

# Brand Style Guide

✓ Client approved

 Client     
Awesome job team 🙌



# Welcome to Planable

The place where social media teams come together. We make planning, reviewing, and publishing content simple so teams can move faster and focus on creating work they're proud of.



🕒 Post scheduled



# Planning made simple

Plan and organize with a drag-and-drop calendar, preview content with real-size mockups, filter with custom views, and keep everything tidy in the Media Library

📅 Feed view

📅 Calendar view

📅 Grid view

📅 List view

📅 Custom view

1

2

8

9

14

15

16

📄 Draft

🕒 12:50PM

📄 Newsletter

📄 Press Release

Jusco Brand welcomes a new...

# Smooth collaboration

👤 Marketing Manager

LP is live, we're on time @Jane wohoooo 🥳

👤

👤

# Content creation at scale

Campaign

+ Add label

SYNC ON

📘 📧 📷 📺 📱 📺 📺 📺

Generate caption for image

# Analytics that make sense

Get the overall view, detailed metrics for each content piece and easily generate PDF reports to showcase results



# Approvals in a flash, always

Approve content on the go, with custom flows and flexible scheduling

👤

Multi-level

👤

# Easy community management

See all comments in one inbox, stay organized, and focus on what matters with sentiment analysis

🗨 Engagement

Comments 8

Open 4

Later 3

Done 1

👎 Negative 8

🗨 Questions 3

😊 Positive 12

# Scheduling you can trust

Post to Facebook, LinkedIn, X, Instagram, YouTube, Google My Business, Pinterest, TikTok & Threads

👤

Schedule

📍 Publish now

our logo



Our logo is the face of Planable by SE Ranking. The symbol is built from dynamic checkmarks, a nod to collaboration, approvals, and getting work done together.

Keep it as is, in its original colors and proportions, so it always represents us clearly and consistently.



### Primary Option

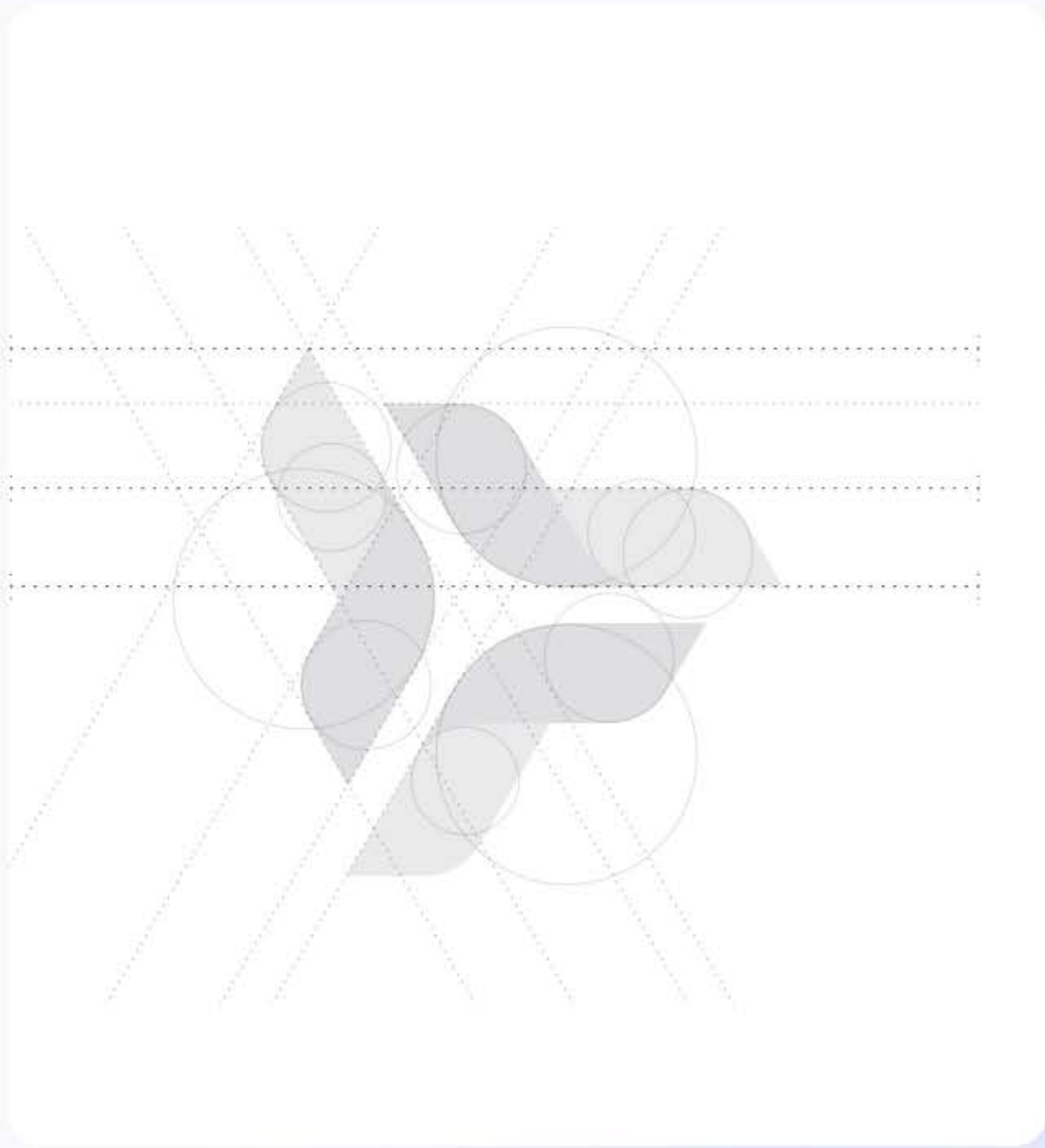
Use this version most of the time, as long as the background gives the logo good contrast and makes it easy to see.



