

MEDIA USAGE GUIDELINES

This media kit includes images that have been pre-formatted specifically for social media and digital use. These assets are intended for retailers carrying the Serra x Woodblock Chocolate family to promote the product. They can be utilized for social media, website, online menus, e-newsletters and other online presence.

For your convenience, the photos are ready to post and we simply ask that you **do not alter or add to these photos** when using them [this includes for example, the use of filters, overlaying logos, cropping or layer effects].

By downloading these assets, you acknowledge that you have read and agree to these terms of use.



LOGO USAGE GUIDELINES

We've included our logo badge in this media kit for digital usage. **Please do not alter the logo or add elements to it.** Take note of the clear space around the logo when using it alongside other elements and do not overlay the logo on images. See examples of prohibited alterations to the left.

Use the image below as a guide for logo clear space. To ensure the Serra logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. Use the height of the Serra Logotype to determine how much space should be left clear.

For print usage, additional assets and marketing support, please contact us at media@shopserra.com.

