

MPS User Group Identity Guide

version 1.0
August 2018

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1. Twitter profile layout
2. Facebook group layout
3. Facebook community layout
4. Meetup.com page layout

Twitter profile layout

Profile picture



UpperCase
4 letters max



Too long
Indiscernible
in small sizes



Insufficiently
identifies

Links to mock-ups (Google Drawings)

[Profile picture](#)

[Cover](#)

! For editing, make a copy
on your google disc

Example



Profile pic
Proxima Nova
Bold

Cover Name
Proxima Nova
Bold
60 pt

Cover Descriptor
Proxima Nova
Medium
32 pt

Sizes



Facebook group layout

Links to mock-ups (Google Drawings)

[Cover](#)

! For editing, make a copy on your google disc

Example



Cover Name
Proxima Nova
Bold
40 pt

Cover Descriptor
Proxima Nova
Medium
22 pt

Sizes



Facebook community layout

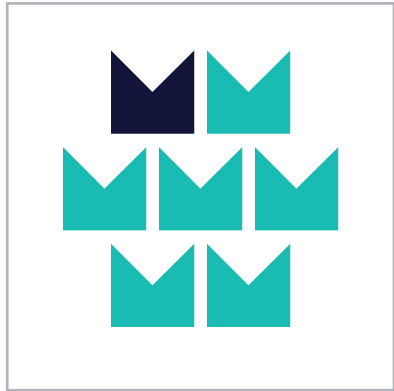
Profile picture



UpperCase
4 letters max



Too long
Indiscernible
in small sizes



Insufficiently
identifies

Links to mock-ups (Google Drawings)

[Profile picture](#)

[Cover](#)