### Secondary Option

If the background clashes with the logo colors, switch to the light or dark version. Pick the one that stands out best.





**The symbol**

Stick to the full-color version when you can, and use the monochrome or inverted ones only if you need better contrast.

Keep in mind: the symbol should only fly solo when space is tight.



### Spacings

Keep some breathing room around the logo.  
Use the height of the letter "L" as your guide to  
set the minimum clear space.

### Minimum size

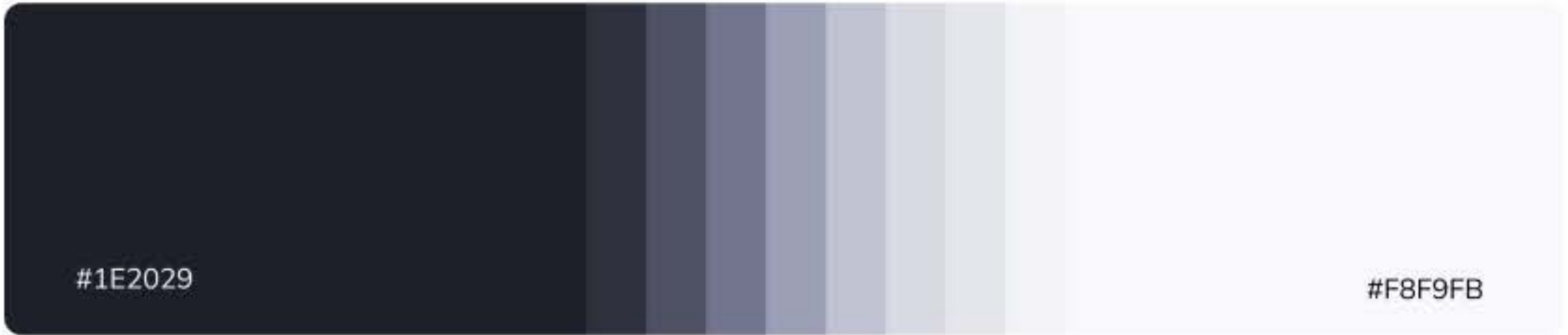
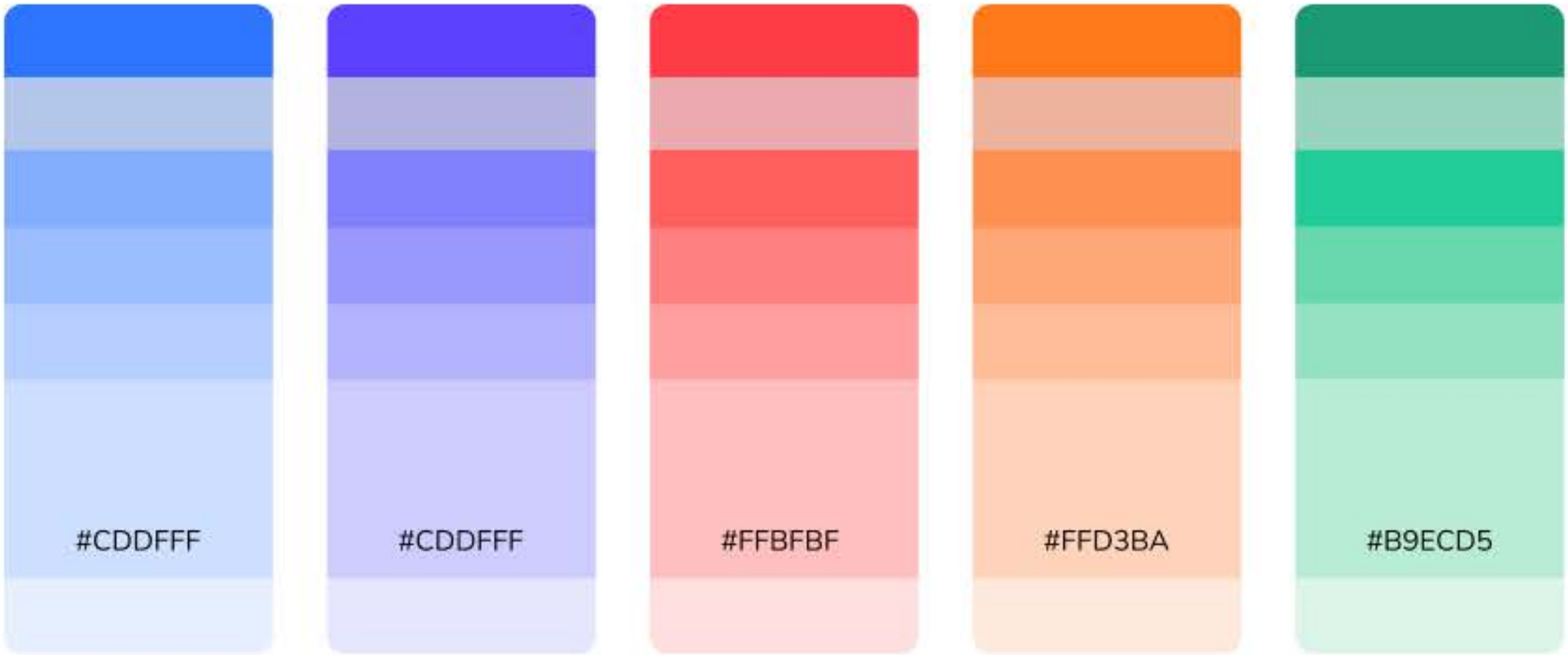
For digital: 45px H  
For print: 20mm H





