

OUT OF THE Social Media Brand Guide CLOSET

OTC CONTENT CATEGORIES



User-Generated



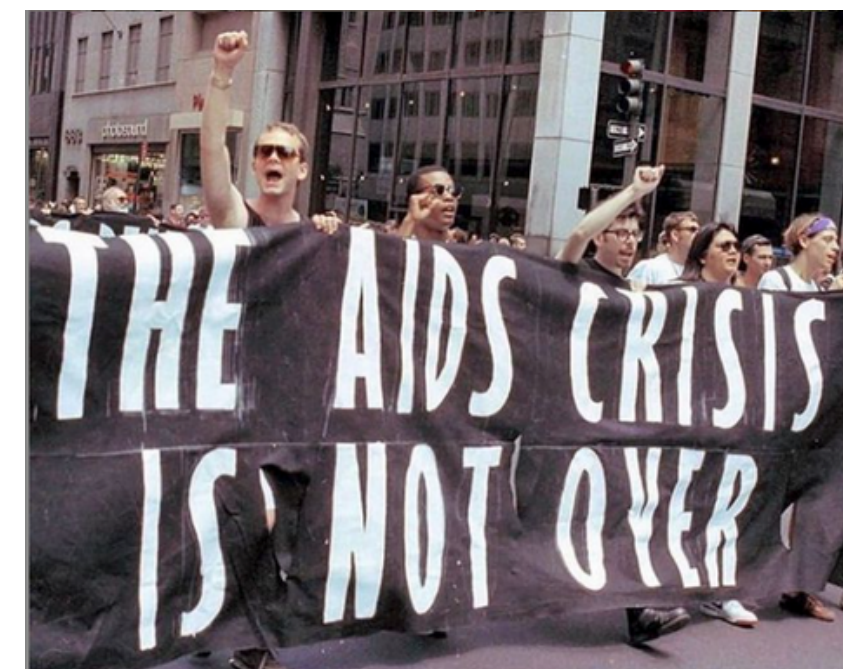
Relatable



Sustainable



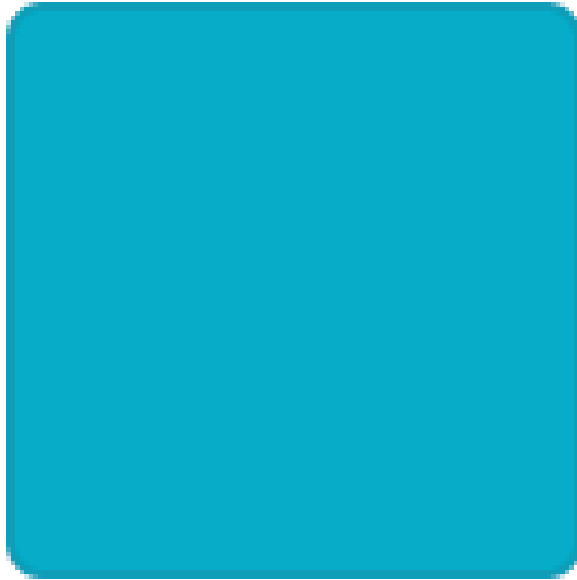
Educational



Mission Driven

OTC GRID- BRAND COLORS

#06ACC8



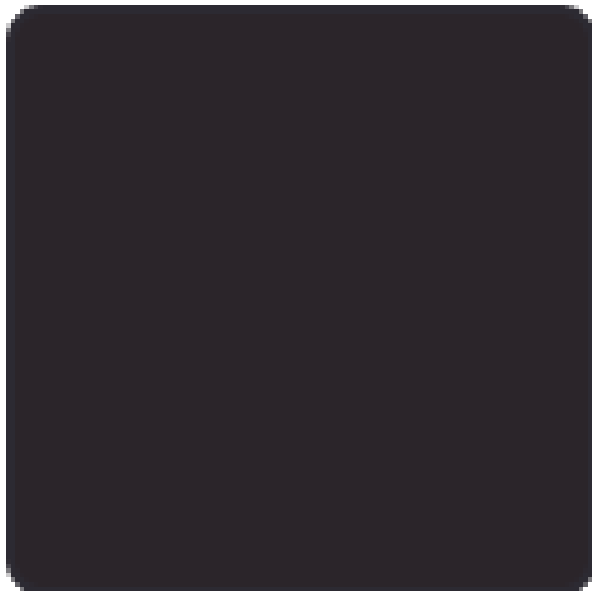
