CHICAGO RESTAURANT WEEK 2020

SOCIAL MEDIA TOOLKIT VISUAL GUIDELINES

Recommended Dimensions

1x1 (800px X 800px): Instagram and Facebook
5x4 (1000px X 800px): Twitter, also ok for Facebook

Logo with Solid Background

- Pair this flat image featuring the Chicago Restaurant Week logo in a post with images of your restaurant and dishes from your prix fixe menu.

- Do not use the restaurant week logo on any color background besides black or white.

Photoshop Templates

If you have Photoshop editing capabilities you can use the provided templates to add the Chicago Restaurant Week logo to your own images (example photos below).
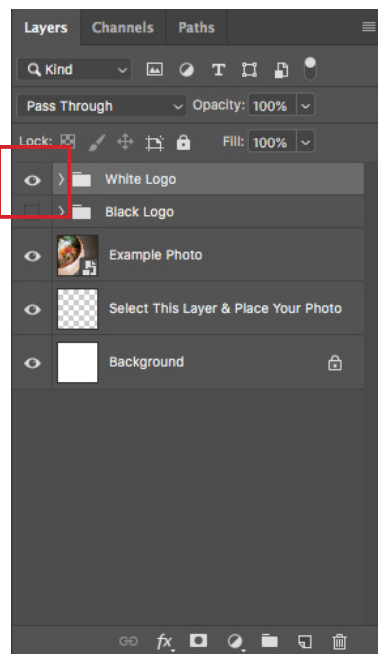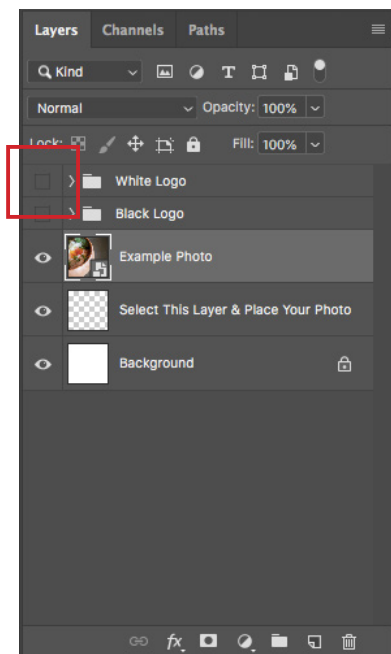
Using the Templates

1. Consider the type of photo you are using when choosing a template. To ensure the branding comes through loud and clear, keep the area surrounding the logo clear of any other words, logos or busy areas of photography.
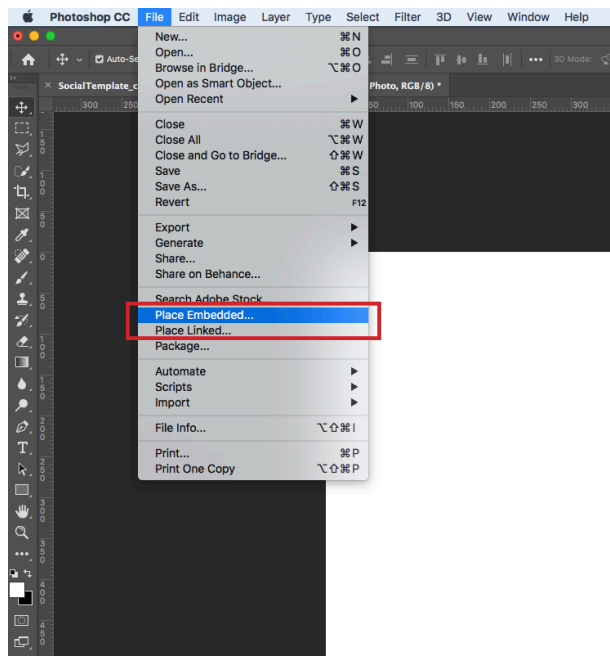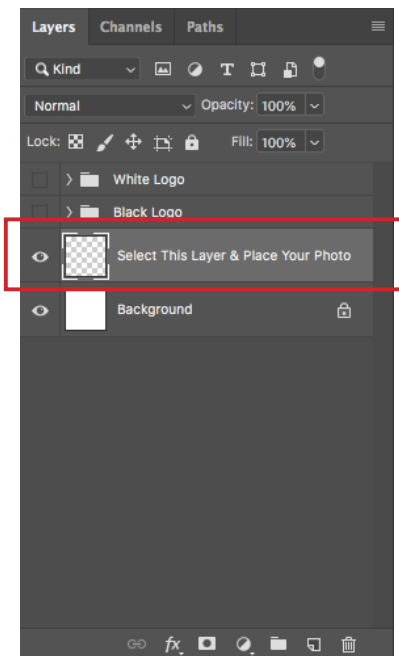
2. Select the blank photo layer and place your desired image.

