



COMMISSARY BRANDING GUIDELINES



Displaying Social Media Graphics for the Commissary

Graphic Specifications:

- **Format:** Ensure the graphic is in high-resolution PNG or JPEG format for optimal clarity.
- **Dimensions:** Use appropriate dimensions for the platform (e.g., 1080x1080 pixels for Instagram, 1200x628 pixels for Facebook).

Social Media Handles & Recommended Headlines:

- **Recommended Headline:** Unlock Your Exclusive Commissary benefit and save Big every time you shop! Start shopping now! shop.commissaries.com 🛒 ✨ shop.commissaries.com
- **@yourcommissary:** Ensure the handle is prominently displayed and easily readable.
- **Hashtags:** Include #yourcommissary and #commissarysavings in a clear and bold font to encourage engagement.

Display Guidelines:

1. **Consistency:** Use the same graphic across all platforms to reinforce brand identity. Ensure colors and fonts match the overall branding.
2. **Engagement:** Encourage followers to share and engage with the post by asking questions or prompting them to share their savings stories.

Posting Recommendations:

- **Timing:** Post during peak engagement times for your audience, typically early mornings or evenings.
- **Captions:** Use engaging captions that invite interaction. For example, "Tag a friend who needs to see these savings!"
- **Calls to Action:** Encourage users to follow @yourcommissary for more updates and savings tips.



Your Exclusive **COMMISSARY** **BENEFIT**