

Best practices

✓ DO use brand colors

The Case Study Buddy brand is bold and playful, using pops of bright color and full color backgrounds. Limit the color palette on each graphic to CSB blue + 2 or 3 secondary colors.

✓ DO use brand swirl, icons and illustrations

The CSB swirl is used in the background of all branded social images, testimonials and audiograms. For new stock illustrations, follow the CSB style and make sure to edit colors to match our brand.

✓ DO use brand font Avenir

Feel free to play with Medium or Black font weights to reinforce key messages.

✗ DON'T use images that are off-brand

Social media is often the first touch point someone has with our brand, it should have a consistent look and convey the same overall messaging as our website. If stock illustrations or AI images are being used, ensure they use the CSB brand colors, fonts and image style.

✗ DON'T include too much text

Social images are viewed small on mobile screens so keep headlines short and use font size of 16pt or greater.

✗ DON'T add icons or illustrations that don't match our icon set

Our icon set has been designed to work together with a consistent line weight and color palette. Ask the designer to create new icons if required.

Avoid realistic looking photography unless it's been stylized with CSB colors and branding.



Avoid AI generated illustrations that don't match our style or colors.