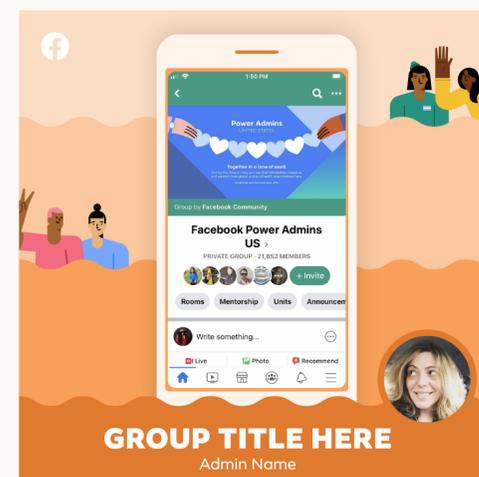
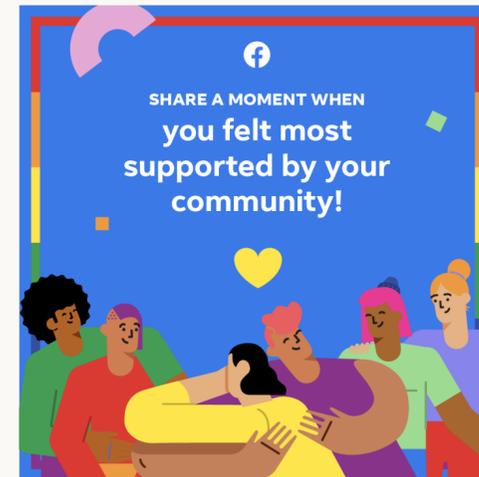
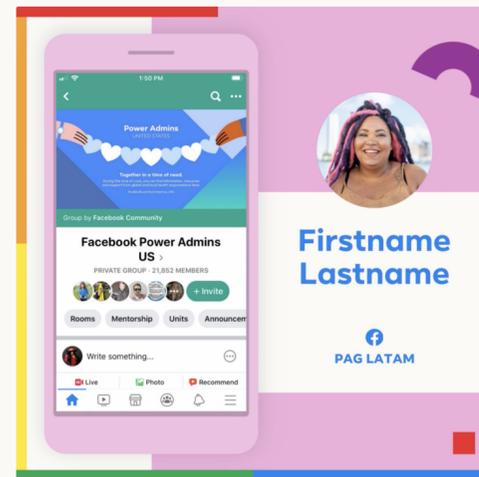
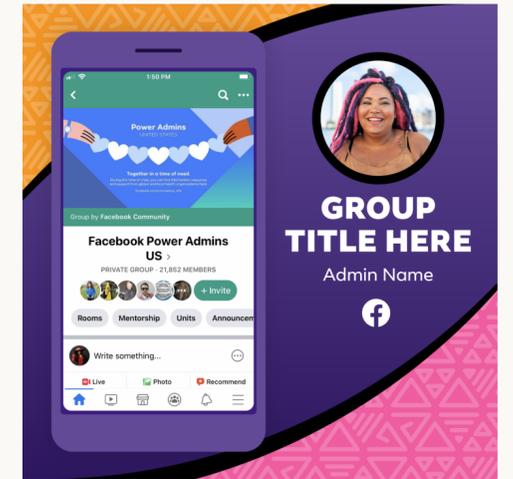
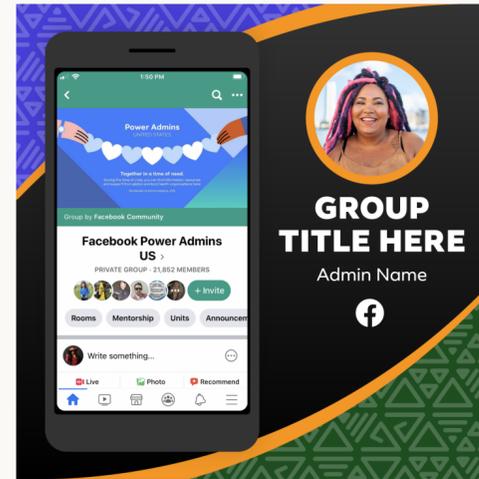
Any content that is meant to be used repeatedly by the PAG team. These templates should be created as a cohesive set in multiple colorways so that they are recognizable each time they're used yet don't feel stale too quickly. Illustrations should be monocromatic if they're simple, but it's ok to use full color for humans or complex illustrations.



