ABBOTT CARDIOVASCULAR
SOCIAL MEDIA DESIGN GUIDELINES

version 6

ABBOTT CARDIOVASCULAR
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ABBOTT SOCIAL MEDIA GUIDELINES

Background

Abbott corporate brand has developed thorough guidelines for creating and deploying social media. These resources are the foundation for our social media approach and should be referenced for all social media projects.

This guide provides you with the design guidelines needed to create visuals assets for social media posts for Abbott Cardiovascular. Because our channels are shared among the divisions, it is important to establish some guidelines for visual consistency. This visual consistency in our feeds will build our social brand equity with followers and fans.

Resources

Abbott Social Media Resources on Abbott World, Digital Knowledge Center

- Checklists
- Policies and Guidelines
- Business Case Brief

Abbott Social Media Guidelines

Abbott Social Media Legal Handbook

Abbott Corporate Brand Guidelines
Reference the Abbott corporate brand guidelines for information about:

- corporate identity
- life changing technology principles and practices
- logos
- colors
- typography

The social media post designs later in this guide use the corporate guidelines but outline the specific layouts for cardiovascular.

X/Twitter Help: Photos & GIFS, Video

Linkedin Help: Images & Video

GENERAL BEST PRACTICES

The *Abbott Social Playbook* includes many important best practices to build awareness and deliver on business objectives. The *Playbook* includes information on planning, creating, publishing, analyzing, and community management.

Please reference the *Playbook* for Abbott's key messages and brand messaging. The playbook can be found on Abbott World in the Social Media resources section.

Copy considerations

- Ensure posts have a "Why" that's clear and defined.

- Get to the point, keep post short and sweet.

- Don't be afraid to be clinical.

- Don't repeat copy in the post that is in the image; consider the balance between the information in images or videos vs. information in the post copy.

Accessibility and inclusion best practice recommendations

Make contentinclusive and accessible

- Add closed captioning for all videos to optimize content

- Continue to utilize camel case for all hashtags (#InclusivityAndAccessibility)

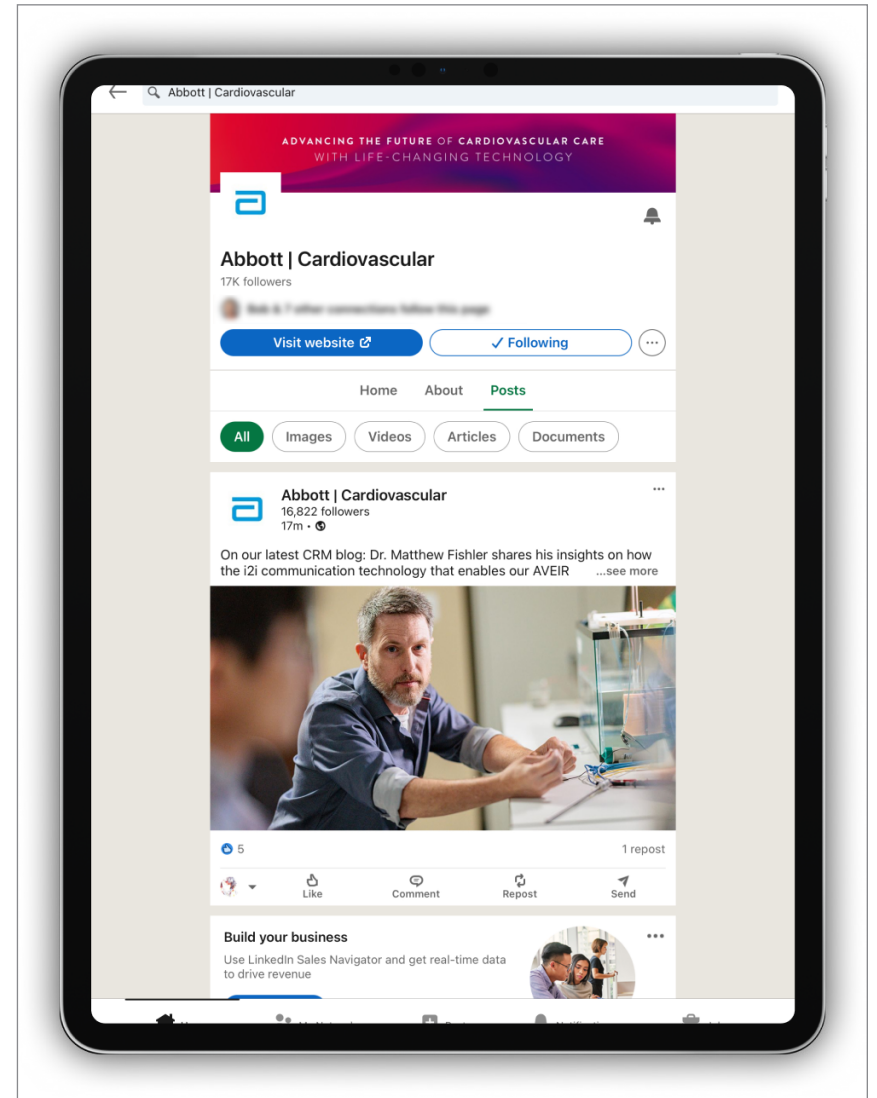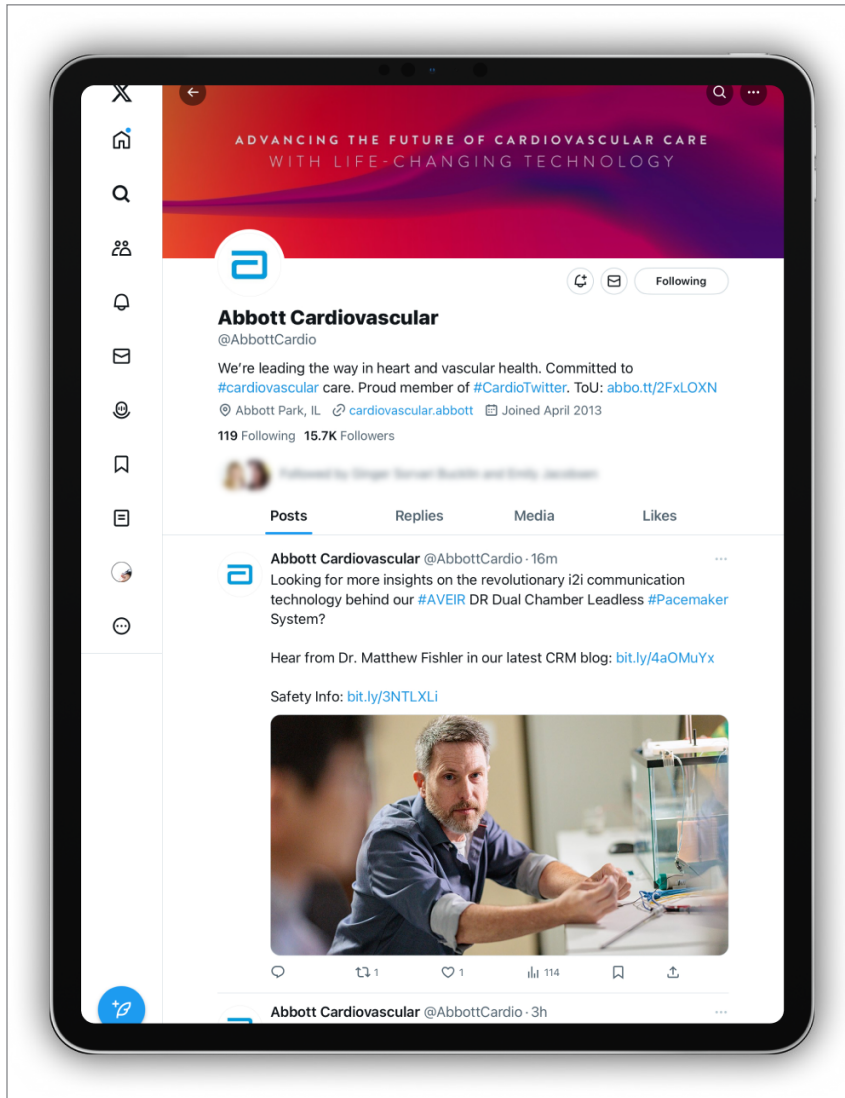- Include ALT text for images when possible

