The Catalyst 2030 Visual Brand Guide

Logo | Fonts | Colours | Document settings | Bullets | Graphics | Email signatures

CATALYST 2030
Collaborating to achieve the SDGs

Design notes

The following style guideline was created for the Catalyst 2030 logo, colour scheme and other visual branding elements.

Last updated: 27/7/2023

Contents

1. Catalyst 2030 Logo

➔ <u>Link to logos folder</u>

When the movement first launched in 2019, Catalyst 2030's name, tagline and logo were co-created by the founding members.

The Catalyst 2030 logo is designed to convey upward motion and energy. The vibrant colours reflect the four social entrepreneur fellowship organisations which supported the founding of the network - Ashoka, Echoing Green, Schwab Foundation and Skoll Foundation - plus the UN blue to signify cooperation and harmony. The dominant green represents nature and the environment.

N**OTE: Our Logo is our most important visual identity. It is our signature and should not be altered in any way.**

Fonts used for the logo only are Oswald Regular and Mohave Regular, both of which are licensed under the SIL Open Font License, Version 1.1.

Primary Logo (Logo with Tagline)

Download Link

https://drive.google.com/drive/folders/1pWgK-M6v45ZQ_kXh2YsKMk6LG1mIBNVB?usp=sharing

Uses

- This is the primary Catalyst 2030 logo used for official documents, reports, email signatures, letterheads, advertising and banners and other general use.
- The words "**Catalyst 2030**" may not be altered or translated.
- The brandmark/symbol may not be changed.
- The logo tagline may not be changed, but it can be translated into different languages. See tagline translation guidelines here.

Logo Without Tagline

Download Link

https://drive.google.com/drive/folders/1tlmW9HW3hC1ey-tum__Uge4CVShygHzy?usp=sharing

Uses

- This logo may be used as is - no alterations.
- This logo is used for all Catalyst 2030 website navigation bars.
- The logo can be used in graphics where only the name of Catalyst 2030 is needed in a compact space, such as alongside numerous other logos on a social media graphic.

Square/Round Format

Download Link

https://drive.google.com/drive/folders/1ATYW6ux52xJxYkTr9xLDu85hsUvmjeBB?usp=sharing

Uses

- This logo may be used as is - no alterations.
- This logo is suitable for use on social media platforms where profile images tend to be round/square. The square/round logo folder has various logos sized for the specific social platforms.
- This logo is also suitable for use in social media graphics which need the logo to fit into compact areas and which do not require a tagline.

Tips for Working with Catalyst 2030 Logos

Sizing logos

Scaling up - When needing a larger logo, do not stretch the logo to make it larger than its original pixel size. If you need a larger logo, rather source a bigger logo from the logo folder. Scaleable vector logos (.svg format) will scale into any size safely.

Example of pixelation (fuzziness) of image

Scaling down - To make a logo smaller, resize it from the top left or right corner handles rather than the sides to avoid distortion.
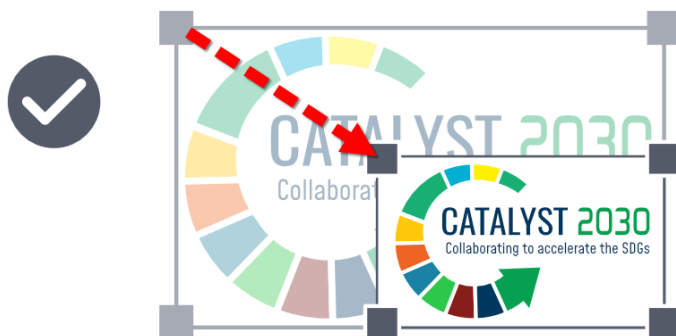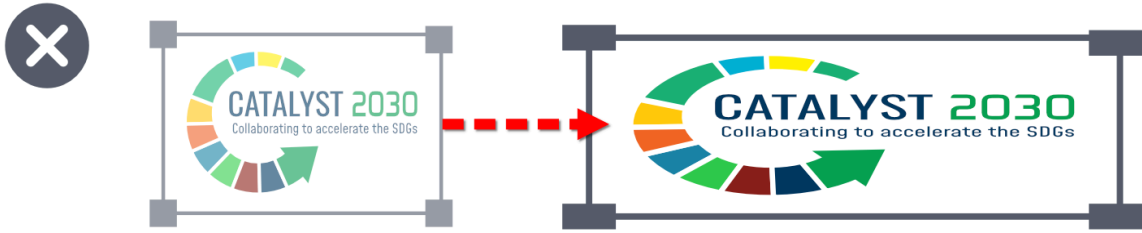
Logo Placement
This is the suggested format for using your organisation's logo with the Catalyst 2030 logo.

Height
Keep logos the same height when they are placed side by side

Spacing
As a rough guideline, the space in between the logos is the same as the "0" from "2030"

Logo tagline translation for Regional and Country Chapters

If your chapter would like to have the tagline of the above Catalyst 2030 logo in the chosen/official language of the chapter, please send a request through to communications@catalyst2030.net along with the exact word-for-word translation of the tagline "Collaborating to achieve the SDGs".

Important to note:
- The words "**Catalyst 2030**" may not be altered or translated.
- The tagline may be translated into the chosen language of the chapter, but may not be changed in any other way. In other words, no other tagline other than 'collaborating to achieve the SDGs' may be used with the Catalyst 2030 name and brandmark.
- All logo files (jpgs, pngs, svgs etc) need to be created by the official Catalyst 2030 designer, who holds the design files and templates for the Catalyst 2030 logos. This is so that there is visual consistency across all chapters and entities, platforms and media under the Catalyst 2030 umbrella.
- Email: communications@catalyst2030.net with requests.