3. Consider the lighting in your photo. Is the area that the logo will be dark? Use the white logo. Is the area that the logo will be bright? Use the black logo.

Turn on the logo by clicking the empty box next to the logo folder you would like to use. When the logo layers are turned on an eye will appear.

4. If the logo isn't standing out on the photo you selected try using the optional shadow or highlight layer.

To show the optional layers select the arrow next to the logo folder and it will show the corresponding drop down menu. Turn on the optional layer by clicking on the empty box so that the eye will appear and the shadow will be turned on.

Do not move the "logo" or "date layers".
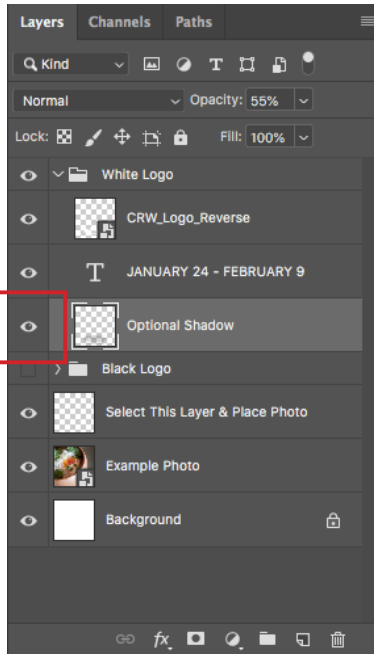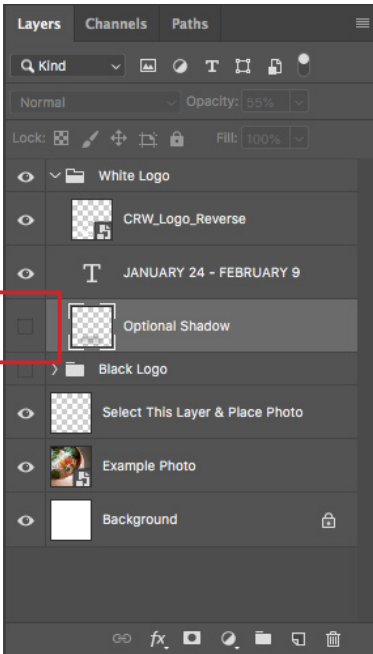
5. Is the photo you are using busy? Try one of our templates with the logo in the center of the image and a transparency placed between the photo and logo. You can adjust the opacity of the transparency to accommodate your photo but do not set the transparency below 45% so ensure that the logo will stand out enough.

To adjust the transparency: Select the dropdown section of the logo folder. Then select the "transparency" layer and adjust the opacity.
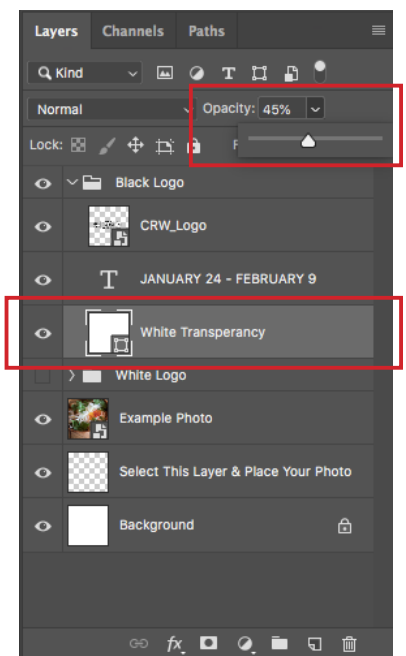
Unapproved Usages

• Do not use the restaurant week logo on any color background besides black or white.

• Do not use the restaurant week logo in any color besides black or white.

• Do not use the logo on busy areas of photography. Make sure there is appropriate contrast so the logo is always legible.

• Do not distort the image aspect ratio.

• Do not move the logo to unapproved areas that are not already provided in the template.