TILAL UTIQUE

Social Media Guidelines

16 DECEMBER 2025

TILAL
UTIQUE

Introduction

This guide was created to help shape a clear, consistent, and recognizable presence for Tilal Utique across our social media platforms. It sets the overall direction for how we share our stories, our spaces, and our community through images and content, mainly on Instagram, but also across all our digital channels.

In this document, you will find how Tilal Utique's main programs are currently presented: Tilal AiR (Artist in Residency) and Tilal Convenings until now. This guide is meant for the whole team, to give everyone a shared vision of how our visuals should look and feel. As our communication is rooted in real material (photo and video), graphic elements are only used when truly needed.

Fonts in use

**Primary Font
(Titles & Headings)**
Tenon

Seondary Font
Body Text
Tenon

Alternative Body Text
Dashiell Fine

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY

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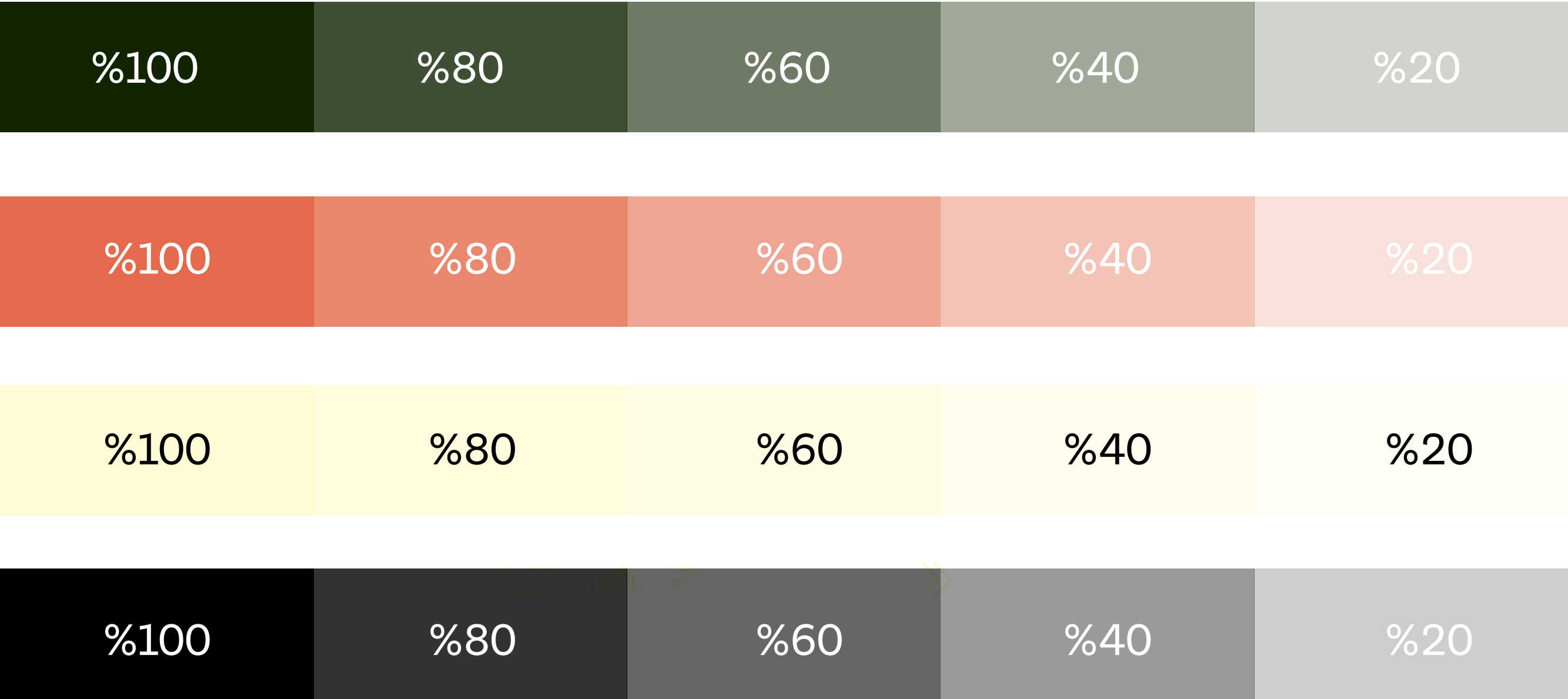
123456