ABBOTT CARDIOVASCULAR

SOCIAL MEDIA DESIGN GUIDELINES

The following guidelines are specific to the social channels for Cardiovascular.

USING THE ABBOTT LOGO

The Abbott Logo appears on our channel pages and it is the avatar of posts X/Twitter or Linkedin feed.

- Do *not* add the Abbott logo to static images for posts in our official channels.
- Add logos to static images provided via DSMN8 for Abbott employees to post to their social channels.
- All videos should end with the Abbott sonic logo.

Avatars on X/Twitter & Linkedin

Abbott Cardiovascular @AbbottCardio
BREAKING NEWS! FDA Advisory Commit
TriClip G4 TEER System*, designed for tre

Abbott | Cardiovascular
16,698 followers
1h · 🌐

Sonic Logo

LOGO SIZES ON IMAGES

Please refer to the most recent Social Media Guidelines for Abbott signature configurations.

A synopsis:

- Always use the master artwork files in your content. Use the Abbott horizontal signature.
- The two-color version is preferred; use the one that provides the best contrast against the background.
- The clear space around the logo is 1/2 the height of the "a" in the signature.
- The logo can go in either the top left or bottom right of an image post.
- Sizes of the logo on the recommended post width of 1200px:
  - Facebook posts: 110px
  - X/Twitter posts: 200px
  - Instagram posts: 200px
 - Linkedin posts: 200px

LISA,
HeartMATE 3™ LVAD recipient

COLOR

Images are more memorable when they use color.[1] When creating images for social media, use color to engage viewers.

Abbott's brand has a broad range of colors to use across communications. Use these colors to build identification with the brand and specific products, services, campaigns or programs.

When creating gradients for backgrounds of graphics, follow Abbott's Life Changing Technology recommendations. These ensure the gradients are aesthetically attractive and on brand.
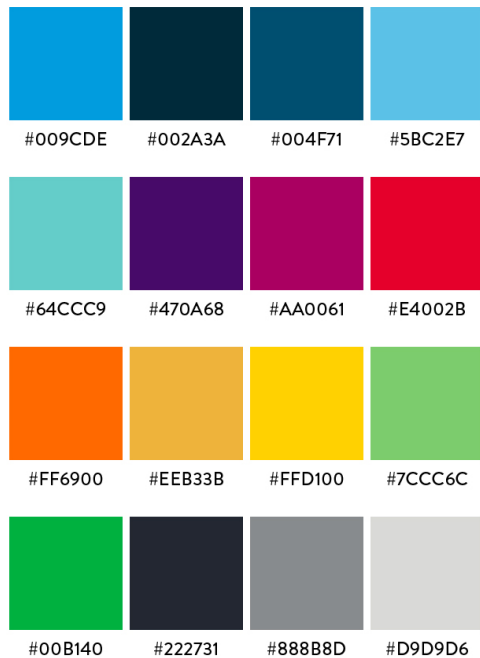
WEB AIM standards: accessibility contrast

An important consideration when creating images for online viewing is to ensure that the design choices of text and background colors meet WEB AIM standards of color contrast. The standards have been developed to ensure web content is accessible to viewers with visual impairment.

