P25 Style Guide

PROFILES
- Instagram & Facebook
- Twitter
- Tiktok
- YouTube
- Gmail address

Later on:
- Website & Mailing list
- Podcast for creatives in entertainment

PROFILE BIOS & USERNAME
Basically What's gonna be up there on every platform

Username ideas
- @P25Inc
- @P25Ent
- @P25Central
- @P25studios

Bio ideas
(We want a simple one liner that's witty and then insert what we do in 1,2 or 3 words)
- **All puns intended**
- **Film, banter and entertainment, grab a seat.**
- For film enthusiasts by enthusiasts.
- Production house that went to Harvard
- Film & fun make me tick
- What we do is considered necessary in every language.
- Apply here to switch realms.
- Don't you just wish life had subtitles?

1. BRAND VOICE
- **Conversational, Cheerful, humorous and informal.**

Concise, clear, simple, playful, approachable humor. Responses should be upbeat, optimistic and positive. Puns are encouraged. Avoid being sarcastic or mocking audiences, followers or other brands.

2. GRAMMAR AND TERMINOLOGY

Write positively
Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," E.g

* To get a donut, stand in line. ✅
* You can't get a donut if you don't stand in line.❌

Use Active voice
Avoid passive voice. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it. Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear. E.g
* Emeka ate the red velvet cake. ✅
* The red velvet cake was eaten by Emeka.❌

Contractions
They're great! They give our writing an informal, friendly tone.

Slangs
Use only positive and polite slangs… When in doubt, avoid.

Emoji
Emoji are a fun way to add humor and visual interest to our writing, but use them infrequently and deliberately.

Numbers
Spell out a number when it begins a sentence. Otherwise, use the numeral. This includes ordinals. E.g
* Ten new movies to watch this February and 2 to avoid.
* I ate 3 donuts yesterday.
* Genevieve won 1st place in last year's top influential actresses.

Sometimes it feels weird to use the numeral. If it's an expression that typically uses spelled-out numbers, leave them that way. E.g first impression, third-party, all-in-one, high-five.
Numbers over 3 digits get commas:
* 999
* 1,000
* 150,000
Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.

3. POST FORMATTING
- Short texts; One to two liner sentences
- Always Use one branded hashtags + 1-2 vague related ones consistently #project25
- Emojis
- Posting times; evening? What time specifically?
- Posting about holidays
- Captions should always be short and engaging, Visuals must be HD (clear).

4. CONTENT FORMATTING

YouTube
- Show title : Catch me if you can (The CMIYC show) by Project 25
- Duration : 10 - 15minutes
- Frequency : Once a week
- Intro: Stop motion by Adeola
- Segments : discussions, games
- Stand-alones : So savage,15 questions with (copy vogue)
- First video (Welcome video ideas)
- YouTube shorts (ask what to posts in addition to reposting some IG and Tiktok videos)

Instagram (& Facebook)
Post daily - 7 posts a week
Themed days e.g Monday motivation, breakfast tuesdays and takeout thursdays.

I. Highlights
- About us
- More ideas

II. Videos
- Snippets of YouTube videos
- Cinematic references of great scenes (e.g best breakdown scenes in Nollywood/Hollywood, CGI before & after, etc)
- Tips from (Actor,Director,Screenwriter,Set designer, sound engineer, Producer, Cinematographer)
- More ideas

III. Reels
- Repost some Tiktok content
- Tips in text with trendy sounds
- Dance from team members
- More ideas

IV. Images
- Pictures : Fire or funny movie dialogue scenes in grid, Bts shots, Team members photos, portraits, ……
- Texts: Repost tweets, Original thoughts, Motivational texts, Thought provoking questions, Quotes from movies.
- Graphics : Posters, flyers, Cover photos, Top 3s….

V. Stories
- New posts

- YouTube post link
- Reposts of mentions
- Questions
- Creating or jumping on ‘Add yours’ stickers

VI. Live videos
- panels with guest speakers
- Giveaway (play games to giveaway)
- BTS
- More ideas

Tiktok
Post 4 times per week
- Complete the song challenge
- Scene re-enactments
- Trending challenges
- Snippets of YouTube
- Games
- Vox pop