Use the letter 'L' from Planable to define clear space around the lockup, place Planable first, separate with an 'x', and size the partner logo so both feel visually balanced (not necessarily identical in height or width)."

**our colors**

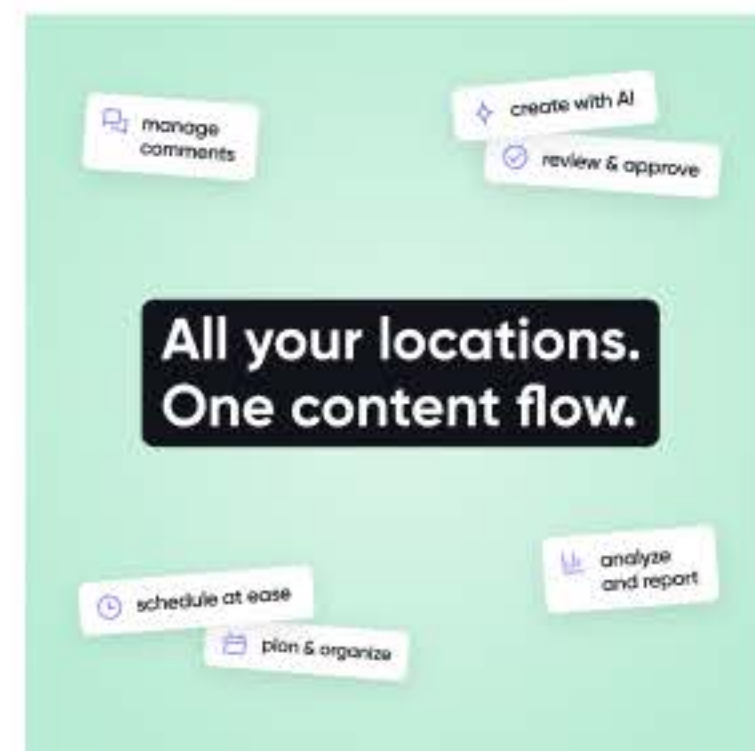
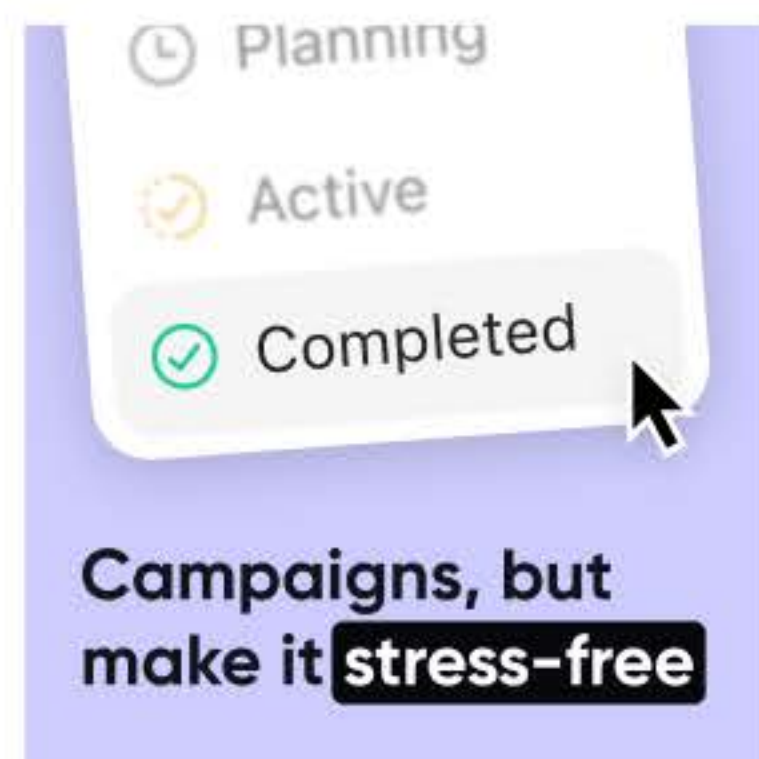