To test your color combinations, use this WEB AIM contrast checker.

Abbott follows the AA guidelines for contrast. The brand colors that meet requirements on white are:

- Dark Blue #002A3A
- Medium Blue #004F71
- Purple #470A68
- Red # E4002B
- Orange #FF6900
- Charcoal #222731

For other brand colors, please use the approved AA Light and Dark mode colors.

#009CDE	#002A3A	#004F71	#5BC2E7
#64CCC9	#470A68	#AA0061	#E4002B
#FF6900	#EEB33B	#FFD100	#7CCC6C
#00B140	#222731	#888B8D	#D9D9D6

AA Light Mode

R:0 G:122 B:204 HEX: 007ACC	R:0 G:0 B:0 HEX: 000000	R:0 G:34 B:74 HEX: 00224A	R:0 G:74 B:129 HEX:004A81	R:0 G:127 B:164 HEX: 007FA4
R:0 G:128 B:133 HEX: 008085	R:70 G:10 B:120 HEX: 460A78	R:231 G:0 B:115 HEX: E70073	R:237 G:0 B:15 HEX: ED000F	R:214 G:64 B:0 HEX: D64000
R:182 G:94 B:0 HEX: B65E00	R:131 G:97 B:58 HEX: 83613A	R:0 G:137 B:36 HEX: 008924	R:62 G:106 B:36 HEX: 3E6A24	R:34 G:39 B:49 HEX: 222731
R:99 G:102 B:106 HEX: 63666A	R:136 G:139 B:141 HEX: 88888D	R:217 G:217 B:214 HEX: D9D9D6	R:255 G:255 B:255 HEX: FFFFFF	

AA Dark Mode

R:0 G:156 B:222 HEX: 009CDE	R:0 G:0 B:0 HEX: 000000	R:0 G:106 B:255 HEX: 006AFF	R:0 G:123 B:189 HEX: 007BBD	R:0 G:217 B:255 HEX: 00D9FF
R:0 G:251 B:243 HEX: 0BFBF3	R:183 G:10 B:255 HEX: B70AFF	R:241 G:0 B:138 HEX: F1008A	R:255 G:0 B:43 HEX: FF002B	R:255 G:114 B:0 HEX: FF7200
R:255 G:159 B:15 HEX: FF9F0F	R:255 G:224 B:0 HEX:FFE000	R:0 G:168 B:50 HEX: 00A832	R:145 G:247 B:129 HEX: 91F781	R:34 G:39 B:49 HEX: 222731
R:99 G:102 B:106 HEX: 63666A	R:136 G:139 B:141 HEX: 88888D	R:217 G:217 B:214 HEX: D9D9D6	R:255 G:255 B:255 HEX: FFFFFF	

TYPOGRAPHY

Use Abbott typography in Abbott-owned social media channel branding and content. Use our two primary fonts, Brandon Grotesque and Mercury Text G1.

Brandon Grotesque should be used in functional or expressive marketing communications and for typesetting numerical data in financial and number-heavy infographics.

See the Abbott Social Media Guidelines or Typography Guidelines for additional information.

Less is more

- no more than 3 font styles — typefaces, **weights**, colors etc.

Simplify your typography choices. Pick three styles of typeface size, weight, and color and stick to that. Stay consistent across your campaign graphics.

Do not use font sizes smaller than 36px for content you want people to read.

- You can use very small sizes for footnotes, disclaimers, etc.

Do not make your type too small to be read. For a 1200x675 image, do not use font sizes smaller than 36px. Footnotes, disclaimers, copyright and trademarking can use small sizes.

Use strong color contrasts

- place light colors on dark backgrounds

or

dark colors on light backgrounds

Contrast is very important for legibility and accessibility. See the color chapter for accessibility requirements.

HEADLINES WORK WELL IN ALL CAPS IF THEY ARE SHORT

Keep headlines should be brief.
Subheads and body copy should use upper and lower case.

All caps is difficult to read for long amounts of copy, especially to someone scrolling through a feed. If your headline is longer than two lines, use upper & lower case.

FOR VIDEO TITLE SCREENS

Try to avoid having important text fall behind the video player button

Also, consider the videoplayer controls at the bottom of the screen.

X/Twitter places a video play button in the middle of the video title screen. Take this into consideration when designing title screens.

PHOTOS AND GRAPHICS

Creating engaging and relevant imagery for posts is important to build brand, gain engagement, and catch the attention of followers.

- Always use a clear image – it is best to use the highest resolution image available that is appropriate for the platform. Always create images at the recommended size. Bitmapped, blurry images erode the brand.

- High quality product imagery sees higher engagement than posts without imagery.

