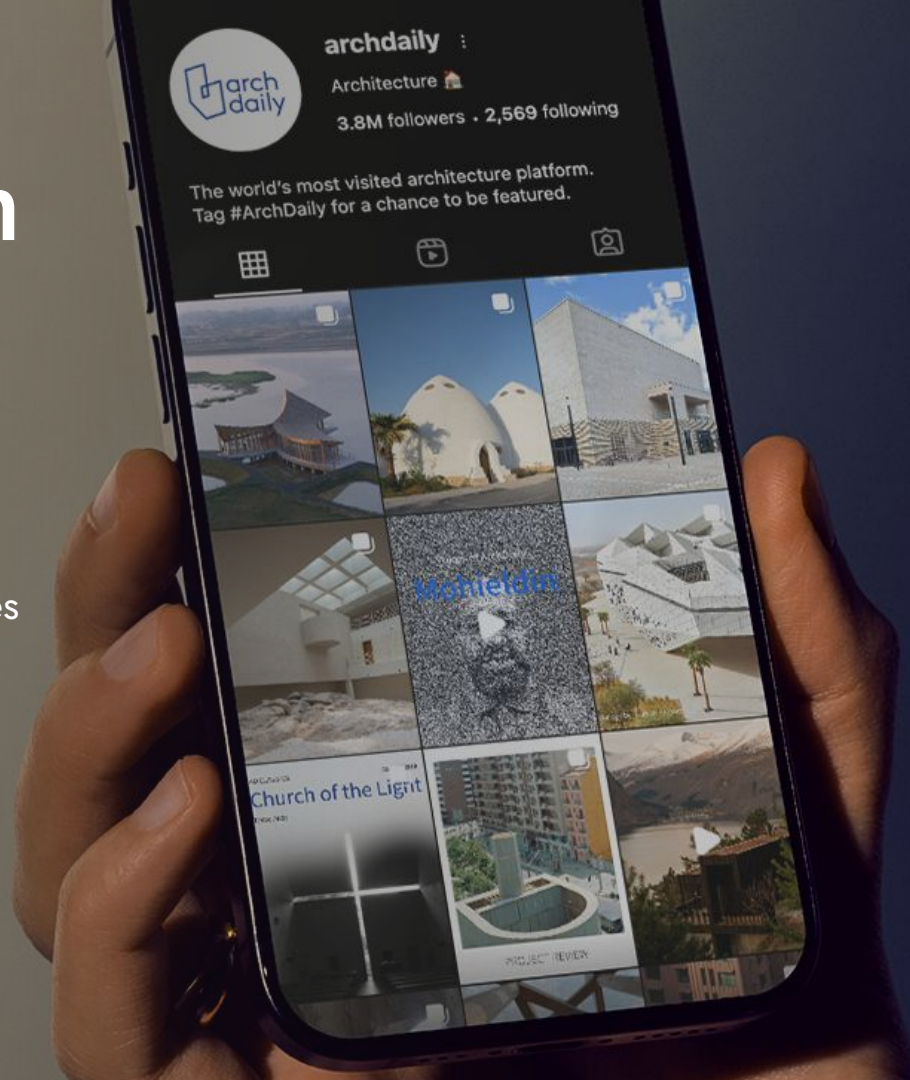


Social Media

Instagram Carousel Post

Essential Visual Guidelines



Essential guidelines

Do's and don'ts for a better performance.



Do's

- Submit 5–8 images (5 will be selected).
- Use 1:1 (Square) or 4:5 (Vertical) aspect ratio (must be consistent).
- Use correct elevation/top views (avoid irregular/low angles).
- Ensure the quality of pics is high
- Focus on architectural context
- Use natural colors and ensure the product/project is well-lit.
- Sequence files numerically (e.g., 01-image-name.jpg).



Don'ts

- DON'T: Use PNGs with a white background.
- DON'T: Use logos or text (minimal text allowed for events)
- DON'T: Use close ups, human faces, distracting objects
- DON'T: Use AI generated images
- DON'T: Use cut out pictures
- DON'T: Use sketches

Disclaimer: To ensure the best performance and outcome for you, we reserve the right to use a Non-Feed format if image guidelines aren't met.

Essential guidelines

Examples

Good examples



Bad examples for Feed

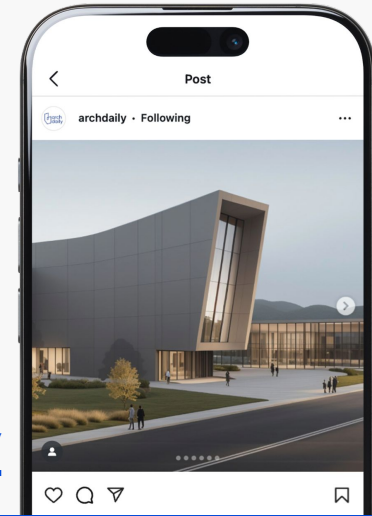


Disclaimer: To ensure the best performance and outcome for you, we reserve the right to use a Non-Feed format if image guidelines aren't met.

Visual guidance

Simple pointers to ensure stronger visual results.

Instagram Carousel on @archdaily

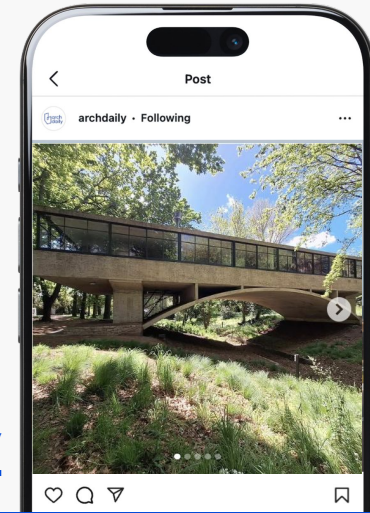


- **Context:** Visuals should be strictly within an architectural context, relatable and inspirational to architects, students, professors, engineers, designers, manufacturers, and design enthusiasts
- **Feature Image:** Should not include any logo or text. Exception: For event or application opening announcements, minimal on-image text is acceptable (e.g., event name, time, location). Keep it clean and well-integrated with the visual mood of both the main image and carousel.
- **Angle:** Images should be taken from a correct elevation or top view. Avoid irregular angles or low perspectives.
- **Detailed shots:** Highlight product or design details with shallow depth of field meaning, sharp focus on key elements of the product/project with a softly blurred background.

Visual guidance

Simple pointers to ensure stronger visual results.

Instagram Carousel on @archdaily



- **Quality:** Adjust image exposure and lighting (avoid dark images unless the product itself is dark). Make sure the product is well-lit so it's easy to see clearly.
- **Colors:** The colors in the photo should look natural not too dull or too bright.
- **Background:** Avoid using PNG shots with a white background. Use natural elements like greenery and landscapes to enhance images.
- **Storytelling:** Use visual storytelling by including images of the product in use, production process shots, and visuals that convey the mission or idea behind the product.
- **Focus:** Avoid unnecessary objects or visible human faces that distract from the subject.

Caption guidelines

Do's and don'ts for a better performance.



Do's

- Start with a catchy headline.
- Mention company/product name and keywords.
- Use the third-person perspective ("it" or "they").
- Provide the Click Through URL and Account Tag.
- Define Geo Targeting (focus on areas where the brand is present).



Don'ts

- DON'T: Use sales-focused, promotional, or vague language.
- DON'T: Use emoji in the caption