**Energy Colors**

Think of the top row as our accent colors, they bring the energy. Their lighter shades work best as backgrounds, keeping things airy and easy on the eyes.

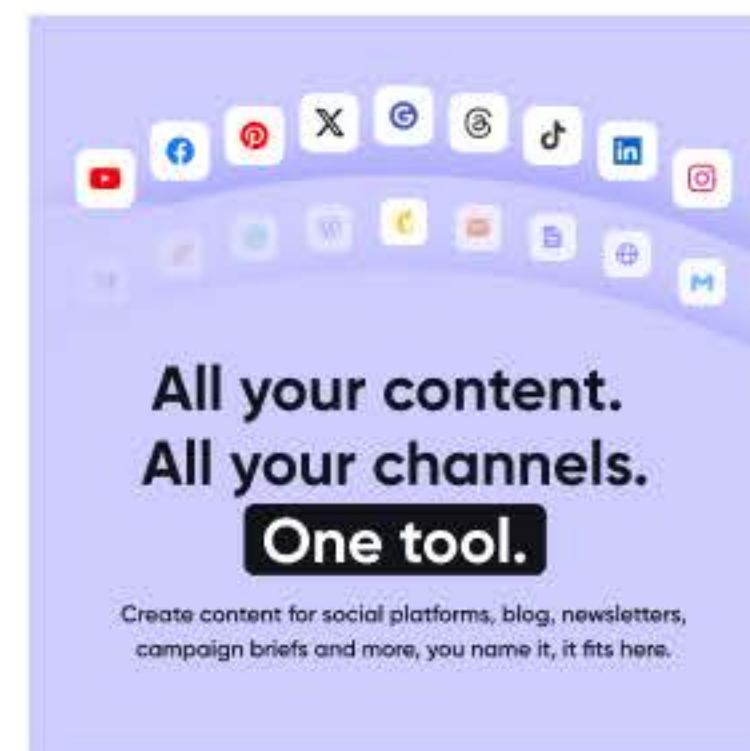
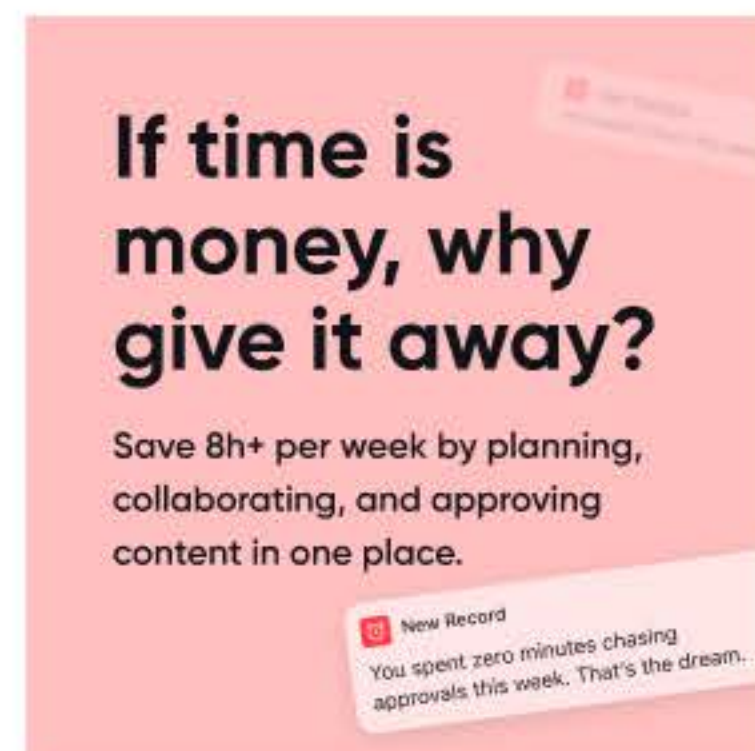
**Foundation Colors**

To make key elements pop or just give them space to shine, we rely on black, white and greys.



We use our colors to keep visuals fresh, clear, and balanced.

Light tones usually work as backgrounds, while stronger shades add highlights in small amounts. Sometimes we introduce extra colors, but never more than two.



Most times we stick to nuances of the same color family. And always, always make sure there's enough contrast for everything to stay easy to read.