#C63792



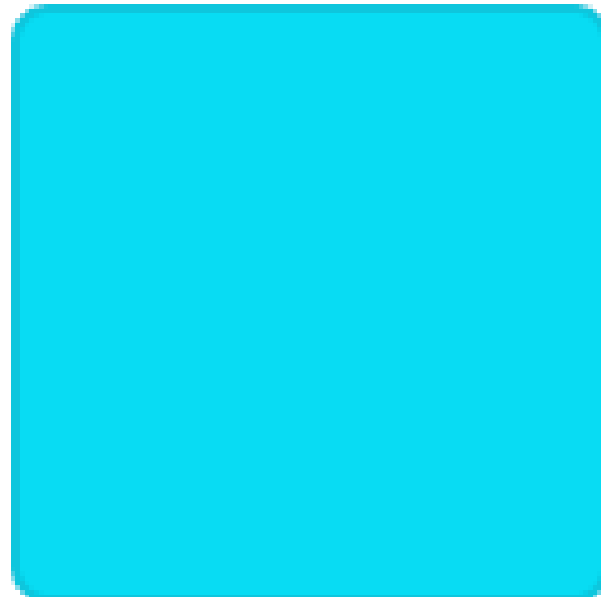
#F4C166



#F4C166



#04DCF3



#F2AEC1



User-Generated Content Fashion Do's

- Monochrome Backgrounds
- Nature
- Statement Walls
- OTC Exteriors
- Subject ALWAYS in foreground
- Single-subject photos ONLY
- Always TAG/credit creator





