



## 'A'ali'i Brand Guidelines For Social Media

'A'ali'i at Ward Village represents a new benchmark for urban living in Honolulu. The official images, copy and guidelines being provided for your use have been carefully selected and crafted to accurately represent the 'A'ali'i brand.

Accurate representation of the brand will maximize the effectiveness of your promotional efforts on social networks. Thus, we ask that you adhere to the guidelines set forth below and do not deviate.

### DOs

- Use all 3 of the official project hashtags
  - #Aalii
  - #WeAreWard
  - #SmarterLivingMovement
- Use only Ward Village provided image assets & copy to promote 'A'ali'i
- Repost Ward Village social media content

### DON'Ts

- Do not take screen shots of emails or other digital content (i.e., banner ads, website, etcetera) to post to social media
- Do not add text to provided image assets or photos using a third party app
- Do not change image crop
- Do not resize images
- Do not post image without provided copy / hashtags
- Do not use photo filters on image assets
- Do not create picture collages

### Best Practices

- Think like your consumer
  - Consider why someone is following you and what it is they want to see
- Focus on the platforms that your target market uses (Facebook versus Instagram)
- Focus on creating value for your audience; talk with them, not at them.

### Copy

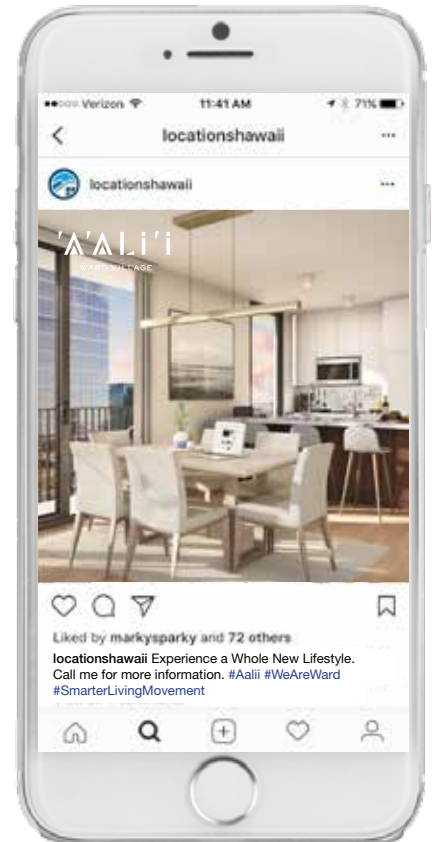
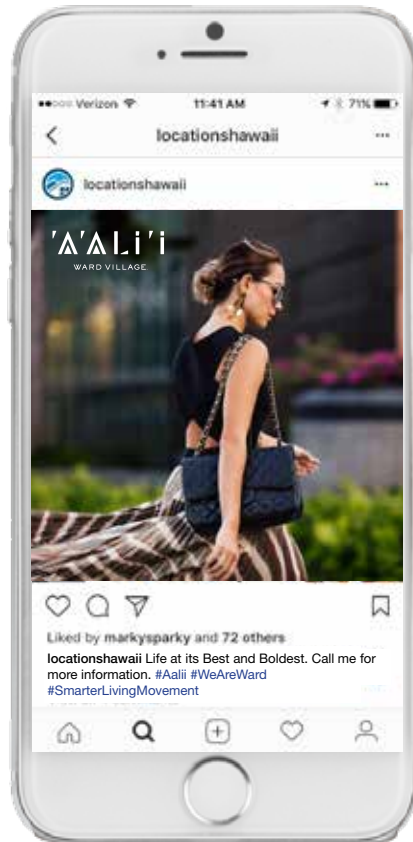
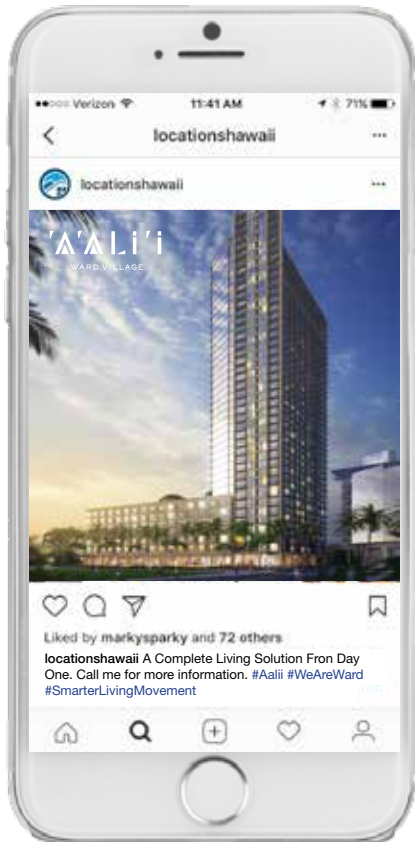
- **Building:**  
A Complete Living Solution From Day One. Call me for more information. #Aalii #WeAreWard #SmarterLivingMovement
- **Lifestyle:**  
Life at its Best and Boldest. Call me for more information. #Aalii #WeAreWard #SmarterLivingMovement
- **Homes:**  
Experience a Whole New Lifestyle. Call me for more information. #Aalii #WeAreWard #SmarterLivingMovement

# 'A'ALI'i



WARD VILLAGE.

## Examples



## Examples