**our fonts**



# Gilroy is our chosen typeface

Gilroy is our typeface, used across everything, from headlines to body text.



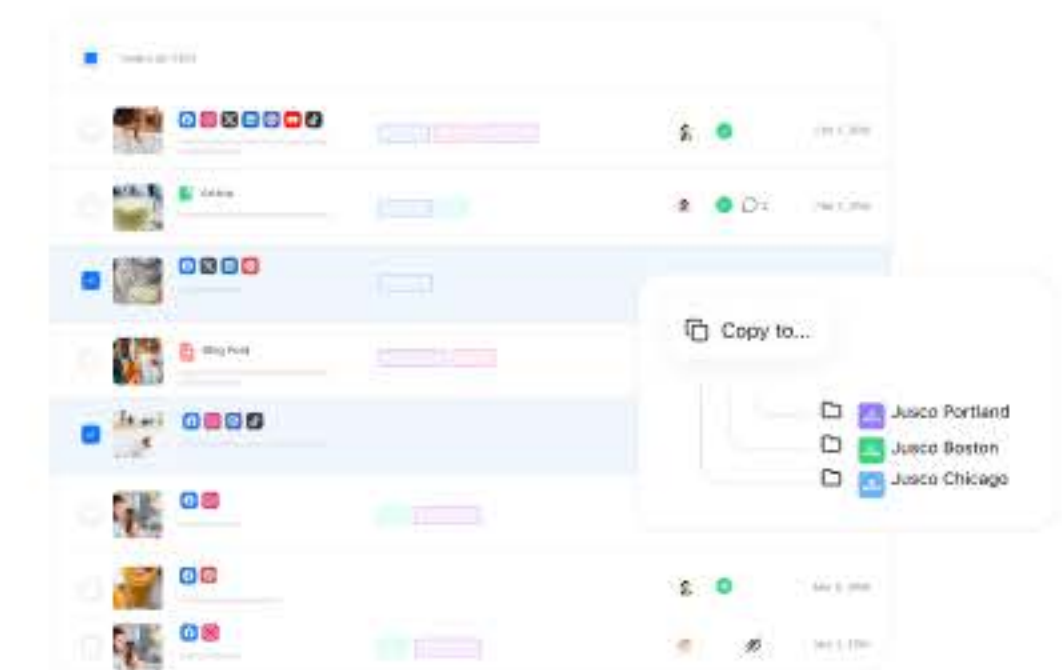