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Example

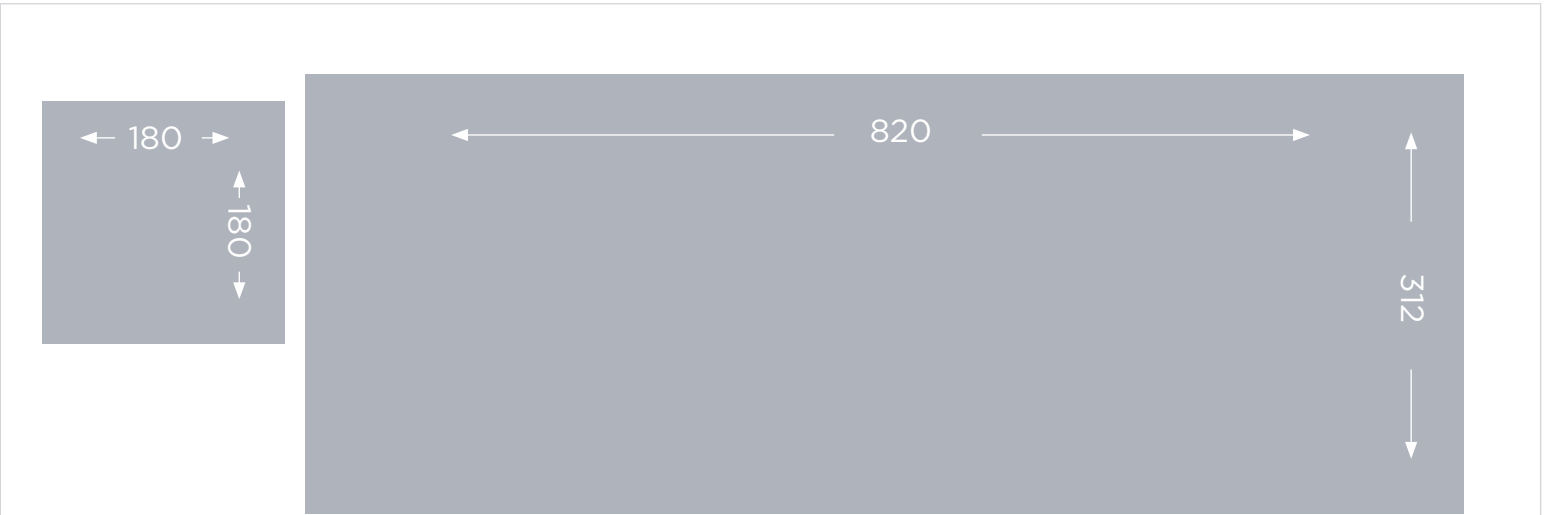


Profile pic
Proxima Nova
Bold

Cover Name
Proxima Nova
Bold
40 pt

Cover Descriptor
Proxima Nova
Medium
22 pt

Sizes



Meetup.com page layout

Profile picture



UpperCase
4 letters max



Too long
Indiscernible
in small sizes



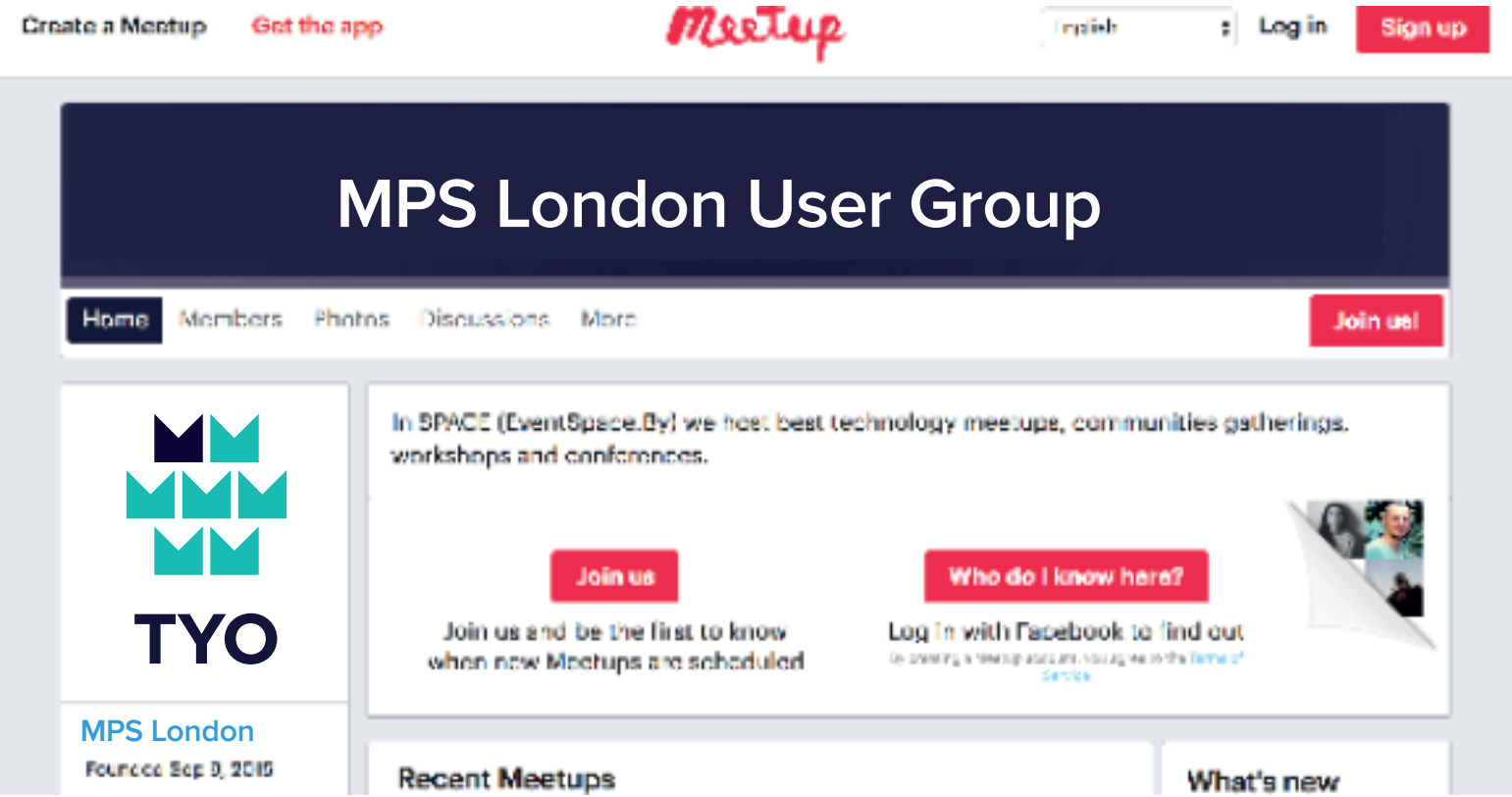
Insufficiently
identifies

Links to mock-ups (Google Drawings)

➞ [Profile picture](#)

ⓘ For editing, make a copy
on your google disc

Example



Profile pic
Proxima Nova
Bold

Colour

