



**isola**

# Guidelines

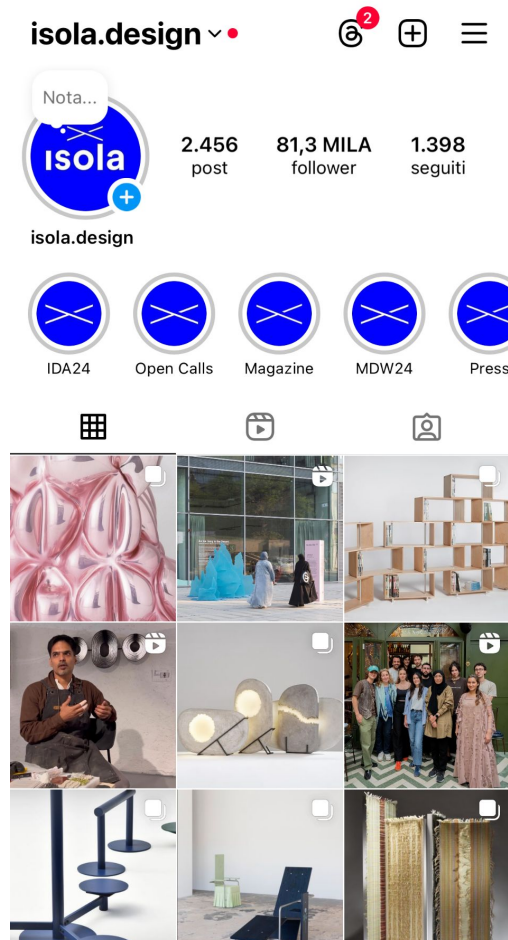
Content guidelines for Isola Design's social media

# Introduction

Isola Design has a strong and relevant presence on **Instagram and attracts many visitor to the platform.**

We are dedicated to keeping our platform vibrant and dynamic. Through our social channels, you will have the opportunity to promote your projects, ensuring maximum visibility and engagement.

We select projects relevant to the design industry, **designers, brands and companies**, including design objects, events, initiatives focusing on sustainability and design innovation.



# 01. Images

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To achieve the best engagement for posts, we use images that reflect the following criteria. These elements align well with Isola Design's digital platforms, strategy, and audience.

## Dos

- Use high-quality, aesthetically appealing, and well-lit photos
- Capture interesting angles and elegant lifestyle scenes, ensuring images are in high definition
- Provide a variety of images for our team to select the most suitable one

## Donts

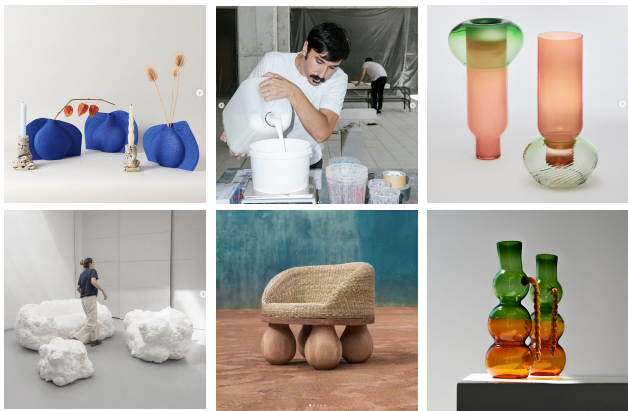
- Avoid using images of products cut out on solid white backgrounds for digital promotion
- Ensure images do not contain text, logos, branding, or watermarks



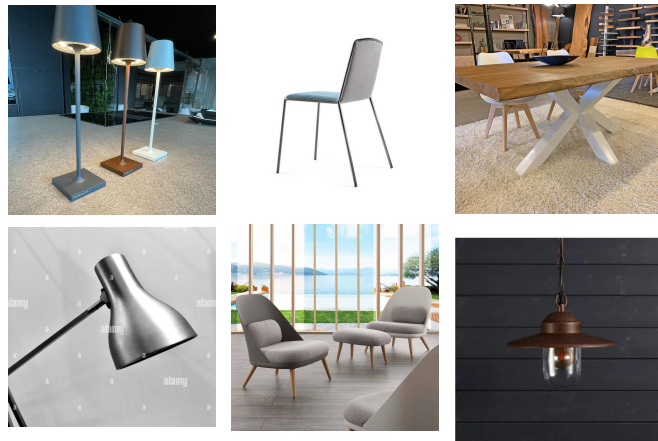


# Images Guidelines

## Dos



## Donts



## Dos

- Bright and well-illuminated photos
- Detailed shots with unique angles and lifestyle scenes
- High-quality, shot in high definition
- Creative setups and compositions
- Photos highlighting designers and behind-the-scenes activities

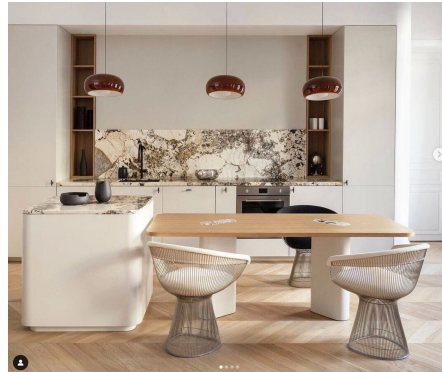
## Donts

- Poor quality, blurred, pixelated or dark content
- Featuring branding, watermarks or text
- Poorly-lit visuals
- Cut-out products on solid white backgrounds
- Filters or black and white effect



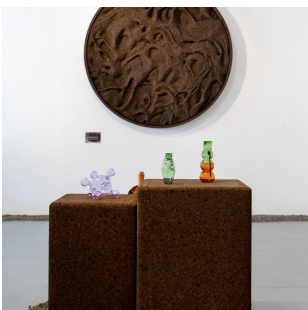
# Images Guidelines

## Lifestyle Imagery



# Images Guidelines

## Company Imagery



# Images Guidelines

## Product Imagery





# Images Guidelines

## Profile imagery



\*Including photos of the designer is a good way to better communicate the product



# Videos Guidelines

## Reels



[Reel 1](#)



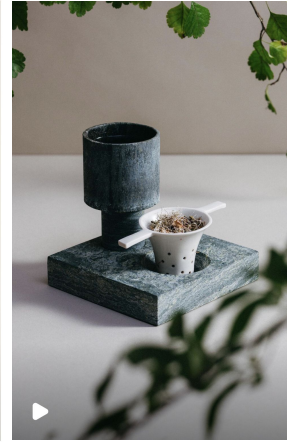
[Reel 2](#)



[Reel 3](#)



[Reel 4](#)



[Reel 5](#)

\*Please note that products and **projects communicated through reels and behind-the-scenes videos work better**, as audiences are curious about the process behind each product





# Text & 02. Copyrights

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**Don't forget the description!**

To maximize engagement, please provide us with:

- Detailed description, or the **press release** of the project (min 300 words);
- A biography about designer/company/brand;
- Instagram profile name
- Photos copyrights

Our editors will then refine this information to create a copy that best suits the content.



[isola.design](http://isola.design)