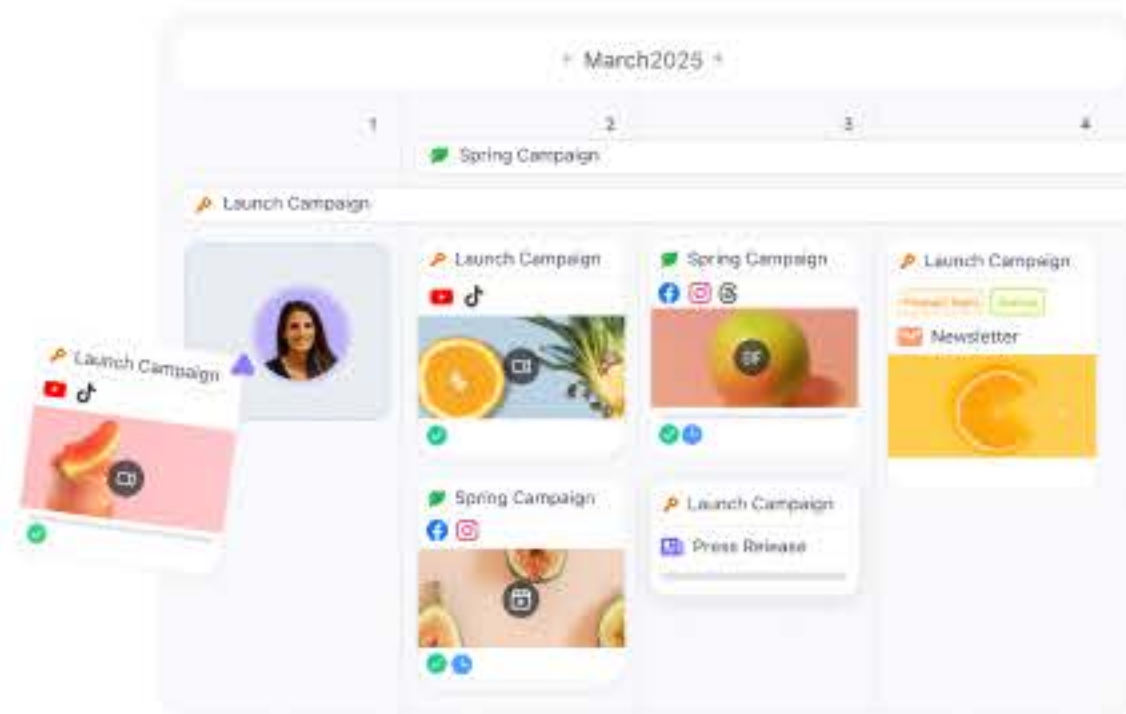
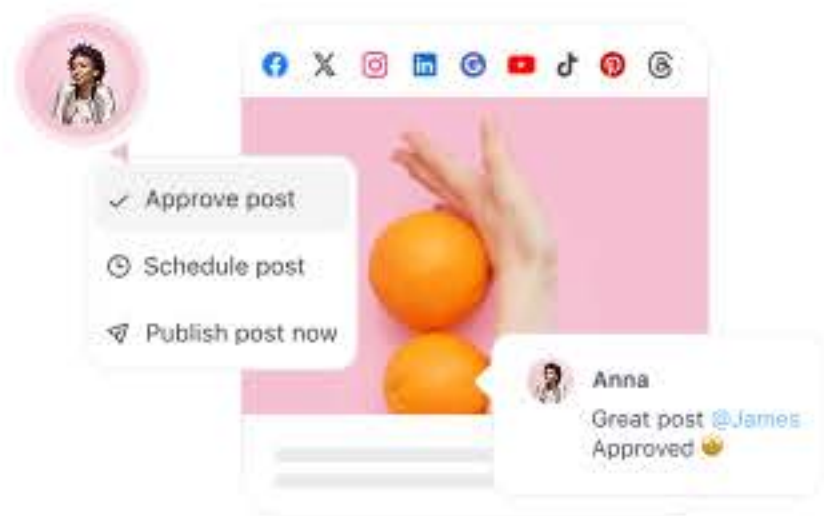
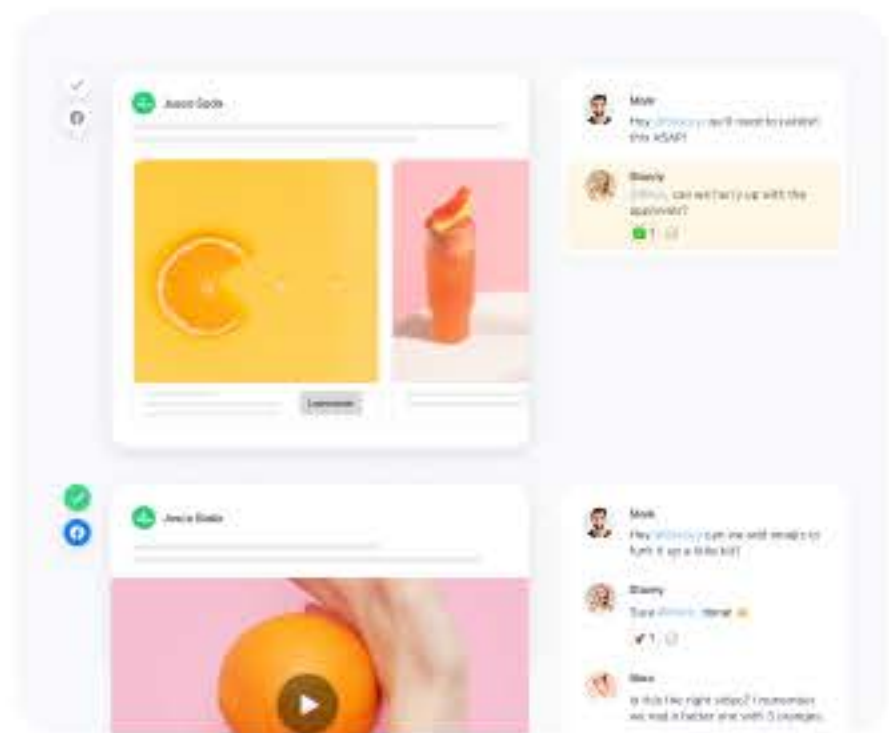
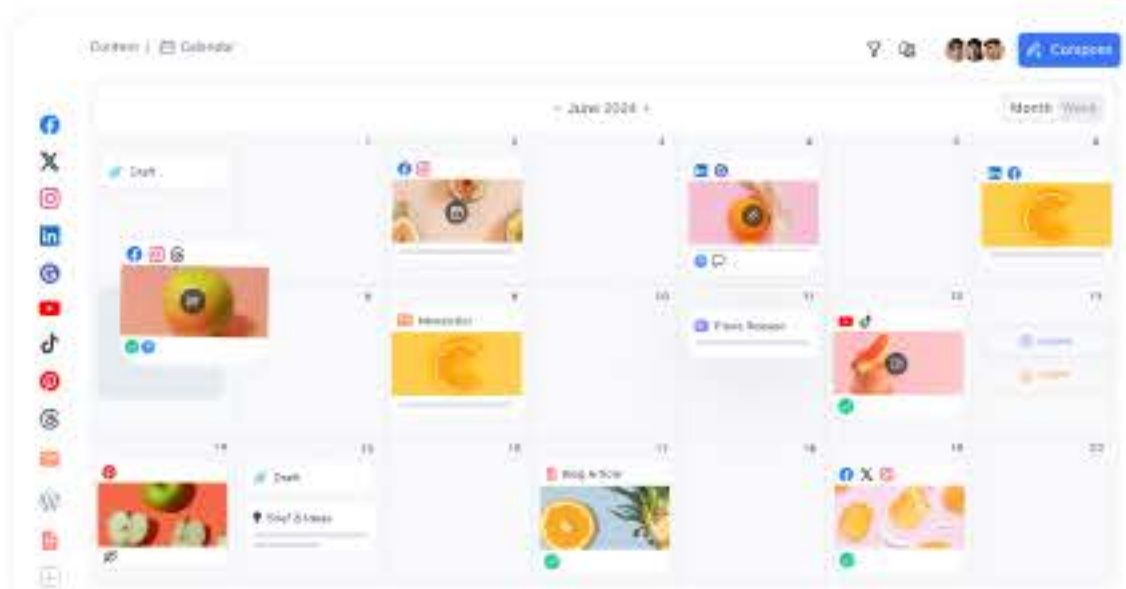
Mulish  
is Gilroy's  
buddy in  
need