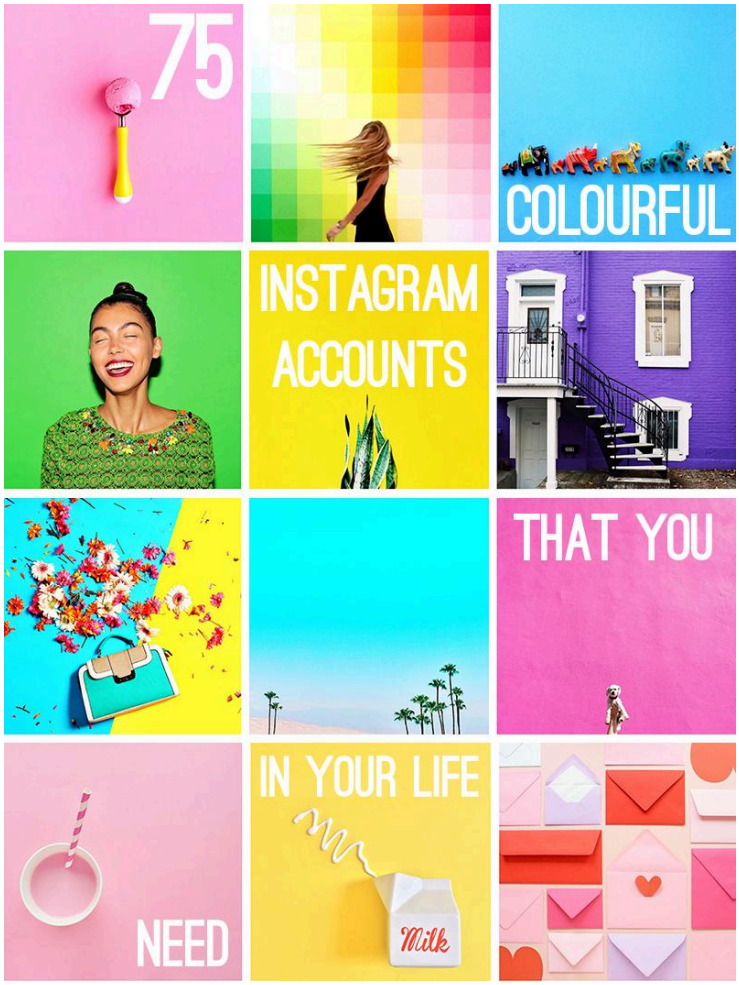
Twitter
Post at least once daily
- One liners
- Threads
- Giveaways
- Links to IG posts
- Thought provoking questions
- Memes
- Spaces discussion about film, Nollywood industry
- 10 Second snippets
- Film quizzes and games
- Aki and PawPaw memes (a loooot and consistently until it sticks as our Twitter thing)

5. VISUAL GUIDELINES
Our brand is bright and upbeat. Full of life and positivity. There are two major types of visuals to cover inside your guide because whether it’s a video, picture or text the cover on the feed is what matters for our feed design.

- Photos, GIFs, graphics or videos shared within posts
- Profile images, cover photos and header graphics

Our style will carry over to Twitter, Tiktok, youtube and facebook.
Color themes: Bright colors (yellow, orange, lilac, pink, pleasant red, blue, purple etc)

Feed design sample



sce

Fonts to be used over images or just plain texts
Samples;

Loyola round



Quirky

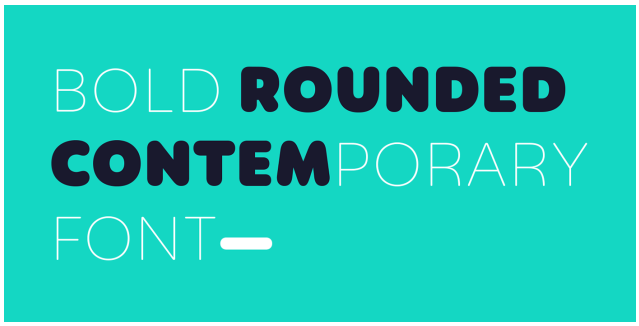


Bebas Neue



netflix uses this

Mohr rounded



Others (click for sample)

- Raleway
- Serca
- Proxima Nova
- Neo sans
- Ostrich sans

Other suggestions are welcome but we need to decide on one permanent font and a backup font. Personally I'm leaning towards bebas Neue or proxima nova.

Logo position when used

- Choose between left, right, top, bottom etc
- When to use logo

6. COMPETITOR INTERACTION

Act like they don't exist on social media but behind the scenes we're studying them to stay in trend and model off their success. Top brands we're studying;

- Netflix
- Ndanitv
- Road2blow
- Zikoko
- Pulse
- Inkblot
- Filmtrybe

7. AUDIENCE INTERACTION

Have a strong human personality when relating with audience

Do's

- Positive language
- Humor
- Witty
- Puns
- Wise young nerd
- Clear

Don'ts

- Negative words
- Exchange words with audience
- Rude slangs
- Racist, sexist, targeted hate, bullying, arrogant

In responding to negative comments either targeted at us or a follower on our pages, always be assertive but polite.