Tier 1

STYLE DIFFERENTIATION

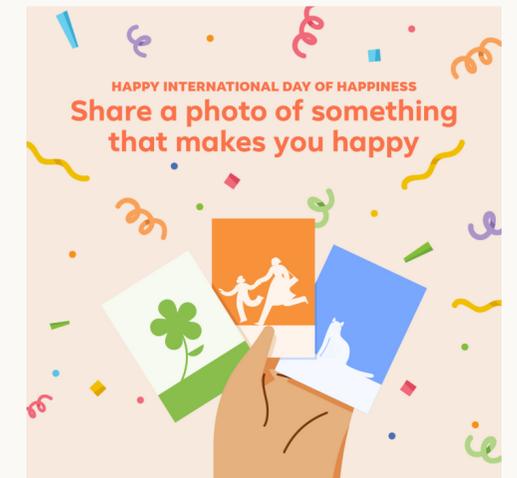
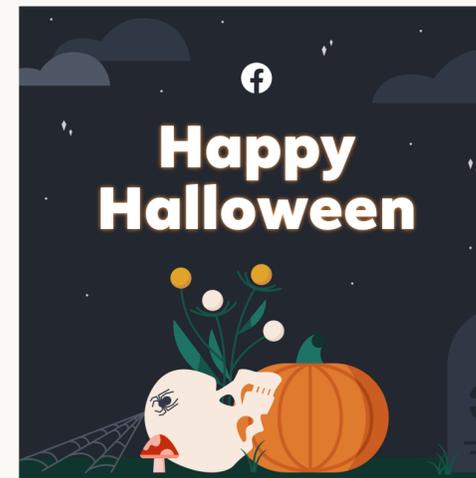
These campaigns have styles that are defined by Facebook or Facebook Groups. We either completely follow their branding or do a hybrid between that and PAG, leveraging their colors and our illustration style.



Tier 2 & 3

STYLE DIFFERENTIATION

We determine the look and feel for these campaigns based on our illustration style. They should fit the mood of the moment and can draw their color palette from our illustration color palette.



Favicon & Logo



App Favicon

FAVICON & LOGO

The Facebook favicon must be present on all assets that feature content that comes “from Facebook”. Note: The blue favicon must ALWAYS have a Paperwhite f, while the white favicon should have a transparent f.

For more info, visit:

[facebook.com/brand/facebookapp/
guidelines/logo](https://facebook.com/brand/facebookapp/guidelines/logo)



PAG Logo

FAVICON & LOGO

This is the official Power Admins logo. Please do not recreate it, instead use the working files here:
Group Admins > Internal Assets > 1. Logos

Most social assets just use the favicon unless the client requests otherwise. This logo is used primarily on externally visible assets like cover photos, profile frames, and swag.



Power Admins



Power Admins

Color

The background is a solid blue color. On the right side, there are several overlapping geometric shapes in lighter shades of blue. These include a large circle, a hexagon, and several triangles of various sizes and orientations. The shapes are semi-transparent, allowing the underlying blue to show through.

PAG Palette

COLOR

The PAG color palette consists of three monotone gradient groups. The dark blue group is the main group, while the other two are used as support to give series assets more variation.