Mulish is our backup typeface. It's a free Google font, so we use it whenever Gilroy isn't available, like in shared docs, presentations, or anywhere access needs to be simple and easy.

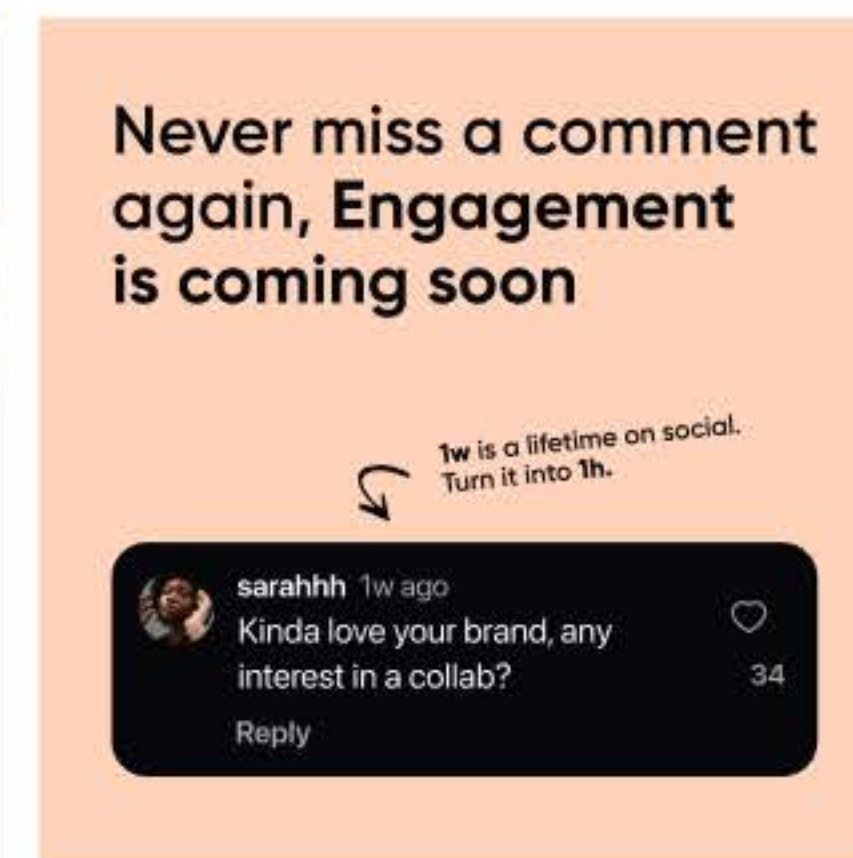
**our visuals**

Figure 1












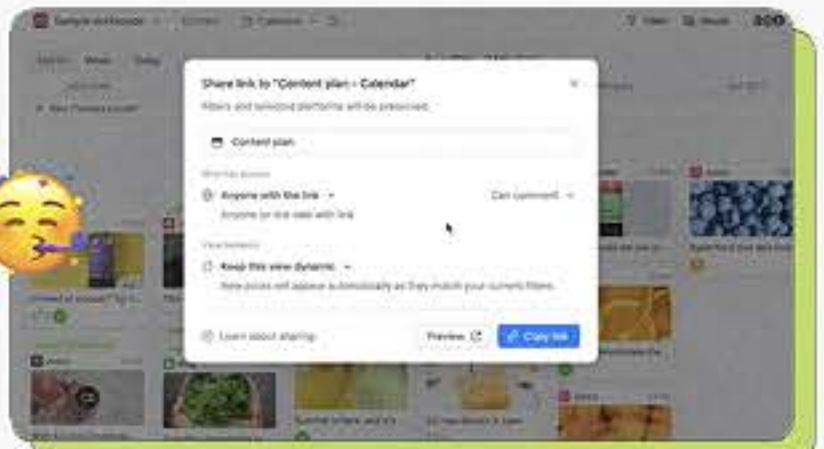


a few examples of posts from influencers, with screenshots of Planable introduced in their branding

IN PARTNERSHIP WITH  **planable**  
by SE Ranking

# the solution.

Most content calendars die in translation because there's no easy way to share the context.