MONOCHROME

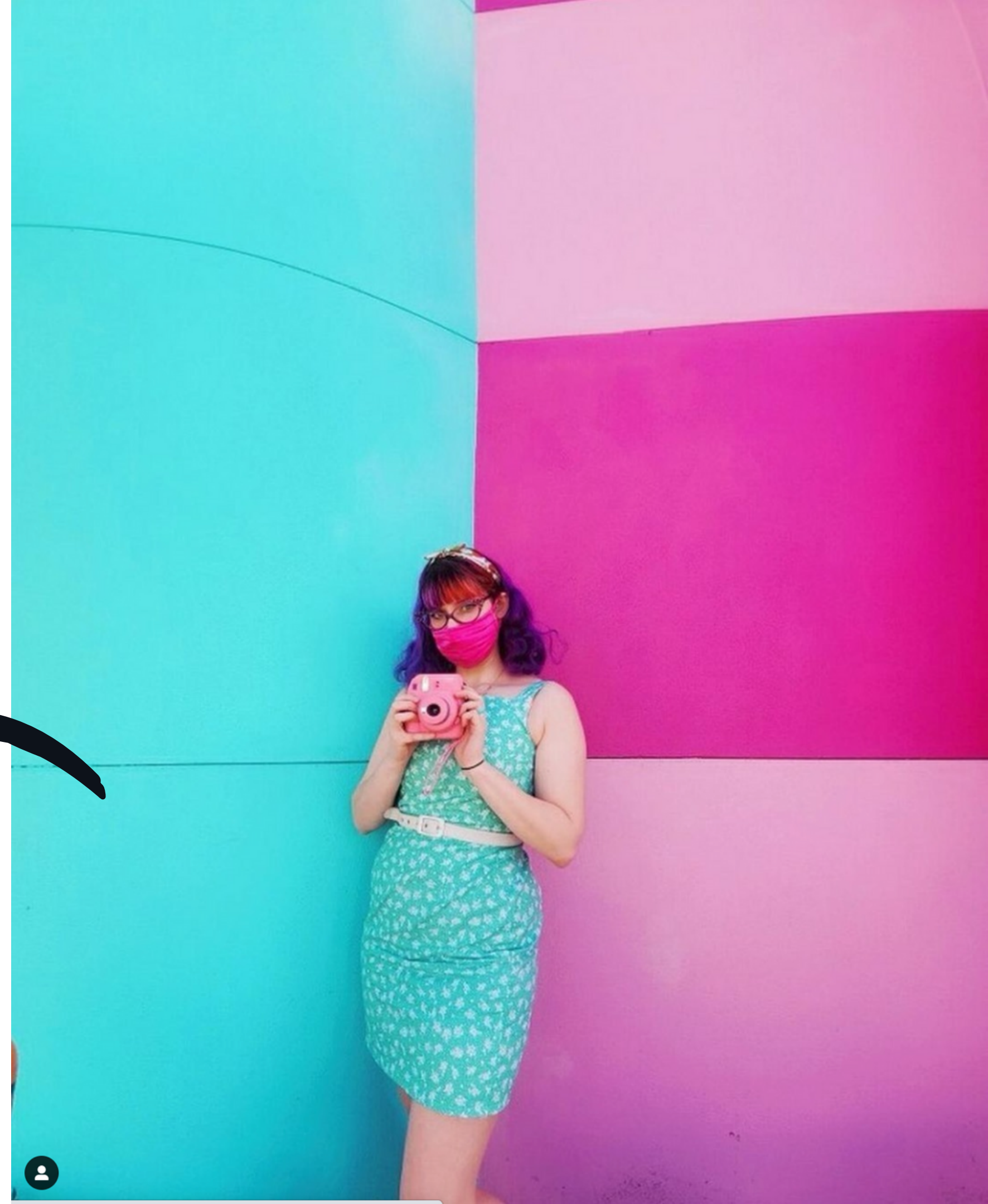
→ All One Color is Great

Monochrome backgrounds work well to make the subject of a photo pop. We love monochrome to make the clothes stand out. When in doubt, make sure the subject is in clear focus, in the foreground, and attention-grabbing.

OTC EXTERIORS

OTC Backgrounds are a Yes! ←

Storefronts and OTC accent walls are always a YES for user-generated content. These backgrounds perform VERY well organically and go a long way to promote our brand.