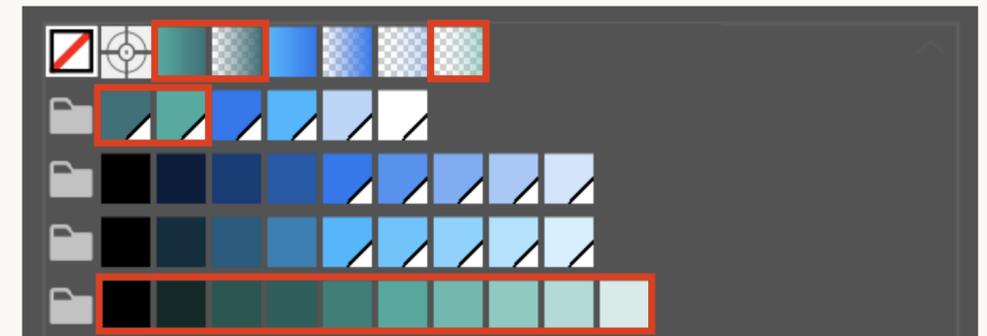
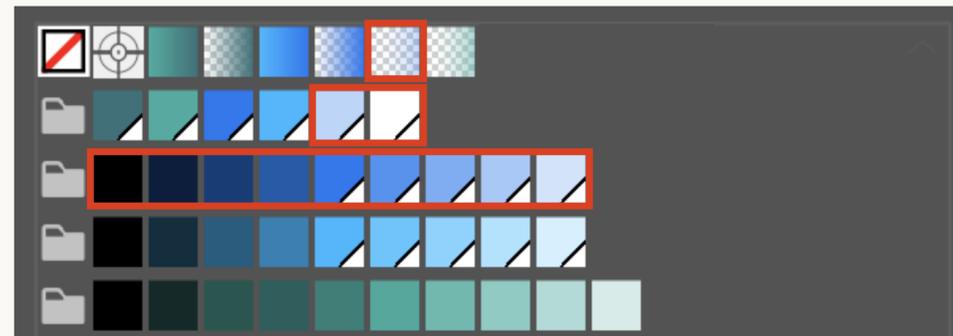
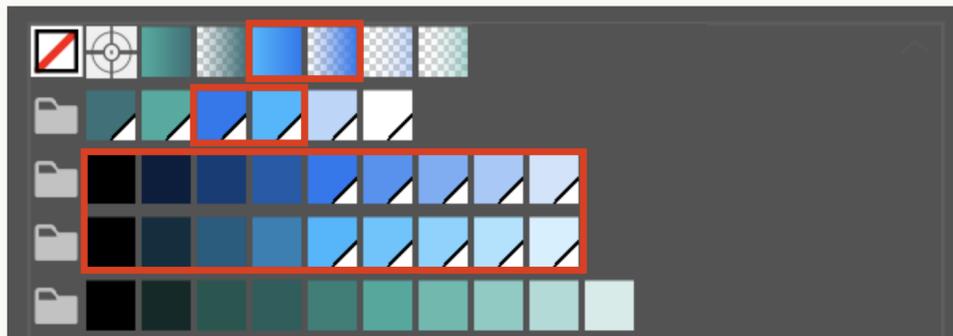
ASE file: Group Admins > Internal Assets > 0. Colors.

AI file with gradients: Group Admins > Internal Assets > 3. Asset Sizes and Examples

Dark Blue (Main)

Light Blue (Secondary)

Teal (Secondary)



PAG Palette Details

COLOR

	Dark Blue (Main)				Light Blue (Secondary)				Teal (Secondary)															
Main	FB Blue #1877F2 2727C - 83 52 00 00 2382U - 77 36 00 00		Sky Blue #26B7FF		Light Blue #B9D6FB		Paperwhite #FBF9F6 01 01 03 00 01 01 04 00		Light Teal #30ADA0		Paperwhite #FBF9F6 01 01 03 00 01 01 04 00		Dark Teal #327179											
*Gradients	Sky Blue to FB Blue Backgrounds & Illustrations		Transparent FB Blue Photo overlays		Paperwhite to Light Blue Backgrounds & Illustrations				Paperwhite to Dark Teal (at 50%) Backgrounds & Illustrations		Transparent Dark Teal Photo overlays		Light Teal to Dark Teal Illustrations & Text Boxes											
Support	#000000	#061E3D	#0C3C79	#1259AC	#4692F5	#74ADF7	#A3C9FA	#D1E4FC	#000000	#061E3D	#0C3C79	#1259AC	#4692F5	#74ADF7	#A3C9FA	#D1E4FC	#000000	#0C2B28	#185750	#1C5F5E	#248078	#59BAAF	#80CBC3	#A9DBD6
	#000000	#0A2E40	#135C80	#1D80B5	#51C5FF	#7DD4FF	#A8E2FF	#D4F1FF																#D3ECE9

*Default -90° for all gradients, but can change depending on what looks best in a given situation

Illustration Palette

COLOR

Illustration colors come from the Alegria color palette. This palette is technically outdated, but the Facebook illustration team has directed us to continue using it until they officially release the new in-app illustration guidelines.

We don't have a specific palette for skin tones so that we can show as diverse of a range as possible.