- Avoid generic stock photography. Don't use abstract or unrelated imagery that doesn't relate to your content unless post refers back to campaign content.

- Infographics, clinical data points, graphs and charts are also highly engaging. Limit content to one key point with relevant charts, graphs or data visualizations that have been produced to work well as an in-stream image.

- Type in charts should be large enough to be easily readable, not less than 20 pixels for a 1200px width.
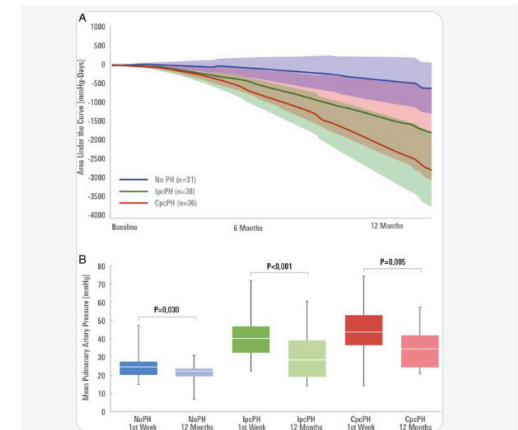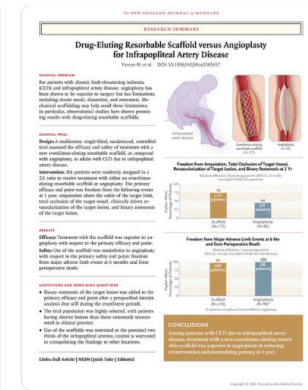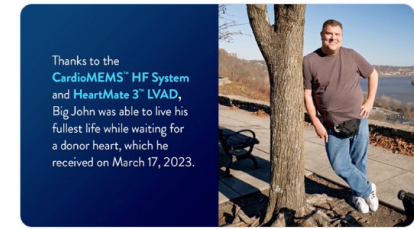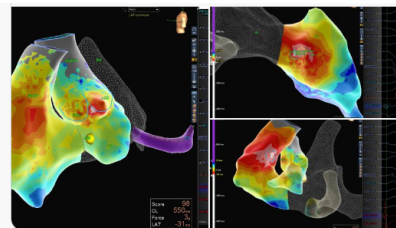
PHOTOS AND GRAPHICS

- Optimize series assets to be as visually diverse as possible within a campaign.

- Visuals capture attention when they are interesting and engaging. Resist cramming every bit of content into your image.

- Put relevant details in the text of the post. Use a link to direct readers to more information.

- Cluttered, crowded, illegible images are ignored in a feed. Negative space is you friend.

- Use a grid. Aligning your text and inset images improves legibility and improves comprehension.

- Help the view understand what to read first by ordering information clearly and logically.
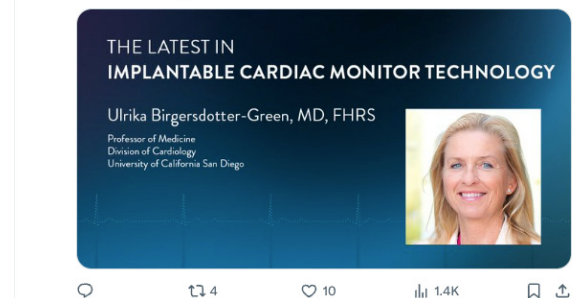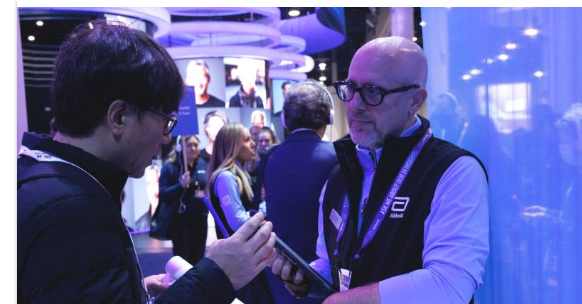
REAL-TIME IMAGERY

Sharing imagery in real-time of events is very effective. Using a collection of images gives the reader a sense of the scale and scope of the event and allows us to feature a variety of participants.

[Rachel & Elizabeth, please provide more benefits for real-time.]

Good photo opportunities include:

- A variety of sizes groups of people
- Images of the booth or location
- A photo of the event signage to visually cue up the event
- Unique happenings

