

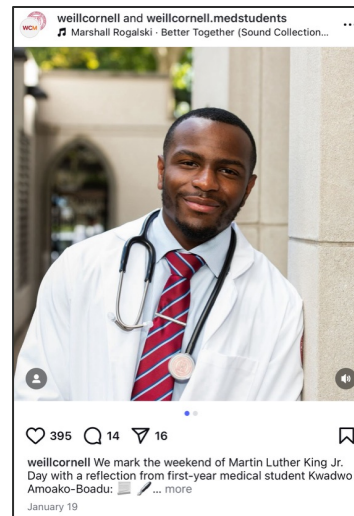
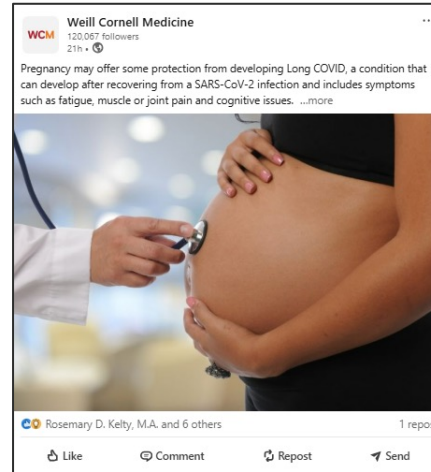


Weill Cornell Medicine

**Want your social media posts
to look even better?**

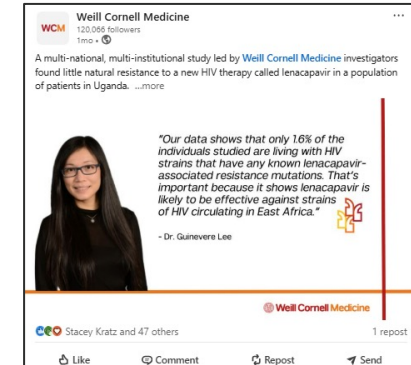
Social media visual tips

- ❑ **Keep it simple.**
Use minimal words and images—focus on one strong visual or message.
- ❑ **Design for clarity.**
Strive for clean layouts with generous margins to cut through the noise of cluttered feeds.
- ❑ **Prioritize people.**
Choose warm, human-centered photos from our community, instead of graphics, when possible.



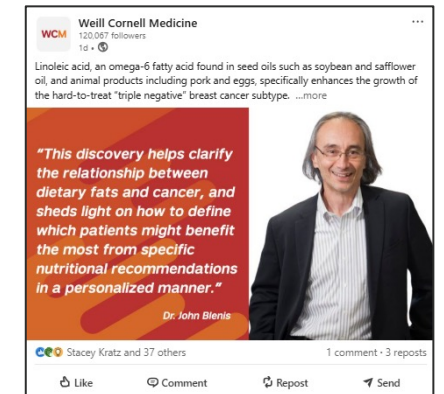
Social media visual tips

- ❑ **Stick to brand colors.**
Additional accent colors for health awareness or holidays may also be used sparingly.
- ❑ **Use brand fonts.**
1898 Sans or Arial only. And remember with text, yellow and white don't mix.
- ❑ **Align text for readability.**
Left-aligned is generally easier to read. Always left-align long blocks of text, but center headlines when it looks better.
- ❑ **Let the words do the work.**
Avoid all capital letters or italics and craft a compelling message to draw attention.



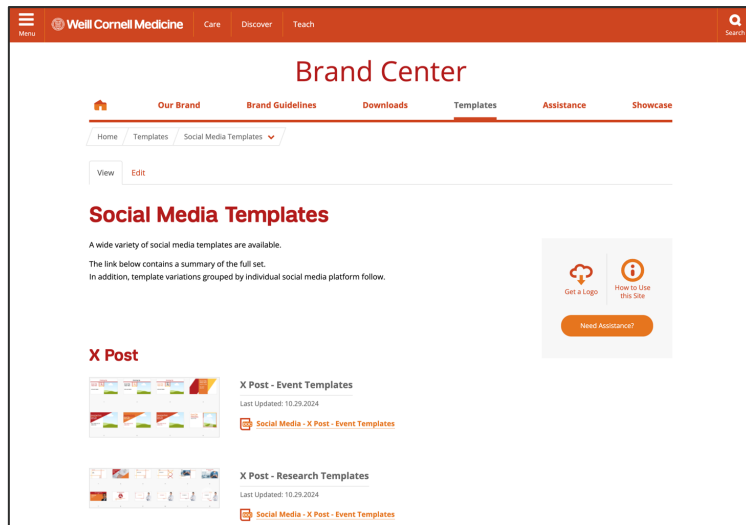
~~Yellow and white~~

~~don't mix!~~



Use our available tools

Social media templates are posted on the Brand Center — and don't forget the Branding Checklist!



Visit brand.weill.cornell.edu



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