2. Catalyst 2030 Colours
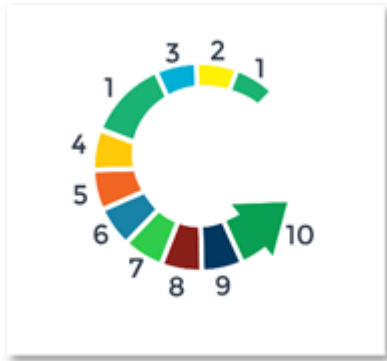
Main Feature Colours

10	9
HEX #09A052 RGB 9, 160, 82 CMYK 83, 11, 94, 1	HEX #003862 RGB 0, 56, 98 CMYK 100, 82, 36, 25

Full Palette

1	2	3	4	5
HEX #1AB374 RGB 26, 179, 116 CMYK 77, 1, 75, 0	HEX #FFF102 RGB 255, 241, 2 CMYK 79, 68, 49, 40	HEX #00AFD5 RGB 0, 175, 213 CMYK 73, 9, 11, 0	HEX #FFCA0A RGB 255, 202, 10 CMYK 0, 20, 100, 0	HEX #F16623 RGB 241, 102, 35 CMYK 0, 75, 100, 0

6	7	8	9	10
HEX #1982A7 RGB 25, 130, 167 CMYK 83, 38, 22, 1	HEX #30CC4C RGB 48, 204, 76 CMYK 69, 0, 98, 0	HEX #8A201A RGB 138, 32, 26 CMYK 28, 98, 100, 30	HEX #003862 RGB 0, 56, 98 CMYK 100, 82, 36, 25	HEX #09A052 RGB 9, 160, 82 CMYK 83, 11, 94, 1

Tips for Working with Catalyst 2030 Colours

Accessibility (Keeping text easy to read)

In order to have text easily readable for all, only use darker colours for text. If using white text on a colour background, choose a dark background colour. Yellow is a light colour and is not a good choice to use for text as it is difficult to read. From the above swatches, choose background colours from 1, 5, 6, 8, 9 or 10.

Easy Grab Hex Codes

Setting up your document/design palette by adding the following colours will save you time during your design process and ensure branding consistency.

Dark blue - #003862
Medium blue - #1982A7
Bright blue - #00afd5
Bright green - #30CC4C
Medium green - #1AB374
Dark green - #09A052
Rust red - #8a201a
Orange - #f16623
Dark yellow - #FFCA0A
Bright yellow - #FFF102

Colours to use for website text

Titles (or bold feature text) #003862
Body text #003862

Light Background Colours (Tints)

If a light background for text or tables is required, take one of the above colours and fade it down to the desired tone. It is important to keep the original colour value, but add white to make it lighter.

There are online tools such as this that offer tint options for the colour you enter.

#00afd5	#e5f7fa
#FFF102	#fffde5
#f16623	#fdefe9
#30CC4C	#eaf9ed
Website and newsletters: blue background: #eaf7ff	

3. Catalyst 2030 Fonts

Catalyst 2030 uses commercial use fonts that can be used without permission from the creators.

3.1 For titles/headings

➜ **Roboto Condensed, bold**

Font can be downloaded from Google Fonts or Font Squirrel/ Also available in Google Docs, Sheets and Slides.

3.2 For body text (website/social graphics)

➜ Quicksand, semibold

Font can be downloaded from Google Fonts or Font Squirrel/ Also available in Google Docs, Sheets and Slides.

3.3 For body text (official reports that will be shared as PDF)

➜ Nunito, semibold

This font has neater italics than Quicksand, so we use it for reports. (From July 2021)

Font can be downloaded from Google Fonts or Font Squirrel/ Also available in Google Docs, Sheets and Slides.

3.4 For PowerPoint presentations, newsletters and other content/documents that will be viewed using local machine fonts

➜ Calibri

This is a system font on most devices.

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4. Tips for Setting out Documents

Language

- Catalyst 2030 uses British English.
- It is a good idea to set your document to *English (UK)* so that the spell check is working to keep the document in line with Catalyst 2030 branding as you work.
- Full details about language use and tone can be found in the Catalyst 2030 Brand and Style Book.

Paper size

Catalyst 2030 uses A4 (210 x 297 mm) paper size for documents and reports.

Justifying text

Justifying your text gives it a more formal feel and is highly recommended, except for lists. Lists, even those that are full sentences, should not be justified but rather left aligned. (This document is such an example.)

Text styling and hierarchy

All Documents should follow an outline and have a text styling hierarchy. This makes it easy for readers to follow the content.

The text should be set using the 'style type' dropdown list in the Google Docs toolbar, or the styles scroll bar in Microsoft Word. Paragraph Text will be set to 'normal text'. The main heading will be 'Heading 1'. The next heading in the hierarchy will be 'Heading 2' and so on. It is an idea to format the text styles before starting work on the document or to use a Catalyst 2030 document template in which these text styles are already formatted with Catalyst 2030 fonts. The beauty of setting the font styling this way is that if you decide to make a change to all Heading 2s for example, you would just change the styling for the text styles and all the other Heading 2s would auto update accordingly, rather than you needing to manually change all.

A Table of Contents can be auto generated from structured text. Designers can easily style a document when it is set up with a hierarchy. See the example below and how it looks in the Table of Contents:

(H1) Document Title

(H2) Chapter 1

(H3) Point 1
(Normal text) Your content

(H3) Point 2
(Normal text) Your content

(H3) Point 3
(Normal text) Your content

(H4) First heading under point 3

(Normal text) Your content

(H4) Second heading under point 3

(Normal text) Your content

(H4) Third heading under point 3

(Normal text) Your content

(H2) Chapter 2

(H3) Point 1
(Normal text) Your content

(H3) Point 2
(Normal text) Your content

(H3) Point 3
(Normal text) Your content

5. Bullet and Number Lists

If the items in your list are short, no punctuation is required, although the first letter of the sentence should still be capitalised. If the items in your list are full sentences, punctuate them as sentences, with a capital letter and a full stop/period (full details in the Catalyst 2030 Brand and Style Book). List items should be left-aligned and not fully justified. Bullets and numbers should not be larger than 100% of the text. Indent lists so that they stand out, as can be seen in the examples below.

The following bullet lists can be copied and pasted if you wish to use the styling.

- Green squares
- Green squares
- Green squares

- Blue squares
- Blue squares
- Blue squares

- Orange squares
- Orange squares
- Orange squares

- Green circles
- Green circles
- Green circles

- Blue circles
- Blue circles
- Blue circles

- Orange circles
- Orange circles
- Orange circles

➔ for links
➔ for links
➔ for links

Tip | To format bullets in Google Docs
Click on the first bullet in the list. This will highlight the entire column of bullets. From there you can select a bullet colour or change the 'font size' of the bullets.

Tip | To choose a bullet type in Google Docs
Click on 'Format', then 'Bullets & numbering' > 'list options'
From there you will see a couple of bullets to choose from. If you prefer to use something else, select 'More bullets' and select your bullet from the pop-up that will open.