Planable's guest view links solve this, one link that shows your content plan exactly as you see it, live and interactive, with all the context intact.

@gradgirlmarketing

## Read Planable's blog for more on community building

link is in the caption <3



The **all-in-one social media, content planning & collaboration platform** that allows teams to create, approve, schedule posts AND create the best community engagement strategy.

tool

# planable

a social media management tool perfect for collaborating with your team, or clients



Plan social like a team

Social media scheduling, collaboration, and organization in one place.

no stress, she'll love

girl power marketing





a few examples of Newsletter Sponsorships

Plan, approve, & analyze content effortlessly...



Social media management doesn't need to be such a chore.  
Check out [Planable](#) for FREE! It makes content collaboration a breeze.

Why I ❤️ Planable...

- ✦ **Bring all your content together**  
Blogs? Newsletters? Emails? Social media posts? Seriously, bring it all in Planable.
- ✓ **Easy-peasy collaboration**  
Giving and getting feedback is fun with comments that display in context. And the flow is so intuitive, even non-techy team members can figure it out.
- 🕒 **Time-saving and sanity-sparing approvals**  
With easy approvals and real time updates, you'll be wrapping things up in no-time.
- 📊 **Effortless insights and analytics**  
All the insights you need at your fingertips, making it even easier to track your content's

## A no-BS breakdown of hashtags in 2025



We asked an expert.  
Here's the truth

Jan-Stephen Stansel



**Still arguing with clients about whether hashtags are relevant?**

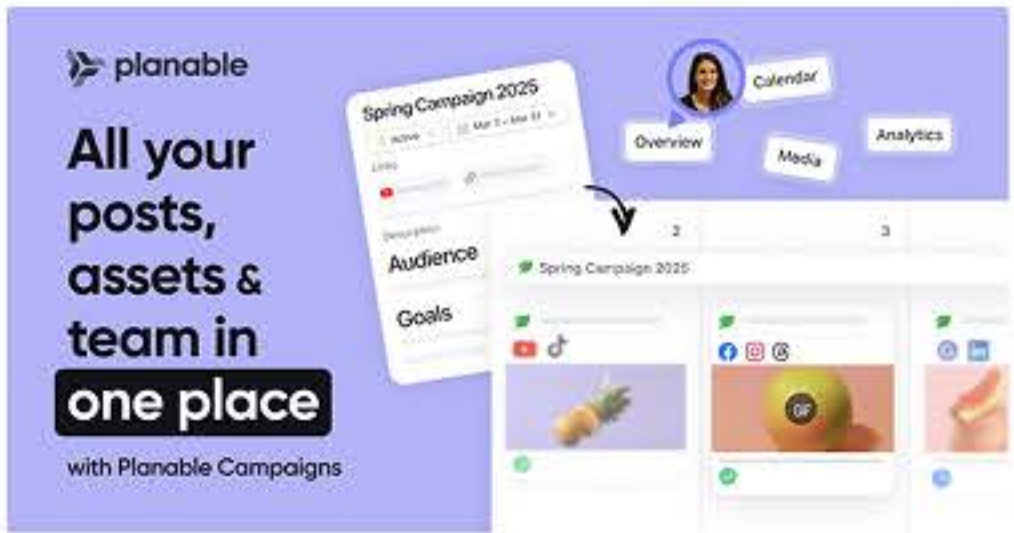
Or worse, are you stuffing captions with 30 random tags and hoping for the best? Here's the truth: hashtags aren't dead. But the way most marketers use them is doing nothing for reach.

Planable's [FREE hashtag guide](#) shows you how to:

- ✓ Use hashtags when they count (and stop wasting time on them when they don't)
- ✓ Confidently win client debates with a clear, platform-by-platform cheat sheet
- ✓ Avoid hashtag fails that kill your credibility

PLUS you'll learn the 1 thing that will make or break your content strategy in 2025.

Finally, know exactly when you should be using hashtags (and when they hurt your reputation).



Grow your presence across all platforms!

Imagine being able to create, plan, & approve all your content in one intuitive platform and being able to work together with your peers in real time. With [Planable](#), you can finally grow your presence across channels with ease.

That means:

- ✓ Create great content with your team
- ✓ Plan the posts and their distribution
- ✓ Hassle-free content collaboration
- ✓ Multiple views for effortless planning
- ✓ Your social, blog, newsletter, ads, all in one place

Try Planable for free



# It's a wrap

\*For any inquiries, please reach out to [alexandra@planable.io](mailto:alexandra@planable.io)