Try to avoid crowd images in which attendees are very recognizable. Not everyone wants to be featured in social media.
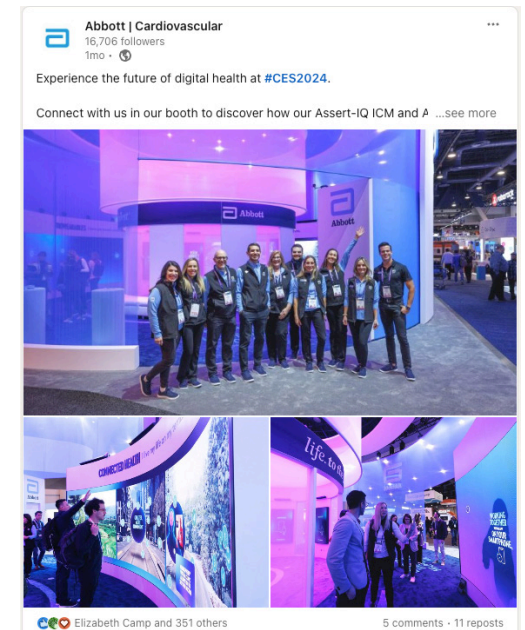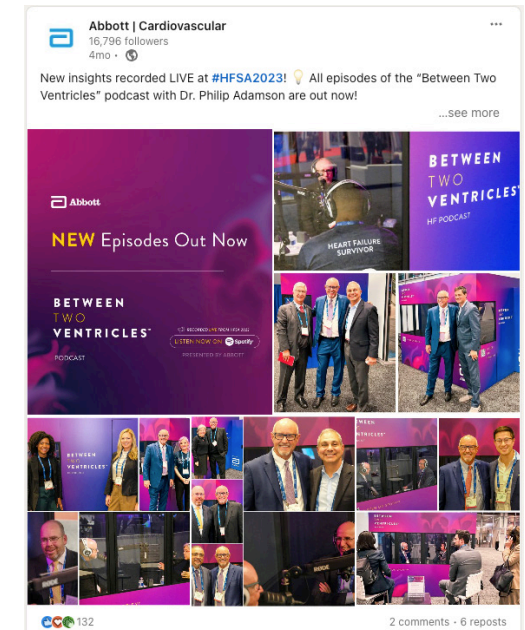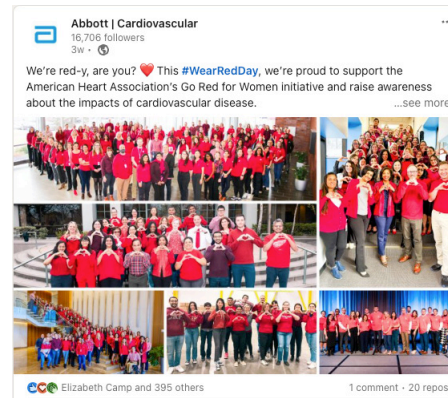
EVENT POSTS

Posts are often used to promote a webinar, conference or other event. Create effective graphics to encourage attendence.

RECOMMENDATIONS

- Create a visual that captures attention and immediately identifies the event.

- Images of people—speakers at events, thought leaders, clinicians, etc., see good engagement on Abbott's X/Twitter posts.

- Do not duplicate information in the post's content. Try to limit the amount of data included in the visual. Too much information clutters up the image.

- Static images, groups of images and video can all be used to promote and event.
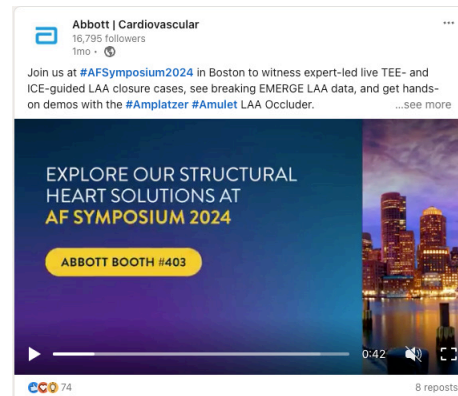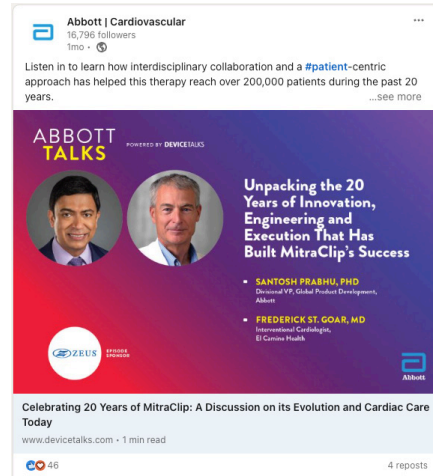
INSIGHTS

Insights from Abbott Cardiovascular social media engagement analytics

Product/clinical news and education content remain to be engaging content, especially when speakers are tagged.

Tag speakers and key opinion leaders (KOLs) to improve thought leadership/innovation engagement.
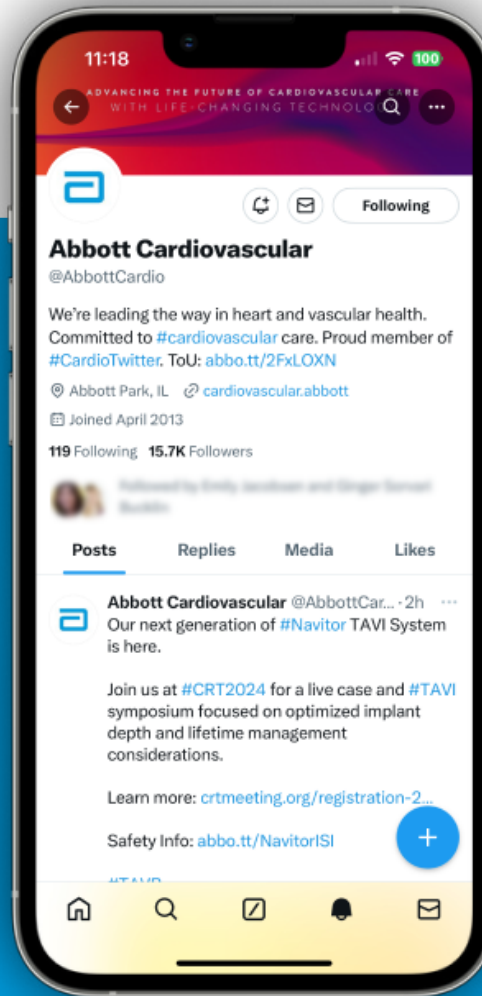
Videos perform slightly better than still images.