6. Graphics

It is important to be sensitive when selecting and working with graphics/photographs:
- **Be inclusive when selecting images**. The images that we choose in our communication materials must always respect the diversity of the communities our members serve.
- **Keep file sizes down where possible.** Not everyone has affordable or unlimited data. (See Catalyst 2030 website image sizes here.)
- **Keep accessibility in mind.** When designing graphics, make sure that colours are high contrast for easy reading.

Copyright

Respect the rights of image creators by honouring their copyright licence and wishes. Using images without permission is theft.

Only use photographs and graphics:
- that you have permission from the creator to use, or
- that you have attributed exactly as set out in the licence requirements (e.g for Creative Commons images)
- that you hold a commercial-use, 'no attribution required' licence to
- If using images of minors, there needs to be a model release form (reputable stock image sites will have organised this)

Remember that you are responsible for checking the license of any photo, graphic or vector that you use and that Catalyst 2030 will not be held liable if you break copyright laws.

Sourcing Images

We strongly recommend sourcing images that can be used for commercial projects, that don't require permission from the creator to make changes, or for attribution to be visible with the images.

Using images that require attribution (such as Creative Commons licensed images found here) should be a last resort. Apart from attribution looking untidy or distracting, the required attribution and link can get lost in the design and editing process when there are multiple collaborators. If the attribution isn't 100% accurate for some licences, legal action can be taken against the user/organisation. If using a creative commons license, use CC BY 4.0 and never CC BY 2.0.

Free commercial-use, non-attribution required images
These websites provide free, commercial-use, no attribution required images:
- Unsplash - Their website says: Unsplash photos are made to be used freely. All photos can be downloaded and used for free, for commercial and non-commercial purposes. No permission needed (though attribution is appreciated!)
  - ➜ See their licence here.

- Pixabay - Their website says: Pixabay is a vibrant community of creatives, sharing copyright free images, videos and music. All contents are released under the

Pixabay Licence, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes.
➜ See their licence here.
- Nappy - Their website says: All photos posted on Nappy are licensed under the Creative Commons Zero (CC0) license so feel free to do your thing. That means you can download these photos, modify them, share them, distribute them, or use them for whatever you want for free. Although giving the photographer credit would be nice, it is not required.
➜ See their licence here.

Affordable commercial-use, non-attribution required images
- Freepik - Their subscriptions offer great value for money. They have both photos and vectors (which means images can be recoloured and developed according to Catalyst 2030 style requirements). We recommend that you download the pro-license/s at the same time as you download your image/s to keep on file.

Naming images for website use

The importance of naming images correctly cannot be underestimated. Reasons to name images properly before sending them to the web developer:

1. A meaningful name looks more professional, especially for images/files that will be downloaded.
2. An accurate filename helps website developers/managers, especially when they are working with batches of images. The image title can be copied and pasted into the 'alt tag', 'title' field or for website page headings and captions (so the web developer doesn't need to look for the correct titles and type them all out.)
3. Screen readers and search engines rely on 'alt tags' to provide information on the information in search results and for reading back to visually impaired website visitors. So it is important that the web developer knows exactly what each image is.
4. Spelling is important, because if the web designer copies incorrectly spelled words into alt tags and image captions, search engines won't be able to find the content because it will have been incorrectly indexed.

Examples of good naming habits:

JaneDoe.jpg
Jane Doe Catalyst 2030 Country Coordinator.jpg
Jane_Doe.jpg
Catalyst 2030 Report - January 2022.pdf

Examples of bad naming habits:

IMG_DSC2345909z.jpg
Our Report - version 3_FINAL VERSION.pdf
copy of_Our Approach.png

Image Sizes: Website

It is important to size website graphics exactly as stated below so that the site looks neat and uniform. Large images slow websites down and harm search engine optimisation ranking, so all images should be sized at the maximum size they will be viewed at on PC and then be compressed too.

- **Blog/page feature images** - Ratio 2:3 / Size 1024 x 683 px
- **Profile pictures** (e.g. Chapter Representative/Chair/Co-chair images) - 1:1 square ratio/ 300 x 300 px
- **Chapters Collages** - Ratio 1:1 square / Size 600 x 600 px
- **In-post (or page) images** - never larger than 1024 px on the largest side. For an image that appears in the post alongside text, we recommend 600 px on the longest side. For images that need to fill the entire space to the left of sidebars, 1024 px on the longest side would be best.
- **Events page adverts** - Ratio 1:1 square/ Size 600 x 600 px
- **Full-width images** - these are images that extend the full-width of the screen and are used in a header for example - 1920 px on the largest side
- **Useful links page** - category images - Ratio 2:3 / Size 600 x 400 px
- **Country and Regional Chapter thumbnails**: 150 x 150 px (Region) / 100 x 100 px (Country)
- **Report covers** for *Resources>Reports* section: 347 x 490 px
- **Report thumbnail images** for *Resources>Reports* section: 312 x 450 px

Image Sizes: Google Forms
- **Google Form top image** - Size 1600 x 400 px

Website 'feature images' (for blog posts and pages)
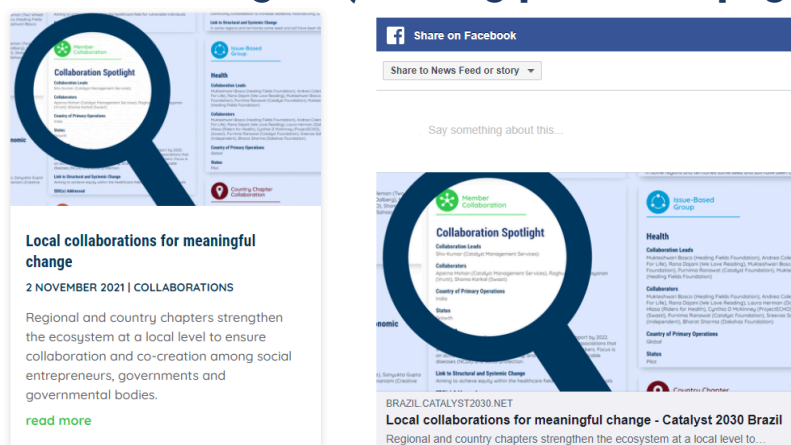
- Feature images show up at the top of blog posts. They are displayed in blog post previews and feeds. When the post/page is shared on social media or when it is shown in a search result, the feature image will also be displayed.
- All C2030 website feature images **must** be 2:3 ratio and 1024 x 683 px in size. If creating a new graphic, use C2030 style guides for colours and fonts.
- There is a selection of generic C2030 website headers use in the following folder: https://drive.google.com/drive/folders/1BB9Hx0ZqIspBJ-_BS-FunSwDvGVgmfZ8?usp=sharing

Cropping Images

Definition: Cropping is the removal/cutting off of the unwanted area from a graphic or image. E.g. if you have a rectangular image, but only need a square area within that.

