

Claystone

CONDOS

Social Media Style Guide

The purpose of this document is to outline the style guidelines for Claystone Condos on social media.

Our Active Accounts

Graywood has two active Instagram accounts which are:

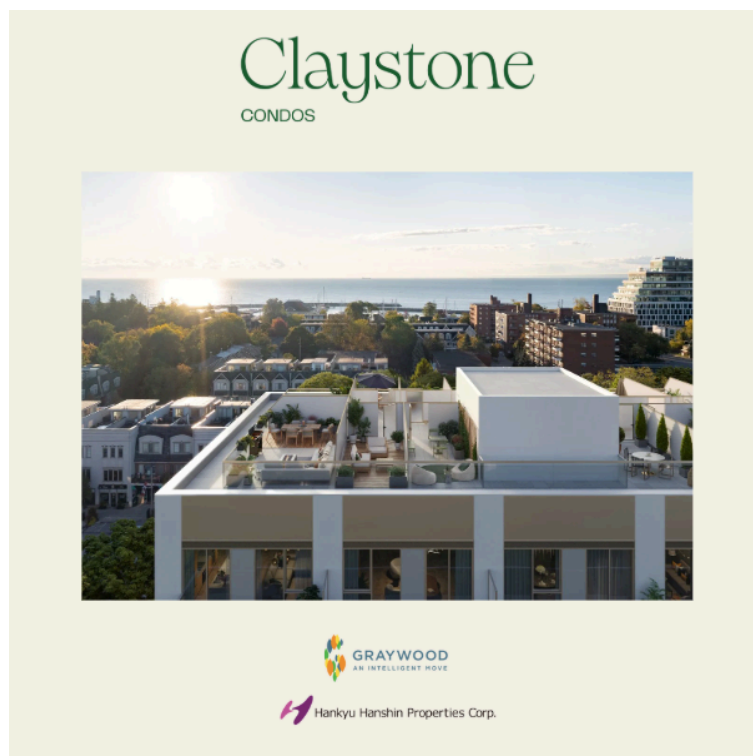
- [@graywoodsales](#) where all sales and property-related content is posted.
- [@graywooddevelopment](#) where all other content is posted including but not limited to corporate development, asset management, construction etc.

For all posts related to Claystone, please tag [@graywoodsales](#). We love to see your posts and review everything that comes in!

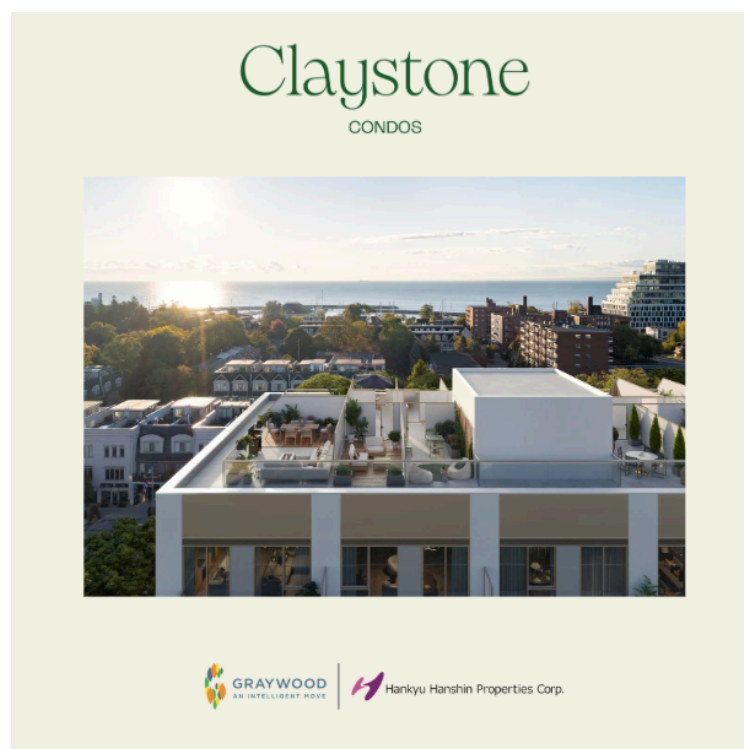
Tips When Using Brand Assets

Do not alter the Claystone, Graywood and Hankyu Hanshin logos in any way. This includes cropping taglines, changing colours, adding text, moving logo elements around, adding shadows to fonts, etc.

- As an example, below is what you **should not** do to the logos provided on the Agent Portal. The “Condos” part of the Claystone logo has been shifted to the left, and the Graywood and Hankyu Hanshin logos have been stacked. Both of these logo formats were altered from their original format.



- The correct way to use the above is displayed below. These are assets that have been downloaded from our agent portal and have not been edited.



Please avoid editing photos and videos to apply filters or altering the renderings and videos once they have been downloaded. This includes applying filters on Instagram, VSCO, Lightroom, Photoshop, etc.

- As an example, the image below has been directly downloaded from the agent portal.



- Meanwhile, the image below has been altered to be much more vibrant, which is not recommended.



We are happy for you to add your headshots, brokerage logos, names and contact information. However, we kindly ask that it does not obstruct any of our logos, renderings or videos in any way.

- As an example below is not a recommended format for posting a photo on Instagram. This is due to the renderings and brokerage logo obstructing the background, the call for VIP access being very hard to read, and there is no Graywood-Hankyu Hanshin logo.



- To correct the above, we would suggest the below. This allows for all renderings, logos including the brokerage and the call to action to be displayed.



Questions? We're Happy to Help!

If you have any questions regarding the style guide or would like our Marketing Team to review your post before going live, feel free to send us an email with your content and question to sales@graywoodgroup.com.

Thank you again for your continued support of Claystone and Graywood Developments!



Hankyu Hanshin Properties Corp.