ASE file: Group Admins > Internal Assets > 0. Colors > Alegria Palette

AI file: Group Admins > Internal Assets > 0. Colors > Alegria Palette



Illustration Palette Details

COLOR

Blue Grey	Slate	Aluminum	Sea Foam	Teal	Lime	Lemon	Orange	Tomato	Cherry	Pink	Purple	Pine	Dark Blue	Blue	Lt Blue	Vibrant Blue	Sand
#EFFF01	#F8FAFB	#F6FAFC	#EEFAFD	#F0FAF8	#F6FAF1	#FFFBF0	#FEF4EC	#FDEFED	#FEEEF0	#FDF3F8	#F4F1FA	#DBF3EE	#COD4F9	#EDF5FF	#F5F8FF	#ECF2FF	#FCF7F3
#CFD1D5	#EAEFF2	#E4F0F6	#CAEEF9	#D2F0EA	#E4F0D5	#FEF2D1	#FCDEC5	#F9CFC7	#FBCCD2	#F9D9EB	#DDD5F0	#A9E2D7	#80A0DE	#6CA4FF	#EBF1FF	#C6D9FF	#FAF1E9
#AFB3B9	#DCE5E9	#D1E7F0	#A7E3F6	#B4E6DD	#D1E6B9	#FFECB5	#FBC89F	#F9CFC7	#F8A9B4	#F6BFDF	#C6B8E5	#6BCEBA	#4268B3	#3884FE	#E0EBFF	#9FBFFF	#F8EADD
#8F949D	#CEDAE0	#BFDDE9	#84D8F2	#97DCCF	#BEDD9C	#FFE8A8	#F9B278	#F38E7B	#F58796	#F2A5D1	#AF9CDA	#31A38C	#31487E	#3678E6	#D3E3FF	#79A6FF	#F7E3D0
#777D88	#C4D2D9	#B0D5E5	#6BCFEF	#80D4C4	#B1D587	#FFE18F	#F9A159	#FB724B	#F36B7F	#EF92C7	#9D87D2	#25917E	#243762	#1D5FBF	#C7D9FF	#5D93FF	#F5DECA

Main

#5F6673	#B9CAD2	#A3CEDF	#54C7EC	#6BCEBB	#A3CE71	#F8D572	#F7923B	#FB724B	#F35369	#EC7EBD	#8C72CB	#26927F	#1B2543	#1F5CB6	#98B6F2	#4080FF	#F3D9C1
#4F5766	#A8BBC3	#8EBFD4	#39AFD5	#4DBBA6	#89BE4C	#F0BD32	#E07A2E	#EF6632	#E04C60	#EC6FB5	#7B64C0	#1F7364	#141D37	#31487E	#78A7FD	#3578E5	#F0DFCE
#303846	#89A1AC	#6CA0B6	#2088AF	#31A38D	#71A830	#DEA12B	#CC5D22	#DB4123	#B73749	#D4539B	#6A51B2	#165348	#0F172E	#243762	#5D93FF	#1D5FBF	#EADACA
#23272F	#688694	#4B8096	#186D90	#24917D	#629824	#CF8C41	#AC4615	#C32D0E	#9B2B3A	#B0377B	#58409B	#0E352E	#000000	#1B2644	#4683FD	#1C4F8C	#E3D6C9

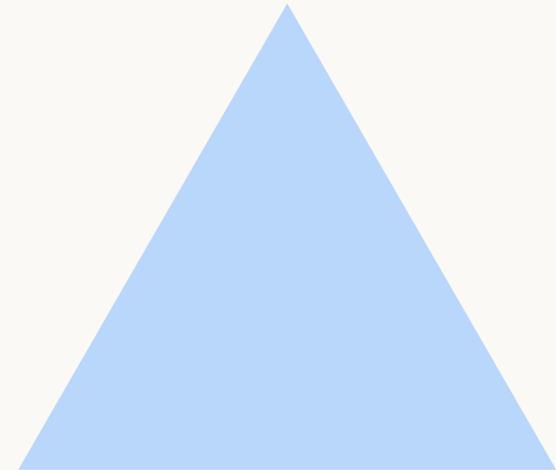
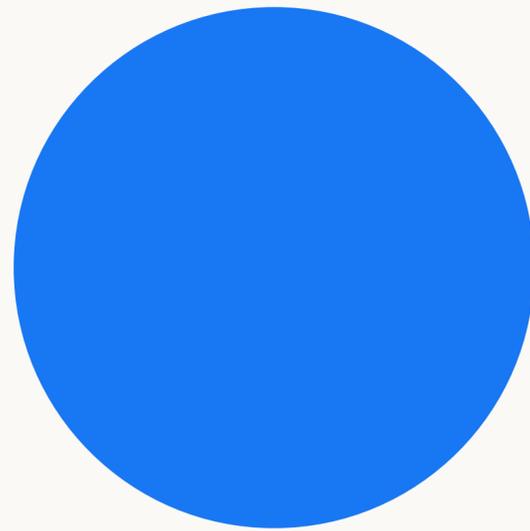
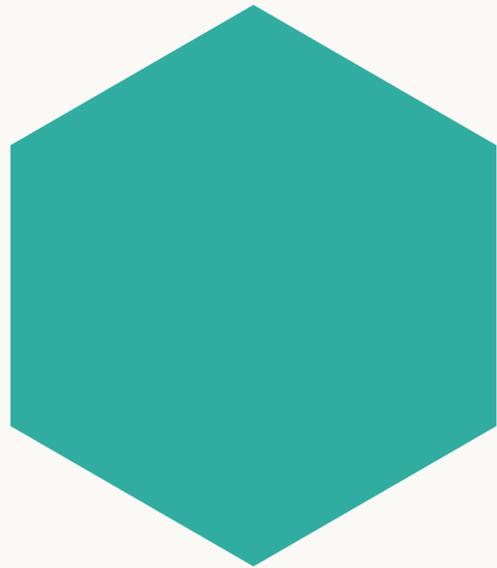
Shapes