NATURE BACKGROUND

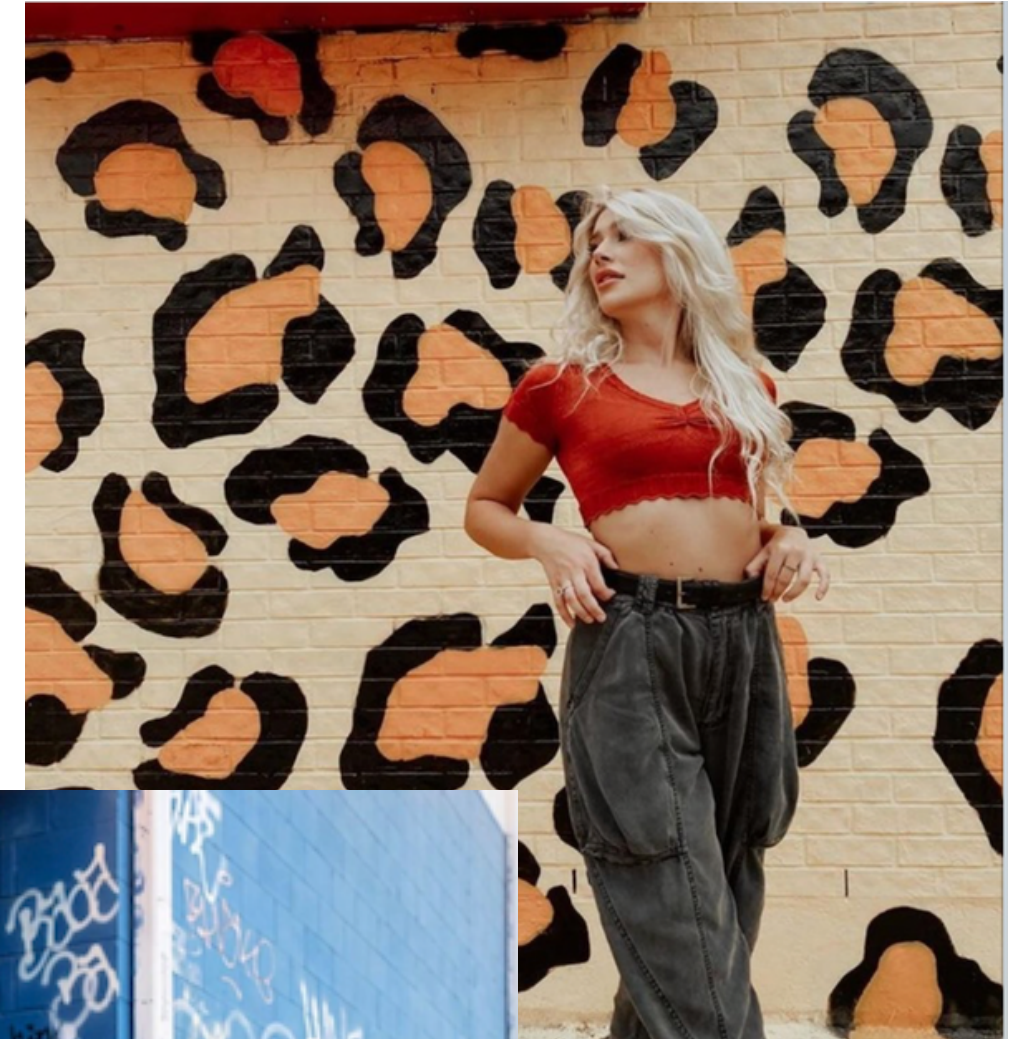
Nature Backgrounds Work

When the background of user-generated content is set in nature but still mostly one color or doesn't take away from the subject, you can use the photo as content. If there are people, animals, or plants that are stealing focus from the subject, do not use the photo.

ACCENT WALLS

Dynamic Walls Work

Dynamic and interesting accent walls work well for content when they don't steal focus from the subject. If the subject is in the foreground and the clothes are still prominent, then feel free to use interesting or dynamic walled backgrounds.