Before uploading any image to a Catalyst 2030 website, it is important to crop it according to C2030 sizing and style guidelines. If the image is already the correct format/ratio, it won't need cropping, just sizing.

'Head and Shoulder' Crops

- The original image needs to show both head and shoulders, preferably with a neat/plain background. We can crop images if the original image is big enough for us to do that.
- Profile images on Catalyst 2030 websites are cropped square (1:1 ratio) and sized to 300 x 300 px. People's faces should be horizontally-centred |--->|<---|.
- The focus is on the head and shoulders, and not the background.
- When cropping profile images for a collage, or for a page that will display multiple images, we want individuals sized uniformly, with the same spacing around the head and shoulders.
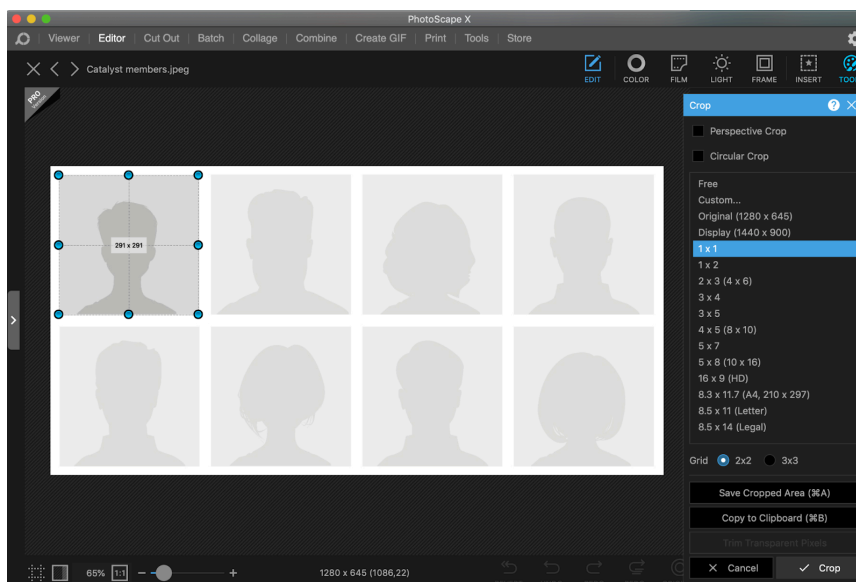
✔ Correctly cropped:
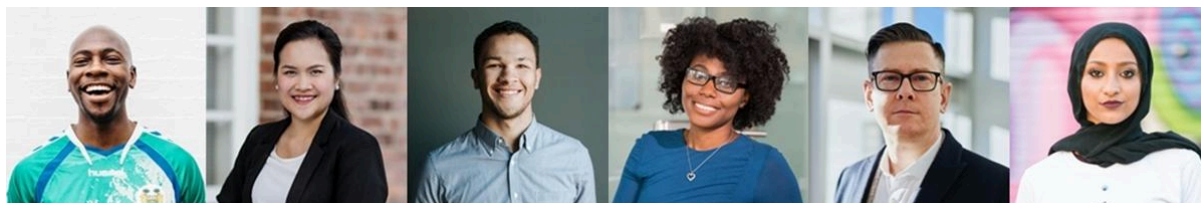
✘ Incorrectly cropped:
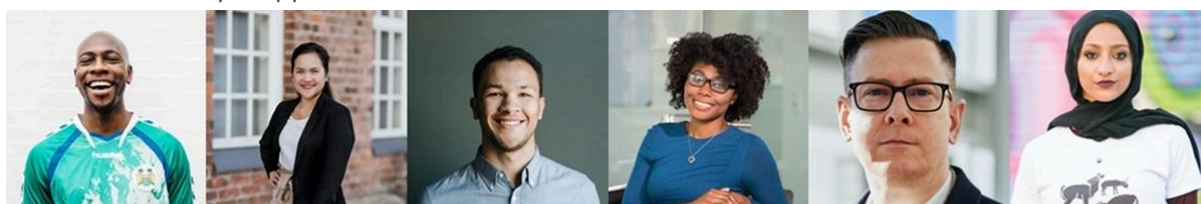
How to crop images

The following tutorial will explain how to crop images with [Photoscape X](#) (open source photo editing software). The principles will be the same for any photo editing software though.