Consistent branding and content strategy across channels improves long-term engagement.

X/TWITTER
BEST PRACTICES

X/TWITTER IN-STREAM IMAGES

FORMATS

- Accepted formats: GIF, JPEG, and PNG
- Unaccepted formats: BMP, TIFF or other file formats.

MAXIMUM PROPORTIONS

- Horizontal and square photos will fill the maximum width of the post on desktop, tablet and mobile.
- Vertical photos will extend to the maximum height of a post, approximately 510 pixels on desktop.

SIZES

In-stream images can be clicked and expanded up to 1200px width, so the longest dimension of your visual post should be at least 1200px.

- Photos can be up to 5MB.
- Animated GIFs can be up to 5MB on mobile, and up to 15MB on web.

In-stream images will be automatically scaled for display in your post and gallery. This may lead to cropping that causes the image to not look as intended.
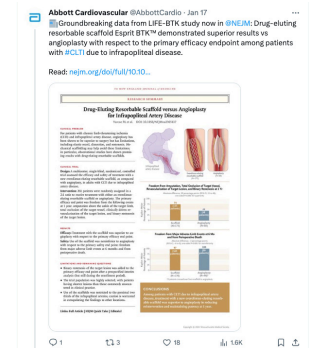
The recommended image sizes and aspect ratios:

- 1200 x 675px | 16:9
- 1200 x 1200px | 1:1
- 1200 x 1372px | 7:8

1200 x 675px | 16:9

1200 x 1200px | 1:1

1200 x 1372px | 7:8

IMAGES IN POSTS – MULTIPLE PHOTOS

When you add multiple images to a post, X/Twitter will automatically resize and crop them based on the number of images you add.


X/TWITTER CARDS

X/Twitter generates a rich X/Twitter Card when you post a link that has a featured image. The card includes a compressed image in the card. X/Twitter Cards can also refer to the advertising format which is available to us organically.

Note that you cannot choose to create a X/Twitter Card. X/Twitter Cards are automatically generated when the URL's web page includes the property "X/Twitter:card."

Learn more at X/Twitter
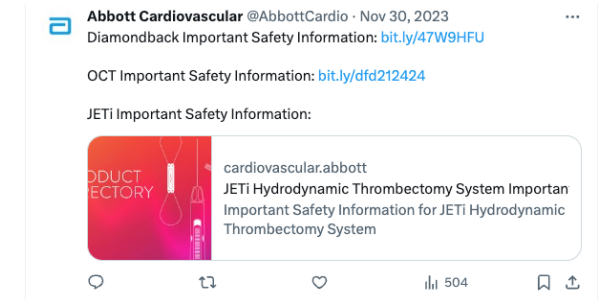
# X/TWITTER VIDEOS, ANIMATION & ANIMATED GIFS

SIZE

X/Twitter video specifications:

- Minimum resolution: 32 x 32

- Maximum resolution:
  1920 x 1200 or 1200 x 1900

- Aspect ratios range: 1:2.39 – 2.39:1
  (inclusive)

- Maximum frame rate: 40 fps

- Maximum bitrate: 25 Mbps

- The maximum size for a video file is 512MB for
  a Tweet video (created in X/Twitter).

PARAMETERS

- Videos less that 60 seconds will
  automatically loop.

- X/Twitter will display closed captions and
  subtitles if included in a video. The users' device
  settings determine how they are shown.

- When creating the video title screen, consider
  the placement of the playback button and
  controls. Avoid having them overlap important
  information.

- As of 2022, Abbott is white-listed to post
 videos up to 10 minutes long on X/Twitter.
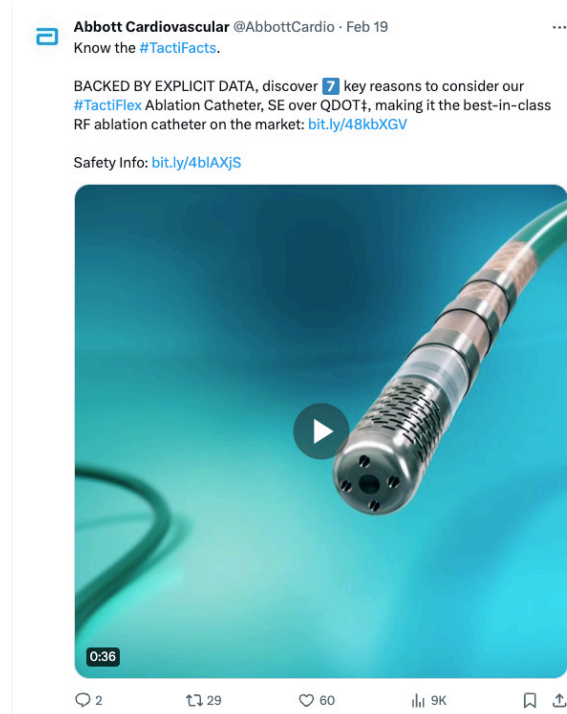
LINKEDIN
BEST PRACTICES
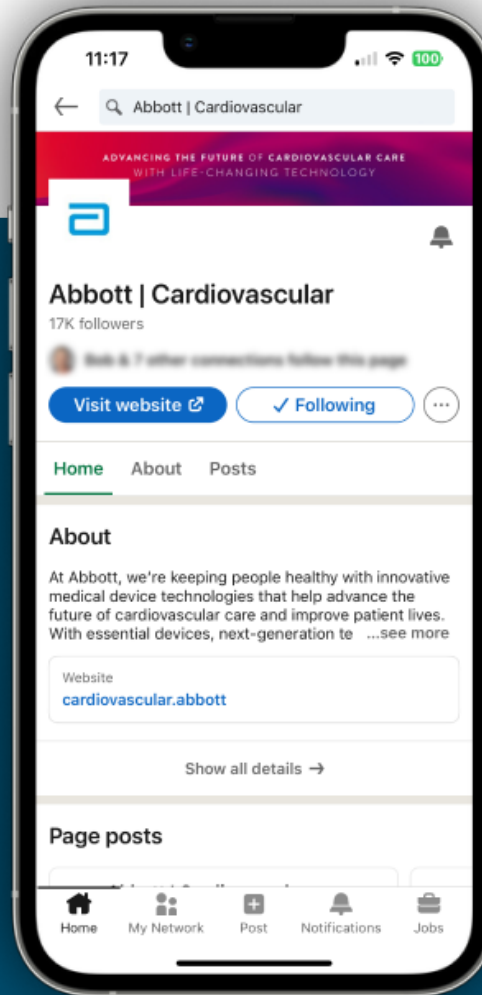
LINKEDIN IN-STREAM IMAGES