Primary PAG Shapes

SHAPES

These three shapes are used for framing elements and backgrounds.



Background Rules

SHAPES

Color/Transparency:

On blue backgrounds, white at 10-15%

On light blue backgrounds, FB blue at 10%

On teal backgrounds, light teal at 20%

Size/Spacing:

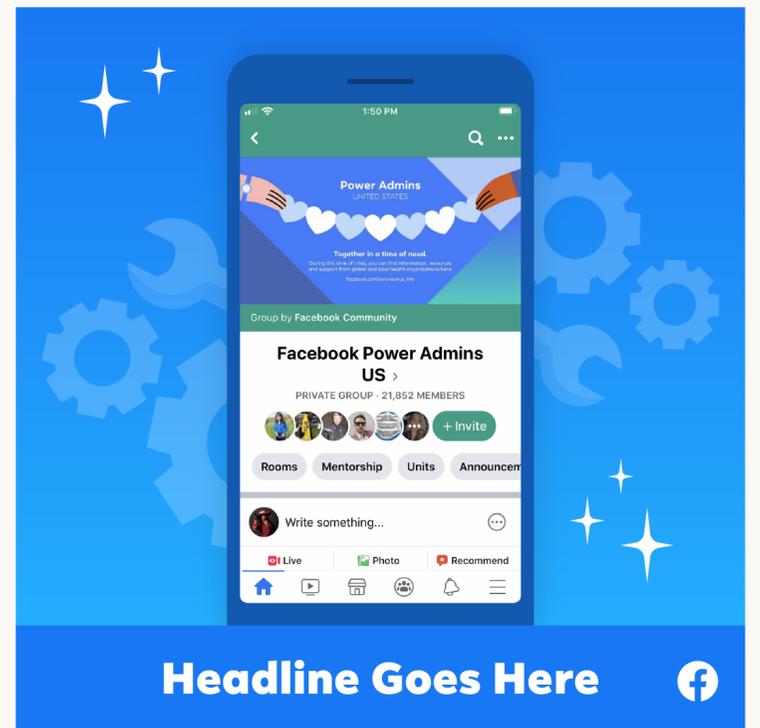
The shapes should read as dynamic but not overwhelming. A good place to start is to use one small, one medium, and one large shape and to have the small shape overlap the large shape.



Alternate Shapes

SHAPES

In most cases, the three primary shapes should be the background elements. But alternate shapes can be used to highlight the purpose and uniqueness of different campaigns or series.



Typography



Type Combinations

TYPOGRAPHY

We use Facebook App's typeface, which is Facebook Sans Display.

We combine weights and capitalization to give emphasis to important pieces of information and create dimensionality.

Common combinations:

Bold and extra bold are used for titles.

Regular is used for body copy.

Light and regular are used for secondary titles.

ALL CAPS EXTRA BOLD
Sentence Bold

ALL CAPS LIGHT
Sentence Regular

Illustration



Guide and Library Locations

ILLUSTRATION

We use Facebook's illustration system, which is called Alegria. It has its own set of guidelines. You can ignore the "how to pick your colors" section - we use natural skin tones for our characters and choose all other colors from the illustration palette based on what will fit a specific campaign. We have a library of illustrations that we can leverage to create new assets. There's one file for humans and one file for objects.

Guidelines and Library:

Group Admins > Internal Assets > 4. Illustrations



Diversity

ILLUSTRATION

When illustrating people, it's important to showcase the diversity of group admins and members through race, gender, age, sexual orientation, and ability. Please avoid using the same tropes over and over - for example always showing a person in a wheelchair for ability diversity.