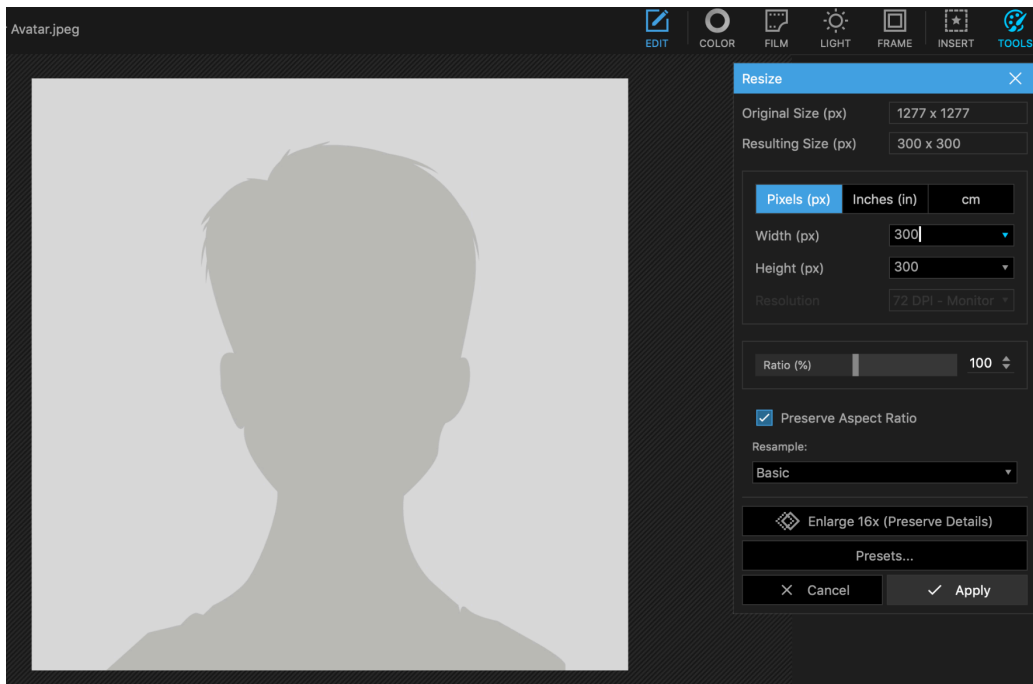**Step 1:** Open the uncropped image in PhotoscapeX (or your own software)
Step 2: Under the 'Editor' tab, select the required crop ratio. Position the crop frame as required. Click on 'crop' or press the 'enter' button on windows.
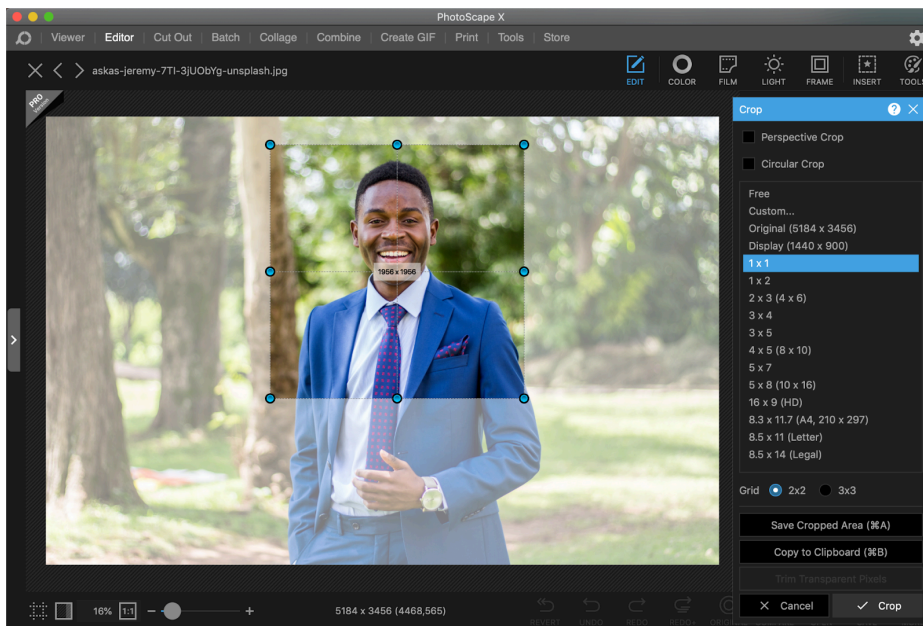
Step 3: Once the image has been cropped, it can be resized by adding in the width/height in the relevant fields.
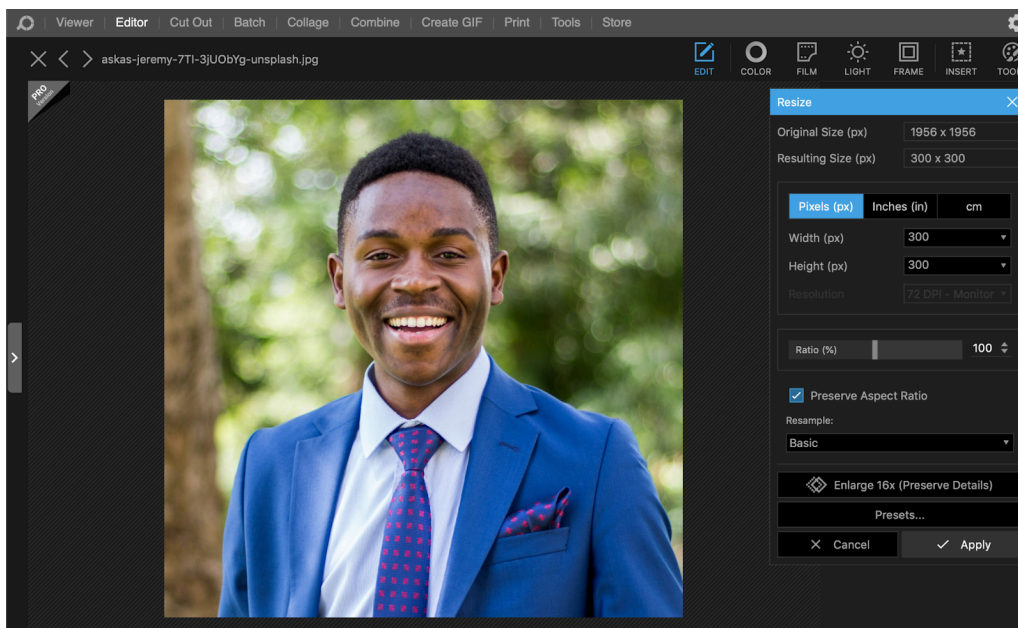
Sizing Images

Sizing refers to the width and height of an image. Resizing the image doesn't crop it. In other words, if you have a rectangular image and you need it to be square, you will need to crop the image first to cut off excess parts of the image. Then you can size the image.

Open source photo editing software such as Photoscape X can be used to size images if you don't have software already.

