Introduction

In order to create consistency across social media profiles, Gonzaga University has established a set of branding standards for its Facebook pages.

This document is designed to position each social media profile to be recognized as an official Gonzaga University page.

We ask that you use the following approved photos for your Profile pictures and Tab pages. Cover photos are established at your own page’s discretion.

Several departments at Gonzaga have unique branding. If a department feels that its branding should be reflected in the Profile photo, a discussion about possible exceptions may take place.

Standard Branding for Facebook Pages

Profile Pictures

- Official Gonzaga University logo
- School / Department / Organization name
- Gonzaga University logotype
Timeline for Facebook Pages

Facebook Pages with the Timeline design have a new focus on Tabs. These four Tabs are the main focus for Facebook Pages, second only to the cover photo. This tab cannot be moved, so make sure that the most recent photo on the Facebook page looks appropriate.

Tabs 2, 3, and 4 may be switched around and custom Tab images may be uploaded. For the purpose of Gonzaga University’s Facebook Page, Twitter, YouTube, and GU news are the three main highlighted Tabs.

Facebook Image Dimensions
Cover photo: 851 px by 315 px
Profile photo: 180 px by 180 px (automatically scaled for thumbnails)
Tab photo: 111 px by 74 px
Facebook Groups

Facebook Groups do have an option for a Cover photo (801 px 250 px), but do not have a Profile picture. As such, we are not implementing a branding policy for Facebook Groups associated with Gonzaga at this time.

If a Facebook Group associated with Gonzaga does not require members to request permission to join, please consider how Gonzaga’s official branding can be integrated into the Group’s identity. Please contact the Social Media Community Manager for more information.

What’s Next?

What we need from you:

- Links to Facebook pages associated with your department.
- Contact information for admins of these pages.

What we will do for you:

- Create a Profile picture that follows Gonzaga’s social media branding standards.
- Create custom Tab images that follow Gonzaga’s social media branding standards.

Contact the Social Media Community Manager to request a Profile picture or custom Tab image.

Email: socialmedia@gnzaga.edu
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