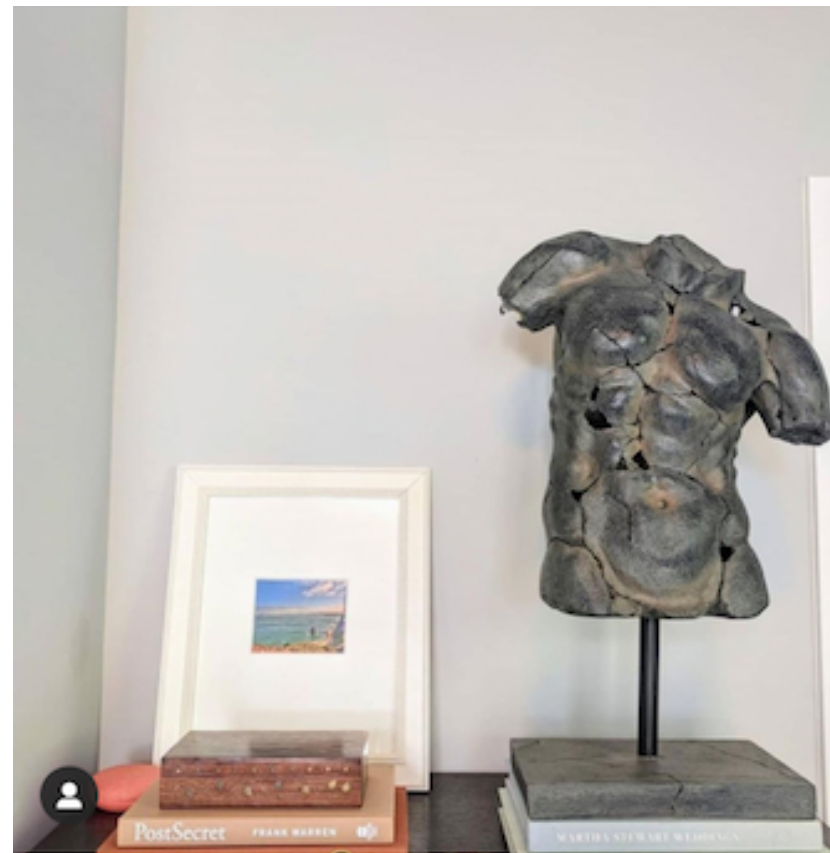
User-Generated Content Fashion Don'ts

- Cut Off Head
- Busy Foreground
- Busy Background
- Food/Other Subjects



User-Generated Content Interiors

- Fresh & Clean Look
- White Backgrounds Are Our Go-To
- OTC Branded Colors Are a Plus
- Close Up Shots of Decor, Books, or Furniture Work Well
- Style Leans Mid-Century Modern (but isn't set in stone)





User-Generated Content Interior Don'ts

- Too Busy or Messy
- Image is too dark
- Not clear or focused
- Too much in frame

Relatable Content Guidelines

- Inspirational Quotes
- Reposting Guide
- Humor & Memes





INSPIRATION

Our Followers Love Quotes

Part of the OTC brand is empowerment. Motivational, inspirational, and uplifting quotes consistently perform well and should be used.

Best Practices:

- Choose Uplifting and Positive Quotes
- Always tag the original creator if applicable
- Quotes on signage within our brand palette work very well
- Always use hashtags: #Motivation #inspiration #awareness #beauty #beautiful

REPOSTING GUIDELINES



Whenever you repost content make sure it falls within our brand guidelines. ALWAYS credit the creator or account by tagging them in the photo or tagging them in the caption. We repost content from the below accounts (not exclusively):

- @theopeninvite
- @highboyla (interiors)
- @squaresayings
- @werenotreallystrangers
- @blcksmth
- @allthingslillyann
- @societysix



HUMOR AESTHETIC & MEMES

Be Funny, Not Offensive



Out of the Closet has a good sense of humor. We do like to jump on memes and topics of cultural relevance when we can fit them within our content guidelines and OTC brand. Always make sure the topics align with OTC & AHF official stances. If you're not sure, ASK. If you're posting a meme make sure it matches the aesthetic of the OTC grid brand guidelines.



SUSTAINABILITY

Don't forget that second-hand shopping is good for the planet! When you're posting content about the sustainability of second-hand shopping make sure the content is positive, focused on change, and highlights the ways shopping second-hand has positive effects on the environment.

- If you use statistics on the environmental impact of sustainability make sure you cite the source.
- You can design original content but be sure the colors fall within our brand guidelines.
- We don't cast blame or start arguments with fast-fashion retailers but instead highlight the positive impact of thrift stores.



EDUCATION

Teach Don't Preach

As a part of AIDS Healthcare Foundation, it's our responsibility to share content that is educational while using a respectful, fun, and playful tone appropriate for the OTC brand.

Best Practices:

- OTC's Instagram is not a soapbox. Share interesting, relatable, and digestible educational content.
- Screenshots of tweets or reposting content from AHF works well.
- Don't share anything too scientific or overly complicated. Education works best when it's done in a friendly, easy-to-understand way.

YOU CAN'T GET HIV FROM

KISSING



AHF



On This Day She
@OnThisDayShe

In 1985, molecular biologist Flossie Wong-Staal became the first person to clone HIV and to generate a genetic mapping of the virus. Her pioneering work made it possible to develop an HIV test and enabled the research and design of treatments for AIDS.



MISSION DRIVEN

A major part of OTC's brand identity is a focus on the mission of AHF. We share content that reminds our followers what their support of our store is doing for the world.



- Repost content from AHF that focuses on HIV testing as OTC offers free testing as well.
- Make sure to mark important days of remembrance such as World AIDS Day or National HIV testing day.
- Make sure content highlights the importance of ending the spread of HIV, testing and treatment, and condom use.