1) On the toolbar, click on the Editor tab. Open your selected image by dragging it or uploading it.
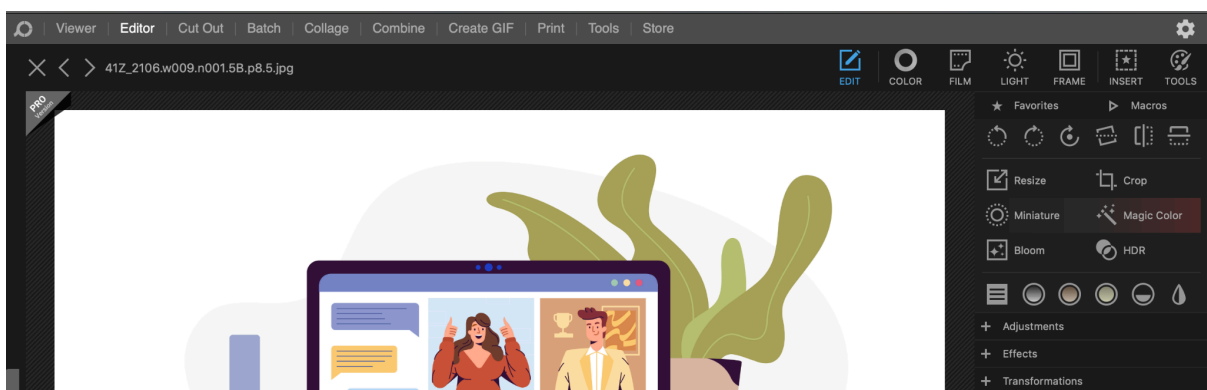
2) Click on 'Resize' and adjust the height and width to the required dimensions. We work with pixels for website graphics. In the example below we've already cropped the image by 2:3 ratio and will not be resizing the image down to 1024 px on the longest side.
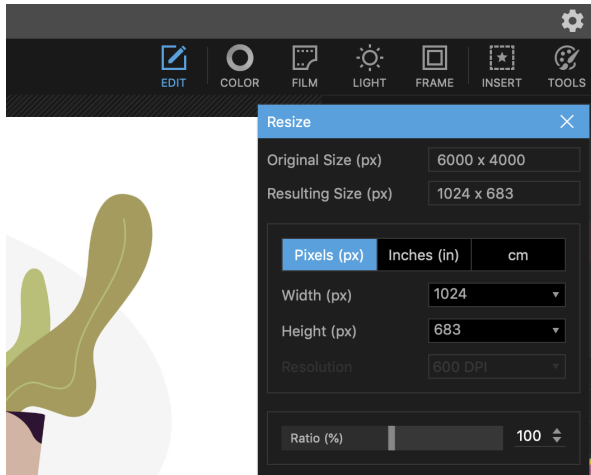
3) Click on the 'crop' icon and select the ratio
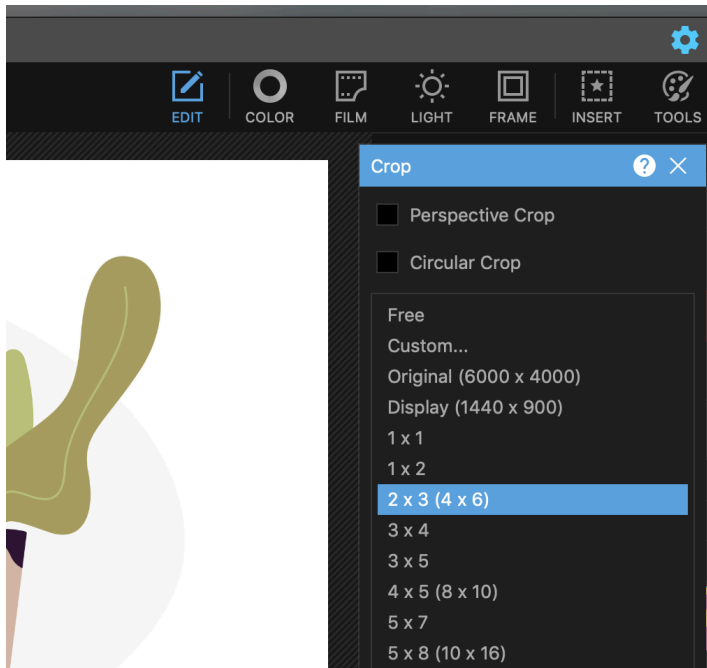
Image optimisation/compression

It is best practice to run all graphics through compression software before uploading them to a website or using them in a WhatsApp group. Compressing the image will reduce file size as much as 80-90% at times, without adversely affecting image quality. This makes website pages load more quickly for visitors and also uses less of the viewer's data.

NOTE: Compression takes place after the image has been cropped and edited.

We recommend using TinyPNG.com

How to use Tinypng

1. Drop the graphic needing size-reduction/compression in the TinyPNG window.
2. The image will automatically start to compress.
3. Once complete, the display will show the file size saving made and a download link will be provided.
4. Download the image.
5. The downloaded image is now ready to be used on a website or for WhatsApp groups.

Official Catalyst 2030 Graphics

The official Catalyst 2030 graphics can be found in the Graphics folder of the C2030 branding folder.

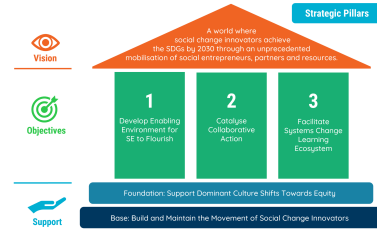Catalyst 2030 logo

Catalyst 2030 Organisation Structure

Our Approach/ House Graphic

5 Values Icons

Icon Generator

7. Tables

To format these in Google Docs: *Format> Table> Table properties*

Heading	Heading
#f3fdff	text here
#e5f7fa	text here
text here	text here
text here	text here

Heading	Heading	Heading	Heading
#fffbfa	text here	#f8fffa	text here
#fdefe9	text here	#eaf9ed	text here
text here	text here	text here	text here
text here	text here	text here	text here

Heading	Heading	Heading
#547c99	#eaf7ff	#eaf7ff
text here	#f3fdff	#f3fdff
text here	text here	text here
text here	text here	text here

8. Email signature

The Catalyst 2030 email signature has been kept as simple as possible so that it:

- Works across a variety of mail management programmes (Mac and Windows)
- Will work for mail programmes like Mac Mail, which cannot process html styling. (So cannot handle the use of tables etc.)
- Text can be copied easily. (We chose not to create a graphic for the signatures, which makes it impossible for people to copy and paste text).
- For your cell number you put +XX for the area code and then however numbers work in your country - Example: +27 76 123 4567 or +33 12 34 56 78

Link colour
Dark blue - **#003862**

Font
Calibri (This is a system font that everyone will have access to)

To use
1. Open a 'new signature' in your mail management software (E.g. Outlook, Mac Mail etc)
2. Copy and paste the following signature
3. Edit the signature to reflect your own name, title and phone number
4. Save

Email Signature 1
(Without optional call to action at the end)

Name Surname
Your Title Here

Cell number: +area code then number (optional)
Email: person@catalyst2030.net
Website: https://catalyst2030.net

Email Signature 2

(With optional call to action at the end)

Name Surname
Your Title Here

Cell number: + area code then number (optional)
Email: person@catalyst2030.net
Website: https://catalyst2030.net
Optional call to action row (E.g. Have you seen the People's Report yet?)