Color Palette

White

Black

#102400

#e5694c

#fffbd4

Color shades

%100	%80	%60	%40	%20

%100	%80	%60	%40	%20

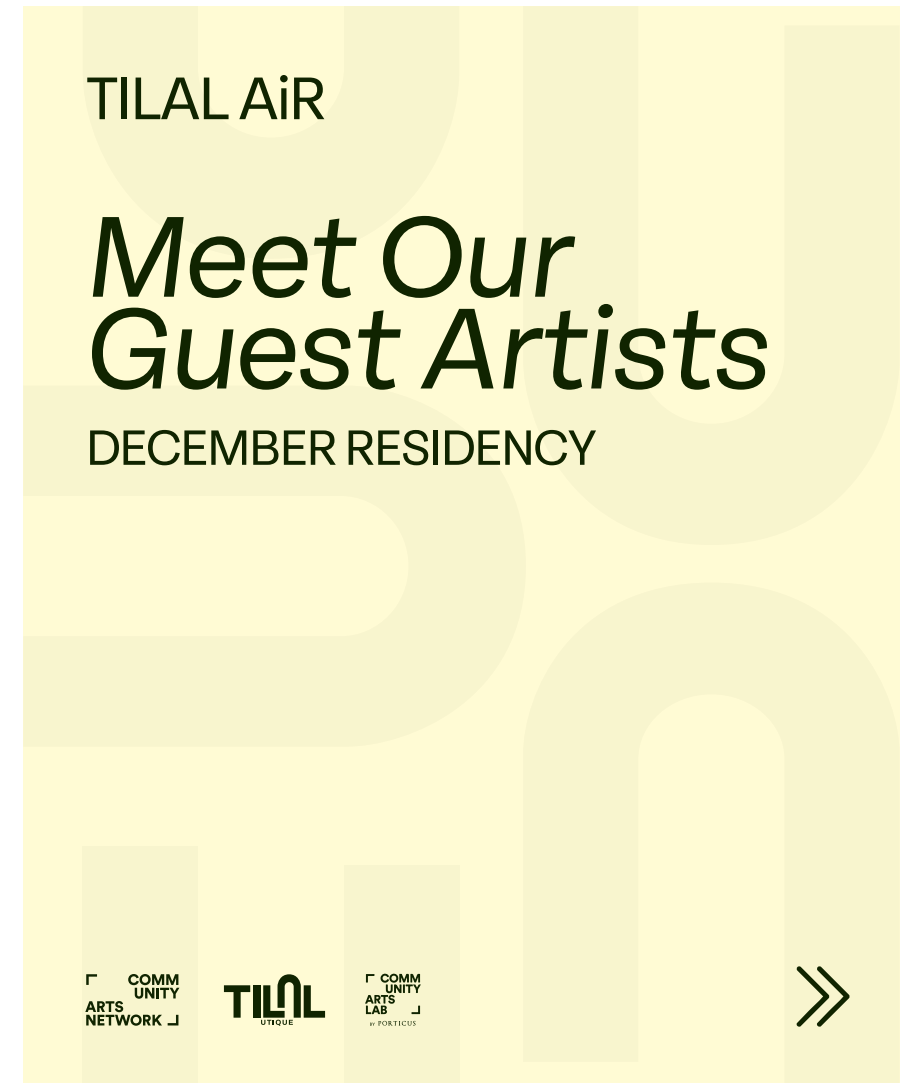|				
%100	%80	%60	%40	%20

%100	%80	%60	%40	%20

Social Media Templates
AiR presentation

These templates will be used to present the various posts related to Tilal AiR. They can be used as shown here, but also combined with real images to soften the overly graphic look in certain cases and create a more balanced visual approach.

TILAL AiR

Meet Our Guest Artists

DECEMBER RESIDENCY

TILAL AiR

Meet Our Guest Artists

DECEMBER RESIDENCY

COMMUNITY ARTS NETWORK

TILAL UTIQUE

COMMUNITY ARTS LAB BY PORTICUS

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Social Media Templates
Convenings presentation

These templates will be used to present the various posts related to Tilal Convenings. They can be used as shown here, but also combined with real images to soften the overly graphic look in certain cases and create a more balanced visual approach.

TILAL CONVENINGS

Lorum Ipsum

LORUM IPSUM DOLOR SIT AMET, CONSECTETUER

COMMUNITY ARTS NETWORK   TILAL UTIQUE   COMMUNITY ARTS LAB BY PORTICUS

TILAL CONVENINGS

Lorum Ipsum

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

COMMUNITY ARTS NETWORK   TILAL UTIQUE   COMMUNITY ARTS LAB BY PORTICUS

This guideline may be revisited or slightly adjusted depending on the layout of the text. However, it must be strictly followed in terms of typography and colors to maintain visual harmony and consistency.

Additionally, please note that while we may update the templates in a few months, this should not happen immediately, allowing our audience's eye to become familiar with and recognize our brand identity.

THANK YOU FOR YOUR ATTENTION