IMAGE SPECIFICATIONS:

- Images in Linkedin posts are sized the width of the feed frame.

- Imagery ratio can range from 3:1 to 2:3. If the ratio is larger, the image will be centered and cropped.

- Recommended post ratio: 1:1

- The maximum size limit for an upload is 5 MB.

- Images should be is at least 552 x 276 pixels.

- Uploaded photos can't be resized or can't be edited.

- Acceptable images formats: GIF, JPEG, JPG, PNG, and BMP

- The combined file sizes cannot exceed 20 MB.
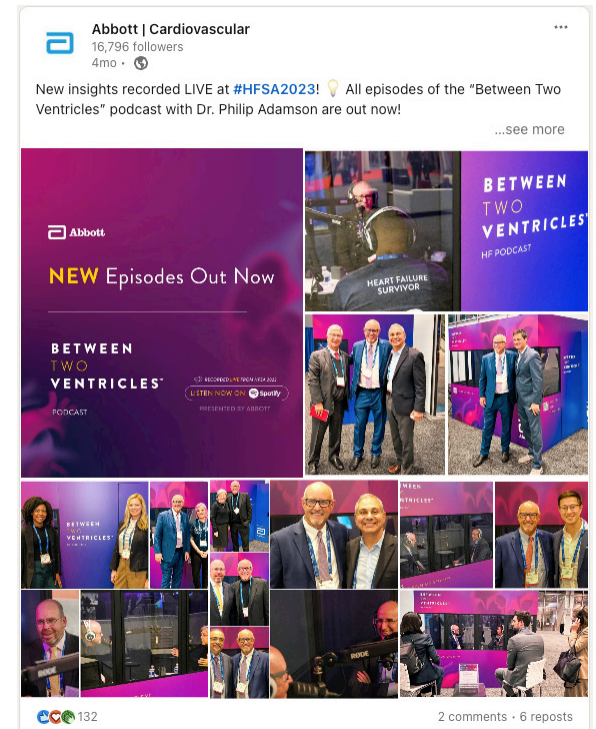
LINKEDIN VIDEOS

To add video to an update use the following guidelines:

Supported file types:

- AAC
- ASF
- FLV
- MP3
- MP4
- MPEG-1
- MPEG-4
- MKV
- WebM
- H264/AVC
- Vorbis
- VP8
- VP9
- WMV2
- WMV3

Note: Linkedin no longer support AVI, QuickTime and .MOV file types.

File requirements:

- Max file size: 5GB
- Minimum file size: 75KB
- Max video duration: 10 minutes
- Minimum video duration: 3 seconds
- Resolution range: 256x144 to 4096x2304
- Aspect ratio: 1:2.4 - 2.4:1
- Frame rates: 10fps - 60 fps
- Bit rates: 192 kbps - 30 Mbps
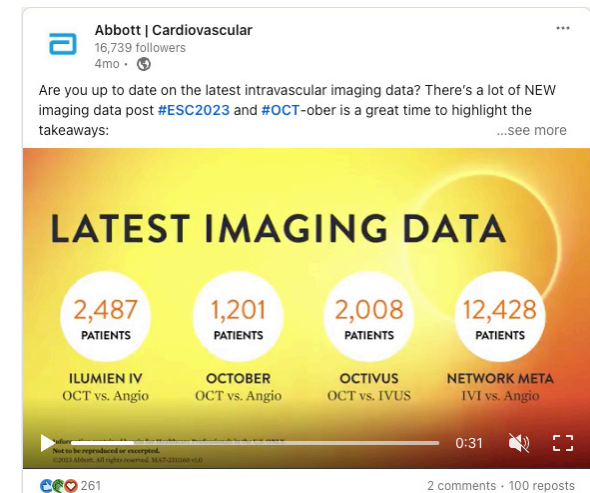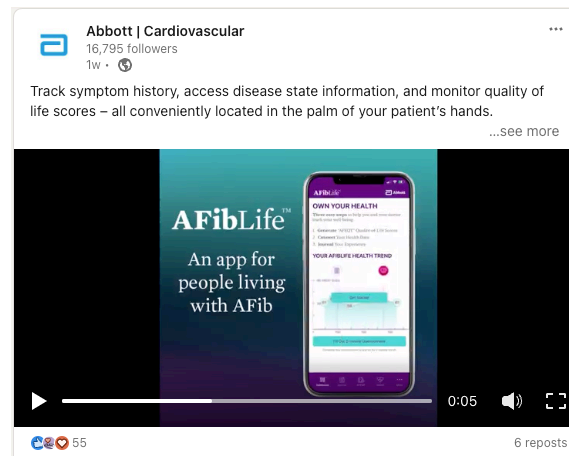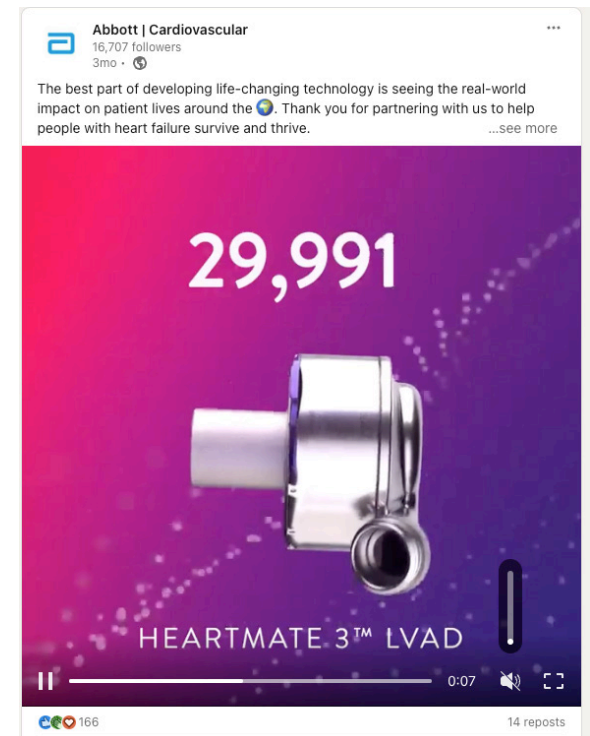
GENERAL LINKEDIN GUIDANCE FROM CORPORATE MARKETING

How to structure post copy to lead with a hook, and follow with a "why" or benefit to following our CTA/using our tech/registering for our event. The hook does not have to be promotional, but it should be attention grabbing in social feed where we are competing with other ads/clutter/limited time from viewers. Be sure to include what about this product/event/tech will benefit the HCP — why they should follow our CTA. I.e., posing a question that the targeted audience will want the answer to, a statement that sets our tech/product/event apart.

All copy, whether targeting consumers, HCPs or BIs, should have a social-friendly approach (leaning into conversational and succinct, less highly technical) and avoid repetition (either with the coinciding asset, or other posts in the batch).

Ensuring that assets are brand aligned, in brand font, include the sonic logo and follow LCT look and feel to return cohesiveness across our brand.

Ensuring variation across posts in same batch of content (i.e., avoiding repetition in language, information and assets across multiple posts that will reach the same audience in a short period of time).

Assets should display data/insights in a visually engaging manner.

SOCIAL MEDIA CHECKLIST

Refer to this list when reviewing platforms. This list is not comprehensive; it only ensures that you meet the minimum corporate requirements for DRB approval.

Before launch, social media projects require:

1. DRB approval

2. Corporate approval (unless exception applies)

STRATEGIC PLANNING

- ○ Project aligned with Business Objectives
- ○ Measurable project success KPIs
- ○ Define target audience
- ○ Project owner & sponsor (VP)
- ○ Plan budget & project timing
- ○ Social media strategy
- ○ Review Social Media Policy (MKT 005)
- ○ Social media team & roles, responsibilities; resources (internal, agency)
- ○ Provide social media training for social media team

DRIVER STRATEGY

- ○ Search
- ○ Advertising
- ○ PR & Media
- ○ Omni Digital Channel presence (consistency across platforms)

DESIGN/TECHNOLOGY

- ○ Alignment with brand architecture & standards
- ○ Alignment with Abbott technology and technical standards

CONTENT STRATEGY

- ○ Content structure/pillars
- ○ Categories/types of content
- ○ Content designed per channels & timing
- ○ Proactive and reactive
- ○ Follow business process for content approval
- ○ Content approval process
- ○ Content Approval Matrix
- ○ Monitoring Strategy & Process
- ○ Issue Escalation & Pre-approval Response Library

LEGAL REQUIREMENTS

- ○ Identify risks & develop mitigation plan
- ○ Terms of use
- ○ Privacy policy
- ○ Data collection
- ○ User Generated Content (UGC) strategy
- ○ Provide guidance (as relevant) on:
- ○ Use of trademarks and copyrights
- ○ Interacting with celebrities
- ○ Amplification of UGC or product reviews
- ○ Disclosures by endorsers, influencers, bloggers, employees and agencies
- ○ Sweepstakes and promotions
- ○ Collecting personal information
- ○ Additional guidance training for Monitors
- ○ Record Retention Strategy
- ○ Consideration of geo-fencing (regulatory requirements)

LAUNCH/MAINTENANCE

- ○ Ongoing maintenance life cycle plan
- ○ Measurement regular forum to review progress toward goals

WORKFLOW

To help ensure assets are organized and available to the social team, upload asses to a folder on Sharepoint.