Email Signature 3

(With links at the end)

NAME SURNAME
Your Title Here

Cell number: + area code then number (optional)
Email: person@catalyst2030.net
website | link | link

9. Social Media Style Information

Official Catalyst 2030 Chapters may set up their own social media channels in accordance with the full set of guidelines set out in Social Media for Chapters Handbook.

1. **Language Policy:** Catalyst 2030 uses English (UK) officially, but local Chapters may post in their language of choice.

2. **Adhere to Catalyst 2030 Style:** View these social media channel examples that demonstrate how each Chapter's social media channels should be set up according to the below guidelines.

   2.1. For consistency across social media channels and within the Catalyst 2030 network, name your official Chapter channels in the following way:

   Catalyst_2030_[country/region]

   2.2. The full-colour Catalyst 2030 social media logo must be used as the profile picture for all Catalyst 2030 social media channels. It can be downloaded here.

   2.3. Ensure that the banner/cover image is in the Catalyst 2030 style if preparing your own graphic, or use the generic C2030 banner image here. The use of different, temporary banners for special events is also encouraged. It is not necessary to have the Catalyst 2030 logo in the banner image as the logo will already be visible as the profile picture.
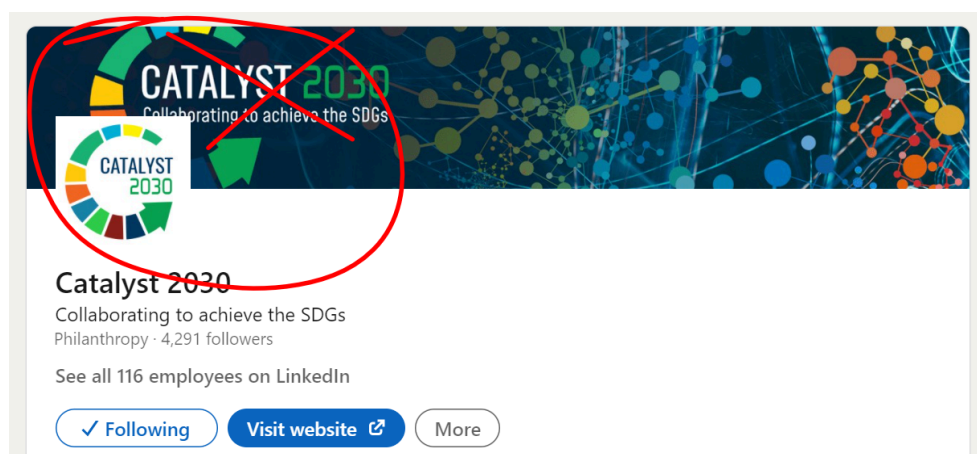
   2.4. Add the following description to all your social media channels (Replace the brackets with the name of your Chapter's country or region):
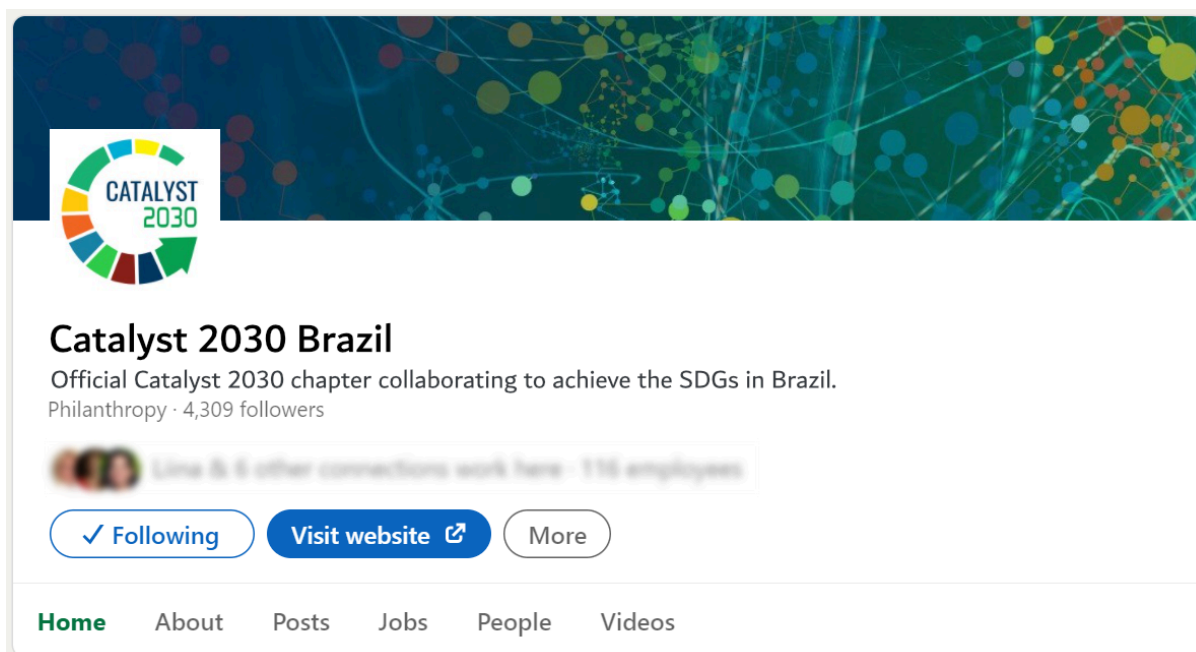
   Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]

   The description can be translated into the language that the Chapter uses for its social media.

   2.5. Link to the global Catalyst 2030 website or to your Chapter website (if applicable).   Social Media Channel Examples

Linkedin

Linkedin handle: Catalyst2030-[region/country]
Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]
Logo: download here
Banner/Cover size: 1584 x 396 px (personal account size - this will crop on a business account, so be sure to keep the banner generic with no text that can be cut off, or if there is text, keep it in the centre of the graphic.)
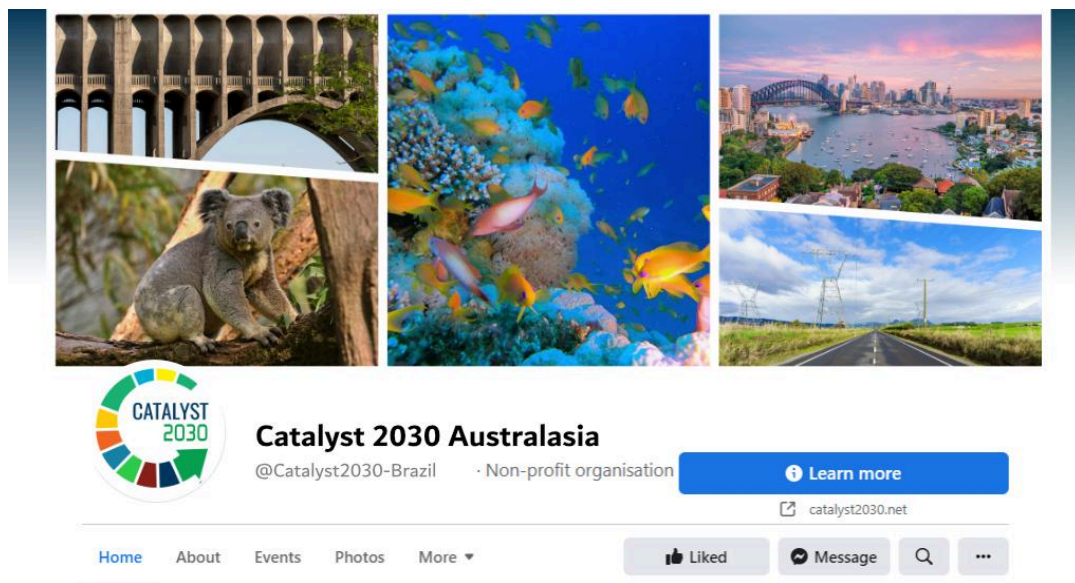
Twitter

Twitter handle: Catalyst2030-[region/country]
Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]
Logo: download here
Banner/Cover size: 1500 x 500px

Facebook

Facebook handle: facebook.com/ Catalyst2030-[region/country]
Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]
Logo: download here
Banner/Cover size: 851 x 315px

Instagram
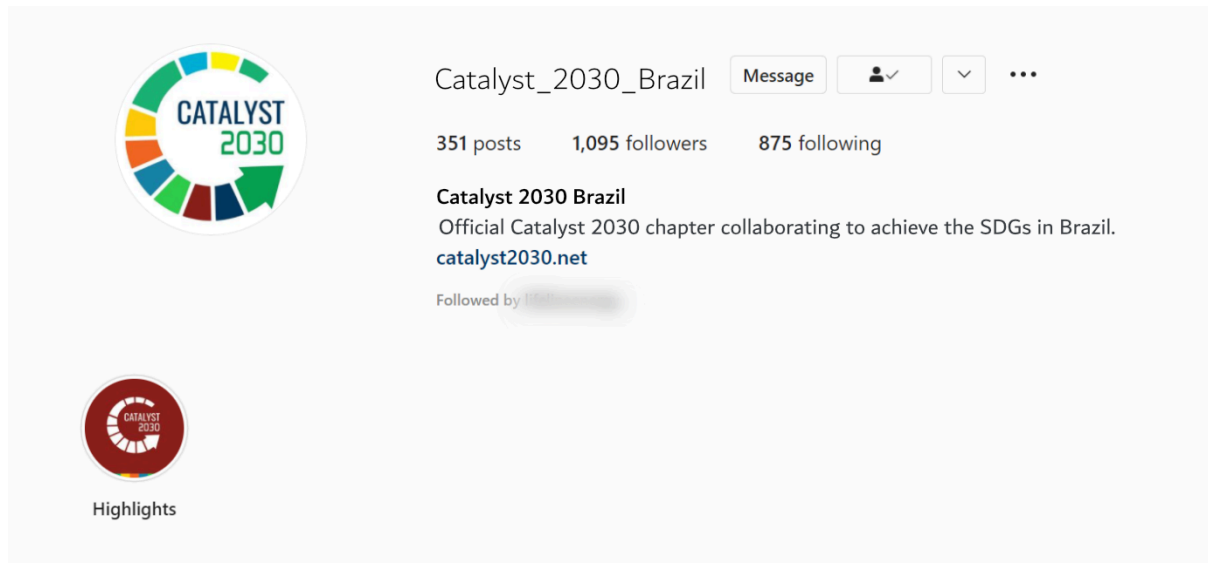

Instagram handle: Catalyst2030-[region/country]
Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]
Logo: download here
Banner/Cover size: no banner image

Social Media Graphics

"Less is more" when it comes to designing and selecting graphics for social media channels. If text can't be read comfortably on a phone, it shouldn't appear on the graphic. The graphic component of the social media post should immediately grab the viewer's attention. The full details for what you are promoting can be added in the post description that accompanies the graphic. People will read the text if the graphic catches their attention.

Do's

✓ Follow Catalyst 2030 style guidelines (correct colours, fonts, date format etc.)
✓ Make the graphics/tiles visually appealing
✓ Use good quality images and logos that you have permission to use, and that don't require attribution
✓ Use the Catalyst 2030 logo on all Catalyst 2030 graphics
✓ Place logos that have a white background on a white background
✓ Use the white Catalyst 2030 logo on dark backgrounds
✓ Use the colour Catalyst 2030 logo on white backgrounds
✓ Check that you have the correct URL (can copy and paste directly from website browser to be sure, or use correct bit.ly link)
✓ Be sure that the graphic is easy to read on mobile
✓ Pay attention to the spacing of elements on the canvas/page and in relation to other elements (For example, if you have a row of speaker images, make sure the space between each image is the same)
✓ Make use of 'alignment' tools to make sure all text that should be centred is in fact in the middle of the canvas
✓ If you have more than one logo displayed side by side, keep them the same height

Dont's

✗ Don't crowd the graphic with too much text. Graphics should only contain essential text if any is required, with additional information/text being added to the post description.

✗ Don't add long links to a graphic, rather add links in the post description, or use a short bitly link if you think people will take the time to type the link out in their browser search bar

✗ Don't use copyrighted images

✗ Don't use pixelated or fuzzy images

✗ Don't use light text on light backgrounds because this is too difficult to read

Checklist

❏ Is the information on the graphic correct?

❏ Is the spelling of text English UK for official Catalyst 2030 graphics?

❏ Have you used the correct date format?

❏ Are the colours correct?

❏ Are the fonts correct?

❏ Is the spacing between elements and the page edge neat, and not crowded?

❏ Is all text easy to read on mobile?

❏ Does the text have to be on the graphic, rather than in the post description?

❏ Will people stop scrolling through their feed to read this graphic and description?